



PEACE AND DEVELOPMENT

# Journal of Peace, Development and Communication

---

*pISSN : 2663-7898*

*eISSN: 2663-7901*

---

[www.pdfpk.net/pdf](http://www.pdfpk.net/pdf)

[www.pdfpk.net/ojs](http://www.pdfpk.net/ojs)

---

*Volume-04 Issue-03*  
*October-December 2020*

---



**PEACE AND DEVELOPMENT**

# **Journal of Peace, Development and Communication**

---

***pISSN : 2663-7898***

***eISSN: 2663-7901***

---

[www.pdfpk.net/pdf](http://www.pdfpk.net/pdf)

[www.pdfpk.net/ojs](http://www.pdfpk.net/ojs)

---

***Volume-04 Issue-03  
October-December 2020***

---



## JPDC Publishing Partner



<https://www.researchbib.com/>

---



<http://olddrji.lbp.world/>

---



<http://www.repindex.com/>

---



<https://isindexing.com/isi/index.php>

---



<https://www.crossref.org/metadatamanager/>

---



<https://www.glonDEX.com>

---



<http://www.sindexs.org/>

---



<https://europub.co.uk/>

---



## **Editorial Board of Journal of Peace, Development and Communication (JPDC)**

**Patron:**

**Arshad Mehmood Akif**

CEO ASK Development

**Editor-in-chief:**

**Dr. Asmat Ullah**

Director/CEO Peace & Development

Foundation

**Editor:**

**Dr. Bakht Rawan Yousafzai**

Associate Professor Allama Iqbal Open

University Islamabad

**Managing Editor:**

**Dr. Fazal Rahim Khan**

Dean Faculty of Social Sciences Foundation

University Islamabad

**Associate Editor:**

**Hamza Sheraz**

Associate Research & Publication ASK

Development Islamabad

**Advisory Board National/International of Journal of Peace, Development and  
Communication (JPDC)**

**ADVISORY BOARD NATIONAL MEMBERS**

<b>Prof. Dr. M. Anis-Ul-Haque</b>	Head, Department of Psychology, National University of Modern Languages (NUML), Islamabad
<b>Dr. Sami Raza</b>	Assistant Professor, Political Science Department University of Peshawar
<b>Prof. Dr. Muhammad Arif Khattak</b>	Department of Management Sciences of Bahria University Islamabad
<b>Prof. Dr. Syed Abdul Siraj</b>	HoD Media Studies Bahria University Islamabad
<b>Prof. Dr. Zafar Iqbal</b>	HoD Media & Communication Studies International Islamic University Islamabad

**ADVISORY BOARD INTERNATIONAL MEMBERS**

<b>Prof. Dr. Klaus Beck</b>	Institute of Political & Communication Science University of Greifswald Germany
<b>Prof. Dr. Arnulf Kutsch</b>	Institute of Communication & Media Studies University of Leipzig German
<b>Prof. Dr. Jake Lynch</b>	Director/Chairperson Dept. of Peace & Conflict Studies University of Sydney Australia
<b>Prof. Dr. Steven Youngblood</b>	Director Center for Global Peace Journalism Park University Missouri USA
<b>Prof. Dr. Babak Bahador</b>	School of Media & Public Affairs George Washington University USA
<b>Prof. Dr. Rune Ottosen</b>	Dept. Journalism & Media, Oslo Metro Politan University Norwa

# **Journal of Peace, Development and Communication (JPDC)**

**October-December 2020**

## Table of Contents

1. Body-Representation and Sexual Identity Projections: A survey of Advertising in Print Media 1-18
2. Effects of Dubbed Turkish TV Series on Youth's Adoption of Fashion Trends: A Case study of Lahore and Islamabad 19-37
3. Emotion Dysregulation and Psychological Distress in Students 38-50
4. Separation of Judiciary from Executive: A Plea for Revision of Dictums by Superior Courts 51-62
5. Second Screen Phenomena and News Consumption in Pakistan 63-88
6. Analysis of Distributional Equity of Public Physical Infrastructure in Pakistan 89-108
7. Gender Portrayal in Outdoor Advertising in Punjab and Khyber Pakhtunkhwa (KPK) Provinces of Pakistan 109-131
8. War and Peace Journalism: Coverage of Syrian Conflict in International Press 132-154
9. The Goal of Housing for All As Envisaged By the UN Habitat Agenda: A Case Study of Cooperative Housing Societies in Pakistan 155-175
10. Social Sigma as a Predictor of Pweceived Stress Among Parents of Children with Special Needs 176-190
11. The Impact of Mobile Phone on Family Life: A Case Study of Lahore, Pakistan 191-206
12. Moderation Effects of Institutional Quality, Diversity, Income inequality and Globalization on Social Cohesion: An Empirical evidence. 207-231
13. Comparative Study of Cognitive Development of Students of Different School Systems in Pakistan 232-250



14. The Pharmaceutical Firms of Pakistan: An Overview of Multidimensional Performance 251-266
15. Authoritarianism and Judicial Efforts for Securing Autonomy: A Case Study of Pakistan 267-286
16. Historical and Geographic Factors of Institutional Quality: An Empirical Analysis 287-312
17. Pragmatic analysis of CNN Headlines on US Pakistan relations 313-334
18. Effects of Channels of Communication on Female Literacy 335-352
19. Social Media and Construction of Beliefs: Perceptions of Youth Regarding Role of Social Networking Sites (SNS) in Creating Gender Stereotypes 353-370
20. Framing of Salman Taseer assassination and Mumtaz Qadri execution in English leading press of Pakistan 371-391
21. Effects of Media Feminist Approaches on Youth 392-404
22. Media Advertisement Requirements: Disciplining Female Body for Job Hunting Vs. Islamic Philosophy of Disciplining Female Body 405-427
23. Dynamics of Domestic Debt and its Implications on Economic Growth: Evidence From SAARC Countries 428-444
24. Nexus between China-Pak Business Cycle Synchronization and Human Development in Pakistan 445-468
25. Professional Development of Secondary School Leadership: Experiences and Expectations 469-491
26. Role of Key Stakeholders in the Awareness Campaign of Right to Information (RTI) Act, Punjab 492-511
27. Awareness of Rules Given in Punjab Education Code at Secondary School Level: A Case Study of Head Teachers in the District Sheikhpura 512-531
28. Nexus between Level and Factors of Job Satisfaction in Nurses of Multan City (Pakistan): A Study of Public Hospitals 532-555
29. Development of Doctrine of Frustration: Departure from Absolutism in Contracts 556-573
30. Role of Electronic Media in Politics of Punjab, Pakistan: A Case Study of Lahore 574-590

# Journal of Peace, Development and Communication



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-01>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Body-Representation and Sexual Identity Projections: A survey of Advertising in Print Media</b>
<b>Author(s):</b>	Dr. Haseeb Ur Rehman Warrich Assistant Professor, Department of Arts & Media, Foundation University Islamabad
	Dr. Ayesha Qamar Lecturer, Fatima Jinnah Women University, Islamabad
	Zil e Huma Lecturer, Media Studies, University of Balochistan, Quetta.
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Warrich, Haseeb Ur Rehman, et al. (2020). "Body-Representation and Sexual Identity Projections: A Survey of Advertising in Print Media." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 01–18, 10.36968/JPDC-V04-I03-01.
<b>Author(s) Note:</b>	Dr. Haseeb Ur Rehman Warrich is serving as Assistant Professor at Department of Arts & Media, Foundation University Islamabad Email: <a href="mailto:haseeb.rehman@fui.edu.pk">haseeb.rehman@fui.edu.pk</a>
	Dr. Ayesha Qamar is serving as Lecturer at Fatima Jinnah Women University, Islamabad
	Zil e Huma is serving as Lecturer (Media Studies) at University of Balochistan, Quetta.

**Abstract**

Matrimonial advertisements provide an unobtrusive site where the image, construction and perpetuation of normative heterosexuality are observed through socio-cultural discourses. The current study focuses on self-representation and gender role expectations in 550 classified matrimonial ads from two popular newspapers (The Daily Dawn, The Daily Jang) in Pakistan. Gender differences in desirable physical attributes, occupational preferences and personality traits are examined. The results revealed that gender polarization in ideal spousal occupations, and the relative variability in gender identities of women as compared to men. A strong preference for pretty and slim women is observed. Implications for the sexual objectification of women and changing gender roles in changing socioeconomic landscape of Pakistan is due to the impact of globalization.

**Key Term:** sexual identity, matrimonial advertisements, identities



## Introduction

Pakistan has historically been a hierarchical, patriarchal male culture that expects women to obey the laws laid down by men. Socio-cultural norms in Pakistan society reinforce privileged male supremacy. The chauvinistic structure sustained creating sexual identity roles in the family and also in society at large. According to Uberoi (2006), exclusive gender scripts are perpetuated in society by defining 'appropriate' behaviours for male and female members. Such gender stereotypes are further imprinted on people's minds due to the lack of exposure to new sources of sexual learning, which leaves room for media presentations and portrayals of gender norms. In Pakistani media, images of women often tend to portray them flamboyantly: caring homemakers or sex beings of desire. However exposed to learning and the global economy of cultural norms, Pakistan, everywhere else in the world, is in a state of change. Pakistani society has the chance to become more responsive to alternate solution narratives that encourage reality to be experienced in different ways. Education and job prospects have now become an important element in the lives of women, allowing them to question traditional gendered expectations and norms (Derne, 1999).

Several surveys around the world have found recognition of gender equality in matrimonial and matrimonial placement problems (Butcher, 2003; Jain & Hazen, 2007).

Moreover, gender-based perceptions of prospective marital relationships as reflected in matrimonial advertising in print media in Pakistan. It discusses the likelihood that the cycle of transformation has contributed to a conventional gender division in Pakistan, resulting in the stronger interrelatedness between male and female roles. It Focuses on the review of matrimonial advertising reported in the Daily Newspapers in Pakistan.

Urdu and English newspapers are the major language newspapers in Pakistan: The Daily Dawn(June 2020) and The Daily Jung (June 2020). Because these two newspapers

have diverse readerships, they are both supposed to represent a detailed image of the social mindset.

The key subject of this paper is on Sandra Bem (1993), 'Gender Lens: Changing the Discourse on Sexual Injustice.' Nevertheless, the research also draws on perspectives from social communication (de Sousa Campos et al., 2002; Gist, 1953; Shukla & Kapoor, 1990) and social role theories (Eagly & Steffen, 1984). Bem(1993) presented three perspectives, namely: androcentric, i.e. gender perception; gender division, i.e. viewing men and women differently by separating the universe itself into two distinct gender realities; biological essentialism, i.e. embracing gender division as a natural, human outcome rather than a socio-historical concept.

The principle of social trade implies an allocation of incentives between material and social bodies (Miller, 2005). Social exchange theory suggests that men in society are more likely to give women economic security in return for their sexual beauty and vice versa (Koestner & Wheeler, 1988). Social identity ideology applies, in comparison, to the feminine traits of women and the masculine features of men. Contrary to this hypothesis, an ideally socialized woman holds the virtues of gentleness, quietness, and endurance. At the same time, men have masculine attributes such as aggression, strength, industriousness, and superiority (Eagly & Steffen, 1984).

### **Problem Statement**

The present research is interesting in that it discusses and analyzes a very critical part of culture linked to matrimonial advertising. These commercials represent potential socio-cultural factors of what people accept to be the features that make their children the ideal choice to become brides/grooms.. Matrimonial commercials are convenient sites for analyzing spousal expectations and normative asexuality minimally. The research discusses the mediated landscape between socio-cultural and religious beliefs, in matrimonial

advertising, on the one hand, and the demands of the modern media, on the other. The change in gender norms triggered by the evolving socioeconomic environment has also influenced the social and family spheres of society in Pakistan. Gender is described by Mukhopadhyay (1999) as a concept that refers to the roles and obligations of men and women generated in their communities, societies and cultures. The definition of gender also contains assumptions regarding the characteristics, skills, and possible actions of both women and men roles and standards are taught about anatomy, which is genetically decided. However, in the context of domestic spousal expectations, research needs to be conducted to start exploring changes in mate-selection processes in the social structure.

The objectives of study is to identify the qualities desired and revealed by potential mates and to examine the trends and gender role expectations of these advertisements in Pakistani print media.

R.Q1.Which are the attractive qualities desired and revealed by potential mates in classified advertising in Pakistan's chosen print newspapers?

R.Q2.What trends and gender role expectations are evident in the body representation of advertisements in Pakistani print media?

## **2. Literature Review**

Boulton(1983) emphasizes the function of advertisements as socially useful, completely ethical and relatively free from semantic problems. An important type of print advertisements is classified ads that are published in great number in the newspapers. There is great diversity in classified ads. Different types of classified ads include astrology, memoirs, obituary, education, admission, tutorial, mass appeal for help, marriage anniversary, business and services, computer training, buying and selling, matrimonial, walk-in-interview, call centres.



The matrimonial ads are unique in their lexical choices and syntactic patterns. Since these ads serve the social purpose of bringing together different families in the marital alliance, so these ads reflect the psychological orientation and social factors at work behind the linguistic choices. The analysis of these matrimonial advertisements in the broader sociolinguistic perspective could be very enlightening and insightful.

According to Mukhopadhyay(1999), Sex describes the biological differences between men and women, which are universal and determined at birth. In contrast, gender refers to the roles and responsibilities of men and women that are created in our families, our societies and our cultures. The concept of gender also includes the expectations held about the characteristics, aptitudes and likely behaviours of both women and men (femininity and masculinity). Gender roles and expectations are learned. The concept of gender is vital because applied to social analysis; it reveals how women's subordination (or men's domination) is socially constructed. As such, the subordination can be changed or ended. It is not biologically predetermined, nor is it fixed forever.

Matrimonial advertisements are a form of the arranged marriage system prevalent in Asian countries such as Japan, China, India, and Pakistan etc. These ads differ from the arranged marriage system only in terms of the medium used. The media has taken up the role of intermediary between the families or individuals interested in the marital alliance. Being the part of the arranged marriage system, it replicates the same considerations such as compatibility, economic status, and social status of the involved (Mathur & Parameswaran, 2004).

The traditional matchmakers are being replaced due to geographical mobility and ease of access to media. These classified advertisements found in newspapers and magazines are an important way of finding a suitable life partner. There are many socio-cultural factors, for instance, the tradition of mate-selection process, gender role expectations. It affects the

composition of these advertisements, as reflected in research across the world (Ottaviano & de Oliveira Siqueira, 2002). However, this phenomenon is also evident in the eastern countries, including Pakistan.

The matrimonial advertisements indicate the social beliefs of people about desirable qualities for their sons/daughters to become desirable brides/grooms. The desirable qualities mentioned in matrimonial ads often mark the beginning of a long and complex process of negotiations in the arranged marriage system. They serve as convenient sites for analyzing spousal expectations and normative heterosexuality in an unobtrusive manner (Jagger, 2001).

Traditionally, for instance, a matrimonial posting describes the expected ideal Pakistani wife to be 'fair, beautiful, quiet, respectful, innocent, humble and cultured'. According to Koestner and Wheeler (1988), in order to attract the maximum number of responses, these attributes are exaggerated by the advertisers. Hence the advertisers are trying to reach out to the potential partners, so it is inevitable for them to emphasize on 'appropriate' self-presentation and righteous image-management (Marley, 2008). The present study attempts to analyze the self-representation of the advertisers and the depiction of desirable traits in the potential mates.

### **3. Methodology**

This research analyzes the quality of 350 matrimonial advertisements published in The Daily Jang and The Daily Dawn in June 2020. The Daily Jang and The Daily Dawn are the newspapers with the largest and second highest circulation in Pakistan, with 138,000 and 800,000 copies respectively (Gallup Poll of Pakistan, 2018).

The Sunday issues of these publications have been chosen as they contain a comprehensive supplement exclusively dedicated to matrimonial advertising. The survey, taken from a total of 350 separate advertisements (250 from The Daily Jang and 100 from The Daily Dawn).

The data, therefore, consists of four Sunday issues of June 2020. The advertisements were placed either by the males or the females themselves or by their immediate family members.

However, a large number of ads have been discarded due to not appropriate for this research study. This process produced 250 ads from The Daily Jang and 100 from The Daily Dawn. A total of 140 of these ads originated from males, and 210 ads originated from females. All ads sought heterosexual marital partners.

The advertisements were manually coded to identify the variables. The variables' codes identified traits announced by the person placing the ad as well as the traits sought in an acceptable spouse. These variables are financial status, physical attractiveness, slimness, fairness, personality traits, and occupation.

#### **a. Physical attractiveness**

This variable coded for the presence or absence of physical attractiveness as an announced or sought quality. Mention of words such as 'pretty', 'good-looking', 'attractive', 'beautiful', 'handsome', and 'young-looking' slim, fair.

#### **b. Occupation and Education**

This variable, coded dichotomously, indicated whether or not the announcer or the person seeking held employment outside the home. Mention of words and phrases such as 'employed, professional, career-minded' or indications of specific occupations such as software professional, doctor, lawyer, and engineer, and also mention of educational degrees (BA, MA ) were coded.

#### **c. Stereotypical personality traits (masculinity and femininity)**

Presence of masculine traits included descriptors such as 'ambitious', 'accomplished', 'successful', 'talented', 'smart', 'intelligent', 'reputable', 'respectable', and 'aristocratic' as qualities announced or sought. Femininity was a code for the presence or absence of feminine



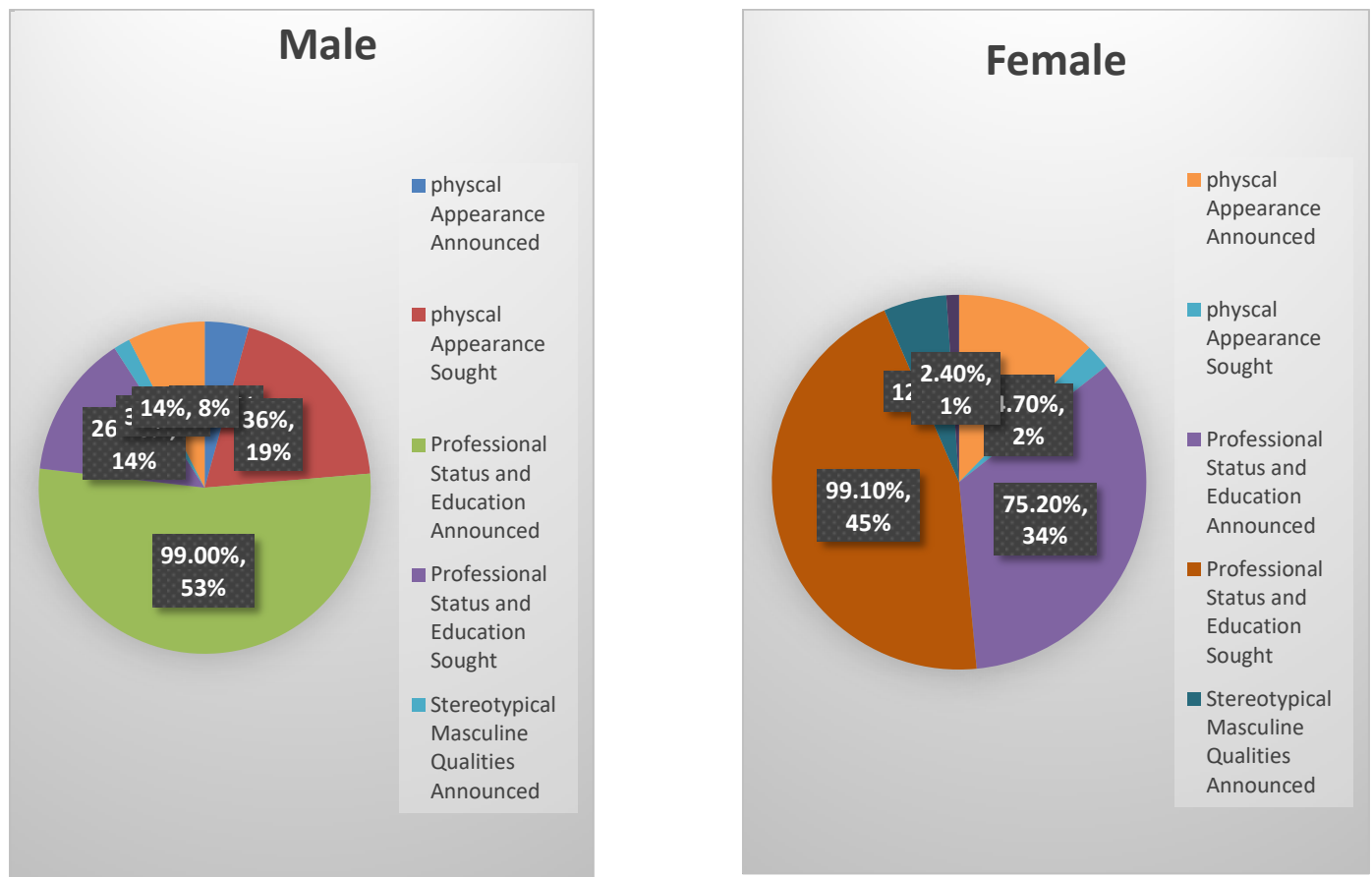
qualities in announced or sought traits. Descriptors such as 'caring', 'kind', 'charming', 'loving', 'amiable', 'home-loving', 'cheerful', 'innocent', 'devout', and 'cultured' were included as indications of the presence of feminine qualities. When no mention of such indicators appeared in ads, they were marked as absent.

#### **4. Data Presentation and Data Analysis**

The presented study seeks to analyze the self-representation practices of advertisers in the matrimonial ads in terms of their adherence to stereotypical gender traits. Furthermore, the study also attempts to find out the changing trends in such representation concerning the change in the socio-cultural scenario in Pakistani society. The analysis of the selected data exhibits certain traits predominantly mentioned by the advertisers' for their potential mates. These traits have been categorized under the following headings for the ease of analysis.

- a) Physical attractiveness
- b) Financial Status (Occupation and Education)
- c) Stereotypical personality traits (masculinity and femininity)

These desired attributes serve as variables in the present study. An analysis of these attributes not only throws light on the way gender identity is constructed by self and other representations but also on the changing trends of the society in the wake of globalization and media exposure. The study sets out to explore the desired attributes in the potential mates in the matrimonial ads and hence to view the phenomenon of fluctuation in the identity construction of the agents if any. Given below is the detailed presentation of the data analyzed, followed by discussion in an attempt to find answers to the research questions. The table below presents an overall analysis of the data analyzed in the following section.



### a. Physical Traits (Beauty, Skin Color, Height)

The data analyzed in the four Sunday issues of the respective newspapers (The Daily Dawn and the Daily Jang) revealed the desirable attributes related to physical characteristics. Since the overwhelming advertisements especially from the advertisers desired these traits in their potential mates hence these characteristics have been summed up under one category i.e. 'physical traits'. With respect to physical attractiveness, the results showed that ads by men (36.0%) were significantly more likely than ads by women (4.7%) to expect physically attractive spouses. And the ads by women (27%) were more likely than ads by men (8%) to announce physical attractiveness.

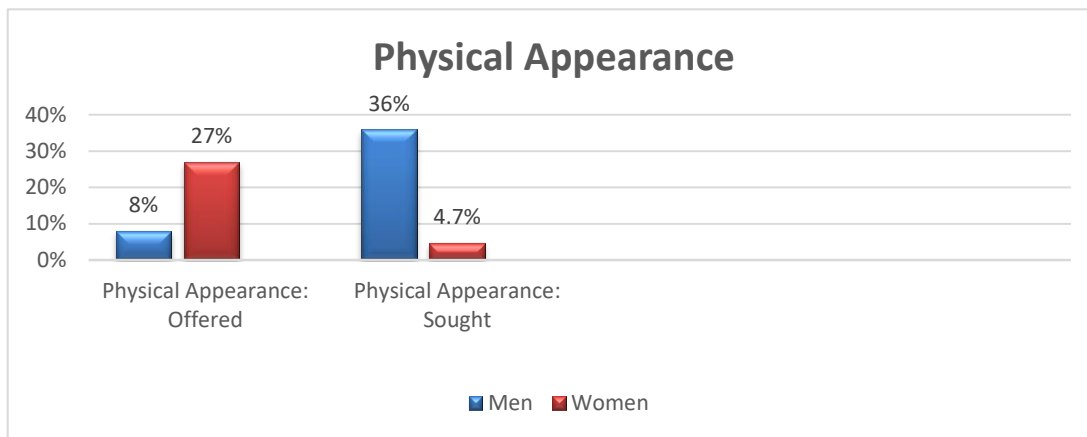


Figure No2

Physical beauty includes fair complexion, slimness and good height. In desired physical traits men are vocal and there is an insistence on the women being beautiful. There are degrees of fairness expressed in the selected data. The adjectives used include "beautiful, very beautiful, pretty, fair, slim, and smart." There is a sharp contrast between male and female advertisers' preferences of attributes in the prospective mates. Male advertisers place foremost importance on physical beauty and height. About 36% of male advertisers have required women to be beautiful, slim, smart and tall. While on the other hand, there are only 4.7% percent female advertisers who require the would-be groom to be handsome. However, in the category of declared attributes, 27% of female advertisers have expressed they are pretty, beautiful and smart. Height is an important part of the personality, and 38.6% of female advertisers have declared their height. In the declared attributes, 27% of females have declared themselves "beautiful, slim and smart, tall, very pretty". Most of the females (66%) are tall or have good height averaged 5.2'-5.4', which is considered a good height in Pakistan since the vast majority of female advertisers are not assertive in demanding the same physical standard from expected males so it can be inferred that female beauty is highlighted as a commodity or product to add worth and value of their proposal for some rich and well-settled family.

#### **b) Financial Status: Qualifications and Profession/Occupation:**

The second desirable trait found in the data focuses on gender polarization in occupational preferences and education. The data shows strong support from the indication of ads by men as (99%) ads were more likely than ads by women (75.2%) to announce a professional status outside the home. Ads by

women (99.1%), on the contrary, were much more likely than those by men (26.1%) to mention professional achievements sought in a mate.

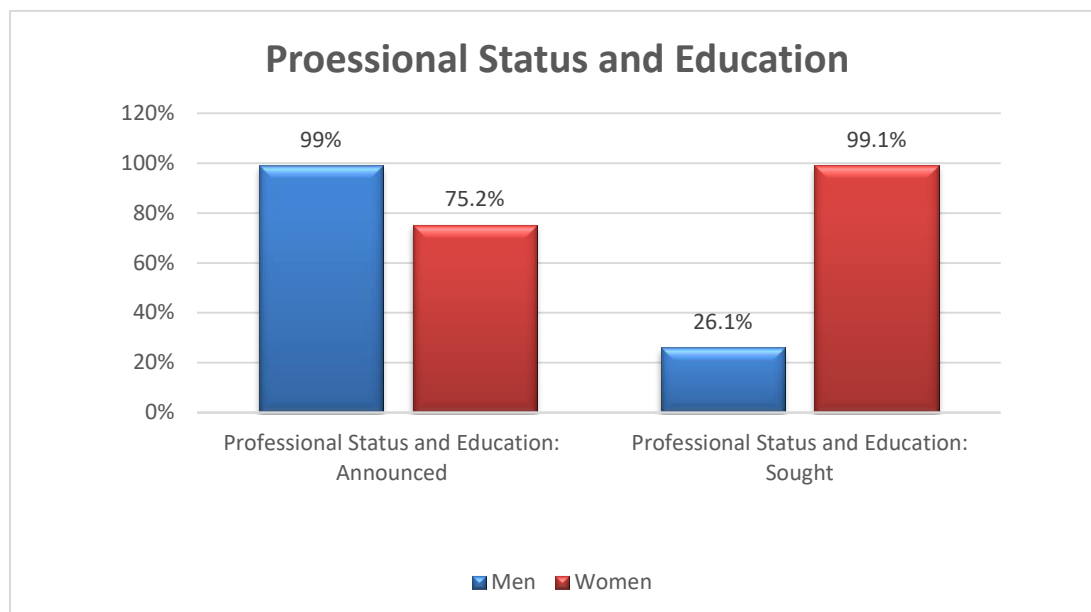


Figure No3

Education is an important variable. 79% of female advertisers have higher education and hold professional degrees such as MBBS, M.Sc., Engineering etc. Most of the female advertisers are doctors, engineers, lecturers or bankers. Majority of the educated professionally settled females have demanded a match with the same educational qualification or job status. However, some of the Advertisers have generally mentioned that the required groom must be, 'well settled, educated and having some good job'.

Almost all of the male advertiser (100%) have mentioned their education or/ job status. This higher percentage reflects the significance of being well settled economically in order to get married. The well-settled doctors, engineers, and lecturers require the same qualification in females as well. Some of the advertisers have mentioned the names of the universities from where they have completed their last degrees. Such universities include GIK, NUST, FAST, LUMS, Beacon house. All these institutions serve the educational needs of the elite class. So the purpose of mentioning these universities is to indicate their social status and expect the females to have the same background.

It throws light on the class segregation and class consciousness of the people in the Pakistani society. This analysis also reveals the changing mindset and orientation of the people. Women with higher education and job are preferred. The working women are preferred choice since they have the potential to help in augmenting the family income. Thus education and job status are one of the important criteria of the selection for the mate.

### c. Feminine and Masculine Qualities:

This category focuses on gender differences in feminine and masculine qualities preferences in the potential mates for matrimonial alliance. Ads by women (12%) were significantly more likely than ads by men (3%) to announce their stereotypical feminine qualities. Similarly, as hypothesized, ads by men (14.0%) were significantly more likely than ads by women (2.4%) to seek spouses with traditional feminine traits.

On the contrary, the ads placed by males are not found to be more likely than by those of women to announce stereotypical masculine qualities. Surprisingly, results show that ads by men (8.1%) were significantly more likely than ads by women (2.1%) to seek stereotypical masculine qualities in their potential spouses.

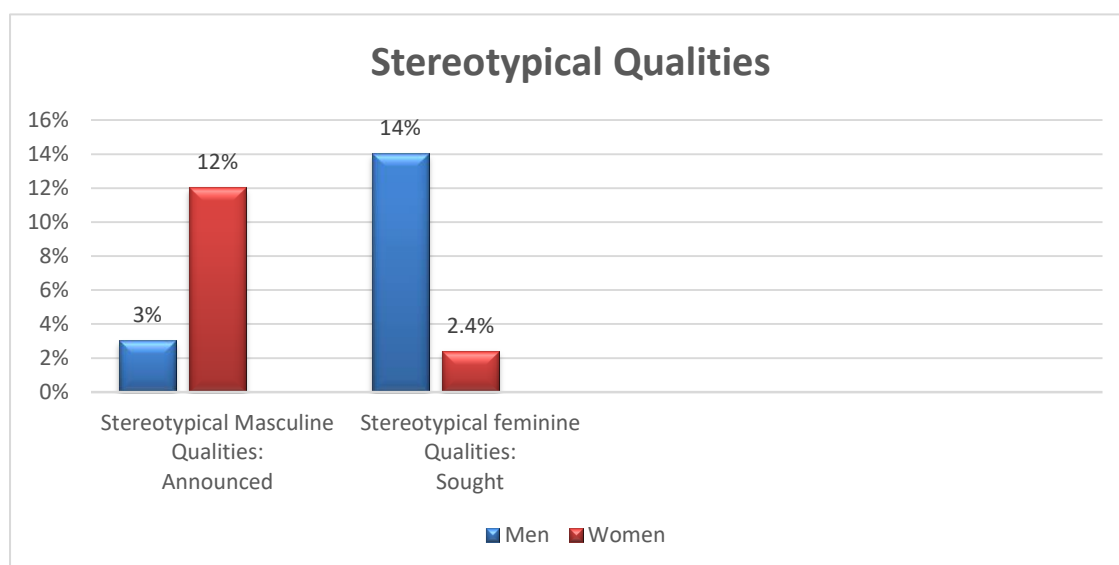


Figure No4

Intelligence and character are the most important human attributes which are essential in bringing in matrimonial bliss and a successful and lasting marriage alliance. However, ironically these attributes are given least importance both by the male and the female advertisers. In the declared character attributes, only 9.5% of females expressed having good character and only 2% of females are presented as having intelligence. At the same time, only 8% of male advertisers prefer their would-be spouses to have good character. In comparison, none (0%) of the male advertisers deem intelligence of any worth for women or essential for the success of their marriage alliance. Thus there is the least emphasis on the attributes related to character and moral values. The whole focus of the advertisers is on physical attributes and material aspects.

## 5. Discussion

The present study sets out to explore the matrimonial advertisement published in print media in Pakistan from three perspectives. The first research question sought to find out the desirable traits in potential mates as expressed by the advertisers as well as the self-representation in terms of those traits. The study found the physical attractiveness as the most desired trait to be found in the potential mate on men's side. Female advertisers announce this trait and desire education and career in potential male partners. These findings reinforce the stereotypical built of Pakistani mindset and society. This orientation of the Pakistani society is evident from the focus and insistence of the majority of the advertisers on physical beauty. In the required attributes by male advertisers, only 6% require that there would be spouse should have a good character.

The mention of explicit physical attractiveness is a conscious expression of their desire. It conveys the implicit message that only the females fulfilling these criteria should contact. The male proclivities for physical attractiveness are evident from the lexical choices such as: "beautiful, very beautiful, pretty, fair, slim, and smart." The 36% males demand and 26% of women exhibit physical attractiveness explicitly. The results of the study exhibit a marked difference between males and female advertisers' spousal role expectations related to desirable personality traits. The desired role expectations are more in line with the prevalent stereotypes of females being an epitome of care, kindness, docility, compassion and domestic. The



male advertisers require caring, kind and family-oriented girls. The female advertisers though the majority of them are highly educated and professional, require their prospective mated equally qualified and well employed. Hence their expected partner role requirement is that of a breadwinner and ensuring economic security.

The male advertisers require girls who are highly educated and employed. This tendency towards masculinity as a desirable trait in females by men suggests a move towards the bridging of gender polarization. Both males and females describe themselves using masculine words and seek these qualities in their spouses. The data analysis reveals the absence of the idealized version of males either in self-representation or in gender role expectations, however. However, the desirability of both masculine and feminine traits is expected of idealized women. These findings corroborate prior research on global, hegemonic masculinities (Connell, 1995).

The second research question explored the adherence to typical gender roles in terms of spousal preference for the marital alliance. The data analyzed reveal that though the majority of the advertisers represent and also seek stereotypical qualities associated with femininity and masculinity in society. The majority of female advertisers seek a groom who is the breadwinner and could offer financial security however the changing trends in the norms of society are visible in terms of choice of would be bride who should be stereotypically physically attractive and also highly educated.

Another changing trend is a great number of female advertisers who are highly educated and require a groom with equal qualification. One of the ads in the Daily Dawn requires 'traditional girl with modern ideas' or 'beautiful educated conservative woman 'Another advertiser seeks 'domestic working lady'. It reveals the tendencies that require women to be "super girls" excelling in both domains, i.e. domestic and economic. These high expectations are sure to stress women and add to gender polarization

Education and occupational or job status is the foremost consideration in marital alliance. It is evident from the fact that 100% males and 99% of females have declared their qualification and job status. The comparison of male and female required attributes in the prospective mate reveals their different

orientation. Educated males require females having the same qualification. In contrast, the educated females are just contented on finding the mate who is well settled and is having some job or business.

The overall results of the present study suggest that beauty and femininity are desirable traits for women and serve a criterion of their eligibility for the marital alliance. It reflects the kinds of ideals and stereotypes mirrored and reproduced in the mainstream media projections of females presenting them as superwomen juggling both with domestic and career roles. On the other hand, men need to be financially stable and career-oriented in order to be desired partners in matrimony. To sum up, the persistence of gendered lenses both in self-presentations and spousal expectations in this study is a reminder that androcentrism, gender, polarization, and biological essentialism continue to be at the core of individual identity and sexuality in middle-class Pakistani households.

## 6. Conclusion

The present study seeks to analyze the self-representation of advertisers in the matrimonial ads in terms of their adherence to stereotypical gender traits and identity construction. Furthermore, the study also attempts to find out the changing trends in such representation concerning the change in the socio-cultural scenario in Pakistani society.

The self-representation as well as that of the prospective spouse on men's side reflects a preference for physical attractiveness 36% males and 26% females demand and announce physical beauty respectively. Although the majority of men also require their spouses to be highly educated. From the perspective of female advertisers, there is an indication of their qualification as an important facet of identity construction. Seventy-nine per cent (79%) female advertisers announced their education. They required their would-be groom to be equally qualified and employed.

The other desirable attribute includes masculinity in women as the men want their potential mate to be educated and working. The preference for educated and employed girls shows the changing trend in society. However, at the same time, the girls are required to be equipped with domestic skills hence an idealized figure. On the other hand, the female advertisers emphasize on education and employment of the prospective mate.

Hence the study shows a stereotypical gender role expectation from the advertisers. The self-representation also adheres to the stereotypical gender traits as evident in the data analysis and discussion section. The purposeful framing of the matrimonial advertisements reflects and mirrors stereotypical gender norms values prevalent in society. However, at the same time, these ads serve as spaces where these values are reproduced and negotiated.

The changing socio-cultural landscape in Pakistan due to growing job opportunities and a consumption-driven lifestyle is also a harbinger of change in gender role expectation as evident of spouse preference with education and job as expressed by the majority of male advertisers. However, the advertisers also show a preference for women with the qualities of a domestic caregiver while also having a masculine agency as a working wife which reflects the tension in contradictory role expectations individually and on the societal level at large.

## References:

- Bem, S. L. (1993). *The lenses of gender: Transforming the debate on sexual inequality*. Yale University Press.
- Connell, R. W. (1998). Masculinities and globalization. *Men and masculinities*, 1(1), 3-23.
- de Sousa de Sousa Campos, L., Otta, E., & de Oliveira Siqueira, J. (2002). Sex differences in mate selection strategies: Content analyses and responses to personal advertisements in Brazil. *Evolution and Human Behavior*, 23(5), 395-406.
- Derné, S. (1999). Handling ambivalence toward "Western" ways: Transnational cultural flows and men's identity in India. *Studies in symbolic interaction*, VOL 22, 1999, 22, 17-45.
- Eagly, A. H., & Steffen, V. J. (1984). Gender stereotypes stem from the distribution of women and men into social roles. *Journal of personality and social psychology*, 46(4), 735.
- Eagly, A. H., & Steffen, V. J. (1984). Gender stereotypes stem from the distribution of women and men into social roles. *Journal of personality and social psychology*, 46(4), 735.
- George, A. L., & Bennett, A. (2005). *Case studies and theory development in the social sciences*. mit Press.
- Gist, N. P. (1953). Mate selection and mass communication in India. *Public Opinion Quarterly*, 17(4), 481-495.
- Jagger, E. (2001). Marketing Molly and Melville: Dating in a postmodern, consumer society. *Sociology*, 35(1), 39-57.
- Koestner, R., & Wheeler, L. (1988). Self-presentation in personal advertisements: The influence of implicit notions of attraction and role expectations. *Journal of social and personal relationships*, 5(2), 149-160.
- March, C., Smyth, I. A., & Mukhopadhyay, M. (1999). *A guide to gender-analysis frameworks*. Oxfam.
- Marley, C. (2008). Assuming identities: The workings of intertextual metaphors in a corpus of dating ads. *Journal of Pragmatics*, 40(3), 559-576.

- Mathur, S., & Parameswaran, G. (2004). Intergenerational attitudinal differences about consumption and identity among the Hindu elite in New Delhi, India. *Journal of Intercultural studies*, 25(2), 161-173
- Ramasubramanian, S., & Jain, P. (2009). Gender stereotypes and normative heterosexuality in matrimonial ads from globalizing India. *Asian Journal of Communication*, 19(3), 253-269.
- Shukla, A., & Kapoor, M. (1990). Sex role identity, marital power, and marital satisfaction among middle-class couples in India. *Sex Roles*, 22(11-12), 693-706.
- Stern, B. B. (1988). How does an ad mean? Language in services advertising. *Journal of advertising*, 17(2), 3-14.
- Uberoi, P. (2006). *Freedom and destiny: Gender, family, and popular culture in India*. Oxford University Press, USA.

## Journal of Peace, Development and Communication



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-02>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Effects of Dubbed Turkish TV Series on Youth's Adoption of Fashion Trends: A Case study of Lahore and Islamabad</b>
<b>Author(s):</b>	Raza Waqas Ahmad Ph.D. Scholar, Department of Media and Communication Studies, International Islamic Islamic University, Islamabad
	Ali Hassan Lecturer, Department of Media Studies, The Islamia University of Bahawalpur
	Lubna Qasim Visiting Lecturer, Department of Communication Studies, Bahauddin Zakariya University, Multan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Ahmed, Raza Waqas, et al. (2020). "Effects of Dubbed Turkish TV Series on Youth's Adoption of Fashion Trends: A Case Study of Lahore and Islamabad." Journal of Peace, Development and Communication, vol. Volume 4, no. Issue 3, 2020, pp. 19–37, <a href="https://doi.org/10.36968/JPDC-V04-I03-02">https://doi.org/10.36968/JPDC-V04-I03-02</a> .
<b>Author(s) Note:</b>	Raza Waqas Ahmed is a Ph.D. Scholar at Department of Media and Communication Studies, International Islamic Islamic University, Islamabad
	Ali Hassan is serving as Lecturer at Department of Media Studies, The Islamia University of Bahawalpur Corresponding Author's Email: <a href="mailto:alihassan@iub.edu.pk">alihassan@iub.edu.pk</a>
	Lubna Qasim is serving as Visiting Lecturer at Department of Communication Studies, Bahauddin Zakariya University, Multan

### **Abstract**

Present study explores the rather new phenomenon in Pakistan, dubbed Turkish TV series and their effects in the form of fashion trend on the youth of two major Metropolitans (Islamabad and Lahore) of Pakistan. Literature reveals that dubbed Turkish TV series reached to the Muslim world and significant part of the world. Turkish TV series are raising the image of Turkey as soft power because of their significant cultural cultivation effects on the above said societies. For this, a purposive sample of 400 respondents is taken under the age of 18-23 years males and females equally from Islamabad and Lahore. The findings of the study divulge that significant cultivation effects of dubbed Turkish series observe on the youth. This cultural cultivation is dominant in the form of visual culture and fashion trends. The study also reveals that these significant effects are more persistent on the youth of Islamabad as compare to Lahore. This study has theoretical and corporate implications.

**Key words:** Dubbed Turkish TV series; Cultural cultivation; Fashion trends; Perception analysis; Cosmopolitans of Pakistan



## Introduction

Drama is drawn from fiction with great power to control audience mind and perception considering major sources of entertainment. In comparison to contemporary perception Industry, It became transformational medium that widened its role to the culture (Falero, 2016; Wang, 2009; Jenkins, 2006). Studies (Gibson et al., 2016; Aubrey and Smith, 201; Kottak, 2016; Gerbner et al, 2002) explore the reality about the effects of television drama viewing either adverse or positive. Turkish drama is relatively new phenomenon in Pakistan TV entrainment industry. Turkish and Indian dramas have become wide popular in Pakistani society and are rated high on media rating scales. The study focuses on the effects of Turkish dramas on the youth of Pakistan more precisely the youngsters living in cosmopolitan areas (Islamabad and Lahore) of Pakistan. It is common understanding that cultural invasion in Pakistan is on full swing with Urdu dubbed Turkish TV dramas which are very popular. These dramas are affecting the life style and fashions industry of Pakistan that adoption rate of fashion reflect in dramas are significantly increasing with the period of time. The culture of Pakistan has been greatly influenced by the surrounding cultures of Afghanistan, India, Middle East and Central Asia. Geographically, Pakistan had been a region of connectivity between Middle East, Central Asia and South Asia. Whereas, the traces of cultural link are also find with China through ancient Silk route trade. Cultural significance of this region where currently Pakistan is located is always remains pivotal. Cultural sensitivity of Pakistani society considered significant since its independence in 1947. Now with the advent of entertainment media private ownership, the lines between cultural values and visual culture seems faded out in teenagers through variety of programs i.e. dramas, cultural shows and music programs. Popular notion for this aspect is known as cultural invasion. Although, Turkey has religious similarities with Pakistan but civilization differences are prevailing. A trace of influence on Turkish dramas is observed from Europe. Huntington (2000) asserts

that cultural civilization has strong hold on people rather economics, prosperity or political system. He focus that language and religion are having distinctive features that influence the other civilization. Turkish dramas that are dubbed in Urdu language and bold enough in their visual presentation that their effect on native viewers is hard enough to denied. The Turkish dramas are already proliferated in the Arab world, Germany and Eastern Europe and other parts of the World and the scholars observed their effects from liberalization, hegemony, ethnicity and image evidence (Bilgin et al., 2016; Yörük at al., 2013; Bucciante, 2010; Akgün at al., 2010). However, Turkish TV series broadcast in Pakistan has the significance to explore the effects on youth. This study explores this new phenomenon reality about the effects of Turkish TV drama viewing and its cultivation in the form of visual culture.

This article explores the effects of Turkish TV series on adolescence perception and adoption trends of fashion with comparative analysis of youngsters living in two cosmopolitan Lahore and Islamabad of Pakistan.

## **Literature Review**

Television effects on youth are not recent phenomena. The Television effects sparked in the United States on the reports of violence in the youth during 1969, On the letter sent by the Senator John Pastore to the health department of United States, A commission of inquiry was setup under the leadership of American Surgeon General that gave a report of relationship between the televised reality and the violence. Then to onward, the television effects are the centre of attention to the scholars of communication across the world (Cater and Strickland, 1975: p.7). Television soap opera or drama is one of the important aspects of air time that catch enormous amount of advertising revenue to the television companies. Such dramas consist on series that sometimes last to several hundred episodes. Drama is based on fiction or historical social facts of life, carried positive and adverse characters and moved on with curiosity. Dramas contain certain cultural contexts that teach young viewers cultural

norms, values, traditions and expectations. It is the source of imitation in young viewers, information, education, social learning and relationships. So, the youth gradually learn and imitate values, behaviors and attitude from foreign drama (Kaplan, 2016).

Wang, (2009) observes that media is depriving youth from their ability to think and act independently. It affects its audience in unconstructive ways that leads to desensitize from social life. Turkish soap operas conquered the Arab World. The Arab countries started telecast of dubbed Turkish soap operas from the year 2008. Before that, the viewers of Arab countries were experience of Syrian dubbed soap operas but after the arrival of Turkish soap operas in Arab countries, the viewer become edict of these dramas. These adopt alienation culture and aware about social liberation. These dramas also give boom to some specific business and manufacturing industry. Enormous sales of such products create revenue for the Turkey (Buccianti, 2010). Philip (2008) argues that media consumption and perception of family values differ from society to society and region to region in his comparative study on Egyptian and American youth on the perception of family. The fact cannot be ignored that media spread information through new technology and this lead to evolution in social concepts. He finds a relationship between media consumption and social concepts and values. Philip noted that Egyptian women had more traditional concepts of family and culture than Egyptian men. In the United States gender roles have changed remarkably over the few years. American women feel themselves self-inferior than men at home as well as on commercial media. The study also indicates that the Egyptian families perceive television like real life families than the American families.

### **Fashion and Turkish Drama**

Several studies have been conducted on the impact of drama and television on the life of people. Bogart (1972) investigates about the TV viewing habits of Americans and discusses the impact on the life of audience. He finds that the life of people is changing

because of exposure to the television. It reveals that not only adults, but the children are also affected by the television. Following the findings of the other studies, Kaiser (1990) argues that TV motivates youngsters to adapt new dressing and fashion. The viewers desired to change their life style according to the life style of the characters shown in the television dramas. The viewers observe the dressing and fashion trends of leading characters of television program and adopt them. Television media is very affective to create social portrayals of men and women in society. It portrays body appearance of women as slim and men as muscular that now become the standard of attractiveness. However, when the viewers compare themselves with these standards, they feel low self esteem (Carlson, 2002). However, peer comparison social and intercultural factors are the major cause of dissatisfaction than TV effects on body image dissatisfaction.

Studies (Roy et. al, 2016 ; McNeill and McKay, 2016; Danielson, 2009; Peter, 1989) indicate television as medium have influence on youth's fashion choices in clothes, shopping behavior, fashion, dress, attires, accessories and body piercing. TV has a visual support for credibility. When audiences watch different fashion and dresses that wear by their favorite characters on TV. They accept and adopt these fashions. Moreover, viewers on TV increase the credibility and create real life environment that ensure the adoption of fashion trends, and they adopt characters dressing style in spite of designer shop. Shafizan (2011) investigates *The Impact of TV and Magazine on Fashion and Dressing of Urban Women of Different Ages* that the urban women are having significant influenced through media presentation. The findings reveal that young women are particularly influenced through western ads and fashion trends. The media fashion is penetrating in Urban and Malaysian women of various age groups. The data of research collected through 639 urban Malaysian women. Study finds that magazines are associated with the adult fashion trends while television is associated with the youngsters' in the fashion of dressing. Alankuş and Yanardagoglu (2016) argue that

Turkish dramas have increased its market not only at regional level but also it ensures its reach to the 75 countries across the world. They find that it transforms Turkey into the soft power, and cross culturally the significance influence of these dramas observe on women. Soap operas have great impacts on Arabic women. The Arab women feel proximity through soap operas on Arabic transnational television. The research reflects that soap operas/dramas are important source of the creation of hegemonic discourse (Georgion, 2012). Turkey used Turkish soap operas for the promotion of tourism in Turkey. Turkish government changed foreign policy and used Turkish soap operas for tourist gravity. The popularity of Turkish dramas boosted in the Middle East and Eastern Europe change in visa policy also increased foreign visitors (Balli et al., 2013). Effects of TV series reach to the audience or rating. The more the viewership the more significant effect will be visible on the viewership. Fashion is the first visible indication of any foreign culture presence in any society. Studies (Faas, 2016; Qudah, 2013) find that ratio of information getting increased by (47.3%) in those people who rely on satellite television while decrease in those people who rely on books to obtain the same information by (5.3%). The viewership of dubbed series increased to (94.9%) among males and females (84.9%). The intensity of exposure also increased to (34.8%) while (35.1%) respondents viewed dubbed series continuously. Qudah and Tahat (2013) find the significance of effects of Turkish series on the adolescents. They find these effects on girls and prevailing effects on fashion trends. Hence, Dubbed TV series have the potential that it can influence visible, cognitive and cultural traits of their viewers. The very apparent effects can be seen in the form of changing fashion trends in youth.

### **Turkish TV Series Effects in Pakistan**

Turkish TV series in Pakistan is fairly new phenomena in Pakistan. Earlier, Indian drama series were quite popular in Pakistan because of language and some cultural similarities. Pakistani populations have access of more than 80 channels through satellite.

The wide range of access of information affected Pakistani culture in different ways, all institutions under gone dramatic changes with the advent of satellite. It affects different age groups, social and political scenarios. Anthropological methods gauge the impact of Turkish television series from cultural perspective (Rana and Iqbal, 2008). Turkish dramas are on airing to overcome the impact of Indian dramas. Turkey is a Muslim country and its drama's impact is not as strong as Indian dramas on Pakistani women. Most of the people watch Turkish dramas just for entertainment and to know about Turkish culture whereas some people do not take these dramas seriously. Turkish drama *Ishq-e-Mamnoh* in the dubbed Turkish TV series was the trend setter. However, Pakistani dramas are also getting popular and have a better competition with the foreign drama market. The competition in local market is also evident (Nasir et al., 2016 ;Yesil, 2015).

A Gallup Pakistan's study of 2012 (Gillani, 2012) finds that (10%) Pakistani watch Turkish dramas from local channels while (60%) from *Urdu one* and (33%) from *express entertainment*. Survey also shows that the most popular drama of Turkey is *Ishq-e-Mamnoh* as (41%) respondents watch this drama. The sample size of this survey is consisted on 2510 rural/urban male, female. In another survey, findings reveal that (26%) people like the telecast of Turkish dramas on Pakistani TV channels, while (67%) answered the mix feeling. The survey also explored that (22%) Pakistani's have positive views about Turkish dramas while (42%) have negative opinion regarding the impact airing of Turkish dramas. Turkish soap operas are really a big problem for Pakistan's local drama industry as well as local TV. It is the source of inspiration for Pakistani Muslims and for the whole Islamic world because these dramas are coming from a Muslim country with new trends. Turkish dramas are crept in Pakistani society, in spite many difference of culture and liberal stories which are based in our local television station, these dramas are invading day by day in Pakistan. There is an immense critic but the viewers are gaining interest in these dramas and viewership is

increasing. Pakistani mothers accepting the effect of Turkish dramas and they calling their children with their favorite actors and characters names, not only this but also some of them are behaving like these characters (Ansari, 2013; blog). This impact is visible in different cities of Pakistan that Turkish schools and serials are bringing Turkish culture in Pakistan. Most of the Pakistani TV channels are airing dubbed Turkish dramas and these dramas are affecting Pakistani culture. While, 3000 students are studying in Pak-Turk schools in Multan, Lahore, Islamabad, Karachi, Khairpur, Quetta and Peshawar which are also the source of invasion of Turkish culture in Pakistan (Haq, 2013). Gillespie (1995) argues that soap/drama is tool of negotiation with different cultures and identities. This tool is also said be *soap talk* that is gender specific. Through dramas of other cultures and identities, gender bias and inequalities can be addressed. In spite of the fact that these drams have certain effects on youth of Pakistan but it is evident that persisting effect of these series are in the form of changing trends of fashion in youth.

## Methodology

This study is explores the effects of Turkish dramas on teenagers of two cosmopolitan cities of Pakistan with the perspective of cultivation of fashion trends. This research is conducted through survey method. The Researchers use the instrument of questionnaire to investigate about set statements designed to the subject of the study from teenagers of Lahore and Islamabad. In this study teenagers of Lahore and Islamabad considered as the universe of the study. Lahore is the capital of the province of Punjab where Islamabad is the capital of Pakistan. These both cities considered as the cosmopolitan cities where ethnic and cultural diversity among residents can be observed. The population of this research study includes youth age of 18 to 23 years of both cosmopolitan. Purposive sampling is used in this research

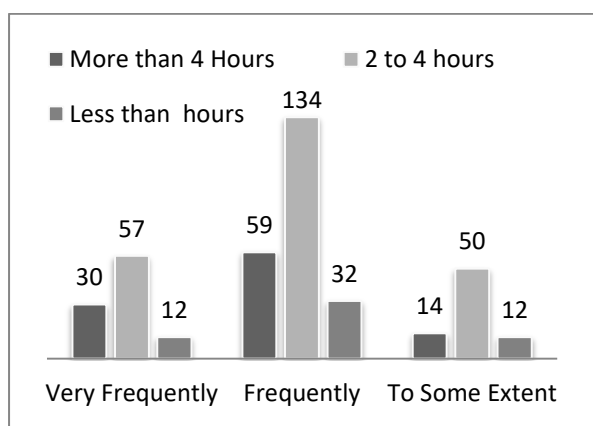


as sampling technique for gathering data. The sample size is 400 with equal gender representation in research. Whereas, the reliability instrument is ( $\alpha = 0.76$ ).

## Results and Findings

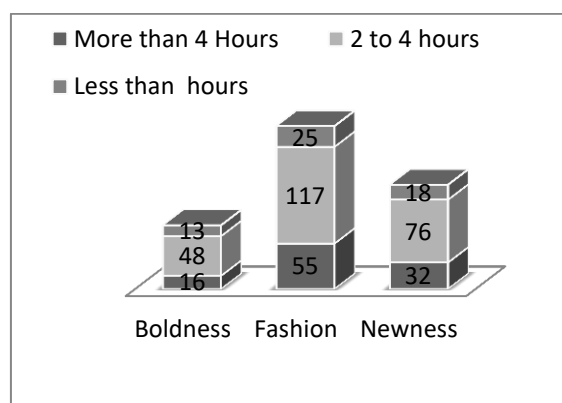
Figure 1 is the portrayal of exposure to TV and how often people watch Turkish Drama. The results of the study reveal that significant respondents spent 2 to 4 hours for watching Turkish dramas whereas it is slightly higher from the heavy viewers and seldom watch these dramas. The association between both the variable has not been proven. So if people watch TV, it has no association with watching Turkish Dramas. It can be said that people have a lot more content on TV to watch besides Turkish Dramas. The finding is in line to Gillani (2012).

Figure 2 shows the frequency of watching TV and its association with the role of Turkish dramas in changing public perception because of their boldness, newness and fashion. The significance finds in fashion and changing of public perception ( $p > .037$ ). It is confirmed by the findings of (Kaiser, 1990).



$$X^2 = 3.356, df = 4, p = 0.25$$

**Fig. 1:** The time consume for watching of Turkish dramas



$$X^2 = 1.89, df = 4, p = 0.378$$

**Fig. 2:** Turkish dramas are changing public perception

The result of Turkish drama shape foreign culture is given in see Table 1. Whereas,  $X^2$  indicate the association either it cause to change the foreign culture. The results support to Faas, 2016 and Qudah, 2013. Table 2 regards the extent of exposure to television in comparison with the statement “Turkish dramas are performing a conservable role in the shaping Turkish culture in our society”. Most of the people agreed to it and said there is a great role performed by Turkish dramas in amalgamating the Turkish culture with our one. Results are similar to Haq, (2013).

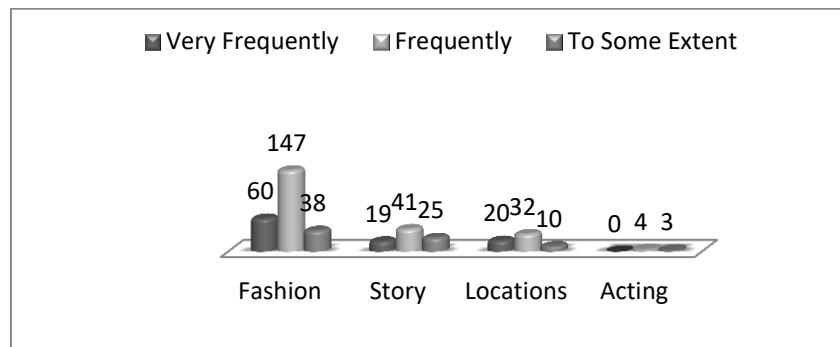
**Table 1:** Turkish drama shaping foreign culture **Table 2:** Shaping of Turkish culture in society

Very Much Much To Some Extent			Very Much Much To Some Extent		
97	2	0	99	0	0
0	225	0	0	225	0
6	18	52	0	0	76
$X^2=618.98, df=4, *p<0.00$			$X^2=800, df=4, *p<0.000$		

Table 3 shows the frequency of watching dramas and reasons behind the failure of Pakistani dramas according to regular viewers of dramas. Most of the people are of the opinion that they don't watch television dramas because they are old fashioned, repeated stories with different faces in different times and presentation of content is very poor.

**Table 3:** Reason of unpopularity of Pakistani Dramas

Poor Presentation	Old Faces	Old Fashion	Same Stories	Orthodox
16	5	34	18	26
38	15	78	34	60
19	4	20	22	11
$X^2=13.608, df = 8, *p < 0.045$				

**Fig 3:** Watch Turkish dramas are popular because of following reasons

$$X^2 = 13.927, df = 6, *p < 0.015$$

Figure 3, the frequency of watching dramas and reasons of watching Turkish dramas according to regular viewers that it is surprising to see that people said they watch Turkish dramas because of fashion. Results support Roy et. al, 2016, McNeill and McKay, 2016.

**Table 4:** Reason of experiencing Turkish fashion

Turkish Drama	Friends	Fashion Designer	Boutiques	Status Symbol
37	10	10	8	34
99	21	11	15	79
24	9	3	1	39

$$X^2 = 14.598, df = 8, *p < 0.033$$

Table 4 shows the frequency of watching dramas and its association with the role of Turkish dramas in the experiencing of Turkish fashion because of friends, fashion designer, boutiques or as a status symbol. Results confer with Shafizan (2011).

**Table 5:** Reason of Turkish dramas watching in Lahore and Islamabad

	Fashion	Story	Locations	Acting
Islamabad	136	40	23	0
Lahore	109	45	39	7

$$X^2 = 190.597, df = 9, *p < 0.000$$

Table 5 table shows the association with respondents' residence and causes (fashion, story, location & acting) of watching Turkish dramas. Respondents from both areas i.e. Islamabad and Lahore used to watch these dramas because of their fashion. Here, we once again get to the finding that our public is more interested in the fashion disseminated by media outlets.

**Table 6:** What kind of fashion cultivated in both cosmopolitans

	Hair Style	Jewelry	Makeup	Dressing
Islamabad	53	1	7	139
Lahore	44	2	12	142
$X^2 = 15.96, df = 9, *p < 0.034$				

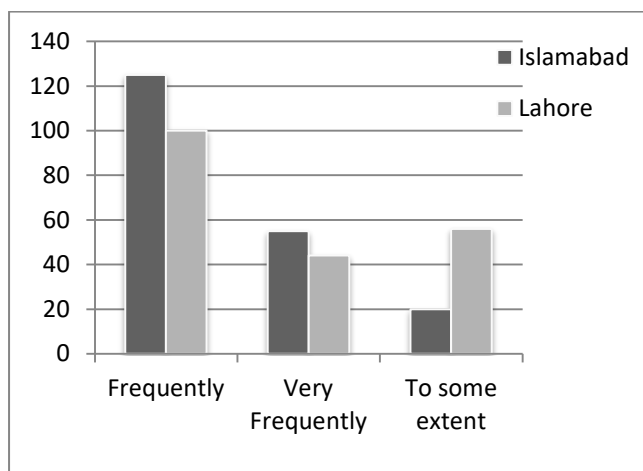
At this stage, the researchers are specific about what type of fashion is being cultivated by Turkish dramas so that the research gets a clear direction about the behavior of people. Table 6 shows the association with respondent's residence and kinds of fashion (hair style, jewelry, makeup, dressing) cultivated in people. The Table portrays a very clear tilt of public towards the fashion induced by them. We see that people said that these dramas are changing the dressing of people of Pakistan. Another opinion of the respondents is that they get idea for their hair styles.

**Table 7:** Reason to Adopt Turkish fashion in both cosmopolitans

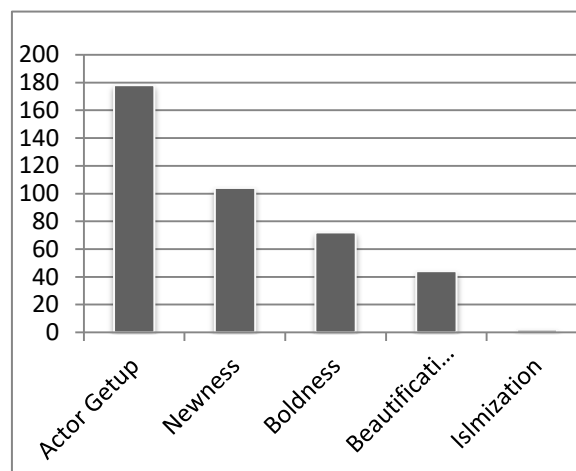
	Attraction	Newness	Boldness	Beautification	Islam
Islamabad	88	52	38	21	1
Lahore	90	52	34	23	1
$X^2 = 46.226, df = 12, *p < 0.000$					

The researcher asked the respondents what are causes of adoption of their fashion. There were 5 options namely, Attraction, Newness, Boldness, Beautification or Islam. Out of 400 respondents, 178 agreed to Attraction that means their fashion is attractive that's why our

people start adopting their fashion. People from both cities were agreed on this stance. These results are given in Table 7 which shows the association with respondent's residence and in adoption of Turkish fashion because of attraction, newness, boldness, beautification and Islam.



**Figure 4:** Turkish dramas are more popular in teenagers of Lahore than the Islamabad.



**Fig. 5:** Why youth adopt fashion from Turkish dramas

The figure 4 shows that Turkish dramas are more popular in teenagers of Islamabad as compare to the teenagers of Lahore according to the responses of respondents. The figure shows that the viewers of Islamabad those Turkish dramas very frequently compare to the viewers of Lahore. The figure 5 shows that the teenagers adopt Turkish fashion because of actor getup, newness, boldness and beautification. The results confirm the finding of Bilgin et al., 2016 and Yörük et al., 2013. Hence, the significant relationship exists between the Turkish drama consumption pattern and changing of fashion trends among the youth of two cosmopolitan of Pakistan.

## Conclusion

This study concludes that Turkish soap operas are cultivating Turkish culture in Pakistan, and cultural cultivation effects are more persistent on teenagers of Islamabad and Lahore. These series are popular because it induces Turkish fashion. The true picture of

society may not depict from the Turkish series nor real social awareness or mobilization. These dramas are source of foreign cultural invasion. The youth taking inspirations of fashion from the characters of these dramas and value their fashion, hair style, dressing and attraction. The inspiration for fashion choice of youth is from dubbed Turkish TV series. The effect of cultural cultivation is significant on the youth of Islamabad as compare to Lahore. This study supports the Gerbner et al, (2002) cultivation effects. The corporate implication of this study is for advertising agencies, fashion Industry and garments manufacturers.

## References

- Akgün, M., Perçinoğlu, G., & Senyücel Gündoğar, S. (2010). The perception of Turkey in the Middle East. *TESEV*.
- Alankuş, S., & Yanardagoglu, E. (2016). Shift or Stasis| Vacillation in Turkey's Popular Global TV Exports: Toward a More Complex Understanding of Distribution. *International Journal of Communication*, 10, 17. 3615-3631
- Ansari, N. (2013). Turkish Soap Opera and the Pakistani Mothers Who watch them. Retrieved on February 04, 2014 from <http://asiasociety.org/blog/turkish-soap-operas-and-Pakistani-mothers-who-watch-them>
- Aubrey, J. S., & Smith, S. E. (2016). The Impact of Exposure to Sexually Oriented Media on the Endorsement of Hookup Culture: A Panel Study of First-Year College Students. *Mass Communication and Society*, 19(1), 74-101.
- Balli, F., Balli, H. O., & Cebeci, K. (2013). Impacts of exported Turkish soap operas and visa-free entry on inbound tourism to Turkey. *Tourism Management*, 37, 186-192.
- Bilgin, M. H., Demir, E., & Labas, D. (2016). The Impact of Turkish TV Series on Turkey's Image: Evidence from Eastern Europe. In *Entrepreneurship, Business and Economics-Vol. 1* (pp. 565-578). Springer International Publishing.
- Bogart, L. (1972). *The age of television: A study of viewing habits and the impact of television on American life*. Ungar Publishing Company.p.367.
- Buccianti, A. (2010). Dubbed Turkish soap operas conquering the Arab world: social liberation or cultural alienation?. *Arab Media & Society*, 2 (1) 35-45.
- Carlson, J. (2002). Social Comparison and Body Image: Attractiveness Comparison to Models and Poor's among Adolescents Girls and Boys. *Sex Roles*, 45(9110), 645-664.

- Cater, D., & Strickland, S. (1975). *TV Violence and the Child: Evolution and Fate of the Surgeon General's Report*. Russell Sage Foundation.
- Danielson, S. (2009). The Impact of Celebrities on Adolescents Clothing Choices. *Undergraduate Research Journal for the Human Sciences*, 8(1), 40-55.
- De Bruin, J. (2001). Dutch Television Soap Opera, Ethnicity and Girls' Interpretations. *International communication gazette*, 63(1), 41-56.
- Faas, D. (2016). *Negotiating political identities: Multiethnic schools and youth in Europe*. Routledge.
- Falero, S. M. (2016). "The Industry": A Brief History of Audiences In and Out of Control. In *Digital Participatory Culture and the TV Audience* (pp. 29-52). Palgrave Macmillan UK.
- Georgiou, M. (2012). Watching soap opera in the diaspora: cultural proximity or critical proximity?. *Ethnic and Racial Studies*, 35(5), 868-887.
- Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Shanahan, J. (2002). Growing up with television: Cultivation processes. *Media effects: Advances in theory and research*, 2, 43-67.
- Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Shanahan, J. (2002). Growing up with television: Cultivation processes. *Media effects: Advances in theory and research*, 2, 43-67.
- Gibson, B., Thompson, J., Hou, B., & Bushman, B. J. (2016). Just "harmless entertainment"? Effects of surveillance reality TV on physical aggression. *Psychology of Popular Media Culture*, 5(1), 66.
- Gillani Research Foundation. (2012). Pakistani Views on Turkish Dramas Part I, II. Gallup International.
- Gillespie, M. (1995). *Television, ethnicity and cultural change*. Psychology Press. p.147



- Haq, R. (2013). Soap Operas and Schools bring Turkish Culture to Pakistan. Reterived on February 04, 2014 from <http://defence.pk/soap-operas-and-schools-bring-turkish-culture-to-pakistan.241481>
- Huntington, S. P. (2000). The clash of civilizations?. In *Culture and Politics*(pp. 99-118). Palgrave Macmillan US.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU press.
- Kaiser, S. B. (1997). *The social psychology of clothing: Symbolic appearances in context*. Fairchild Books.
- Kaplan, E. A. (2016). *Rocking around the clock: Music television, postmodernism, and consumer culture*. Routledge.
- McNeill, L., & McKay, J. (2016). Fashioning masculinity among young New Zealand men: young men, shopping for clothes and social identity. *Young Consumers*, 17(2).
- Nasir, N., Khan, S., Sabri, P. S. U., & Nasir, S. (2016). Celebrity Endorsement And Consumer Buying Intention With The Mediating Role Of Brand Performance: An Empirical Consumer Perception Study In FMCG Sector Of Pakistan.*Science International*, 28(1).617-624
- Peters, J.F. (1989). Youth clothes shopping behavior: An analysis by gender. *Adolescence*, 24 (95), 557-580.
- Philip. (2008). Effects of Viewing Drama on Egyptian and American Youth's Perception of Family. Egypt: University of Louisiana Press.
- Qudah, M., & Tahat, Z. (2013). Dubbed series and their possible effects on adolescents. *International Journal of Scientific and Technology Research*, 2(2), 38-49.
- Rana, A. W., & Iqbal, S. A. (2008). Cultural Transformation through Satellite Cable T V in Pakistan: An Analysis of Audience Perspective.*Global Media Journal*.3 (1), 48-76

- Roy, S., Sethuraman, R., & Saran, R. (2016). The effect of demographic and personality characteristics on fashion shopping proneness: a study of the Indian market. *International Journal of Retail & Distribution Management*, 44(4), 426-447.
- Shafizan, M., & Wok, S. (2011). The Impact of TV and Magazine on Fashion and Dressing of Urban Women of Different Ages. *Malaysian Journal of Media Studies*, 1(1), 159-170.
- Wang, N. (2009). The Impact of Foreign Programs on Taiwanese Youth and the Significant Role of Media Education. *Journal of Asian Culture and History*, 1(2), 161-169.
- Yesil, B. (2015). Transnationalization of Turkish dramas: Exploring the convergence of local and global market imperatives. *Global Media and Communication*, 11(1), 43-60.
- Yörük, Z., & Vatikiotis, P. (2013). Soft Power or Illusion of Hegemony: The Case of the Turkish Soap Opera" Colonialism". *International Journal of Communication*, 2361-2385. p.25

## Journal of Peace, Development and Communication



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-03>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Emotion Dysregulation and Psychological Distress in Students</b>
<b>Author(s):</b>	Moafia Dastagir Research Assistant, Riphah Institute of Clinical and Professional Psychology, Riphah International University Lahore
	Dr. Muhammad Rashid Khan Assistant Professor, Institute of Communication Studies, University of the Punjab, Lahore
	Raazia Israr MS Scholar, Department of Psychology, International Islamic University, Islamabad
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Dastagir, Moafia, et al. (2020). "Emotion Dysregulation and Psychological Distress in Students." Journal of Peace, Development and Communication, vol. Volume 4, no. Issue 3, 2020, pp. 38–50, <a href="https://doi.org/10.36968/JPDC-V04-I03-03">https://doi.org/10.36968/JPDC-V04-I03-03</a> .
<b>Author(s) Note:</b>	Moafia Dastagir is serving as Research Assistant at Riphah Institute of Clinical and Professional Psychology, Riphah International University Lahore <a href="mailto:moafia124@gmail.com">Email: moafia124@gmail.com</a>
	Dr. Muhammad Rashid Khan is serving as Assistant Professor at Institute of Communication Studies, University of the Punjab, Lahore
	Raazia Israr is a MS Scholar at Department of Psychology, International Islamic University, Islamabad

### Abstract

The given study found relationship between emotion dysregulation and psychological distress in students. Correlation research design was used to explore the results of 400 students of age ranges 15-25, (male=200, female=200) from different educational institutes of Lahore. Difficulties in emotion regulation scale (DERS; Gratz & Roemer, 2004) and Kessler's scale of psychological distress (Kessler, 2002) were used to found dysregulated emotions and psychological issues respectively. Analysis was conducted to find relationship between emotion dysregulation and psychological distress as well predicting role of emotions for outcome variable psychological distress. Result showed significant relationship between emotion dysregulation and psychological distress. Moreover, result showed emotion dysregulation positively predicted psychological distress. on the basis of this information future mental health related programs and advanced intervention plans would be introduced at educational institutes to reduce distress due to dysregulated/maladaptive emotions.

**Keywords:** Emotion Dysregulation, Psychological Distress, Awareness, Clarity, Impulse, Non-Acceptance.

## Introduction

Accomplishment of tasks, developmental activities require normal regulation of the emotions dysregulated emotions automatically result in decreasing both physical and mental health and students perform better at their studies and other curricular activities. Late adolescents and early adults also face difficulties in normal regulation of emotions, this failure in normal regulation of emotion become the reason of anxiety, severe uneasiness, uncontrolled actions, and social extraction. When this dysregulation of emotions persistent it may result in major disorders like anxiety, depression and other neurotic disorders (Macklem, 2011). Normal and adaptive regulations of emotions are consisting on intensity and duration that is altering by different conditions and does not depend on the change in patterns of experiencing these emotions. Lack of capacity to experience and differentiate in situations related emotions and respond accordingly leads to decreases one's ability to attain positive emotions, increase capacity to produce negative emotions and maladaptive behaviors (Carpenter, 2013).

As research study was conducted by Rabia and Kehkashan from Foundation University and Islamic International University investigate difficulties with normal regulation of emotions and psychological distress in cardiac patients. Sample of the study was 150 cardiac patients having age ranges 20-40. Study concluded positive relationship between social tolerance, dysregulation of emotions and psychological distress. Results showed increased difficulties in strategies and regulation of emotions tends to increase the feeling of loneliness, depressed mood and increased vulnerability towards psychological distress (Rabia & Kehkashan, 2017).

Regulation of emotions, being grounded of research, inspects the manipulation and manages the knowledge to convey their emotional regulation. One of the important significant roles of emotion regulations was checked by David in 87 individuals having symptoms of anxiety. The conclusion of research provided early understanding about the

nature and consequences of the relationship between problematic emotional states and symptoms of Anxiety. Participants having GAD had difficulty in to perform emotions according to given stimuli (David et al, 2014).

### **Rationale of the Study**

Present study was to investigate the nature of relationship between psychological distresses of the students developed by emotion dysregulation along with the predicting role of various levels to psychological distress. Moreover, it aimed to acknowledge the students of strategies they may use to regulate their emotion according to different situation they face. In academic institutions understanding between teachers and students may become stronger if teachers aware of the dysregulation of emotions of the students having a valid reason behind.

### **Objectives of the Study**

- Present study was aimed to find association between emotion dysregulation and psychological distress.
- To find the patterns of emotions that increases the level of psychological distress in students.
- To find the influence of demographic characteristics combine with disturbed emotions to increase psychological distress in students.

### **Hypotheses of the Study**

- There will be significant positive relationship between emotion dysregulation and psychological distress in students.
- There will be significant positive relationship between level of emotion dysregulation and psychological distress in students.
- Emotion dysregulation would likely to predict psychological distress in students.
-

## Method

### Research Design and Sampling Strategy

Research design that followed was correlation research design. Purposive sampling strategy was used to select student participants as were distinct in characteristics and selected for a purpose and of the characteristics of participants were specific in nature.

### Participant

Total of 400 students (male = 200, female = 200) were taken from different educational institutes' i.e. colleges, academies and universities of the Lahore.

The inclusion criteria of participants included following:

- Students with age range 15-25 i.e. late adolescents and early adults.
- Included Educational Institutes of Lahore i.e. students of Universities, colleges and academies were included as participants.
- Regular students were included.
- Students from both private and government institutes were included in study.

The exclusion criteria of participants included following:

- Students with any diagnosed psychological disability
- Individuals with any physical Disability
- Students who studied privately at home were not included.

### Operational Definitions

**Emotion Dysregulation:** difficulties in emotion regulation include inability to monitor, understand and accept emotions, and difficulties to engage in goal directed behavior. Individuals with poor emotional intensity, poor understanding of emotions, negative reactivity to emotional states, and difficulty managing emotional states are included in Emotion Dysregulation (Roemer & Gratz, 2004).

**Psychological Distress:** Psychological distress is a series of psychological and physical illness that further leads towards chronic and acute state. It's a combination of corporeal discomfort, sleep problems, eating disability, disturbed heartbeat, headache and body pain etc. along with psychological anguish like stress, long lasting anxiety, lack of confidence, low interest, mood swings, depression and fear of the things (Kessler, 2002).

### Measures

**Demographic Information Sheet:** Demographic Information sheet was used to obtained sample personal characteristics. Purpose of adding demographic sheet was to obtain information related to those characteristics of sample which can influence the effects the relationship between variables i.e. age, gender, marital status, family system, economical status, belonging area, obtained marks in last examination and one's participation in academic activities,

**Difficulty in Emotion Dysregulation Scale (DERS):** Dysregulation of participant's emotions were assessed by using difficulty in Emotion Regulation scale developed by Gratz and Roemer (2004). DERS is 36 item scales having six subscale including Goals, Strategies, Non- acceptance, Clarity, Impulse and Awareness. Each subscale further consisted on 6 items which measured the emotional state and response of the participant in different situations. Participants were asked to respond to each question 1-5 scale, from very 'less' to 'always'. Reverse scoring of items (1,3,7,8,9,12,21,24,26,28) was suggested by author. The scale has good reliability (.72-.80) and good validity. It is a Likert Scale and has ratings (1-5). Urdu translated version of the scale has been translated by Dawood (2013) and used in current research.

**Kessler's Scale for Psychological Distress:** Kessler's Scale of Psychological Distress developed by Kessler for the purpose to check one's psychological condition and the level of Stress, Anxiety and Depression (Kessler, 2002). It is 10 items Likert scale in which



(1= lowest and 5= highest level of distress). All the items of scale measures stress, level of anxiety and depression separately. It's highly reliable and easy to administer scale and have no reverse scoring. 5 items of the scale are purposed measure severity and intensity of symptoms over the period of time. Scale has very good reliability (.79-.83) and validity. Full length scale was used in the study due to its high reliability and validity. Translated scale was also available that was translated by (Dawood, 2015).

### **Procedure**

Following the approval of topic, permissions from original Authors and those who translated were taken to use measurement scale in study. Permissions were from educational institutes before collection of data. Participants were approached in different institutes and, provided information sheet as well as briefed about the aim of the study. Prior of taking consent from the participants, they were ensured about confidentiality of their personal information. Participants were educated about the ethical consideration of the research and about their rights being participants in the study. Students were acknowledged and thanked after the collection of data for their participation. Data were analyzed and results were discussed after the completion of data collection. Participants were appreciated for their time and efforts for the study.

### **Ethical Consideration**

Permissions from Higher Authorities of the department, Authors and concerned persons who translated the scale were taken. Participants were informed about purpose of the research and role of their participation. Informed consent was taken prior to collection of data to ensure their participation and to resolve any harm to research. Participants were served by psychotherapy during data collection when any of them experienced distress.

## Results

Data was analyzed by using Statistical Packages for Social Science, version 21(SPSS-21). Pearson Product Moment Correlation Analysis and Hierarchical Regression Analysis (Linear method) was used to find nature of relationship and prediction respectively.

### Pearson Product Moment Co-relation Analysis

Correlation Analysis between various domains of emotion dysregulation and psychological distress showed results for following hypotheses.

**I** There is likely to be significant positive relationship between dysregulation of emotion and psychological distress in students.

**II** There is likely to be significant positive relationship between the domains of emotion dysregulation (non-acceptance, impulses and awareness) and psychological distress.

**Table 1**

*Table Showing Correlation between Emotion Dysregulation and Psychological Distress*

Variables	2	3	4	5	6	7	8	9	10	11
1.Non-A	.04	.19**	.11*	.09	.13*	.40**	.13*	-.04	.10	.07
2.Goals	-	.27**	-.02	.29**	.22**	.44**	.14**	.06	.01	.13*
3.Impluse	-	-	.17**	.26**	.42**	.75**	.35**	.01	.10	.19**
4.Awareness	-	-	-	-.08	.08	.37**	.04	-.01	.14	.06
5. Strategies	-	-	-	-	.35**	.51**	.21**	-.03	-.06	.15**
6. Clarity	-	-	-	-	-	.73**	.28**	-.00	.06	.21**
7.DERS	-	-	-	-	-	-	.35**	-.04	.11	.24**
8.PD	-	-	-	-	-	-	-	-.01	-.02	.13**
9. Age	-	-	-	-	-	-	-	-	-.14	-.08
10.Gender	-	-	-	-	-	-	-	-	-	.15**
11.Nervousness	-	-	-	-	-	-	-	-	-	-

*Note.* Non-A= Non-Acceptance, DERS= Difficulties in Emotion Regulation scale, PD= Psychological Distress, Gender= (male=1 female=2), Feeling of Nervousness (less=1, moderate=2, high=3)

Table 1 showed the hypothesis of significant positive relationship between Emotion Dysregulation and Psychological was approved as results indicated significant positive relationship between these variables as the value of correlation-Coefficient is significant  $p < 0.005$ . The hypothesis of significant positive relationship between various domains of emotion dysregulation and psychological distress was also approved except for the subscale of awareness as its relationship was not significant.

### Hierarchical Regression Analysis

Significant amount of variance between Emotion Dysregulation and Psychological Distress found for hypothesis, Emotion Dysregulation likely to predict level of Psychological Distress in Students.

**Table 2**

*Hierarchical Regression Analysis of Ostracism, Emotion Dysregulation and Psychological Distress (N=400)*

<i>Predictor</i>	Psychological Distress	
	$\Delta R^2$	<i>B</i>
Step 1	.146	
Control Variables <sup>16</sup>		.16***
Step 2	.239	
Non-Acceptance		.13**
Goals		.06
Impulse		.28***
Awareness		.06
Strategies		.12
Clarity		.19***
Total $R^2$	.55***	
N	400	

*Note.*  $\Delta R^2$ = Significant Change,  $\beta$ = Standardize Coefficient, N= number of Participants (male=1, female=2), Control Variables= Age, Gender, Area, Education, Family System, Number of Siblings

In Model I with Demographic characteristics of the participants as a predictor for Psychological Distress explained 9% variance and was significant  $F(25,375) = 2.56$ ,  $p < 0.005$ . Model II with Difficulties in regulation of emotion and state to this difficulty as Non-Acceptance, Goals, Awareness, Impulse, Strategy and Clarity as predictor to Psychological Distress were explained variance of the prediction  $F(34,366) = 3.4$ ,  $p < 0.005$ .

## Discussion

Given research study analyzed the relationship between emotion dysregulation and Psychological Distress. Present investigation was about the effects of levels of emotion dysregulation on people physical, mental and Psychological health along with the importance of Difficulties in regulating one's Emotion. Previous researches revealed that students experienced and gone through different type of problematic emotions then leads toward many psychological distresses including their poor attention towards studies, lack of interest, trauma, stress long lasting anxiety and depression. Emotion dysregulation affects individual's physical and mental health which result in decreasing their behavior towards class participation and group activities. Problem with normal regulation of emotions among students at educational institutes which lead towards various psychological distresses i.e. long last anxiety, low mood, lack of cognitive functioning, low self-esteem and low interest in educational activities (Zadro, Boland & Richardson, 2006).

Difficulties in regulating one's emotions related to different situations leads toward the symptoms of Psychological distress. Findings of present study showed relationship between Dysregulation of Emotions and Psychological Distress. Results of previous study favor the hypothesis and support the findings of present study. Research conducting on

students with perceived symptoms of post-traumatic stress and concluded, emotion dysregulation (feeling of hopelessness, fear, difficulty in controlling impulse, lack of emotional acceptance) tend to decrease the rate of students cognitive functioning and had significant positive relationship with Psychological Distress (Tull & Roemer, 2007).

Results of present investigation were supported by the previous literature that emotion dysregulation is a significant predictor of Psychological Distress. Previous study conducted by Blackhart (2012) supported the hypothesis and concluded that neutral state of emotion dysregulation markedly effect positive and negative symptoms of depression, long lasting anxiety and threats to sense of belongingness. Lack of acceptance (state of emotion dysregulation) caused to increase mood swings and lower self-esteem of individuals. Conclusions of the study showed low level of sense of existence, confidence, will power, motivation, wellbeing, self-esteem, and more negative emotions tend to increase social rejection which increased level of psychological distress.

## **Conclusion**

Based on current research it was concluded that emotion dysregulation caused psychological distress which further may lead to develop other severe psychological disorders. These domains would also be conduct on future on different population with addition of ostracisms experience in academic institutions. Psychotherapeutic interventions resulted in decrease level of distress.

## **Limitation of Studies**

Information was only collected from various educational institutes of colleges and Universities of Lahore. As the students of Lahore have different attributes than students from all over the Pakistan. This might reason, findings of the study only are generalized on student population of Lahore, and others to some extent.

### **Suggestions for Future**

Future studies may combine the other variables like bullying and wellbeing along with emotion dysregulation so that the results must explore and explain the effects of emotion dysregulation combined with other distresses. In future two groups of participants from Lahore and from rural area should be studied and compare the level of Distress based on different area of belonging.

### **Implications of Study**

Psychological services are required at school and college to decrease the suffering of students from stressors of routine life which should be addressed and sought out by the psychologists to improve student's mental health and psychological wellbeing. Findings of this study should acknowledge the teachers and parents for better understandings of reason behind every emotional state of students both at home and at educational institutes. Moreover students should be acknowledging about the negative/positive states of emotion and difference between normal and abnormal regulations of emotions and maladaptive behaviors that resulted by problematic emotions.

## References

- Carpenter, S. M., & Niedenthal, P. M. (2017). Emotional processes in risky and multiattribute health decisions. *Psychology & Health*, 33(1), 58–76. doi:10.1080/08870446.2017.131478
- Furukawa.T.A., Kessler.R.C., Slade.G and Andrews.G.(2003). The performance of the K6 and K10 screening scales for psychological distress in the Australian National Survey of Mental Health and Well-Being. *Psychological Medicine*.
- Gratz, K. L., & Roemer, L. (2004). Multidimensional Assessment of Emotion Regulation and Dysregulation: Development, Factor Structure, and Initial Validation of the Difficulties in Emotion Regulation Scale. *Journal of Psychopathology and Behavioral Assessment*, 26(1), 41–54. doi:10.1023/b:joba.00000007455.08539.9.
- Macklem, G. L. (2011). *Evidence-Based School Mental Health Services*. doi:10.1007/978-1-4419-7907-7907-
- Rabia.Z., Kehkashan. A.(2017). Social Intolerance and Psychological Distress among Cardiac Patients: Mediating Role of Emotional Regulation. *Pakistan Journal of Psychological Research*, 1 (32). 273-296.
- Schroder, H. S., Dawood, S., Yalch, M. M., Donnellan, M. B., & Moser, J. S. (2014). The Role of Implicit Theories in Mental Health Symptoms, Emotion Regulation, and Hypothetical Treatment Choices in College Students. *Cognitive Therapy and Research*, 39(2), 120–139. doi:10.1007/s10608-014-9652-6
- Tull, M. T., Barrett, H. M., McMillan, E. S., & Roemer, L. (2007). A Preliminary Investigation of the Relationship Between Emotion Regulation Difficulties and Posttraumatic Stress Symptoms. *Behavior Therapy*, 38(3), 303–313. doi:10.1016/j.beth.2006.10.001.
- Zadro, L., Williams, K.D., Richardson, R. (2004). How low can you go? Ostracism by a computer is sufficient to lower self-reported levels of belonging, control, self-esteem, and meaningful existence. *Journal of Experimental Psychology*, 40, 560–750.

## Journal of Peace, Development and Communication



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-04>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Separation of Judiciary from Executive: A Plea for Revision of Dictums by Superior Courts</b>
<b>Author(s):</b>	Dr. Usman Quddus Assistant Professor Law, University of Swabi, Swabi
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Quddus, Usman. (2020). "Separation of Judiciary from Executive: A Plea for Revision of Dictums by Superior Courts." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 51-62, <a href="https://doi.org/10.36968/JPDC-V04-I03-04">https://doi.org/10.36968/JPDC-V04-I03-04</a> .
<b>Author(s) Note:</b>	Dr. Usman Quddus is serving as Assistant Professor Law at University of Swabi, Swabi Email: <a href="mailto:usmanquddus1980@gmail.com">usmanquddus1980@gmail.com</a>



### **Abstract**

The paper aims to critically review the law laid down by superior judiciary of Pakistan relating to separation of judiciary from the executive. The methodology adopted is mainly doctrinal and critical analysis of case law jotted down by superior judiciary. The findings of the research paper beckon restoration of judges from the executive in Pakistan along-with consideration of competent adjudicators from other walks of life like executive or academicians etc. The implications of the research have huge ramification in restoring of law and order in addition to justice system of Pakistan. Such an exercise in the form of research paper to the humble knowledge of author has not been undertaken before.

**Key Words** Judiciary, executive, executive magistracy, Constitution of Islamic Republic of Pakistan, review.

## **Introduction**

Gradual erosion in government authority calls for restoration of old age system of executive magistracy and revision of superior court dicta concerning separation of judiciary from executive. Presently, only judges from the institution of judiciary can adjudicate issues of judicial/contentious nature and others from executive etc. have been excluded by virtue of superior courts verdicts and General Retired Pervez Musharraf(military dictator) devolution plan. It is averred in this research paper that such a revision of superior court dicta is in interest of masses and such an exercise of restoring appointment of judges from other walks of life should not be carried out in derogation of fundamental rights of citizens. The value addition of this article will have consequences for reforms in adjudication mechanisms. The study proposes a method of reform for parliamentarians and superior judiciary as government is already mulling over reforms in justice system. It is proposed that instead of new reforms to the system, the time tested executive magistracy may be restored. The limitations of the study are interviews, field studies and case survey of all the available data due to the compactness of the research underhand.

## **Analysis**

The recent times in land of the pure of Islamic of Republic Pakistan has witnessed an erosion of state authority. This is evident from taking over by terrorists of large chunks of the country and setting up of their own justice system. These misdemeanors had origins in small scale activity rising to full scale terrorism resulting in killing of innocent civilians and destruction of their property. The erosion in state authority was gradually followed by military dictator General retired Pervez Musharraf devolution plan and many of the pronouncements by superior courts divesting the elite bureaucracy of executive magistracy powers. This meant that district management group of bureaucracy was relieved of the powers as provided in the Cr.PC regarding chapters VIII ('Offences against Public

Tranquility'), X ('Contempt of Lawful Authority of Public Servants'), XIII ('Offence Relating to Weights and Measures'), and XIV ('Offences Affecting Public Health, Safety, Convenience, Decency and Morals') (Noorani, *District magistrate* 2017). All these powers now stand transferred to judicial magistrates who are toothless in regard thereto and have not been exercising the same due to lack of administrative control which was available with district management group officers. The old age system of district magistracy was replaced without trial of the new system which entailed transfer of powers from executive magistrates to the judicial branch. It is true that system of executive magistrates was a relic of the past and leftover of colonial masters but the system was yielding results and it could have been reformed to divest itself of arbitrary powers. The executive magistracy system could also have been introduced with reforms safeguarding individual and fundamental rights. However, the system was completely made defunct pursuant to decision of Supreme Court in this regard titled as *Sharaf Faridi's case (Govt of Sind v Sharaf Afridi)*. Now arbitrary powers of opening of fire to disperse alleged unlawful assembly etc. is with police officer which was previously dependent upon orders of district magistrate. Therefore check and balances in this regard have been completely done away with as police is known to get violent in nature in Pakistan due to diverse factors e.g. lack of civil training. The cases of highhandedness of police are many in Pakistan. Police officer Rao Anwar case wherein he killed innocent civilians alleging terrorism can be quoted as a reference (Ali, *Rao Anwar held responsible for Naqeeb's killing* 2018). The killing of civilians in model town incident wherein protesters were directly shot and no responsibility could be attributed to anyone is another example (Khan, *Model Town case* 2018). Routine ghash (patrolling) for law and order purposes by district magistrates accompanying police is now a bygone thing and police is sovereign in this behalf presently to the detriment of civil society (CrPC, 1898). The rising of outlawed elements urged the state to install executive magistracy system in Malakand and Swat (Shariah Nizam-e-Adl

Regulation, 2009). Hence, a deepest and earnest desire for peace was restored to the troubled region through the mechanism of erstwhile executive magistracy. The rising of terrorism in Waziristan belt of Pakistan could have been countered and innocent lives saved by installing of executive magistrates along with regular courts when Maliks( influential people of the area) were being divested of their powers by government. However, the Maliks diminished influence without any counter force drowned the area in the menace of terrorism. Thus, a flawed policy resulted in killings of many of innocent civilian bloodshed.

Article 175(3) of the Constitution of Islamic Republic of Pakistan stipulates that judiciary shall be progressively separated from the executive within fourteen years from the commencing day of the constitution i.e. 14<sup>th</sup> August, 1973 (Constitution of Pakistan, 1973). In this regard the foremost judgment that was pronounced by the Apex Court of Pakistan was *Government of Sind v Sharaf Afridi* (*Government of Sind v Sharaf Afridi*), which while interpreting Article 175(3) of Constitution of Islamic Republic of Pakistan inter-alia held that, ‘According to the consensus of the jurists, the independence of judiciary means-

- a.) That every judge is free to decide matters before him in accordance with his assessment of the facts and his understanding of the law without improper influences, inducements or pressures, direct or indirect, from any quarter or for any reason; and
- b.) That the judiciary is independent of the executive and legislature, and has jurisdiction directly or by way of review over all issues of a judicial nature.

The apex court was wholly justified in holding that independence of judiciary primarily means understanding of law without any improper influences so that an impartial decision is rendered and that judiciary is independent of executive and legislature. However, the apex court observation that judiciary has jurisdiction directly or by way of review over all issues of a judicial nature is hard to comprehend as there is no such thing provided in the Constitution of Pakistan nor the specific Article 175 clause 3 of the Constitution of Islamic Republic of

Pakistan mandates any such thing. Independence of judiciary in its spirit implies impartial decision making and this does not mean only judges are impartial to decide all issues of a judicial nature as inducement to judges is also a common phenomenon in Pakistan and they have been seen to be more fickle in this regard than other quarters. There is no short tell tale stories of judges dishonesty whether moral or intellectual among the masses litigants. This made also the governments from time to time move for appropriate amendments towards judicial reforms but the issue of impartiality of judges remains a far cry. Judgments of incorrect application of law is rampant among lower and higher judiciary and some of such judgments are set-aside but many go unnoticed as litigants don't have the necessary expenses in this regard due to very high cost of litigation in Pakistan which is mostly out of the reach of middle income groups. The incumbent Prime Minister of Pakistan recently observed that, 'people's confidence in the country's judicial system has almost been shaken, and constituted two committees to suggest constitutional reforms and look into the plight of women prisoners and recommend remedial steps for the purpose (Reporter, *People's trust in judicial system has been shaken: Imran* 2020). The solution to all this could have been bringing diversity within judicial organ and installing people as judges from other walks of life that are competent in law and known to be men and women of impeccable integrity. Competence and integrity based on past performances has been completely missing in selection of lower judiciary while the selection criterion rests mainly on acumen shown in a written exam with interview. Competitive examinations without elite level training and passing of further exams has been producing power ambitious individuals who were lacking in capacity as promotions till now is a routine affair with huge benefits attached to offices. It is averred that promotion in the institution of judiciary be linked with scholarly work or performance be minutely gauged of judges so that promotion is not a routine affair in the judiciary as high perks and privileges are involved in today's times with the judicial institution which are far more than other

organs of the state. These perks and privileges which have been assumed by the judiciary for it are also quite contentious as the results are not forthcoming. Instead, the system requires streamlining as beseeched in this article through installation of competent judges from other fields of life by way of revision of interpretation of article 175(3) of the constitution of Islamic Republic of Pakistan which calls for separation of judiciary from executive.

In this regard, it is averred that superior judiciary should review its dicta and allow people competent from all walks of life to be made judges of administrative tribunals and courts and particularly executive magistracy should be restored with amendments so that people's rights are safeguarded. However, it is proposed that such a dispensation be brought into effect with due regard and remedial measures relating to fundamental rights of people. Particularly, it is proposed that this be instilled in the minds of all adjudicators that all individuals are equal in terms of mandate of Article 25 of the Constitution of Pakistan and vision of country's forefathers and such adjudicators are not to act as masters of people. There is nothing in the constitution which debars such a proposal and it is only the interpretation that has been placed by judiciary on words that is the hindrance. Article 175(3) only mandates separateness of judiciary from executive which was always the case in Pakistan as judiciary was a separate organ of the government from the executive with oversight over all actions of executive. This was the correct connotation of separation of power theory as it meant separation of organs with checks and balances as is seen in the constitutional dispensation of U.S.A and England. Judiciary is fully independent in Pakistan with power of judicial review over all actions of all organs of government and with financial autonomy which was also achieved by way of an overstretched interpretation in above referred *Sharaf faridi* case wherein executive magistracy was abolished. However, it is pleaded that executive magistracy may be restored with amendments so that it is not representative of colonial masters and consequently draconian in nature. In this regard, jurisdiction in cases for contempt of lawful authority can

be relegated to the high court from old amendments when executive magistracy was order of the day. Instead of making district management group completely redundant with function only as a coordinating agency, authors of this research paper are of the opinion that viable amendments could have been brought with a positive role for bureaucracy. All this was only possible if judiciary had not given a plethora of judgments which seem to be a verbal diarrhea with lengthy rebuttable arguments and far from real spirit of the constitution. The subject judgments included, 'Mehram Ali case PLD1998 SC 1445, Altaf Hussain vs The State PLD 1985 Lahore 10, Azizullah Memons Case PLD 1993 SC 341 and Al Jihad Trust case PLD 1996 SC 324 etc (G.M Chaudhry, *Essays on law, justice, human rights and legal system* 2009). By virtue of these and other judgments the judges have also taken over the executive powers to adjudicate from the bureaucracy besides some of the executive discretionary powers of bureaucracy which now are impliedly with judiciary but judicial magistrate and judges are powerless in that regard as the judges are dependent on certain judicial processes without which they cannot function. Besides, they are not trained in the art of the executive. Summary trials are almost an alien phenomenon for judges and in many trials of summary nature which are prescribed by law e.g. forest cases, the judges seem helpless and are attuned to doing the complete trials. Presently session judge is in-charge of police and buck stops at him as he is the chairperson of criminal justice coordination committee (Police Order 2002). Thus, new dispensation has jeopardized the executive authority and security at large of people. This has also intermingled judiciary with police and consequently judiciary with executive. It is averred that to put things in proper perspective, old system may be revived with amendments in light of fundamental rights of people.

The states of affairs as they stand today are not bright and reviving of time tested executive magistracy is one of the options. This can be only achieved if apex court revises its dicta on independence of judiciary and concludes that matters of judicial nature can also be

decided by specialized technocrats and this doesn't hurt independence of judiciary as the power of judicial review is constitutionally guaranteed with the apex courts. Recently Peshawar High Court following suit in case titled *Ali Azim Afridi vs Federation of Pakistan through Secretary through Secretary Ministry of Law and Justice, Islamabad and others (Ali Azim Afridi vs Federation of Pakistan through Secretary through Secretary Ministry of Law and Justice, Islamabad and others)*, has made all the revenue courts redundant based on the same principles as pronounced in *Sharaf Faridi* case supra, thus powers of revenue courts to decide issues of land revenue nature stand transferred to judges who are not the least trained in this regard and seasoned bureaucrats well versed in revenue matters have been divested to decide such issues of land revenue. Instead of suitably amending the system to yield results a system of adjudication is being superimposed and it is not known how it will solve already increasing complicated problems of judiciary whose judges at basic level come mostly without any formal training and there is increasing pointing of fingers on elevation of superior judiciary.

The above argument of establishment of administrative courts with adjudicators other than judges also finds support from Article 212 of the Constitution of Islamic Republic of Pakistan wherein it is provided that, 'Notwithstanding anything hereinbefore contained the appropriate Legislature may by Act 1[provide for the establishment of] one or more Administrative Courts or "**Tribunals**" to exercise exclusive jurisdiction in respect of—

The addition of words 'or tribunals' with 'courts' gives an indication that adjudication is not a function to be necessarily performed by judges from the institution of judiciary. Some of the best judges in the history of Pakistan from the likes of Justice Kiyani, Justice Shafi-ur-Rehman and Justice Samdani etc. have been from the executive. There are countries around the world where judges from military are also performing adjudication function and it doesn't threaten their independence of judiciary neither separation of powers e.g. Brazil, Haiti, Dominican Republic, Thailand, China and Angola. Article 8 to universal declaration of



human rights provides for an effective competent national tribunal for remedying of grievances relating to fundamental rights of people in a particular country (Universal Declaration of Human Rights, 1948). It doesn't say that only judges from the institution of judiciary are competent to ameliorate grievances relating to fundamental rights of citizens. The use of word 'tribunal' which is wide enough to include persons from other walks of life is representative of the fact there is no hindrance to such a dispensation of competent adjudicators from other walks of life. The only thing that requires ensuring is the right to 'due process' which is constitutionally guaranteed in Article 10 of the constitution of Islamic Republic of Pakistan along-with power of judicial review over all tribunals whether executive or judicial by superior judiciary of Pakistan that is also guaranteed under constitution by virtue of Article 199. It is time that we move past our preconceived notions in interpretation of Constitution articles and place interpretations on it that can be rebutted through counter arguments which can be presumably correct. Superior judiciary needs to be vigilant in this regard as they are playing with the ultimate pact of government with the people i.e. the constitution. It is averred that where words of constitution can go either way with interpretation, a balanced approach should be adopted and status quo be maintained rather than superimposing interpretations to constitutions that are tainted with preconceived notions.

## **Conclusion**

Numerous judicial reforms have been introduced by successive governments to streamline the deteriorating justice system but the desired results have not been forthcoming. It is beseeched in this research paper that instead of bringing new reforms that are alien to our judicial system, the time tested executive magistracy may be restored that has origins in ancient times. All this exercise may be done while protecting the cherished fundamental rights in Constitution of Pakistan, 1973. This will have huge ramifications in bringing peace to this war torn country and nipping the miscreants at inception wherein the successive

governments have proved to be lacking in capacity and power due to the powerless erstwhile influential district management group. It is also proposed in this article that competent judges from every walk of life particularly well learned academicians and bureaucrats may be brought in the institution of judiciary with prior trainings particularly in equality clause of the Constitution of Islamic Republic of Pakistan so that they don't adopt colonial masters attitude while presiding over of courts. It is also averred that promotion for the institution be linked with scholarly work or performance be minutely gauged of judges so that promotion is not a routine affair in the judiciary as high perks and privileges are involved in today's times with the judicial institution which are far more than other organs of the state.

## References

Ali, I. (2018, April 21). *Rao Anwar held responsible for Nageeb's killing*. DAWN.COM.

<https://www.dawn.com/news/1402890>.

Article 175(3), Constitution of Islamic Republic of Pakistan, 1973

*Ali Azim Afridi vs Federation of Pakistan through Secretary through Secretary Ministry of Law and Justice,*

*Islamabad and others*, W.P..No.4817-P/2019

Article 8, Universal Declaration of Human Rights, 1948.

Clause 7, Shariah Nizam-e-Adl Regulation, 2009

Chaudhry, G. M. (2009). *Essays on Law, Justice, Human Rights and Legal System* (pp. 108-110). Rawalpindi:

Federal Law House.

*Government of Sind v Sharaf Afridi*, PLD-1994-SC-105

Khan, A. R. (2018, October 10). *Model Town case*. DAWN.COM. <https://www.dawn.com/news/1438025>.

Noorani, T. (2017, June 22). *District magistrate*. DAWN.COM. <https://www.dawn.com/news/1340981>.

Reporter, T. N. S. (2020, May 30). *People's trust in judicial system has been shaken: Imran*. DAWN.COM.

<https://www.dawn.com/news/1560336>.

Section 127 & 128 of CrPC, 1898, words 'executive magistrate or' omitted by ordinance XLIII of 2001 dated:

29/08/2001.

Section 109, Police Order 2002.

## Journal of Peace, Development and Communication



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-05>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Second Screen Phenomena and News Consumption in Pakistan</b>
<b>Author(s):</b>	Faiza Batool MS, Department of Mass Communication, National University of Sciences and Technology (NUST), Islamabad, Pakistan
	Dr. Najma Sadiq Assistant Professor, Department of Mass Communication, National University of Sciences and Technology (NUST), Islamabad, Pakistan
	Dr. Ume Laila Assistant Professor, Department of Government and Public Policy, National University of Sciences and Technology (NUST), Islamabad, Pakistan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Batool, Faiza, et al. (2020). "Second Screen Phenomena and News Consumption in Pakistan." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 63-88, <a href="https://doi.org/10.36968/JPDC-V04-I03-05">https://doi.org/10.36968/JPDC-V04-I03-05</a> .
<b>Author(s) Note:</b>	Ms. Faiza Batool is working as a Behaviour Design Researcher in White Rice Communications. She is MS Mass Communication graduate from National University of Science and Technology (NUST), Islamabad.
	Dr. Najma Sadiq is serving as Assistant Professor at Department of Mass Communication, National University of Sciences and Technology (NUST), Islamabad, Pakistan <a href="mailto:najma.sadiq@s3h.nust.edu.pk">Email: najma.sadiq@s3h.nust.edu.pk</a>
	Dr. Najma Sadiq is serving as Assistant Professor at Department of Mass Communication, National University of Sciences and Technology (NUST), Islamabad, Pakistan

### Abstract

The second screen phenomenon is a hybrid media process referring to the complementary and simultaneous use of television and a second web-connected screen for media consumption. The present study examined the impact of demographic characteristics (i.e. gender, age, education, and income) on audience activity for second screen news consumption in Pakistan. An online survey based on snowball sampling was conducted from 400 respondents. The results showed that gender only plays a role in usage during post exposure. The age was comparatively a strong predictor of audience activity. It has a positive relationship with involvement during exposure and usage during post exposure phase of second screen news consumption. Our study contributes to the existing literature by identifying the predictors for changing news consumption patterns in the new media ecosystem and helps in a better understanding of contemporary media audiences.

**Key words:** Second Screen Phenomenon, News Consumption, Active Audience Theory, Audience Activity, Selectivity during pre-exposure, Involvement during exposure, Usage after post-exposure.

In recent times mass media has witnessed a dramatic upturn in terms of content as well as discovery, usage, consumption and interaction patterns of audience with the content. It is more apparent in diverse and rich media markets. A clear shift from old, traditional and analogue to a new advanced and digital media technology is observed (Prior, 2007). Now the audiences, especially youth, has adopted new techniques for accessing and consuming media content. Today audiences not only just receive information but also can choose what to do with that information such as; evaluating, reshaping, adding value, and passing it to others (Hayes, 2008). Their experience in the new media environment is becoming more interactive and multidimensional (Schrøder, Drotner, Murray, & Kline, 2003).

It is also noted that audiences, instead of relying on one medium, integrate several platforms and form own news repertoires for gratifying their news needs (Ksiazek, Malthouse, & Webster, 2010; Yuan, 2011). They are active in combining multiple sources of conventional and contemporary media into composite models of media usage. The integration of multiple screens for complementary and simultaneous consumption of media content is now regarded as Second Screen Phenomenon. The hierarchical connection between both the screens (first and second) is the key element. The first screen is the primary focus of attention and the second one accompanying it escalates the whole experience. The second screen usage is on the rise. People today are buying more internet connected digital devices and most of them are using various social media platforms (Pham, 2013), resulting in an increased number of second screen users.

The situation in the news media industry of Pakistan is not much different. News networks are reaching audiences through their presence on social media and other online platforms such as websites and mobile applications. News consumers are also integrating multiple screens to get daily news. The present study focuses on audience activity for news consumption in a second screen environment. By conducting survey from news audiences

using second screen, current research focuses on how audience's demographic characteristics in Pakistan relates with the variation of audience activity across time.

### **Literature Review**

The proliferation of screens as a result of technological revolutions has influenced the habits and behaviors of TV consumers. Internet connected digital mobile devices such as smart phones tablets, and laptops have given rise to a phenomenon known as *second screen*. The second screen phenomenon lacks a proper definition in literature. However, it is generally defined as a use of second electronic device by television viewers to interact with a program that they are watching (Techopedia, 2019). Smart phone or tablet is used as a second screen with a complementary app allowing the viewer to connect with television program in a unique manner. These second screens are also termed as companion screens of television, that connects TV audience with complementary content related to game shows, TV series, sports and other live events through synchronized features, and applications (Evolumedia Group, 2012).

Sasseen, Olmstead, & Mitchell (2013) reported that there is an increase in the complementary use of second screen. They articulated that people followed the second debate of US presidential election between Barack Obama and Mitt Romney using second screen in a complementary manner using a mobile device or computer, and similarly watched the results on election night. A survey report by Nielsen (2013a) found that almost half of the second screen users look up for the information related to the television program, and roughly one-fifth of smart phone and tablet users have simultaneously perused discussions on social networks related to the show they are watching on TV. In another report Nielsen (2013b) found a reciprocal causal relationship between ratings of a TV program and Twitter conversation volume around the program. Huge media events, like awards shows and sports, draw more second screen interactions than reality shows and dramatic series on TV. The

playoff rounds and the final of FIFA World Cup in 2014 were amongst the top ten sports events that attracted a simultaneous Twitter audience that year in the United States (Nielsen, 2014).

Researches showed that, in comparison with light viewers, the heavy viewers would not replace one medium with another. They would prefer to use a combination of traditional media and other new communication platforms (Cooper & Tang, 2009; Enoch & Johnson, 2010; Jenkins, 2006). Phalen and Ducey (2012) reported that the styles of media viewing could be classified by intentionality and activity level. Intentional viewers seek for the content they want and find the more suitable device whereas the regular or habitual viewers are probably more medium oriented. The passive viewers are more likely to go for what is most convenient to watch. However, the researchers defined active viewing along a variety of behaviors that include seeking additional information, accessing related content through online sources, or interacting and conversing on social media platforms about the programs with others (Costello & Moore, 2007). Ahlers (2006) in his study hypothesized that news consumption has shifted from the traditional to the new online media and found that the online media is not substituting the traditional media but complementing it. Hence, in the domain of second screen usage, the most active and intentional users could be defined as the one who purposively seek information related to the content being watched or socially interact using another device in a complementary manner.

The concept of active audience suggests that audiences are highly selective, involved and rational in their decisions of mass media usage. News producers specifically regard audience as active and are aware of the fact that viewers desire more control and diverse options for selection of media content (Neuman, 1991). Perse (1990) attempted to fill the research gap on audience activity across temporal dimensions taking into account the development of cable subscription with multiple channel options and the new remote-control



devices at that time. He revealed that, for remote control owners and cable TV subscribers, the instrumental usage of media showed higher activity level before exposure and more involvement while watching program, but ritualistic viewing showed higher selectivity during both phases of program viewing i.e. before and during exposure and lesser involvement throughout exposure phase.

### **Active Audience Theory**

In early 1980's Stuart Hall developed the Active Audience theory. According to Dictionary of Media and Communications (Chandler & Munday, 2011), Active Audience theory states that audience are not just passive receptacles for imposed connotations, as explained in hypodermic model, but rather they are active and individualistic in nature. They are cognitively and emotionally involved in deriving meaning from the content. The term "active audience" emphasizes on the interaction between mass media and its audience that is voluntary and selective in nature (Bauer, 1973).

The two different dimensions along which audience activity varies are; qualitative dimensions and temporal dimensions (Levy, 1983; Levy & Windahl, 1984). The qualitative dimensions have further 3 nominal values, namely: audience selectivity, audience involvement and audience use. The temporal dimension, as the name suggests is related to time, is also divided into three phases: Pre-exposure phase, exposure phase and post-exposure phase. The audience activity is a combination of both, the qualitative interactions between audience members and communication process and the temporal considerations.

The first type of activity, in a communication sequence, links selectivity to the pre-exposure phase. The selectivity is an extent to which audience members consciously expose themselves to mass media. It is clear from the literature, that the term "audience selectivity" is frequently used in similar meanings of selectivity-in-exposure-seeking (Katz, Blumler, &

Gurevitch, 1974). Selectivity in the pre-exposure phase implies that individual's choices about media content are often goal-oriented.

The second type of activity focuses on the audience involvement during the exposure phase. Involvement is the degree of personal relevance of audience member with the media or message.

Third and the last type of audience activity are related to the post-exposure use of audience member's participation in a communication sequence. Utility is conceptualized as perceived usefulness of media exposure.

The researcher designed the present study in the context of contemporary news media audiences and the activity they exhibit during second screen news consumption process. Drawing on audience activity theory, the present research explicates whether there is a relationship between the predictor variables (gender, age, education and income) and the outcome variables (selectivity during pre-exposure phase, involvement during exposure phase and usage during post exposure phase) among the Pakistani audience who consume news through second screen.

### **Statement of Problem**

Active Audience theory suggests that media audiences are active in their mass media usage and proposes audience activity as a varying phenomenon. But this theory does not provide us with the predictors to explain these variations. This study will find out how variation in audience activity occurs due to demographics characteristics i.e. gender, age, education and income specifically in the context of news consumption through second screen in Pakistan.

### **Research Objectives**

To explore:

- the variation in types of audience activity for news consumption using second screen across gender.

- the variation in types of audience activity for news consumption using second screen across age.
- the variation in types of audience activity for news consumption using second screen across income.
- the variation in types of audience activity for news consumption using second screen across education.

### 1.3. Research Questions

**RQ1:** How does selectivity during pre-exposure phase for news consumption, using second screen, vary across demographics of gender, age, education and income?

**RQ2:** How does involvement during exposure phase for news consumption, using second screen, vary across demographics of gender, age, education and income?

**RQ3:** How does usage during post-exposure phase for news consumption, using second screen, vary across demographics of gender, age, education and income?

### Method

By employing snowball sampling, the present study used survey method to explore the relationship between *independent variables* (gender, age, education and income) and *dependent variables* (selectivity, involvement and usage). Snowball sampling is a chain referral sampling where the respondents have to share the questionnaire among their acquaintances based on the criteria set in the questionnaire. The geographic focus of the study was Pakistan. In the survey questionnaire, filter questions were used by asking about the existence of usage or non-usage of TV, smart phone, tablet and laptop separately. Only those who have internet access were the participants of the survey since internet is the main component of second screen phenomenon. Before deploying the final survey, a pilot study on 50 respondents was conducted. To check the reliability Cronbach's Alpha was calculated

using SPSS. The Cronbach's value ranged from .630 to .826. After the pilot study the survey instrument was improved and deployed for data collection process.

The questionnaire was distributed online through various platforms. The total number of respondents was 520. Those respondents who used only one platform, or chose the "No" option for TV, and those who were less than 18 years, were excluded. The total number of second screen news consumers who participated in this research, with completed survey forms, was 400. A fully structured online survey questionnaire was distributed on various online platforms.

## Results

*Research Question 1: How does selectivity during pre-exposure phase for news consumption, using second screen, vary across demographics of gender, age, education and income?*

Among the participants of this research a total of 193 participants showed high selectivity, 165 showed medium selectivity and 42 participants showed low selectivity index during pre-exposure phase using second screen for news consumption (See Table 1).

*Table 1. Crosstabulation of demographic variables with selectivity index*

Independent Variables	Selectivity Index <i>f</i> (%)			Total
	High	Medium	Low	
<b>Gender*</b>				
Male	95 (23.75%)	89 (22.25%)	25(6.25%)	209 (52.25%)
Female	98 (24.50%)	76 (19%)	17(4.25%)	191 (47.75%)
Total	193 (48.25%)	165 (41.25%)	42(10.5%)	400 (100%)
<b>Age**</b>				
Young Adults (18-29 Years)	100 (25%)	95 (23.75%)	28(7%)	223 (55.75%)
Adults (30-49 Years)	78 (19.5%)	63 (15.75%)	12(3%)	153 (38.25%)
Middle Aged (50-64 Years)	15 (3.75%)	7 (1.75%)	2(0.5%)	24 (6%)

Total	193 (48%)	165 (41%)	42(11%)	400 (100%)
<b>Education***</b>				
Intermediate or less	7 (1.75%)	10 (2.5%)	4(1%)	21 (5.25%)
Bachelors	80 (20%)	65 (16.25%)	15(3.75%)	160 (40%)
Masters or above	106 (26.5%)	90 (22.5%)	23(3.75%)	219 (54.75%)
Total	193 (48.25%)	165 (41.25%)	42(10.5%)	400 (100%)
<b>Income****</b>				
Less than 30,000 PKR	18 (4.5%)	22 (5.5%)	6(1.5%)	46 (11.5%)
30,000 - 49,999 PKR	38 (9.5%)	27 (6.75%)	9(2.25%)	74 (18.5%)
50,000 - 74,999 PKR	52 (13%)	37 (9.25%)	8(2%)	97 (24.25%)
75,000 PKR or more	85 (21.25%)	79 (19.75%)	19 (4.75%)	183 (45.75%)
Total	193 (48.25%)	165 (41.25%)	42(10.5%)	400 (100%)

\* Pearson Chi-Square Sig. value was .409

\*\* Pearson Chi-Square Sig. value was .312

\*\*\* Pearson Chi-Square Sig. value was .567

\*\*\*\* Pearson Chi-Square Sig. value was .694

The cross tabulation of gender with selectivity index showed that selectivity was not dependent on gender. The Chi-Square significance value (p) was .409 which means there was no relation between gender and selectivity during pre-exposure phase. Similarly, selectivity was also independent of age (significance value (p) = .312), education (significance value (p) = .567) and income (significance value (p) = .694).

*Research Question 2: How does involvement during exposure phase for news consumption, using second screen, vary across demographics of gender, age, education and income?*

The result on involvement during exposure phase showed that among the 400 participants, 125 showed high involvement, 192 showed medium involvement and 83 participants showed

low involvement during exposure phase for news consumption using second screen (See Table 2).

*Table 2. Crosstabulation of demographic variables with involvement index*

Independent Variables	Involvement Index <i>f</i> (%)			Total
	High	Medium	Low	
<b>Gender*</b>				
Male	72 (18%)	90 (22.5%)	47(11.75%)	209 (52.25%)
Female	53 (13.25%)	102 (25.5%)	36(9%)	191 (47.75%)
Total	125 (31.25%)	192 (48%)	83(20.75%)	400 (100%)
<b>Age**</b>				
Young Adults (18-29 Years)	59 (14.75%)	113 (28.25%)	51(12.75%)	223 (55.75%)
Adults (30-49 Years)	52 (13%)	72 (18%)	29(7.25%)	153 (38.25%)
Middle Aged (50-64 Years)	14 (3.5%)	7 (1.75%)	3(0.75%)	24 (6%)
Total	125 (31.25%)	192 (48%)	83(20.75%)	400 (100%)
<b>Education***</b>				
Intermediate or less	7 (1.75%)	11 (2.75%)	3(0.75%)	21 (5.25%)
Bachelors	48 (12%)	82 (20.5%)	30(7.5%)	160 (40%)
Masters or above	70 (17.5%)	99 (24.75%)	50(12.5%)	219 (54.75%)
Total	125 (31.25%)	192 (48%)	83(20.75%)	400 (100%)
<b>Income****</b>				
Less than 30,000 PKR	8 (2%)	28 (7%)	10(2.5%)	46 (11.5%)
30,000 - 49,999 PKR	31 (7.75%)	33 (8.25%)	10(2.5%)	74 (18.5%)
50,000 - 74,999 PKR	26 (6.5%)	55 (13.75%)	16(4%)	97 (24.25%)
75,000 PKR or more	60 (15%)	76 (19%)	47(11.75%)	183 (45.75%)
Total	125 (31.25%)	192 (48%)	83(20.75%)	400 (100%)

\* Pearson Chi-Square Sig. value was .117

\*\* Pearson Chi-Square Sig. value was .024

\*\*\* Pearson Chi-Square Sig. value was .713

\*\*\*\* Pearson Chi-Square Sig. value was .014

The cross tabulation of involvement with demographics showed that there was no relationship of gender (significance value (p) = .117) and education (significance value (p) = .713) with involvement. However, age (significance value (p) = .024) and income levels (significance value (p) = .014) were significantly related to the involvement during exposure phase.

*Research Question 3: How does usage during post-exposure phase for news consumption, using second screen, vary across demographics of gender, age, education and income?*

The usage during post-exposure phase for news consumption, using second screen, showed 114 participants with high usage index, 181 with medium usage index and 105 with low usage index (See Table 3).

*Table 3. Crosstabulation of demographic variables with usage index*

Independent Variables	Usage Index <i>f</i> (%)			Total
	High	Medium	Low	
<b>Gender*</b>				
Male	76 (19%)	89 (22.25%)	44 (11%)	209 (52.25%)
Female	38 (9.5%)	92 (23%)	61(15.25%)	191 (47.75%)
Total	114 (28.5%)	181 (45.25%)	105(26.25%)	400 (100%)
<b>Age**</b>				
Young Adults (18-29 Years)	53 (13.25%)	105 (26.25%)	65(16.25%)	223 (56%)
Adults (30-49 Years)	49 (11.5%)	68 (17%)	36(9%)	153 (38%)
Middle Aged (50-64 Years)	12 (15%)	8 (2%)	4(1%)	24 (6%)
Total	114 (28.5%)	181 (45.25%)	105(26.25%)	400 (100%)
<b>Education***</b>				
Intermediate or less	8 (2%)	8 (2%)	5 (1.25%)	21 (5.25%)

Bachelors	46 (11.5%)	74 (18.5%)	40 (10%)	160 (40%)
Masters or above	60 (15%)	99 (24.75%)	60 (15%)	219 (54.75%)
Total	114 (28.5%)	181 (45.25%)	105(26.25%)	400 (100%)
<b>Income****</b>				
Less than 30,000 PKR	9 (2.25%)	18 (4.5%)	19 (4.75%)	46 (11.5%)
30,000 - 49,999 PKR	27 (6.75%)	30 (7.5%)	17 (4.25%)	74 (18.5%)
50,000 - 74,999 PKR	27 (6.75%)	46 (11.5%)	24 (6%)	97 (24.25%)
75,000 PKR or more	51 (12.75%)	87 (21.75%)	45(11.25%)	183 (45.75%)
Total	114 (28.5%)	181 (45.25%)	105(26.25%)	400 (100%)

\* Pearson Chi-Square Sig. value was .001

\*\* Pearson Chi-Square Sig. value was .055

\*\*\* Pearson Chi-Square Sig. value was .861

\*\*\*\* Pearson Chi-Square Sig. value was .198

The cross tabulation showed that there was a significant relationship between gender and usage during post exposure phase. The findings were significant with (p) value of 0.001 at both  $\alpha$  values 0.05 and 0.01. The relationship between age and usage during post exposure phase of news consumption, using second screen, was also observed. The Chi-square significance value (p) was .055, very close to being statistically significant at  $\alpha$  value 0.05. However, there was no relationship observed between education (significance value (p) = .861) and income (significance value (p) = .198) of the participants with involvement index.

### Regression Analysis

Since the selectivity during pre-exposure phase has no relationship with any of the independent variable, the two dependent variables involvement and usage were selected to investigate their relationships with independent variables. In model of the present research, the logistic regression was run and treated involvement as a binary variable.



Analyzing the results of binary logistic regression where the binary dependent variable Y is Involvement Binary as Involvement = 1, No Involvement = 0 and the independent variables were Age and Monthly Household Income. For the analysis purpose, independent variables were also converted in the binary form. For Age Binary, Age < 30 = 0 and Age ≥ 30 = 1, and for Income Binary, Income < 50k = 0 and Income ≥ 50k = 1. So, we have Involvement =  $f(\text{Age}, \text{Income})$ . The coefficient values and the t test values for independent variables are shown in Table 4.

Table 4 *Logistic Regression results for Involvement*

		B	S.E.	Wald	df	Sig.	Exp(B)
	Age.Binary	1.116	.463	5.809	1	.016	3.051
Step 1 <sup>a</sup>	Income.Binary	-.078	.221	.125	1	.724	.925
	Constant	-.160	.184	.756	1	.384	.852

a. Variable(s) entered on step 1: Age.Binary, Income.Binary.

The age showed a significant positive relation with involvement during exposure phase of news consumption using second screen with Sig value .016 i.e.  $\leq 0.05$ . To estimate the constant effect of the age predictor, we analyzed the odds ratio i.e.  $\text{Exp}(B) = 3.051$  for age. As odds ratio is  $> 1$ , it was assumed that as age increases involvement also increases. Keeping other things constant odds ratio of age were calculated when score was 1 and 0. As

$$\frac{Y=1, X=1}{Y=1, X=0} = \frac{\text{Involvement}=1, \text{Age} \geq 30}{\text{Involvement}=1, \text{Age} < 30}$$

Then

$$\text{Age}(3.051) = \frac{3051}{1000}$$

For every 3051 individuals aged 30 or more with Involvement = 1 there are 1000 individuals aged less than 30 and Involvement = 1. As individuals with more age are more involved so this proved a positive relation between the involvement and age. The other independent variable income showed no significant relation with involvement in our

regression model, so we can say that age is the only predictor of involvement during exposure phase of news consumption in second screen environment.

Analyzing the results of binary logistic regression where the binary dependent variable Y is Usage Binary as Usage = 1, No Usage = 0 and the independent variables were gender and age. The independent variables were again converted into binaries. For Gender Binary, Male = 0 and Female = 1 and for Age Binary, Age < 30 = 0 and Age ≥ 30 = 1. So, we have Usage =  $f(\text{Gender}, \text{Age})$ . The coefficient values and the t test values for independent variables are shown in Table 5.

Table 5 *Logistic Regression results for Usage*

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup>	Gender.Binary	-.534	.206	6.709	1	.010	.587
	Age.Binary	.878	.450	3.802	1	.051	2.405
	Constant	-.043	.143	.090	1	.764	.958

a. Variable(s) entered on step 1: Gender.Binary, Age.Binary.

The variable gender showed a significant negative relation with usage during post exposure phase of news consumption using second screen with Sig value .010 i.e.  $\leq 0.05$ . To estimate the constant effect of the predictor age, we analyzed the odds ratio i.e.  $\text{Exp}(B) = .587$  for gender. As odds ratio is  $< 1$ , it was assumed that as gender changes from male to female the usage decreases. Keeping other things constant we calculated the odds ratio of gender when score was 1 and 0. As

$$\frac{Y=1, X=1}{Y=1, X=0} = \frac{\text{Usage}=1, \text{Gender}=\text{Female}}{\text{Usage}=1, \text{Gender}=\text{Male}}$$

Then

$$\text{Gender} (.587) = \frac{.587}{1000}$$

For every 587 females with Usage = 1, there are 1000 males with Usage = 1. It showed that males were more active in post exposure usage with second screen than female. Hence, there was a negative relation between usage and gender.

The second variable age showed a significant positive relation with usage during post exposure phase of news consumption using second screen with Sig value .051 i.e.  $\leq 0.05$ . To estimate the constant effect of the predictor age, we analyzed the odds ratio i.e.  $\text{Exp}(B) = 2.405$  for age. As odds ratio is  $> 1$ , it was assumed that as age increases, usage also increases. Keeping other things constant we calculated the odds ratio of age when score was 1 and 0. As

$$\frac{Y=1, X=1}{Y=1, X=0} = \frac{\text{Usage}=1, \text{Age} \geq 30}{\text{Usage}=1, \text{Age} < 30}$$

Then

$$\text{Age (2.405)} = \frac{2405}{1000}$$

For every 2405 individuals with age 30 or more with Usage = 1, there are 1000 individuals aged less than 30 and Usage = 1. It showed that individuals who were older were more active in post exposure usage with second screen than younger individuals. Therefore, there is a positive relation between usage and age.

## Discussion

The results suggested that the varying audience activity was partially dependent on gender and age. Firstly, the data analysis indicated that in terms of gender, audience activity varies only for usage during post exposure phase of second screen news consumption. The males were more active in discussions, sharing their opinions, publishing articles or blogs and improving their media choices in the process of second screening for news than their female counterparts. Similarly, previous studies also showed that online news consumption was affected by gender. Based on survey data, Poindexter (2008) found males to be more active online news consumers as compared to females. Chung (2008) regarded males as heavy users

of interactive features available on online news websites. The males were more likely to pay for newspaper's web editions (Chyi, 2012). The present study also found that, the gender does not prove to be a predictor of selectivity during pre-exposure phase and involvement during exposure phase of news consumption using second screen. Among the selected participants, both genders were equally selective and involved in complementary and simultaneous use of TV and other digital devices or screens in news consumption process. So, we can say that gender partially plays a role in varying audience activity.

Secondly, the investigation provided evidence for the variable age as a significant predictor of audience activity, specifically, for involvement during exposure phase and usage during post exposure phase. The age had a positive relation with both involvement and usage. As age increased the involvement and usage with second screen news consumption also increased. The second screen news audiences in this study, aged 30 or above, were more actively involved in, while watching TV, using a digital device such as smart phone, tablet or laptop for getting news. They feel more involved by participating in activities like reading, liking, commenting or sharing news related posts on online media. Similarly, the audience of this age, 30 or above, showed higher level of activity during usage phase by expressing their opinions through social media, participating in online public discussions, writing blog post and articles or for getting recommendations for better news content. However, the variable of age has nothing to do with selecting multiple screens for complementary and simultaneous news consumption as people from all age groups are equally selective. So, selectivity during pre-exposure phase was independent of age.

Other researches also established the impact of age on use of media (Dimmick, McCain, & Bolton, 1979). Harwood (2007) in his book suggested that the time adults spend in watching television increased with their age. Gauntlett & Hill (1999) and Vandebosch & Eggermont (2002) suggested that due to increase in leisure time, lack of social activity and

mobility, older people develop an increased need of information. Consequently, the use of television became important for them as it offers a range of topics for conversation (Riggs, 1998; Davis & Westbrook, 1985). The contemporary studies on use of mobile devices for news found that among individual difference age is a strong predictor that can influence the news consumption patterns of media audiences (Thorson, Shoenberger, Karaliova, Kim, & Fidler, 2015). The Swedish researchers also studied displacing and complementary effects on news consumption among various age cohorts and noted significant differences due to variable of age (Westlund & Färdigh, 2015). These studies strengthen the findings of present study that age is a strong predictor of audience activity in second screen news consumption. However, it is important to note that the direction of relationship with gender and age with second screen phenomenon in the present research was opposite to study by Gil de Zúñiga, Garcia-Perdomo, and McGregor (2015) where females and younger audiences were found to use second screen more than males and older ones.

Finally, the other two demographic predictors, educational level and monthly household income in this study indicated no effect on audience activity. Although these findings were consistent with the findings of Lee & Chyi (2015) that education and income were not significant predictors for the use of news aggregator websites for news consumption. However, these contradicts with the findings of Dutta-Bergman (2004) who found that online news consumption was positively related to both demographics of education and income. Previous studies (Stempel & Hargrove, 1996; Robinson, 1978) indicated that education and income being predictor or non-predictor of news consumption vary for various media platforms whereas present study find them insignificant across second screen usage. One reason for this finding can be the under representation of sample for these two demographics. The number of respondents from low education and low-income groups were quite low. The proportionate representation might produce different results.

## Conclusion

The contemporary media eco system, that involves the use of multiple screens in a complementary and simultaneous manner for media consumption, demands from communication scholars to delve deeply and explore the emerging consumption patterns and audience activity. The present study provided the insight that gender was partially significant predictor as it only plays a role in usage during post exposure. The age was comparatively a strong predictor of audience activity as increasing age was directly related to increase in involvement during exposure and usage during post exposure phase of second screen news consumption. No variation in audience activity was shown by the variable of education and monthly income. Beside some of the limitations this study provides a base for future studies about the relationship between audience and new media environment. The study provides evidence for demographic characteristics as key player in audience activity for second screen news consumption. It also encourages future researcher to explore other predictors to better understand the audience of 21<sup>st</sup> century.

## References

- Ahlers, D. (2006). News Consumption and the New Electronic Media. *The International Journal of Press and Politics*, 11(1), 29-52.
- Atkin, C. (1973). Instrumental Utilities and Information Seeking. In P. Clarke, *New Models for Communication Research*. Beverly Hills: Sage.
- Bauer, R. (1968). The Obstinate Audience: the Influence Process from the Point of View of Social Communication. *American Psychologist*, 19, 319-328.
- Bauer, R. (1973). The Audience. In I. d. Pool, & W. Schramm, *Handbook of Communication*. Chicago: Rand McNally College Pub. Co.
- Blumler, J. (1979). The Role of Theory in Uses and Gratifications Research. *Communication Research*, 6, 9-36.
- Bogart, L. (1965). The Mass Media and the Blue-Collar Worker. In A. B. Shostak, & W. Gomberg, *Blue-Collar World: Studies of the American Worker*. Englewood Cliffs: Prentice-Hall.
- Chaffee, S. H., & Metzger, M. J. (2001). The End of Mass Communication? *Mass Communication and Society*, 4(4), 365-379.
- Chandler, D., & Munday, R. (2011). Active Audience Theory. In D. Chandler, & R. Munday, *A Dictionary of Media and Communication* (1st Edition ed.). Oxford University Press. Retrieved from <https://www.oxfordreference.com/view/10.1093/acref/9780199568758.001.0001/acref-9780199568758-e-0013>.
- Chung, D. S. (2008). Interactive features of online newspapers: Identifying patterns and predicting use of engaged readers. *Journal of Computer-Mediated Communication*, 13(3), 658–679. doi:10.1111/j.1083-6101.2008.00414.x

- Chyi, H. I. (2012). Paying for What? How Much? And Why (Not)? Predictors of Paying Intent for Multiplatform Newspapers. *International Journal on Media Management*, 14(3), 227-250. doi:10.1080/14241277.2012.657284
- Cooper, R., & Tang, T. (2009). Predicting audience exposure to television in today's media environment: an empirical integration of active-audience and structural theories. *Journal of Broadcasting and Electronic Media*, 53(3), 400-418.
- Costello, V., & Moore, B. (2007). Cultural outlaws: an examination of audience activity and online television fandom. *Journal of Television and New Media*, 8(2), 124-143.
- Davis, R. H., & Westbrook, G. J. (1985). Television in the lives of the elderly: Attitudes and opinions. *Journal of Broadcasting & Electronic Media*, 29(2), 209-214.
- Delia, J. (1977). Constructivism and the Study of Human Communication. *Quarterly Journal of Speech*, 63, 66-83.
- Dimmick, J. W., McCain, T. A., & Bolton, W. T. (1979). Media Use and the Life Span: Notes on Theory and Method. *American Behavioral Scientist*, 23(1), 7-31. doi:10.1177/000276427902300102
- Dutta-Bergman, M. J. (2004). Complementarity in Consumption of News Types across Traditional and New Media. *Journal of Broadcasting & Electronic Media*, 48(1), 41-60.
- Ehrenberg, A. S., Goodhardt, G. J., & Collins, M. A. (1975). *The Television Audience: Patterns of Viewing*. London: Saxon.
- Elliott, P. (1974). Uses and Gratifications Research: A Critique and a Sociological Alternative. In J. Blumler, & E. Katz, *The Uses of Mass Communication*. Beverly Hills: Sage .



- Enoch, G., & Johnson, K. (2010). Cracking the Cross-Media Code: How to Use Single-Source Measures to Examine Media Cannibalization and Convergence. *Journal of Advertising Research*, 50(2).
- Evolumedia Group. (2012). *The Second Screen and Television: Overview and growth perspectives*. Canada Media Fund (CMF).
- García-Avilés, J. A. (2010). Citizen journalism” in European television websites: lights and shadows of user generated content. *Observatorio*, 4(4), 251-263.
- Gauntlett, D., & Hill, A. (1999). *TV Living: Television, Culture and Everyday Life*. New York, NY: Routledge.
- Gil de Zúñiga, H., Garcia-Perdomo, V., & McGregor, S. C. (2015). What Is Second Screening? Exploring Motivations of Second Screen Use and Its Effect on Online Political Participation. *Journal of Communication*, 65, 793–815. doi:10.1111/jcom.12174
- Gottfried, J., & Shearer, E. (2016). *News Use Across Social Media Platforms 2016*. Pew Research Center, Journalism & Media. Pew Research Center.
- Harwood, J. (2007). *Understanding Communication and Aging: Developing Knowledge and Awareness*. Thousand Oaks, CA: SAGE Publications.
- Hayes, T. (2008). *Jump Point: How Network Culture Is Revolutionizing Business*. New York: McGraw Hill Education.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.
- Katz, E., Blumler, J., & Gurevitch, M. (1974). Utilization of mass communication by the individual. *The uses of mass communications : current perspectives on gratifications research*, pp. 19-32.
- Klapper, J. T. (1960). *The Effects of Mass Communication*. Glencoe: The Free Press.

- Ksiazek, T. B., Malthouse, E. C., & Webster, J. G. (2010). News-seekers and Avoiders: Exploring Patterns of Total News Consumption Across Media and the Relationship to Civic Participation. *Journal of Broadcasting & Electronic Media*, 54(4), 551-568.
- Lee, A. M., & Chyi, H. I. (2015). The Rise of Online News Aggregators: Consumption and Competition. *The International Journal on Media Management*, 17(1), 3-24 .  
doi:10.1080/14241277.2014.997383
- Levy, M. R. (1977). Experiencing Television News. *Journal of Communication*, 27, 112-117.
- Levy, M. R. (1978a). The 'Active' Audience Considered: The Case of Television News. *American Association for Public Opinion Research*. Roanoke, VA: American Association for Public Opinion Research.
- Levy, M. R. (1978b). *The Audience Experience with Television News*. Association for Education in Journalism.
- Levy, M. R. (1983). Conceptualizing and Measuring Aspects of Audience 'Activity'. *Journalism Quarterly*, 60, 109-115.
- Levy, M. R., & Windahl, S. (1984). Audience activity and gratifications: A conceptual clarification and exploration. *Communication Research*, 11, 51-78.
- Lin, N. (1977). Communication Effects: Review and Commentary. In B. Ruben, *Communication Yearbook I*. New Brunswick: Transaction-International Communication Association.
- Maier, S. (2010). All the News Fit to Post? Comparing News Content on the Web to Newspapers, Television, and Radio. *Journalism & Mass Communication Quarterly*, 87(3-4), 548-562.
- Mindich, D. T. (2005). *Tuned Out: Why Americans Under 40 Don't Follow the News*. New York : Oxford University Press.

- Neuman, W. R. (1991). *The Future of the Mass Audience*. Cambridge : Cambridge University Press.
- Nielsen. (2013a, June 17). *Action Figures: How Second Screens are Transforming TV Viewing*. (Nielsen, Producer) Retrieved May 22, 2019, from Nielsen: <http://www.nielsen.com/us/en/insights/news/2013/action-figures--how-second-screens-are-transforming-tv-viewing.html>
- Nielsen. (2013b, August 6). *The Follow-Back: Understanding the Two-Way Causal Influence Between Twitter Activity and TV Viewership*. (Nielsen, Producer) Retrieved May 22, 2019, from Nielsen: <http://www.nielsen.com/us/en/insights/news/2013/the-follow-back--understanding-the-two-way-causal-influence-betw.html>
- Nielsen. (2014, December 15). *Tops of 2014: Social TV*. (Nielsen, Producer) Retrieved May 22, 2019, from Nielsen: <http://www.nielsen.com/us/en/insights/news/2014/tops-of-2014-social-tv.html>
- Norris, P. (2000). *A Virtuous Circle. Political Communications in Postindustrial Societies*. Cambridge: Cambridge University Press.
- Perrin, A. (2015). *Social Media Usage: 2005-2015*. Pew Research Center. Pew Research Center.
- Perse, E. M. (1990). Audience Selectivity and Involvement in the Newer Media Environment. *Communication Research*, 17(5), 675-697.
- Phalen, P. F., & Ducey, R. V. (2012). Audience behavior in the multi-screen 'video-verse'. *International Journal on Media Management*, 14(2), 141–156.
- Pham, A. (2013, January 26). The Second Screen Takes Center Stage. *Billboard*, 125(3), pp. 34-36.

- Poindexter, P. (2008). Trouble in the News Media Landscape. In P. Poindexter, S. Meraz, & A. S. Weiss, *Women, Men and News: Divided and Disconnected in the News Media Landscape* (pp. 3–16). New York: Routledge.
- Prior, M. (2007). *Post-Broadcast Democracy: How Media Choice Increases Inequality in Political Involvement and Polarizes Elections*. New York: Cambridge University Press.
- Putnam, R. D. (2000). *Bowling Alone: The Collapse and Revival of American Community*. New York: Simon and Schuster.
- Riggs, K. E. (1998). *Mature audiences: Television in the lives of the elderly*. New Brunswick, NJ: Rutgers University Press.
- Robinson, J. P. (1978). *Daily News Habits of the American Public*. ANPA News Research Report No. 15 / John P. Robinson. Washington, DC.: ERIC Clearinghouse.
- Rubin, A. M. (1984). Ritualized and Instrumental Television Viewing. *Journal of Communication*, 34(3), 67-77.
- Sasseen, J., Olmstead, K., & Mitchell, A. (2013). *Digital: As Mobile Grows Rapidly, the Pressures on News Intensify*. The pew research center's project for Excellence in Journalism: The State of the News Media 2013.
- Schrøder, K., Drotner, K., Murray, C., & Kline, S. (2003). *Researching Audiences*. London: Hodder Arnold.
- Stempel, G. H., & Hargrove, T. (1996). Mass Media Audiences in a Changing Media Environment. *Journalism & Mass Communication Quarterly*, 73(3), 549-558.
- Stempel, G. H., Hargrove, T., & Bernt, J. P. (2000). Relation of Growth of Use of the Internet to Changes in Media Use from 1995 to 1999. *Journalism & Mass Communication Quarterly*, 77(1), 71-79.
- Sunstein, C. R. (2007 ). *Republic.Com 2.0*. Princeton, NJ: Princeton University Press.

- Swanson, D. (1977). The Uses and Misuses of Uses and Gratifications. *Human Communication Research*, 3, 214-221.
- Techopedia. (2019). *Technology Dictionary*. Retrieved May 21, 2019, from Techopedia: <https://www.techopedia.com/definition/29212/second-screen>
- The Media Insight Project. (2015). *How Millennials Get News: Inside the Habits of America's First Digital Generation*. Chicago: American Press Institute.
- Thorson, E., Shoenberger, H., Karaliova, T., Kim, E. (., & Fidler, R. (2015). News use of mobile media: A contingency model. *Mobile Media & Communication*, 3(2), 160-178. doi:10.1177/2050157914557692
- Vandebosch, H., & Eggermont, S. (2002). Elderly peoples media use: At the crossroads of personal and societal developments. *Communications*, 27, 437–455. doi:10.1515/comm.2002.002
- Webster, J. G. (2005). Beneath the Veneer of Fragmentation: Television Audience Polarization in a Multichannel World. *Journal of Communication*, 55(2), 366-382.
- Webster, J. G., & Ksiazek, T. B. (2012). The Dynamics of Audience Fragmentation: Public Attention in an Age of Digital Media. *Journal of Communication*, 62(1), 39-56.
- Westlund, O., & Färdigh, M. A. (2015). Accessing the news in an age of mobile media: Tracing displacing and complementary effects of mobile news on newspapers and online news. *Mobile Media & Communication*, 3(1), 53-74.
- Yuan, E. (2011). News Consumption across Multiple Media Platforms. *Information, Communication and Society*, 14(7), 998-1016.
- Yusuf, H. (2013). *Mapping Digital Media: Pakistan*. Open Society Foundations. Open Society Foundations.

## Journal of Peace, Development and Communication



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-06>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Analysis of Distributional Equity of Public Physical Infrastructure in Pakistan</b>
<b>Author(s):</b>	Ayza Shoukat Lecturer, Department of Economics, University of Sahiwal, Pakistan
	Muhammad Abdullah Assistant Professor, Department of Economics, University of Sahiwal, Pakistan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Shoukat, Ayza, & Muhammad Abdullah (2020). "Analysis of Distributional Equity of Public Physical Infrastructure in Pakistan." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 89-108. <a href="https://doi.org/10.36968/JPDC-V04-I03-06">https://doi.org/10.36968/JPDC-V04-I03-06</a> .
<b>Author(s) Note:</b>	Ayza Shoukat is serving as Lecturer at Department of Economics, University of Sahiwal, Pakistan Email: <a href="mailto:ayzashoukat@uosahiwal.edu.pk">ayzashoukat@uosahiwal.edu.pk</a>
	Muhammad Abdullah is serving as Assistant Professor at Department of Economics, University of Sahiwal, Pakistan

### **Abstract**

The significance of public physical infrastructure (PPI) is hard to brush aside. Whereas, misallocation of PPI tends to overshadow the growth as well as creates disruption and unrest among the territories. The theory of public choice proposes that embracing the equity effect in distribution of PPI can improve overall economic growth as well as concord the economic well-being. The current study has empirically tested the equity approach in distribution of PPI among the provinces of Pakistan. We have adopted an innovative approach by analyzing the equity principle. Panel data for provinces of Pakistan has been employed for the period of 1988-2018. The stationarity of the variables has been checked through Levin, Lin & Chu test. As we get mixed order of integration, panel ARDL is used to estimate the results. The study concludes that the distribution of PPI in provinces of Pakistan is based on the equity principle. Whereas the other economic indicator efficiency is traded off against equity. The short run negative and significant ECT term also confirms the existence of long run relationship between variables. These results ensure that despite the heterogeneous characteristics of each province, the distribution of PPI is done to equalize the living standards across the country.

**Key words:** Public choice, Public physical infrastructure, Equity approach and ARDL

## **1. Introduction**

The advancements in economic literature has driven the economists and policy makers in such a way that they are more implicated towards the inputs for achieving the sustainable development rather than the outputs. Besides, the traditional inputs (like labor and capital), the narrative of public capital stock has gained much attention in last two decades. In this regard, the significance of public physical infrastructure (PPI) is hard to brush aside. A wide range of empirical economic literature has established the relationship between economic prosperity with the provision of public physical infrastructure. However, the strategic management for the distribution of PPI is fundamental for an even and harmonious growth process across the country. On the other hand, misallocation of PPI tends to overshadow the growth as well as creates disruption and unrest among the territories. The theory of public choice proposes that the principle of distributional equity should not be ignored while designing the distribution scheme for regional economies. Embracing the equity effect in distribution of PPI can improve overall economic growth as well as concord the economic well-being.

The conventional approach of public finance pertains the concept of economic welfare maximization which is achieved by an optimum allocation of resources. The optimum allocation of resources can rely on two basic principles of budgetary allocations; equity and efficiency (Hyman, 2014 and Yamano and Ohkawara, 2000). Equity approach propagates the just and equitable distribution whereas efficiency approach postulates the rationale of marginal product should be the basis of distribution. Besides these principles, there lies a confusion between equity and equality. Although, these terms are phonetically same, but they are distinct in their philosophical meanings. The distributional equality is objective in nature and calls for an equal treatment of equals. On the contrary, equitable distribution of resources is subjective in nature and requires an unequal treatment based on



the variant characteristics of each; it requires justice in distribution on the basis of individual differences (Bronfenbrenner, 1973 and Espinoza, 2007). Besides, just distribution of resources is also necessary because it pours in the fairness along with the maximum welfare across the regions of the economy.

The PPI is the most commonly supplied pure public good with the impulse of equity; fairness in infrastructure provision. PPI, by its existence should not be distributed equally across the regions in an economy. It is because provision of infrastructure services is determined by number of factors (like population geographical location, revenue generation capacity and political favoritism) as well as its requirement could be different in different localities. For instance, roads and highways are to be supplied more in highly populated areas than the less populated regions. Therefore, equal infrastructure investments for all regions is not preferable nor desirable.

The resource sharing mechanism among the governments in Pakistan has faced many questions since its evolution. Under National Finance Commission (NFC) award, resources are transferred from national to sub-national governments in Pakistan. There are voices that the rationale of self-interest or the deliberate precedence of specific provinces has been entertained in resource sharing scheme for in Pakistan (Ahmed and Kamal, 2014 and Ahmed and Baloch, 2015). Also, there is empirical economic literature supporting the view that resource sharing schemes are often polarized in nature and politicized in some cases (Rao and Singh, 2000; Tsekeris, 2011; Reino and Alcalde, 2011; Simon-Cosano et al., 2013 and Monastiriotis and Psycharis, 2014).

The economy of Pakistan is comprised of five provinces along with the capital city Islamabad. Other regions include FATA, Gilgit Baltistan and AJK. All provinces of Pakistan (Punjab, Sindh, Baluchistan, Khyber Pakhtunkhwa and Gilgit Baltistan) and the regional territories are distinct in terms of economic conditions with diversified geographical

locations. Therefore, the need and requirement of each is different from the other. For a coherent economic growth, each region must be supplied with the ample PPI as per their requirement.

### **1.1. Resource Distribution Criterion in Pakistan and Distribution of PPI**

The Federally administrated economies tend to be the administrator of resource sharing mechanism. In addition, the process of distribution of resources is well accomplished by national government. Whereas, provincial government can effectively supply the public goods. This is because the local governments can identify the requirements of specific region and then can supply public goods and services accordingly (Tiebout, 1956). Further, the formula-based distribution schemes restrain the political influence over resource distribution process. In case of Pakistan, NFC award is formulated which delivers the resources from national to sub-national governments (i.e. provincial governments). The structure of current NFC is based on four key indicators which are population, poverty, revenue collection and inverse population density. These indicators have assigned different weights. Among all, population has been assigned the highest weight that is 82 percent. The rest of the indicators have been assigned 10.3 %, 5.0 % and 2.7 % respectively. Before 7<sup>th</sup> NFC award, 100 % weight was assigned to population but after 18<sup>th</sup> amendment in constitution in 2010, the provincial economies are not only decentralized but the resource sharing scheme has also been revised. NFC is to be delivered every five years but unfortunately, the delivery of NFC has faced unnecessary delay and dissonance. Since the mechanism is developed, we have been able to deliver only five conclusive NFC awards. The following Table-1.1. presents the province wise resource sharing in Pakistan for 7<sup>th</sup> NFC award.

Indicators	Share of Provinces in Terms of Indicators				
	Weight	Punjab	Sindh	KPK	Baluchistan
<b>Population Share</b>	82.0	57.36	23.71	13.82	5.11
<b>Poverty</b>	10.3	23.16	23.41	27.82	25.61
<b>Revenue Generation</b>	5.0	44.0	50.0	5.0	1.0
<b>Inverse Population Density</b>	2.7	4.34	7.21	6.54	81.92
<b>Total Share</b>	100	51.74	24.55	14.62	9.09
Source: First Quarterly Report for FY10, State Bank of Pakistan.					

Table-1.1. Revenue Sharing Scheme for 7<sup>th</sup> NFC

On the other hand, PPI is a comprehensive term which includes the delivery of number of public goods and services like roads, water and sanitation, power and energy, ports and harbors, bridges, public health facilities, public educational institutes, telecommunication and many more. An adequate supply of PPI not only contributes towards economic growth but also maximizes the social welfare. However, the unjust distribution of PPI may cause social unrest, regional disparities and loss of national harmony.

Each province of Pakistan has diverse set of needs regarding PPI. Punjab province is the most populated province with the area 205,345 square kms. Punjab province has always been criticized as it gets the lion's share of resources as well as infrastructure disparities among the districts have also been knocked (Paras et al., 2018). The other prominent province is Sindh with the population of 47.89 million covering the geographical area of 140,914 square kms. Provincial capital, Karachi is said to be the commercial hub because of Muhammad Bin Qasim port and Karachi port. Based on the economic contribution from the Sindh, there is insufficient supplies of PPI. Table-1.2. represents the growth rates of important provincial indicators.

Table-1.2. Growth Rate of Key Indicators in Provinces of Pakistan (in percent)

Time period/ Indicators	1988-1998	1999-2008	2009-2018
<b>Punjab</b>			
<b>Provincial GDP</b>	2.06	5.59	6.55
<b>Revenues</b>	12.9	15.7	17.2
<b>Population</b>	2.6	2.1	2.1
<b>Dev. expenditures</b>	5.2	27.6	16.1
<b>Sindh</b>			
<b>Provincial GDP</b>	3.22	3.40	1.88
<b>Revenues</b>	15.8	18.2	16.6
<b>Population</b>	2.8	2.3	2.3
<b>Dev. expenditures</b>	1.03	34.1	21.4
<b>Khyber Pakhtunkhwa</b>			
<b>Provincial GDP</b>	4.3	3.1	20.2
<b>Revenues</b>	14.1	10.58	19.40
<b>Population</b>	2.81	2.86	2.86
<b>Dev. expenditures</b>	8.06	17.2	20.21
<b>Baluchistan</b>			
<b>Provincial GDP</b>	4.77	1.45	2.05
<b>Revenues</b>	15.5	12.2	18.0
<b>Population</b>	2.4	3.3	3.3
<b>Dev. expenditures</b>	7.1	22.7	13.8

Source: Author's own calculations

KPK is at third position with the population of more than 35 million yet it is smallest in terms of area which is only 101,741 square kms. The province has highest poverty rates with 39 % (Govt. of KPK, 2018). The largest province in terms of area is Baluchistan. The geographical area of Baluchistan is 347,190 square kms enclosing huge reserves of natural resources. The population of Baluchistan is only 12.34 million. Although, the province is important due to its geographical location and vast reservoirs of natural resources yet provided with the insufficient PPI.

The current study intends to explore the case of four provinces of Pakistan in terms of infrastructure distribution. Due to unavailability of enough data, FATA, Gilgit Baltistan and AJK are not empirically tested for equitable distribution of PPI. Our study has devised the mechanism to check the equity principle in distribution of PPI in provinces of Pakistan for the period 1988-2018. We have employed panel data followed by panel ARDL methodology to check whether the distribution of PPI in provinces of Pakistan is based on equity or not. The rest of the study is organized as follows; section 2 presents the literature review, section 3 discusses the econometric methodology; section 4 discusses the empirical results and section 5 presents the conclusion with policy implications.

## **2. Literature review**

The Austrian economy have been tested for the distribution of grants by Worthington and Dollery (1998). The data of six states of Austria have been empirically tested for the allocation of grants. The study has examined education, social welfare and security and health sectors for 1982-1992 in states of Austria. The empirical analysis has proved that the allocation of grants has disregarded the economic indicators altogether. Whereas the motive of political capital formation has been served instead of equitable distribution.

Porto and Sanguinetti (2001) examined the case of Argentina for transfer of funds from National to sub- national governments. The study has empirically tested the provincial

economies in terms of resource sharing mechanism. The results of the study suggest that resource transfer was not need based in nature. Therefore, the absence of fairness and just distribution cause social unrest among provinces.

The supply of infrastructure services contributes towards social welfare as well as to the productivity of private sector. The supply of infrastructure services in cities of Germany has been analyzed by Kemmerling and Stephan (2002). The study employed the data of 1980, 1986 and 1988 for German cities. Simultaneous equation model has been employed for the empirical analysis. The study concludes that although the economic indicators for distribution of infrastructure were not given primary importance yet the positive economic outcomes in private sector productivity cannot be denied.

Spatial approach for to determine the factors affecting the distribution of infrastructure expenditures have been analyzed by Gosh and Meaghar (2004). The analysis has been supported by employing market-based variables like structure of market, barriers to market entry and exit and market orientation. The study suggests that the economic principles of public choice theory have been replaced with the motive to reelect. In addition, the absence of economic indicators in infrastructure distribution leads to an ineffective distribution and thus causes regional agitation.

Lambrinidis et al., (2005) have empirically tested the determinants of infrastructure services in Greece for the period 1982-1994. The study employed panel data methodology to test for the determinants of infrastructure services in regional economies. The study employed the indicators for infrastructure distribution like population, regional per capita income and population density. The empirical findings of the study show that regional per capita income and provision of infrastructure services are positively related. Whereas, other variables are significantly and negatively affecting infrastructure services. In addition, the study suggests that self-serving factors are more dominant in distribution of infrastructure

services in regions of Greece rather than ideological distribution mechanism (equity and efficiency).

Golden and Picci (2008) have empirically tested the distributive effects of infrastructure expenditures for 92 provinces of Italy. The employed period of the study was 1995 to 1994. The study has employed various indicators for infrastructure distribution like the role of influential legislature, role of political factors and the area of each region. The empirical results support the claims that no economic criterion has been followed in distribution of infrastructure services. Instead, the distribution criterion for infrastructure services follows a tactic approach.

González et al., (2011) have empirically tested the distribution of infrastructure in 24 districts of Argentina for 2000 to 2009 period. Panel data estimation has been employed for empirical verification. The empirical findings of the study show that the economic principles of equity and efficiency have been ignored in distribution of infrastructure across Argentina. The study suggests that infrastructure investment can be used as a tool for redistribution of income. Also, the study proposes that infrastructure expenditures can also be used to promote just distribution of income and to curb political unrest. Coelho et al. (2014) has empirically tested the infrastructure allocation in UK. The study incorporated wide range of indicators for empirical analysis. The findings of the study suggest that social welfare and economic criterion have been sacrificed against the conflict and political risk.

Guo et al. (2019) empirically tested the energy distribution in provinces of China. The study has quantified the individual preferences of each province and examined for equity efficiency trade off. The study suggested that historically, the distribution of energy resources among provinces were based on energy consumption patterns of each province. The empirical analysis shows that as a result of defying economic criterion in distribution, income disparities and development gaps have been created among the provinces. Besides, equity

efficiency trade off exists among provincial economies of China in terms of distribution of energy infrastructure.

A critical overview of literature review suggests that distribution criteria often ignore the economic indicators of distribution (i.e. equity and efficiency) in infrastructure. As a result, distribution is not only unjust but give rise to social unrest and loss of political harmony. To the best of our knowledge, the case of provincial economies of Pakistan has not been empirically tested for distribution of infrastructure so far. The current study intends to fill this gap. The current study would empirically test whether the distribution of PPI in provinces of Pakistan has been equitable or not.

### 3. Selection of Variables and Econometric Methodology

The economic rationale for the distribution of infrastructure services has already been discussed in empirical economic literature. However, the factors determining the distribution infrastructure expenditures are not fully explored. Based on previous empirical studies (Macky, 2001; Kemmerling and Stephan, 2008 and Golden and Picci, 2008), the important economic determinants of infrastructure distribution among regions are population, equity, efficiency and output growth. For current study, we have augmented the model of Lambrinidis et al., (2005) in order to test the status of distribution of infrastructure in Pakistan. we have employed the following function:

$$INFRA_{it} = f(EQUI_{it}, EFFI_{it}, EXP_{it}, GDP_{it})$$

Where, INFRA is expenditures on infrastructures; EQUI is a measure of equitable distribution; EFFI is the measure of efficient distribution; EXP represents expenditures and GDP is the measure of economic activity in each province. The study has employed panel data with the historical period of the study 1988-2018 for provinces of Pakistan. Comprising the PPI for provincial economies was challenging. It is because the enough comparable data for provinces is not available in Pakistan. Also, PPI is a compound measure of number of



goods and services. To address this problem, the study has employed development expenditures of each province as a proxy measure of PPI. Equity is formulated as dividing development expenditures by the geographical area of each province. Efficiency is developed as dividing provincial output by infrastructure expenditures. Current expenditures in provincial economies has been taken as a proxy of expenditures and provincial GDP has been taken as a measure of economic activity in each province. Panel data methodology has been adopted in current study. The expected signs of equity and expenditures are negative whereas all other variables are expected to have positive signs.

## 4. Empirical Analysis and Results Discussion

### 4.1. Test for Unit Root

Panel unit root results are more effective as compare to the results of time series. We have employed Levin, Lin & Chu test in order to check for the existence of unit root. The results are reported in Table-4.1.

Table-4.1. Results Panel Unit Root Test

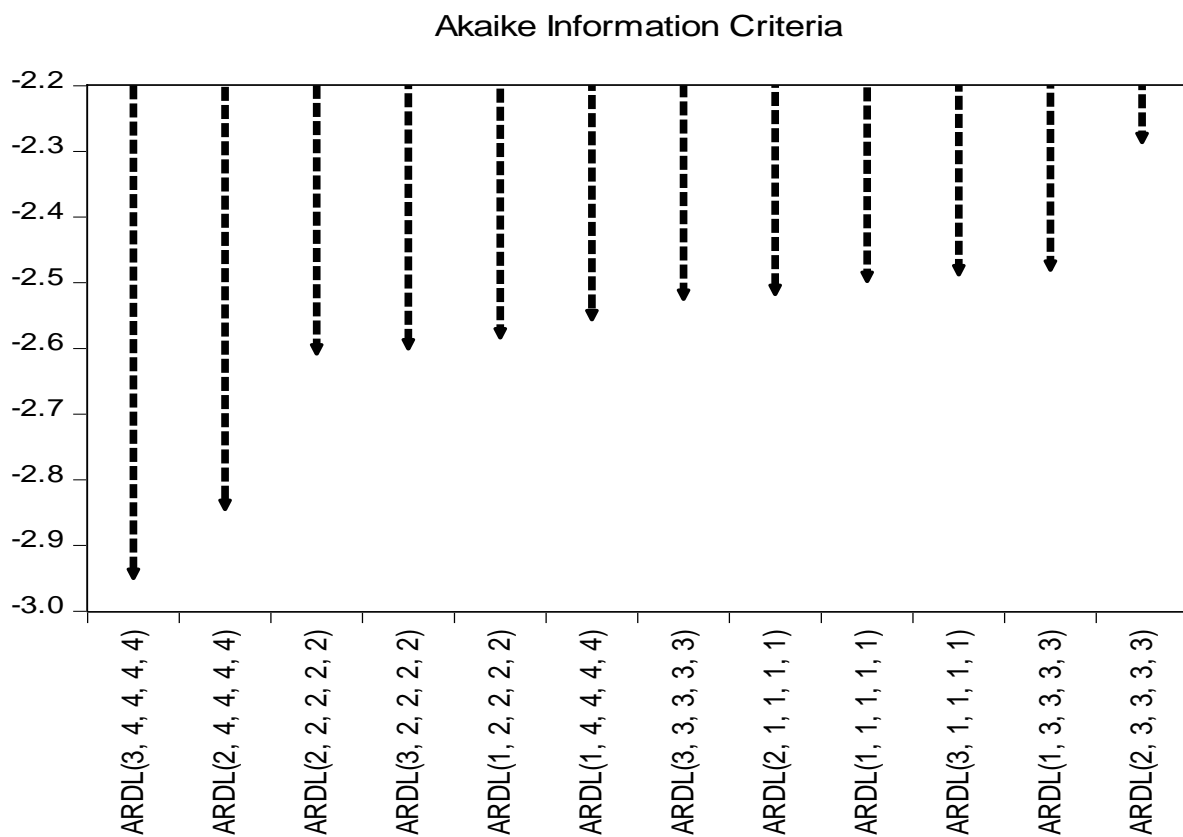
Variable	At Level		At First Difference	
	Individual Intercept	Individual Intercept and Trend	Individual Intercept	Individual Intercept and Trend
LINFRA <sub>it</sub>	2.03385 (0.9790)	-0.0278 (0.4889)	-11.0591 (0.0000)	-9.3363* (0.0000)
EQUITY <sub>it</sub>	-4.3588** (0.0000)	-2.0740* (0.0190)	-5.6576* (0.0000)	-7.97354* (0.0000)
EFFI <sub>it</sub>	-1.8248** (0.0340)	-1.4494 (0.0736)	-3.6116* (0.0000)	-1.72320** (0.0424)

LCEXPit	1.6616 (0.9517)	0.1639 (0.5651)	-8.7640* (0.0000)	-7.3488* (0.0000)
LGDPit	-0.5096 (0.3052)	-1.74782 (0.0402)	-10.3831* (0.0000)	-10.0383* (0.0000)

The results reported in Table-4.1. shows that we have mixed order of integration.

Some of our variables are stationary at level others are stationary at first difference. In this situation, panel ARDL is appropriate technique to be used for short run and long run results. Also, when we have small number of cross sections then PMG technique is considered as desirable. Further, it minimizes the problem of endogeneity in the model. Before long run results, we need to select appropriate number of lags of both explanatory and explained variables. For this purpose, we have adopted Akaike Information Criterion.

Figure-4.1. Akaike Information Criteria



<b>Dependent Variable = LINFRA<sub>it</sub></b>			
<b>Variable Name</b>	<b>Coefficient</b>	<b>T-Statistic</b>	<b>Probability</b>
<b>EQUITY<sub>it</sub></b>	-0.2229	-3.3775	0.0016
<b>EFFI<sub>it</sub></b>	-0.0638	-5.4493	0.0000
<b>LCEXP<sub>it</sub></b>	-0.7969	-1.8811	0.0672
<b>LGDP<sub>it</sub></b>	0.8328	2.2570	0.0029

According to the Figure-4.1, four lags of each variable (both dependent and independent variables) must be considered while estimating the model for long run and short run estimates.

#### **4.2. The Long Run and Short Run Results**

After determining appropriate lag length, we have employed panel ARDL technique for empirical estimation of our model. Through panel ARDL, we have estimated the results and represented in the Table-4.2 for the long run.

Table-4.2. The Long-Run Results

The results reported in Table-4.2. show that all variables are statistically significant at 5 percent level except CEXP significant at 10 percent level with expected signs. The coefficient of equity is negative as well as significant; the provinces with the equitable and fair distribution of PPI are supplied with less infrastructure expenditures. Rather, the PPI is diverted towards deprived provinces. The efficiency coefficient is also negative which confirms the equity efficiency trade off in terms of infrastructure distribution among provinces of Pakistan. The negative coefficient of current expenditures is negative as if current expenditure increase, infrastructure expenditures would decrease. Whereas, increased output growth would lead to increased infrastructure expenditures.

The empirical results for the short run have been presented in Table-4.3. the short run results show that most of the variables are statistically insignificant. According to the results reported in Table-4.3, we have a negative as well as significant error correction term. A negative as well as significant error term confirms the existence of long run relationship between infrastructure expenditures and relevant variables in the model. Whereas the coefficient of error correction term represents the speed of convergence towards equilibrium.

Table-4.3. The Short-Run Results

<b>Dependent Variable = D(LINFRA<sub>it</sub>)</b>			
<b>Variable Name</b>	<b>Coefficient</b>	<b>t-Statistic</b>	<b>Probability</b>
<b>D(LINFRA<sub>it</sub> (-1))</b>	-0.4393	-1.6977	0.0973
<b>D(LINFRA(-2))</b>	-0.5108	-1.8394	0.0733
<b>D(EQUITY<sub>it</sub>)</b>	0.0409	1.7196	0.0932
<b>D(EQUITY<sub>it</sub> (-1))</b>	0.0335	1.3164	0.1955
<b>D(EQUITY<sub>it</sub> (-2))</b>	0.0229	1.5802	0.1219
<b>D(EQUITY<sub>it</sub> (-3))</b>	-0.0043	-1.4844	0.1455
<b>D(EFFI<sub>it</sub>)</b>	-0.0057	-2.2711	0.0286
<b>D(EFFI<sub>it</sub> (-1))</b>	-0.0050	-1.2870	0.2055
<b>D(EFFI<sub>it</sub> (-2))</b>	-0.0031	-2.0827	0.0437
<b>D(EFFI<sub>it</sub> (-3))</b>	0.0003	0.6589	0.5138
<b>D(LCEXP<sub>it</sub>)</b>	0.1981	1.5129	0.1382
<b>D(LCEXP<sub>it</sub> (-1))</b>	-0.0602	-0.1732	0.8634
<b>D(LCEXP<sub>it</sub> (-2))</b>	0.0604	0.6376	0.5274
<b>D(LCEXP<sub>it</sub> (-3))</b>	0.0600	0.2047	0.8388
<b>D(LGDP<sub>it</sub>)</b>	0.1384	3.4763	0.0012

<b>D(LGDP<sub>it</sub> (-1))</b>	0.0600	3.0089	0.0045
<b>D(LGDP<sub>it</sub> (-2))</b>	0.0324	0.3893	0.6991
<b>D(LGDP<sub>it</sub> (-3))</b>	0.0899	1.9136	0.0628
<b>Constant</b>	-5.4803	-2.1405	0.0385
<b>ECT(-1)</b>	-0.0636	-2.0962	0.0424

## 5. Conclusion and Policy Implications

Attaining sustainable development through provision of adequate PPI has gained popularity in economic literature. Also, PPI can be used as a tool for redistribution of income. However, there are number of factors affecting the distribution of PPI. A just supply of PPI across the provincial economies promotes harmony and just living standards whereas, absence of fairness in distribution results as sub-optimal allocation as well as creates income disparities across the provinces. The current study tried to empirically test whether the distribution of PPI is equity based or not in provinces of Pakistan. Our study has empirically tested the equity approach in distribution of PPI among provinces of Pakistan. Panel data analysis has been conducted by taking the data from 1988-2018 for provinces of Pakistan. The stationarity of the variables has been checked through Levin, Lin & Chu test. As we get mixed order of integration, panel ARDL is used to estimate the results. After selecting appropriate lag length, the study concludes that the distribution of PPI in provinces of Pakistan is based on the equity principle; PPI is distributed among the provinces on need basis and is fair in nature. Whereas the other economic indicator, efficiency is traded off against equity in case of Pakistan. The short run negative and significant error correction term also confirms the existence of long run relationship between dependent and independent variables.

The empirical findings of the study suggest that PPI is distributed on the equity principle among provinces of Pakistan. These results ensure that despite of heterogeneous characteristics of each province, the distribution of PPI is done to equalize the equitable living standards across the country. But promoting equitable distribution is costing us to sacrifice efficiency principle which states that the region with the higher marginal product should be supplied with more PPI. In this regard, the resource distribution criterion, NFC can also be revised. Usually, the formula-based approach like NFC is followed to curb the political influence yet it is proposed and developed by the political actors. Effective monitoring of distribution of PPI can be done to avoid the political influence. Moreover, both equity as well as efficiency criterion can be incorporated simultaneously. In this regard the structure of NFC should be amended, and it must include the efficiency element as determinant of PPI. For this purpose, performance efficiency of each province should be added in NFC with due weight. Moreover, avoiding the unnecessary delays over NFC delivery as well as unanimity over national interests can also improve the economic status of the country.

## References

- Ahmed, M., & Baloch, A. (2015). Political Economy of Balochistan, Pakistan: A Critical Review. *European Scientific Journal*, 11(14).

- Ahmed, M., & Kamal, M. L. (2014). *The political economy of fiscal decentralization in Pakistan: A historical perspective*.
- Bronfenbrenner, M. (1973). Equality and equity. *The ANNALS of the American Academy of Political and Social Science*, 409(1), 9-23.
- Coelho, M., & Ratnoo, V., & Dellepiane, S., (2014). *Political Economy of Infrastructure in the UK*. London: ESRC Institute for Government.
- Espinoza, O. (2007). Solving the equity–equality conceptual dilemma: a new model for analysis of the educational process. *Educational Research*, 49(4), 343-363.
- Ghosh, A., & Meagher, K. (2004). Political economy of infrastructure investment: A spatial approach. In *North American Econometric Society Summer Meetings at Brown University*.
- Golden, M. A., & Picci, L. (2008). Pork-barrel politics in postwar Italy, 1953–94. *American Journal of Political Science*, 52(2), 268-289.
- González, L., Leiras, M., & Mamone, I., (2011). *On a Highway to Where? The Political Economy of the Distribution of Public Infrastructure in Developing Federal Democracies*. Paper delivered at the 2011 Meeting of the American Political Science Association. Seattle, United States, September, 1-4.
- Government of Khyber Pakhtunkhwa (2018). *Reclaiming Prosperity in Khyber Pakhtunkhwa: A Medium Term Strategy for Inclusive Growth*, 2018. Government of Khyber Pakhtunkhwa, Pakistan.
- Guo, J., Du, L., & Wei, C. (2019). Equity-efficiency trade-off in China's energy capping policy. *Energy Policy*, 126, 57-65.
- Hyman, D. N. (2014). *Public finance: A contemporary application of theory to policy*. Cengage Learning.

- Kemmerling, A., & Stephan, A. (2002). The Contribution of local public infrastructure to private productivity and its political economy: Evidence from a panel of large German cities. *Public Choice*, 113(3-4), 403-424.
- Lambrinidis, M., Psycharis, Y., & Rovolis, A. (2005). Regional allocation of public infrastructure investment: the case of Greece. *Regional Studies*, 39(9), 1231-1244.
- Mackay, R. R. (2001). Regional taxing and spending: The search for balance. *Regional Studies*, 35(6), 563-575.
- Monastiriotis, V., & Psycharis, Y. (2014). Between equity, efficiency and redistribution: An analysis of revealed allocation criteria of regional public investment in Greece. *European Urban and Regional Studies*, 21(4), 445-462.
- Paras, I., Mohey-ud-din, G. & Fareed, F. (2018). Infrastructure development in Punjab, Pakistan: from assessment to spatiotemporal analysis at district level. *Journal of Quantitative Methods* 2(2), 75-103.
- Porto, A., & Sanguinetti, P. (2001). Political determinants of intergovernmental grants: Evidence from Argentina. *Economics & Politics*, 13(3), 237-256.
- Rao, G. M. & Singh. N., (2000). *The Political Economy of Center- State Fiscal Transfers in India*. University of California at Santa Cruz, Mimeo.
- Reino, J. L. G., & Alcalde, A. H. (2011). Political determinants of regional financing: the case of Spain. *Environment and Planning Co: Government and Policy*, 29(5), 802-820.
- Simon-Cosano, P., Lago-Peñas, S., & Vaquero, A. (2013). On the political determinants of intergovernmental grants in decentralized countries: the case of Spain. *Publius: The Journal of Federalism*, 44(1), 135-156.



- Tiebout, C. M. (1956). A pure theory of local expenditures. *Journal of Political Economy*, 64(5), 416-424.
- Tsekeris, T. (2011). Public expenditure competition in the transport sector: Intermodal and spatial considerations for Greece. *Environment and Planning*, 43(8), 1981-1998.
- Worthington, A. C., & Dollery, B. E. (1998). The political determination of intergovernmental grants in Australia. *Public Choice*, 94(3-4), 299-315.
- Yamano, N. & Ohkawara, T. (2000). The regional allocation of public investment: Efficiency or equity?. *Journal of Regional Science*, 40 (2), 205-229.

## Journal of Peace, Development and Communication



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-07>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Gender Portrayal in Outdoor Advertising in Punjab and Khyber Pakhtunkhwa (KPK) Provinces of Pakistan</b>
<b>Author(s):</b>	Faiz Ullah Ph.D. Scholar, School of Media and Communication Studies, University of Central Punjab, Lahore.
	Dr. Atif Ashraf Assistant Professor, School of Media and Communication Studies, University of Central Punjab, Lahore.
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Ullah, Faiz, & Atif Ashraf. (2020). "Gender Portrayal in Outdoor Advertising in Punjab and Khyber Pakhtunkhwa (KPK) Provinces of Pakistan." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 109-131, <a href="https://doi.org/10.36968/JPDC-V04-I03-07">https://doi.org/10.36968/JPDC-V04-I03-07</a>
<b>Author(s) Note:</b>	Faiz Ullah is a Ph.D. Scholar at School of Media and Communication Studies, University of Central Punjab, Lahore. Corresponding Email: <a href="mailto:ranafaizullah34@gmail.com">ranafaizullah34@gmail.com</a>
	Dr. Atif Ashraf is serving as Assistant Professor at School of Media and Communication Studies, University of Central Punjab, Lahore.

### Abstract

Gender portrayal and the representations of males and females in advertising remains the core interest of researchers from gender studies and communication research. In advertising scholarship, it is often found that there are differences in gender portrayal specifically due to the cultural contexts. In the present study, we explore the gender portrayal in outdoor billboard advertising of two provinces of Pakistan; Punjab and KPK. Theoretically and conceptually, the study takes roots from cultural studies on advertising and social semiotics studies on gender and advertising. We collect data of 360 billboard advertisements from two cities of Punjab and two cities of KPK. We coded 654 units in these 360 billboards according to the conceptual categories of social semiotics. In the present study we found that female models are portrayed more as compare to the male models in outdoor advertising of both provinces; Punjab and KPK. Although, the dominant pattern of gender portrayal in advertisements of KPK is similar to Punjab, however, it is slightly different from Punjab. In KPK, males are also portrayed as submissive. Females are more associated with nurturing roles as compared to Punjab. Hence, it is concluded that in outdoor advertising of Pakistan, females are objectified and they are mostly used for their glamour and beauty. On the contrary, males are portrayed as dominant and in power.

**Keywords:** *Gender portrayal, outdoor advertising, Punjab, KPK, Social Semiotics, Cultural Studies*

## Introduction

The term gender portrayal refers to ideal looking body images of models like men and women and often used with advertising messages by advertisers. As a cultural term Blackstone, Miller, Lerner, and Schiamberg (2003) explained gender, “Gender, refers to the meanings, values, and characteristics that people ascribe to different sexes”. It is obvious that the term “gender” most probably gives the meanings of characteristics that people attribute to both males and females. “Gender” is for as someone is doing and thinking about something with, it involves a collection of “social practices” and a “system of cultural meanings”, gender is culturally assigned attributes by others or the society. Several scholars have elaborated on gender as a culturally assigned attribute (Chisholm, 2014; Rakow, 1986; Shields, 1994; West & Zimmerman, 1987). The present study also aims to study the gender portrayal in advertising in the context of Pakistani culture.

Historical perspective of advertising is trace back to Romans’, Pompeii and paintings of caves that were used to promulgate the messages; Indian rock art is a clue for out of home media (O’Toole, 2016; Schaafsma, 1986; Tungate, 2007; Van der Walldt & Roux, 2014). According to Lichtenthal, Yadav, and Donthu (2006) the outdoor advertising (billboards) has received much attention as a mass medium and provides the exposure of pictures, written and spoken and a more prevalent form. Taylor, Franke, and Bang (2006) identified billboards as an important promotional tool. Billboards have their impact on the audience whether they keep attention or not (K. Khan, Hussainy, Khan, & Khan, 2016). Size, location, color, celebrity images on billboards are the tools for getting the attention of the audience (Bell & Milic, 2002). The present study aims to explore the gender portrayal in outdoor billboard advertising in Pakistan.

The manifestation of culture can be classified in different ranges: global, national, and subcultural. Cultural boundaries are such vast; we cannot able to encompass them. When, we

argue about Pakistani culture, especially, we would have to undermine, that the Pakistani society contained multi-nation ethnicity. Some recognized the culture equal to “arts”, significantly, the “high arts”. According to this explanation, popular culture has been assigned to that endures below the inflated “high culture”. Therefore, the popular culture might be understood as the synergic between the “commonly mediated texts and the everyday meaning-making and the practices of the common people” (Barker, 2004; Berger, 2017; Hakala, 2014; Lewis, 2002). Due to utmost diversity province of Punjab is deemed to be popular culture whereas there is no modern culture, One way of looking at the Pathans (the very name of Pakhtun) of Pakistan is as eighteenth-century Scots without the alcohol (Ihsan & Aziz, 2019; Liaquat, Qaisrani, & Khokhar, 2016; Lieven, 2012; Mahn, 2017; Qadeer, 2006; Rammah, 2006; Shah & Amjad, 2011). Therefore, the present study aims to study and compare the gender portrayal in the cultural context of two provinces. The study aims to compare the gender portrayal in outdoor billboard advertising of two provinces of Pakistan; Punjab and KPK.

In communication studies, the semiotic is the “study of signs” the existing signs have definite meanings and manifesto, the existence of signs is understood within semiotic systems i.e., the green lite of the signal gives the meaning “to go” in a traffic control system likewise the words exist in language system so the whole practices in society exist through the semiotic system (Harrison, 2003). Harrison (2003) explained the three categories of the visual semiotics of an image, which is most relevant with the study in hand, *the icon, the index, and the symbol*. The icon can be an image, or object, bears resemblance or similarity, we can already know. The index contains an understandable relation between the object and the concept. Symbol, a word is a symbol because it has no resemblance to what it stands for nor it has indexical relation *to what it signifies*. We also use the semiotics analysis to study the gender portrayal in outdoor advertising of Punjab and KPK.

## Review of Literature

Shields (1994) reported the early serious studies on gender portrayal were conducted in the 1970 decade, after that an abundance of studies on gender portrayal can be seen. Later on, Goffman (1979a) presented his work on *gender-advertisements*, the coming scholars steady their work on the bases laid down by him and began their research in their respective fields, over time, they executed the apparent role in the research arena. Bell and Milic (2002) wrote about the significance of these procedures with the semiotic analysis method by explaining that In particular, we tend to look for to demonstrate however the scale known in Erving Goffman's "Gender Advertisements (1979)" and connected content analysis may be designed onto the image philosophical theory classes developed by (Kress & Van Leeuwen, 1996). Goffman's work was unique at the time for employing the technique now being categorized as semiotic content analysis. His work affords the bottom for textual evaluation with the tenets of semiotic content evaluation and symbolic interactionism. Several scholars in their respective fields have been conducted their studies on the defined categories of Goffman for example, (Belknap & Leonard, 1991; Bell & Milic, 2002; Kang, 1997).

The purpose of the current study is to digging-out the underlying matter deeply, hence the technique of semiotics analysis is under consideration in the current study. But, the studies conducted under the other analysis have significance too, for our purpose these studies will guide the directions, and will help to find out the studies' gaps. See (Carpenter; Gilly, 1988; Hakala, 2014; Martin, 1998; O'Toole, 2016; Stankiewicz & Rosselli, 2008; Vela, Romero, & Giner, 2006; Zotos & Tsihla, 2014).

The current study has its roots in the cultural perspectives of Punjab and Khyber-Pakhtunkhwa the provinces of Pakistan so it's necessary to understand the cultural bases into media and advertising perspective. Though, the research in advertising puts its focus generally on internal matters, observation through its design, what it claims for, and what are

its benefits for the consumers. Yet there can be issues of more importance than are also work as representative of meanings out-side the sphere of advertised goods. Furthermore, the production or construction of meanings comes into being through social and cultural forces. The representation of various processes of objects or ideas forms meanings (Borgerson & Schroeder, 2002). According to Hall (1997) representation comes with the various structures of the stuff, by using these ways, research is categorized into two categories namely semiotics and discursive. Further, semiotic research is about, how meanings are produced by the representation and discursive research is about power and culture. Both said types are certain to examine for producing the meanings (as quoted by Borgerson & Schroeder, 2002). The significance of the cultural-based studies in advertising can be seen in the following researchers' work (Barker, 2003; Danna, 1992; Du Gay et al., 2013; Hakala, 2014; Hall, 1997; Jhally, 1989; Yong Zhang & Neelankavil, 1997).

Here it will be viewed how semiotics analysis employs the cultural artifacts because the current study has aimed to study the general portrayal through semiotics analysis. Cullum-Swan and Manning (1994), contended that the semiotics (the science of signs) caters in the directions to establish premises and notions that let the symbolic systems to be analyzed. Though the foundation of semiotics is the language it comes under several "sign systems" of diver's grade of agreement, *applicability*, and *complexity*.

The semiotics approach is even righteous practice for the translator's views (Mehawesh, 2014). Harrison (2003) argued, "the important fact for professional communicators is that readers/ users no longer rely solely on written text for comprehension; they absorb and process all that they see within a document to create meaning for themselves". Semiotics predominantly enquires into the approaches via which the meaning is created instead of truly investigating what it is (Parsa, 2004). Semiotics gives to apprehend in one of a kind way, with the aid of language and framework, the link between the picture and

society. Advertisements are examples par excellence of the connection of cultural values and visible semiotics; they are also a rich source for the look at of visual communication and are wide to be had and comparable across Japanese and British Semiotics is the observation of signs and symptoms and symbols (Jewitt & Oyama, 2001; Njirić & Miloslavić, 2016).

Semiotics is a science of signs (Harrison, 2003; Van Leeuwen, 2005; J. J. Zeman, 1977). Why this method is useful for the current study. Firstly, it is the study of signs and the signs give their true meanings in the context of the cultures. Secondly, three categories of the semiotics analysis make the result more reliable. Berger (2004b) explained, the “sign” is a combination of two terms, the concept and the sound- image, which cannot be separated, all types of advertising use the icon and symbols to recognize the organization i.e., the restaurants use special symbols, the corporations use signs and symbols for their special identification. For further studies under the umbrella of semiotics see (Barthes, 1972; Bezemer & Kress, 2008; Curtin, 2006; Daymon & Holloway, 2010; Derboven, De Roeck, & Verstraete, 2012; Kaberi & Emamifar, 2016; Lovelace, 2010; Mendelson & Smith, 2006; Nelson & Shiff, 2010; Van Leeuwen, 2005; Yuping Zhang, 2019).

### **Conceptual Framework**

The quotation of semiotics’ founding forefather De Saussure:

Language is a system of signs that express ideas and is therefore comparable to a system of writing, the alphabet of deaf-mutes, symbolic rites, polite formulas, military signals, etc.

For this study, it looks appropriate to understand the science of ‘signs’. “Signs” has been recognized as “a key term in social semiotics”. It’s derived from Halliday’s work, who disagreed with the grammar of the language as considered to be code “a set of rules for producing correct sentences” but he recognized it as a resource for making meaning. Van Leeuwen extended this ideology and defined semiotics as the “action and artifacts”. These are



used to communicate for both purposes either “they are produced psychologically (with our vocal apparatus; with the muscles we use to create facial expressions and gestures, etc.)” or by the “means of technologies (with a pen, ink, and paper; with computer hardware and software; with fabrics, scissors and sewing machines, etc.)”. Generally, all were recognized as “signs”.

On the other hand, Pierce’s school of semiotics believes in different kinds of signs i.e., “Icon, Index, and Symbol”. How these signs signify, the Icon by resemblance, the Index by cause and effects, and the Symbol by conventions (quoted in Zeman, 1977). Three different types of signs have different linkages to their signifiers and “signifieds”. In symbol mode, the relationship between “signifiers and signified” is arbitrary (conventional). In the case of an icon, the relation is thinking of as a partial resemblance. In the index, the causal relation between signifier and signified is examined, for example, “if a footprint signifies the recent presence of a person, it does so because it was made by that person.

According to Barthes the “signified” is a subjective representation of stuff and “signifiers are only worked as mediators. In his views, “semiology” contains “structural and semantic aspects” (quoted by Berger). For Barthes (distinguished French semioticians) many aspects of cultural connotations were discussed before, for example, “steak and Frites, detergents, Citroën automobiles, and wrestling” whereas, the denotation is used for “literal” or explicit meanings” of the words. Denotation means the recognition of photos or images and connotation probably means the invitation to interpret the image, “give meanings” even the beyond intentions of the author (Curtin, 2006).

For carrying-out the ordained objectives, the study will take the understandings of social-semiotics as a conceptual framework for the study. Its’ broader sense is to understand the comparative differences of gender portrayal in outdoor advertising, thus the study will

focus on “difference of gender portrayal” across both provinces, in association with outdoor advertising contents and other social views related to outdoor advertising contents.

### **Objectives of the Research**

The objectives of this study were:

- 1) To analyze the portrayal of gender in outdoor billboard advertising across two provinces of Pakistan.
- 2) To compare gender signs in outdoor billboard advertising of Punjab & KPK.
- 3) To study the influence of culture on gender portrayal in outdoor billboard advertising of Punjab and KPK.

### **Research Questions**

**RQ1:** Which gender roles are being primed in outdoor advertising across two provinces?

**RQ2:** What differences are embedded in both provinces regarding gender portrayal in billboards?

### **Methodology**

This study employed a qualitative as well as a quantitative research design. Social semiotics and visual semiotics analysis were used to collect and analyze the data.

### **Population & Sample of the Study**

The sample of the study was three hundred and sixty billboards of selected brands, showing any gender model in the ads. The sample ads were selected from Lahore, Gujranwala, Peshawar, and Mardan cities. The technique of purposive sampling was applied to collect data.

### **Unit of Analysis**

The billboards containing the ads of gender portrayal, for which the brands of dresses, the cell phone services providers, food supplements and beverage companies, and personal care products were taken.

## Coding Unit

We coded each advertisement content in terms of gender. Our coding unit is gender icons; males and females in advertising.

## Data Collection

Firstly, we classified the billboards according to the type of advertising; international/multinational company's ads, national ads, and local ads. Secondly, snapshots of billboards from four cities of two different provinces of Pakistan were taken periodically and six month's data was collected in the shape of photo shots for content analysis. We included the billboards erected on the main highways and crosses of the sample cities and having a size above 10 x 20 to 20 x 60 feet. We developed a coding sheet according to the conceptual roots of social semiotics and visual semiotic analysis (See Annexure – I and Figure 1). The thematic analysis and statistical analysis were performed on coding units.

## Coding Sheet

We developed a coding sheet according to the conceptual roots of social semiotics. Ferdinand de Saussure saw signs as the basic unit of meaning and he defined two parts of signs.

**Signifier** — The form of a sign. The form might be a sound, a word, a photograph, a facial expression, a painting of a pipe, etc.

**Signified** — The concept or object that's represented. The concept or object might be an actual pipe, the command to stop, a warning of radioactivity.

Peirce added a third part, the interpreting or what the audience makes of the sign or the sense of what's communicated. Everything that follows here applies to the signifier or the form of a sign.

### *3 Types of Signifiers — The Categories of Signs*

Rakow (1986) said the form a sign takes, its signifier, can be classified as one of three types an icon, an index, or a symbol.

- 1) An **Icon** has a physical resemblance to the signified, the thing being represented. A photograph is a good example as it certainly resembles whatever it depicts.
- 2) An **Index** shows evidence of what's being represented. A good example is using an image of smoke to indicate a fire.
- 3) A **Symbol** has no resemblance between the signifier and the signified. The connection between them must be culturally learned. Numbers and alphabets are good examples. There's nothing inherent in the number 9 to indicate what it represents. It must be culturally learned.

## **Gender**

More than a trait of individuals, gender is an institutionalized system of social practices. It was coded into male and female categories.

## **Products categories**

The consuming goods. Due to time constraints, we coded data related to these products; food and beverage, dressing, automobiles, cell phone and electronics, cosmetics, others.

## **Data Analysis**

The coding sheet was prepared for semiotics analysis according to predefined categories. Thematic analysis was performed on descriptive data of visual semiotics. Clusters, Diagrams, and charts were used for further analysis.

## **Inter-Coder Reliability**

The services of two coders of the communication field were taken for the coding process and the preparation of the coding manual was carried out after the discussion and

agreed upon. For the result testing process, the Cohen Kappa reliability formula was applied to ensure inter-coder reliability.

## Findings and Discussion

It is evident in previous studies that females are portrayed more in advertising as compared to the males (Berberick, 2010; Chan & Cheng, 2012; Fouts & Burggraf, 1999; Plakoyiannaki & Zotos, 2009; Zotos & Tsihla, 2014). In the present study, we analyzed 654 coding units of 360 outdoor advertisements. We also found that there are no significant differences in the use of male and female objects in advertising of Punjab and KPK. Female objects are more used in outdoor advertising of both provinces (Table 1). It reveals the females are more used to attract the audience in outdoor advertising of both provinces; Punjab and KPK (Table 1).

**Table 1: Province Wise Differences in Mentions of Gender in Billboard Advertising of Punjab and KPK**

				Gender of the Object		Total
				Male	Female	
Province	of	Ad	Punjab	129	222	351
Display			KPK	99	204	303
Total				228	426	654

$$X^2 = 1.191, df=1, p=.15$$

Further Table 2 indicates there are significant differences in the signifier attributes of male and female genders in outdoor advertising of Punjab. Females are highly associated with the elements of smile, beauty, nudity, and sex in outdoor advertising of Punjab. While males are associated with power, dominance, and entertainment. It reveals that there are significant differences in the attributes of male and female portrayal in outdoor advertising of Punjab.

**Table 2: Gender Differences in Signifiers of Gender Portrayal in Billboard Advertising of Punjab**

		Gender of the Object		Total
		Male	Female	
Multiple	Love & Care	3	5	8
Response	Smile and Beauty	2	33	35
Signifier <sup>b</sup>	Nudity and Sexy	0	17	17
	Household Duties	2	2	4
	Nurturing	0	2	2
	Power & Dominance	18	3	21
	Entertainment	11	7	18
	Descriptive	1	5	6
Total		37	73	110

Table 3 indicates there are significant differences in the signifier attributes of male and female genders in outdoor advertising of KPK. Females are highly associated with the elements of love, care, smile, beauty, nudity, and sex in outdoor advertising of the KPK. While males are associated with power, and entertainment. It reveals that there are significant differences in the male and female portrayal in outdoor advertising of KPK.

**Table 3: Gender Differences in Signifiers of Gender Portrayal in Billboard Advertising of KPK**

		Gender of the Object		Total
		Male	Female	
Multiple	Love & Care	11	18	29
Response	Smile and Beauty	0	11	11
Signifier <sup>b</sup>	Nudity and Sexy	0	28	28
	Household Duties	2	7	9
	Nurturing	0	3	3
	Power & Dominance	7	0	7
	Entertainment	14	1	15
	Descriptive	1	2	3
Total		30	62	92

Table 4 shows that there are also significant differences in the portrayal of male and female genders in outdoor advertising of Punjab. Females are portrayed as sex commodities, decorative pieces, and beautiful images in outdoor advertising of Punjab. While males are portrayed as dominant and authoritative. It reveals that there are significant differences in the male and female portrayal in outdoor advertising of Punjab. In this way, our findings support the previous studies that females are mostly used for their beauty and glamour in outdoor advertising (Berberick, 2010; Calogero, 2004; Chen, Teng, & Zhang, 2013; Civile, Rajagobal, & Obhi, 2016; Fredrickson & Roberts, 1997; Jhally, 1989; Moradi, Dirks, & Matteson, 2005; Zimmerman & Dahlberg, 2008). Findings answer RQ1 that females are portrayed more and objectified more as compare to the men in outdoor advertising of Pakistan.

**Table 4: Gender Differences in Signified of Gender Portrayal in Billboard Advertising of Punjab**

		Gender of the Object		Total
		Male	Female	
Master	Descriptive	69	81	150
themes of	Decorative	14	32	46
Signified	Objectification	1	62	63
	Dominance	24	3	27
	Submissive	2	9	11
	Household	4	4	8
	Nurturing	0	9	9
	Professional	15	22	37
Total		129	222	351

$$X^2 = 79.090, df=7, p=.01$$

Table 5 presents that there are significant differences in the portrayal of male and female genders in outdoor advertising of KPK. Females are portrayed as sex commodities,

decorative pieces, and beautiful images in outdoor advertising of Punjab. While males are portrayed as dominant and authoritative. But on the contrary to Punjab, in KPK, females are more presented descriptively. Moreover, males are also presented as decorative and submissive in outdoor advertising of KPK. It reveals that there are significant differences in the male and female portrayal in outdoor advertising of KPK. Although, the dominant pattern of portrayal is similar to Punjab, however, it is slightly different from Punjab, in the theme of descriptive, decorative, and submissive. So, these findings support us to argue that cultural context also has an influence on gender portrayal in outdoor advertising as it was evident in previous studies (Berberick, 2010; Du Gay et al., 2013; M. u. H. Khan; Tsiantas & King, 2001; Waller & Shyan Fam, 2000; Yong Zhang & Neelankavil, 1997; Zimmerman & Dahlberg, 2008). Further, figure 1 and 2 support the argument that females are used for their beauty and glamour in outdoor advertising of Pakistan. On the other hand, male models are used to present in office dress code or dominate females (Figure 3 & 4). Hence, findings answer the RQ2 that in outdoor advertising of Pakistan, females are objectified and they are mostly used for their glamour and beauty. On the contrary, males are portrayed as dominant and in power.

**Table 5: Gender Differences in Signified of Gender Portrayal in Billboard Advertising of KPK**

		Gender of the Object		Total
		Male	Female	
Master themes of Signified	Descriptive	54	93	147
	Decorative	10	32	42
	Objectification	1	45	46
	Dominance	14	0	14
	Submissive	10	3	13
	Household	3	5	8
	Nurturing	2	24	26
	Professional	5	2	7
Total		99	204	303



$$X^2=74.714, df=7, p=.01$$

### **Conclusion and Recommendations**

In the present study we found that female models are portrayed more as compare to the male models in outdoor advertising of both provinces; Punjab and KPK. Although, the dominant pattern of gender portrayal in advertisements of KPK is similar to Punjab, however, it is slightly different from Punjab, In KPK, males are also portrayed as submissive. Females are more associated with nurturing roles as compared to Punjab. Hence, it is concluded that in outdoor advertising of Pakistan, females are objectified and they are mostly used for their glamour and beauty. On the contrary, males are portrayed as dominant and in power. Therefore, the following recommendations are provided.

- 1) There is no government body to formulate and monitor the gender portrayal in outdoor advertising in Pakistan. The government should work for legislation and monitoring gender issues in outdoor advertising.
- 2) NGOs and gender rights activists should perform their role to create awareness about gender equality and equity among the advertisers and public.
- 3) Females' body images and glamour should be minimized in outdoor advertising.
- 4) There should be a code of conduct for advertisers about the gender policy. For this purpose, researchers and academicians should be engaged.

## References

- Barker, C. (2003). *Cultural studies: Theory and practice*: Sage.
- Barker, C. (2004). *The Sage dictionary of cultural studies*: Sage.
- Barthes, R. (1972). *Mythologies* New York: Hill and Wang. *Find this resource*.
- Belknap, P., & Leonard, W. M. (1991). A conceptual replication and extension of Erving Goffman's study of gender advertisements. *Sex Roles*, 25(3-4), 103-118.
- Bell, P., & Milic, M. (2002). Goffman's Gender Advertisements revisited: combining content analysis with semiotic analysis. *Visual communication*, 1(2), 203-222.
- Berberick, S. N. (2010). The objectification of women in mass media: Female self-image in misogynist culture. *The New York Sociologist*, 5, 1-15.
- Berger, A. A. (2004a). Semiotic analysis. *Media analysis techniques*, 3.
- Berger, A. A. (2004b). *Techniques Of Interpretation: Semiotic Analysis Media Analysis Techniques*: SAGE Publications, Incorporated.
- Berger, A. A. (2017). *Media analysis techniques*: Sage Publications.
- Bezemer, J., & Kress, G. (2008). Writing in multimodal texts: A social semiotic account of designs for learning. *Written communication*, 25(2), 166-195.
- Blackstone, A., Miller, J., Lerner, R., & Schiamberg, L. (2003). *Human Ecology: An Encyclopedia of Children, Families, Communities, and Environments*: ABC-CLIO: Santa Barbara.
- Borgerson, J. L., & Schroeder, J. E. (2002). Ethical issues of global marketing: avoiding bad faith in visual representation. *European journal of marketing*.
- Calogero, R. M. (2004). A test of objectification theory: The effect of the male gaze on appearance concerns in college women. *Psychology of Women Quarterly*, 28(1), 16-21.

- Carpenter, C. Taking It Off All Over Again: The Portrayal of Women in Advertising Over The Past Forty Years Courtney Carpenter and Aimee Edison University of Alabama.
- Chan, K., & Cheng, Y. (2012). Portrayal of females in magazine advertisements in Hong Kong. *Journal of Asian Pacific Communication*, 22(1), 78-96.
- Chen, Z., Teng, F., & Zhang, H. (2013). Sinful flesh: Sexual objectification threatens women's moral self. *Journal of Experimental Social Psychology*, 49(6), 1042-1048.
- Chisholm, S. (2014). Gender and Advertising: How Gender Shapes Meaning. *Controversies in Contemporary Advertising*, 89-111.
- Civile, C., Rajagobal, A., & Obhi, S. S. (2016). Power, Ethnic Origin, and Sexual Objectification. *SAGE Open*, 6(2), 2158244016646150.
- Cullum-Swan, B., & Manning, P. (1994). Narrative, content, and semiotic analysis. *Handbook of qualitative research*, 463-477.
- Curtin, B. (2006). Semiotics and visual representation. *International Program in Design and Architecture*, 51-62.
- Danna, S. R. (1992). Conventional and alternative advertising media: two views, two purposes. *Advertising and popular culture. Studies in variety and versatility. Bowling Green State University Popular Press: Bowling Green, Ohio*, 3-21.
- Daymon, C., & Holloway, I. (2010). *Qualitative research methods in public relations and marketing communications*: Routledge.
- De Saussure, F. (2011). *Course in general linguistics*: Columbia University Press.
- Derboven, J., De Roeck, D., & Verstraete, M. (2012). Semiotic analysis of multi-touch interface design: The MuTable case study. *International Journal of Human-Computer Studies*, 70(10), 714-728.
- Du Gay, P., Hall, S., Janes, L., Madsen, A. K., Mackay, H., & Negus, K. (2013). *Doing cultural studies: The story of the Sony Walkman*: Sage.

- Fouts, G., & Burggraf, K. (1999). Television situation comedies: Female body images and verbal reinforcements. *Sex Roles*, 40(5), 473-481.
- Fredrickson, B. L., & Roberts, T. A. (1997). Objectification theory. *Psychology of women quarterly*, 21(2), 173-206.
- Gilly, M. C. (1988). Sex roles in advertising: A comparison of television advertisements in Australia, Mexico, and the United States. *Journal of Marketing*, 52(2), 75-85.
- Goffman, E. (1979a). *Gender advertisements*: Macmillan International Higher Education.
- Goffman, E. (1979b). *Gender advertising*: New York: Harper & Row.
- Hakala, U. (2014). Adam in ads: A thirty-year look at mediated masculinities in advertising in Finland and the US.
- Hall, S. (1997). The work of representation. *Representation: Cultural representations and signifying practices*, 2, 13-74.
- Halliday, M. (1978). *Language as Social Semiotic*, London. UK: Edward Arnold.
- Harrison, C. (2003). Visual social semiotics: Understanding how still images make meaning. *Technical communication*, 50(1), 46-60.
- Ihsan, N., & Aziz, B. (2019). A multidimensional analysis of quality of life: Pakistan's context. *Social Indicators Research*, 142(1), 201-227.
- Jewitt, C., & Oyama, R. (2001). Visual meaning: A social semiotic approach. *Handbook of visual analysis*, 134, 156.
- Jhally, S. (1989). Advertising, Gender and Sex: What's Wrong with a Little Objectification?
- Kaberi, S., & Emamifar, S. N. (2016). Investigation of Industrial Brands Advertisements based on a Social Semiotic Approach. *International Journal of Humanities and Cultural Studies (IJHCS)* ISSN 2356-5926, 3(2), 880-890.
- Kang, M.-E. (1997). The portrayal of women's images in magazine advertisements: Goffman's gender analysis revisited. *Sex Roles*, 37(11-12), 979.

- Khan, K., Hussainy, S. K., Khan, A., & Khan, H. (2016). Billboard Advertising and Customer Attention: A Pakistani Perspective. *International Journal of Scientific and Research Publications*, 6(3), 504.
- Khan, M. u. H. Adversting And Socio-Cultural Considerations News & Articles Add Comments.
- Kress, G. R., & Van Leeuwen, T. (1996). *Reading images: The grammar of visual design*: Psychology Press.
- Lewis, J. (2002). *Cultural studies-the basics*: Sage.
- Liaquat, S., Qaisrani, A., & Khokhar, E. N. (2016). Freedom of Expression in Pakistan: A myth or a reality.
- Lichtenthal, J. D., Yadav, V., & Donthu, N. (2006). Outdoor advertising for business markets. *Industrial Marketing Management*, 35(2), 236-247.
- Lieven, A. (2012). *Pakistan: A hard country*: PublicAffairs.
- Lovelace, A. (2010). Iconic photos of the Vietnam War era: A semiotic analysis as a means of understanding. *The Elon journal of undergraduate research in communications*, 1(1), 35-45.
- Mahn, C. (2017). Literary folk: Writing popular culture in colonial Punjab, 1885–1905 *Interventions*: Manchester University Press.
- Martin, K. A. (1998). Becoming a gendered body: Practices of preschools. *American sociological review*, 494-511.
- Mehawesh, M. (2014). The socio-semiotic theory of language and translation: An overview. *International Journal of Language and Literatures*, 2, 251-269.
- Mendelson, A. L., & Smith, C. Z. (2006). Vision of a New State: Israel as Mythologized by Robert Capa. *Journalism Studies*, 7(2), 187-211.

- Moradi, B., Dirks, D., & Matteson, A. V. (2005). Roles of sexual objectification experiences and internalization of standards of beauty in eating disorder symptomatology: A test and extension of Objectification Theory. *Journal of Counseling Psychology*, 52(3), 420.
- Nelson, R. S., & Shiff, R. (2010). *Critical terms for art history*: University of Chicago Press.
- Njirić, D., & Miloslavić, I. (2016). Semiotic Effect in Visual Communication. *European Journal of Multidisciplinary Studies*, 1(2), 308-316.
- O'Toole, A. M. (2016). Portrayals of gender in the media: A content analysis approach to identifying gender oppression and legitimization of patriarchy in magazine advertisements.
- Parsa, A. F. (2004). *Visual semiotics: how still images mean? Interpreting still images by using semiotic approaches*. Paper presented at the 2nd International Symposium Communication in The Millennium: A Dialogue Between Turkish and American Scholars, In Co-operation with University of Texas, Anadolu University and İstanbul University.
- Plakoyiannaki, E., & Zotos, Y. (2009). Female role stereotypes in print advertising: Identifying associations with magazine and product categories. *European journal of marketing*, 43(11/12), 1411-1434.
- Qadeer, M. (2006). *Pakistan-social and cultural transformations in a Muslim Nation*: Routledge.
- Rakow, L. F. (1986). Rethinking gender research in communication. *Journal of communication*, 36(4), 11-26.
- Rammah, S. (2006). West Punjabi Poetry: From Ustad Daman to Najm Hosain Syed. *JPS*, 13(1&2), 216.
- Schaafsma, P. (1986). *Indian rock art of the Southwest*: UNM Press.

- Shah, S. A. M., & Amjad, S. (2011). Cultural diversity in Pakistan: national vs provincial. *Mediterranean Journal of Social Sciences*, 2(2), 331-344.
- Shields, V. R. (1994). *The constructing, maintaining and negotiating of gender identities in the process of decoding gender advertisements*. The Ohio State University.
- Stankiewicz, J. M., & Rosselli, F. (2008). Women as sex objects and victims in print advertisements. *Sex Roles*, 58(7-8), 579-589.
- Taylor, C. R., Franke, G. R., & Bang, H.-K. (2006). Use and effectiveness of billboards: perspectives from selective-perception theory and retail-gravity models. *Journal of Advertising*, 35(4), 21-34.
- Tsiantas, G., & King, R. M. (2001). Similarities in body image in sisters: The role of sociocultural internalization and social comparison. *Eating Disorders*, 9(2), 141-158.
- Tungate, M. (2007). *Adland: a global history of advertising*: Kogan Page Publishers.
- Van der Walldt, D., & Roux, A. (2014). Out-of-home advertising media: theoretical and industry perspectives.
- Van Leeuwen, T. (2005). *Introducing social semiotics*. USA: Routledge.
- Vela, M. R., Romero, M. J. M., & Giner, E. C. (2006). Advertising content as a socialization agent: Potential reinforcement of gender stereotypes. *Esic market*, 125, 81-134.
- Waller, D. S., & Shyan Fam, K. (2000). Cultural values and advertising in Malaysia: views from the industry. *Asia Pacific Journal of Marketing and Logistics*, 12(1), 3-16.
- West, C., & Zimmerman, D. H. (1987). Doing gender. *Gender & society*, 1(2), 125-151.
- Zeman, J. (1977). Peirce's theory of signs. *A perfusion of signs*, 22-39.
- Zeman, J. J. (1977). Peirce's theory of signs. *A perfusion of signs*, 22-39.
- Zhang, Y. (2019). A Semiotic Study on Print Advertisements of Luxury Perfume Brands for Women. *Asian Journal of Social Science Studies*, 4(1), 15.

- Zhang, Y., & Neelankavil, J. P. (1997). The influence of culture on advertising effectiveness in China and the USA. *European journal of marketing*.
- Zimmerman, A., & Dahlberg, J. (2008). aectification of women in advertising: A contemporary cultural perspective. *Journal of advertising research*, 48(1), 71-79.
- Zotos, Y. C., & Tsihla, E. (2014). Female stereotypes in print advertising: a retrospective analysis. *Procedia-social and behavioral sciences*, 148, 446-454.



## Journal of Peace, Development and Communication



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-08>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>War and Peace Journalism: Coverage of Syrian Conflict in International Press</b>
<b>Author(s):</b>	Usama Iftikhar Ph.D. Scholar in Department of Media Studies, The Islamia University of Bahawalpur, Pakistan
	Dr. Zubair Shafiq Assistant Professor, Department of Media Studies, The Islamia University of Bahawalpur, Pakistan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Iftikhar, Usama, & Zubair Shafiq. (2020). "War and Peace Journalism: Coverage of Syrian Conflict in International Press." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 132–154, <a href="https://doi.org/10.36968/JPDC-V04-I03-08">https://doi.org/10.36968/JPDC-V04-I03-08</a> .
<b>Author(s) Note:</b>	Usama Iftikhar is a Ph.D. Scholar at Department of Media Studies, The Islamia University of Bahawalpur, Pakistan Email: <a href="mailto:usamaiftikhar@gmail.com">usamaiftikhar@gmail.com</a>
	Dr. Zubair Shafiq is serving as Assistant Professor at Department of Media Studies, The Islamia University of Bahawalpur, Pakistan

### Abstract

The Syrian conflict has been one of the main issues of the current decade and was widely covered by the international media. Our research aims to explore how the international press portrayed the Syrian conflict from the lens of 'peace' and 'war' journalism. Four newspapers of different countries which were directly involved in the issue were selected. Editorial pages of *The New York Times* of America, *The Moscow Times* of Russia, *Tehran Times* of Iran, and *Khaleej Times* of Arab States were chosen as a unit of analysis for the study. A sample of 918 stories was selected for examination. We used the content analysis methodology and selected the time period from March 15, 2011 to March 15, 2016. Our findings show that the Syrian issue is dominantly framed as war-oriented by the international media as compared to peace-journalism. Among war-indicators, a dichotomy is the most used approach, whereas in peace-indicators solution-oriented approach is the most repeated one.

**Keywords:** Syrian conflict, peace and war Journalism, *New York Times*, *Khaleej Times*, *Tehran Times*, *Moscow Times*.

## Introduction

The Uprising in Syria, which started in March 2011, is a part of a continuous revolutionary wave in the Middle East known as the Arab Spring. It got spur when a Tunisian unemployed young graduate Muhammad Bouazizi immolated himself on December 18, 2010 (Basselgia, 2012). Death of Bouzaizi accelerated the revolutionary movement in Tunisia, and later it expanded in the different Arab States before entering into Syria on January 26, 2011, where some modest anti-government protests appeared on the horizon (Imran, 2013). Peaceful processions against corruption and inflation, unemployment and press freedom, and dictatorship turned into violent riots, after the coercive reaction of security forces against the anti-Assad wall chalking slogans as the students involved were publically beaten (Bhardwaj 2012).

An intensified demand of resignation of Bashar al Assad from the general public was the outcome of brutal counteraction of ruling authoritative to suppress the revolutionaries. It acted as the fuel to boost the aggressiveness of protesters as well as their number throughout the whole country (BBC Report, 2015). Over time, external stakeholders like the USA, Russia, Saudi Arabia, China, Turkey, Iran, ISIS, and Hezbollah also got themselves involved in this conflict directly or indirectly (Berzins, 2013). Still, ongoing Syria unrest has resulted in hundreds of thousands of casualties, injuries, imprisoned, and refugees until now (Cozma & Kozman, 2016).

Technological modernism has eliminated the distances among the nations as well as interconnected the whole world (Friedman, 2005). Despite it, people have no direct access to current affairs of the world for which everyone has to rely on national or international media. Media always play a crucial role while presenting different dimensions of an occurring and having a significant effect on the audience (Mcquail, 1994). It explains an issue by analyzing its certain aspects and highlighting its scrutinized causes, illustrating responsible factors,

predicting possible results, and gives the best available corrective measures (Entman, 1993). By performing this, media plays a vital function in developing the public point of view about an issue (Reese, 2007). It provides direction to the people what to think about (McCombs & Shaw, 1972) and how to think about (Ray, 2004). Precisely, media not only put up the heated issues but also projects the public perceptions about them (Graber, 1987). It is advocated that conflict is the bread and butter for journalism because it sells in the market. People depend on the mass media about recent developments of the conflict, that is why media can design the minds of people in reporting it (Abid, 2017). The scholars who deal with the conflict resolution suggest that if a journalist fulfils the fundamental requirements of news values such as impartiality, independence, and accuracy, media has the power to play an essential and valuable part in conflict resolution (Howard, 2003).

In covering a geopolitical conflict media's role becomes more dominant and crucial as the public have no direct access to the issues and rely heavily on its coverage, so media has to cover different aspects of the scenario and identify all the prominent factors. It has to allocate more, less, or no responsibility to each of them. Thus it plays a significant impact in developing the general public's opinion about the subject or what Lippmann (1922) described as 'pictures in our heads' about the happening. According to Galtung (1998), conflict or war reporting is disclosed by two adverse frames, war and peace journalism. War journalism reactively describes a conflict in such a way that propagates violence, victory, and an elitist orientation. On the other hand, peace journalism proactively reports by giving the causes and solutions of the conflict and cover all the voices of affected parties in a truthful manner. This research concentrates on peace/war journalism by highlighting the role of media in Syrian conflict.

Researchers believe that a newspaper is one of the most antiquated sources to disperse any information regarding an international issue (Kartallic, Lacovic, and Tanackovic, 2014).

Every word printed in the newspaper lasts indispensable effects on the reader's mind (Maidel, 2010). The Editorial page is one of the significant and impactful portions of a newspaper (Elyazale, 2014). It includes the opinion text of the editorial board and writers whose purpose is to persuade the readers ((Richardson, 2007). The Syrian conflict is one of the most debated topics: in the recent decade in the world arena. The researchers want to explore how the international press portrayed the coverage of that issue in terms of 'peace' and 'war' journalism. To check this coverage among international press: four newspapers of different stakehold countries involved in the conflict are selected. Editorial pages of *The New York Times* of America, *The Moscow Times* of Russia, *Tehran Times* of Iran, and *Khaleej Times* of Arab States are chosen as a unit of analysis for the study. The Content analysis methodology is applied, and five years' time period is selected from March 15, 2011 to March 15, 2016.

### **Objectives of the Study:**

This study aims to:

- 1) Examine the patterns of coverage of Syrian Issue in selected newspapers.
- 2) Investigate the dominant frames in the coverage from the perspectives of 'peace' or 'war' journalism.
- 3) To determine the salient indicators used in peace and war journalism frames.

### **Literature Review**

Cozma and Kozman (2014) examined how US-elite newspapers framed International reaction on the use of chemical weapons in Syria. They selected one-month news stories of *The New York Times* and Washington Post from 21 August 2013 to 21 September 2013 for their study. Framing theory was preferred, and Galtung, peace/ war journalism, and episodic/ thematic frames were applied in research. Their findings showed that stories primarily focused on the diplomacy effort frame and did not pay attention to the ongoing civil war. However, the conflict frame was still dominantly used.

Greenwood and Jenkins (2013) examined the framing of Syrian Conflict pictures in News and Public Affairs magazines. They selected 193 photographs of 11 magazines from 5 March 2011 to 31 December 2012. Nine specialized publications and two traditional news magazines were studied. Researchers examined the findings in light of framing theory. Galtung peace and war frames are applied to investigate this study. Results showed that Public affair magazine visuals were different from others and promote peace frames in their depiction of photographs whereas, other magazines published conflict-oriented pictorial-frames. Khasib & Erosy (2016) examined the relationship of mainstream media with citizen journalism during the coverage of the Syrian conflict and also studied whether they used peace journalism in their reporting. His study revolves around five incidents, which were Baniyas and Bayda, Al Qusair and Khalidiya in Homs, the siege of Baba Amr, Yarmouk camp, and chemical on Al Gota. Findings showed that there was a strong relationship between mainstream media and citizen journalism in covering these incidents. He also found that Aljazeera has not applied peace journalism in its reporting while covering selected events.

Imran (2013) investigated the portrayal of Syrian unrest in the Arab and American press. He selected *The New York Times* and *Khaleej Times* for his study and studied one-year editorials and columns, from 15 March 2011 to 15 March 2012. He analyzed the difference in the coverage and treatment, given by selected newspapers to the Syrian-uprising. A sample of 197 stories was analyzed, among which 48 published in *The New York Times* and 149 in *Khaleej Times*. Findings showed that *Khaleej Times* gave more coverage in the number of stories, and *The New York Times* gave more coverage in terms of length and Space. Moreover, both newspapers followed their governmental policies on that issue. Rehman (2014) analysed the framing of the Syrian civil war in Saudi Arabia and Iran press. He chooses *Arab News* and *Tehran Times* for his research-work. Editorials of four years are

selected as a unit of study. He found the coverage and treatment given to Syrian civil war. *Arab News* published 191 editorials, whereas *Tehran Times* published 165 editorials. Findings show that *Arab News* framed the issue in the favour of opposition whereas *Tehran Times* framed the issue in the favour of Bashar-ul-Assad.

Crisp (2013) investigated the coverage and media framing on the chemical attacks in Syria. He selected two American newspapers: *USA Today*, and *The New York Times*. His research comprised the analysis of time before and after the chemical attack. Two weeks before and after the attack on August 21, 2013, are selected for analysis. There were 12 articles published in *The New York Times* and three in the *USA today* before the chemical attack, however after the attack, the *US today* published 31 articles and *The New York Times* printed 29 articles. His findings showed that before the chemical attack, both newspapers condemn the USA military intervention in the conflict, and after the attack, they supported military intervention.

The above studies have made significant contribution towards Syrian issue, however, what is missing in those studies is the role of major stakeholders in of the conflict, their countries and a vast comparison of the newspapers from the perspective of ‘peace’ and ‘war journalism. Moreover, due to the less duration of the time period selected in the above mentioned studies, one cannot generalize the results. However, our current study covers a five-year time span in which the Syrian issue became of more significance throughout the world. Finally, our study involves a mixed-method approach by using both quantitative and qualitative analyses of editorial pages of the selected newspapers.

### **Research Questions:**

1. What was the extent of coverage giving to the Syrian conflict by the editorial pages of selected newspapers?

2. Whether war journalism or peace journalism was the dominant frame in the coverage of Syrian uprising?
3. To what extent is the coverage dominated by the approaches of peace/war journalism?

### **Theoretical Framework**

The studies of peace/war journalism are backed by framing theory. This study is focused on the role of media in conflict, so frames used by selected newspapers in their editorial pages are investigated. Framing theory and Galtung Peace and War Journalism model are applied to support this research.

### **Framing:**

The most admitted and quoted definition of framing is suggested by Entman (1993) that defines framing as a process of “highlighting the specific features of perceived reality so that it becomes more significant in a communication text in such manner that emphasizes a particular issue definition, moral assessment, causal interpretation, and treatment referral for the product explained” (p.52). According to Cappella & Jamieson (1997), framing is described as a question of slant, selection, composition, description, and put emphasis on 'use of words, and context' (p.57). Alkinro (2016) defines framing as emphasizing and de-emphasizing certain aspects of information in order to promote an agenda. Yang (2009) stated that the framing process includes constructing the message, its presentation, and its interpretation. This process aimed to influence public cognitive and behavioural responses. Gitlin (1980) describes it as principles for choosing, composition, presentation, and emphasis on what happens, what issues, and what exists.

### **Galtung's Peace and War Journalism Model:**

Galtung (1998) stated that news-factors: personalization, elite-orientation, and negativism construct a frame that created a separation of rich and poor by portraying the good and evil in the world. He further explained, under-developed countries only become crucial



for news if there is any destructive event or fact to report about them. Whereas, if elite-countries perform any productive thing, a stereotype image is created in media. According to him, everything which has a negative or damaging impact like dictatorships, war, or violence belongs to non-elite countries while anything which has a positive or fruitful impact belongs to developed countries. On the basis of his work, he purposed the theoretical framework of peace journalism and war journalism: as two opposing frames in the reportage or coverage of the conflict.

He suggested the following four categories and linguistic orientations which are in practice for war/violence and Peace/Conflict patterns of journalism:

	<b>War/Violence mode of Journalism</b>	<b>Peace/Conflict mode of Journalism</b>
<b>1</b>	<b>War/Violence-Oriented:</b> <ul style="list-style-type: none"> <li>• It treated conflict as a zero-sum orientation between two actors/parties.</li> <li>• Focused only on physical consequences due to violence: material destruction, dead bodies, and wounded.</li> <li>• Journalists are reactive; they waited for violence before reporting.</li> <li>• Deals with it as a problem, interested in who prevails in war.</li> <li>• See the others as</li> </ul>	<b>Peace/Conflict-Oriented:</b> <ul style="list-style-type: none"> <li>• Try to find-out conflict formations, and intend for general win-win orientation.</li> <li>• Explore to make the conflict transparent: open-space, open-time, and consequences anywhere.</li> <li>• Treats involved-actors equally, and cover their voices, deals with conflict or war as a problem, and also focus on conflict-creativity.</li> <li>• By means of compassion and understanding, see the others as humanizes them.</li> <li>• Reporters are proactive: put effort into the prevention of any violence before it</li> </ul>

	dehumanizing them.	happening.  • Focuses on the immaterial outcome of violence: the destruction of structure/culture, Trauma, and fame.
2	<b>Propaganda-Oriented:</b>  • Expose selected untruths; portrayed one-sided view.  • Tried to hide or cover-up lies.	<b>Truth-Oriented:</b>  • Investigate all the cover-ups, and uncover all the untruths
3	<b>Elite-Oriented:</b>  • Consider elite as a more reliable source; reportage as mouth-piece of them.  • Calling-names to their maleficent or evil-doers.  • Suggested that the elite can only be a peace-initiator.	<b>People-Oriented:</b>  • Reportage that becomes a mouth-piece of voiceless, and provides them the opportunity to express their selves.  • Calling-names to all maleficent or evil-doers.  • Stresses peaceful-tendencies among the people and draw attention to peace-initiatives.
4	<b>Victory-Oriented:</b>  • Treated peace as victory + armistice.  • Believes to find-out the full picture and answers on battle-ground (who throw the first stone?)	<b>Solution-Oriented:</b>  • Understanding peace = Non-violence + Creativity  • Concentrates on peace-initiatives; try to stop the Continue-war.  • Have faith in harmony, peaceful-society, structure, and culture.

	<ul style="list-style-type: none"> <li>• Concentrates on who has achieve the “upper-hand” in war.</li> <li>• Have faith in a controlled society, institutions, and agreements.</li> <li>• Leave the conflict un-solved, which starts again, when the old flares up.</li> </ul>	<ul style="list-style-type: none"> <li>• Believe in reconstruction and reconciliation.</li> </ul>
--	--	---

## Methodology

The present study follows the content analysis technique by using qualitative and quantitative methods. This research comprises of four newspapers: *The New York Times* of America, *The Moscow Times* of Russia, *Tehran Times* of Iran, and *Khaleej Times* of the Arab States. The reason behind the selection of these countries-newspapers is the involvement of them in the conflict. Newspapers are selected on the availability and as the most-circulated English newspapers in their countries. Editorial pages of these newspapers are nominated as the unit of analysis. Researchers believe that editorial is the loud-speaker of editorial-board or policy blueprints of a newspaper and column or opinion is the creation of the individual writing, provides a space of flexibility and diversification to the writers on his/her viewpoints. The combination of editorials and columns/opinions provides a fair chance to find how the Syrian-conflict is framed in the selected newspapers.

Five years' time period from March 15, 2011, to March 15, 2016, is chosen for this purpose. The reason for the selection of this period is the importance, and impact of the issue during

that time in the world. This time can highlight most of the hottest debates of the Syrian conflict and is considered the most crucial period of the uprising.

This study is completed in two phases: In the first phase, each story is checked whether it frames the issue in the light of peace-journalism, or war-journalism, or neutral. Galtung's classification of 19 indicators is followed to evaluate the story; nine for peace and nine for war. Siraj (2007); Siraj & Hussain (2011); Khan (2019) also followed this approach in their researches. Every paragraph of the story is taken as a recording unit and the whole story as a contextual unit. Coders read each paragraph carefully and decided which indicator is more prominent in it. After counting the total indicators portrayed in the story, it is finalized as peace or war or neutral. If the peace-indicators are more than war, the story is considered as peace in the same way, if the war-indicators are more than peace, the story is war. If the number of indicators are equal, or no selected indicators are anticipated, then the story is treated as neutral.

In the second phase, arranged stories are further categorized according to Galtung's-indicators to check the domination between indicators. The whole-story is treated as a single contextual unit and each paragraph as a recording unit. Coders read every-paragraph carefully and decided which indicator is pre-dominant in it. Presented-indicators in the whole-story are then counted: if the indicator is frequently depicted, the story falls in its category. But if there is a tie between portrayed-indicators, then categorization will be finalized after reading the headline. If the narration is still not clear, it is settled on the length of paragraphs by counting the words; whose paragraph length is more, the story will fall on that indicator.

#### **4.10 Frames and Categories Explanation:**

The Following frames and its categorizations are analysed in the present study:

##### **4.10.1 Peace-Oriented:**

The story is said to be peace-oriented frame if it follows Galtung's following categories:

**Invisible Effects of War:**

It deals with emotional trauma, society damage, property loss, and affected culture.

**Solution-Oriented:**

It provides solutions to the conflict or issue in its reports.

**People-Oriented:**

Reports focus on common-people or actors and use them as a source of information in the context.

**Causes and Consequences:**

Articles carry causes and future effects of the conflict.

**Avoid Labelling of Good and Bad Guys:**

Stories avoid labelling any party; good or bad: in its reporting.

**Multi-party Orientation:**

It provides equal opportunity and covers all the voices of the parties involved in the conflict.

**Non-Partisan:**

The Story is neutral, without taking the side of any actor of the conflict.

**Win-Win Orientation:**

It has many goals and tries to highlight a win-win situation for all participants.

**Avoid demonizing language:**

It uses more precise descriptions, titles or names, and avoid the use of demonizing language.

**4.10.2 War-Oriented:**

The story is said to be war-oriented frame, if it follows the following Galtung's classification:

**Visible Effects of War:**

It focuses on causalities, dead, wounded, and confinement

**Difference Oriented:**

Reports highlighted the difference and trigger-indicators for involve-parties that lead to the conflict.

**Elite-Oriented:**

Stories give more importance to leaders and elites and considered them as a source of information.

**Here and Now:**

Reports just focus on the war arena.

**Dichotomy:**

It describes the black and white pictures in the reporting: by highlighting; good-guys, bad-guys, victim, hero, and villain.

**Two-party Orientation:**

It focuses on a win and loss of the matters; one party wins, other losses.

**Partisan:**

The Story is tilted; favor on the one party of the conflict and neglected the other.

**Zero-sum Orientation:**

It has only one goal in reporting, who wins: rather than highlight other issues.

**Use of demonizing Language:**

It prefers to use demonizing language such as vicious, inhuman, extremist, savage, brutal, fanatic, barbaric, ruthless, tyrant and fundamentalist, etc.

### 4.10.3 Neutral:

The story is said to be neutral if it does not apply any of the above approaches of peace and war journalism, or if the number of indicators of peace-approaches and war-approaches is equal, or if the number of neutral-values is greater than peace and war categories.

### Findings

#### RQ1. What was the extent of coverage giving to the Syrian conflict by the editorial pages of selected newspapers?

It is observed that huge space is given to the Syrian conflict in the editorial pages of selected newspapers; 918 articles are published. The most number of stories are published in *Khaleej Times* and then in *The New York Times*, *Tehran Times*, and *The Moscow Times* respectively; Among 918 editorial page-stories: 442 are reported in *Khaleej Times*, 207 in *The New York Times*, 193 in *Tehran Times*, and 76 in the *Moscow-times*, as highlighted in table 1.

**Table 1 of this research shows the amount of Coverage given by newspapers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	New York Times	207	22.5	22.5	22.5
	Moscow Times	76	8.3	8.3	30.8
	<i>Tehran Times</i>	193	21.0	21.0	51.9
	<i>Khaleej Times</i>	442	48.1	48.1	100.0
	Total	918	100.0	100.0	

#### RQ2. Whether war journalism or peace journalism was the dominant frame in the coverage of Syrian uprising?

Findings clearly showed that the war-journalism frame is the most dominantly used in the editorial page-stories, and peace-journalism frames are the least applied in it. The total

number of war-dominant stories is 579, neutral-stories are 199, and peace-oriented are 140, as shown in below table 2 that responded to this research question.

**Table 2 of this study highlights the use of dominant frames by the newspapers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid War	579	63.1	63.1	63.1
Neutral	199	21.7	21.7	84.7
Peace	140	15.3	15.3	100.0
Total	918	100.0	100.0	

### **RQ3. To what extent is the coverage dominated by the approaches of peace or war journalism?**

The above research question is responded to in table 3 and 4. It is found that war-journalism approaches are more often applied as compared to peace-journalism indicators. Table 3 explains that dichotomy is the most repeated approach used in war journalism with 25.9 %, and then difference-oriented with 18.8 %, here and now 12.4%, use of demonizing language 10.9%, partisan 9.8%, visible effects of war 9 % two-party orientation 5.7%, Elite oriented 4.5%, and zero-sum orientation 2.9 respectively.



**Table 3 points out the indicators employed in war-journalism**

	Frequency	Valid Percent	Cumulative Percent
Visible effects of War	52	9.0	9.0
Difference Oriented	109	18.8	27.8
Elite Oriented	26	4.5	32.3
Here and Now	72	12.4	44.7
Dichotomy	150	25.9	70.6
Two Party Orientation	33	5.7	76.3
Partisan	57	9.8	86.2
Zero Sum Oriented	17	2.9	89.1
Use of demonizing Language	63	10.9	100.0
Total	579	100.0	

Table 4 showed that a solution-oriented indicator is the most operated approach in peace-journalism: with 24.3 %, as followed by invisible effects of war 20%, people-oriented 17.1 %, causes and consequences 9.3%, non-partisan is also 9.3 %, multi-party orientation 7.9 %, Avoid labeling of good and bad guys 5.7 %, win-win orientation 5 % and avoid demonizing language 1.4 % respectively.

**Table 4** briefs the approaches portray in peace-journalism

	Frequency	Valid Percent	Cumulative Percent
Invisible Effects of War	28	20.0	20.0
Solution Oriented	34	24.3	44.3
People Oriented	24	17.1	61.4
Causes and Consequences	13	9.3	70.7
Avoid Labeling of Good and			
Valid Bad Guys	8	5.7	76.4
Multi Party Orientation	11	7.9	84.3
Non Partisan	13	9.3	93.6
Win-Win Orientation	7	5.0	98.6
Avoid Demonizing Language	2	1.4	100.0
Total	140	100.0	

### Discussion and Conclusion

The Syrian conflict is considered as one of the major international issues of the current decade. The Researchers explored how the international press framed the coverage of that issue in terms of 'peace' and 'war' journalism. Researchers found that Syrian conflict got significant space in the editorial pages of the important stake-holder countries who are directly involved in it. The findings of Rehman (2014) and Imran (2013) also showed that significant-coverage is given to Syrian issue. Result also shows that *Khaleej Times* gave the topic most space as compared to other newspapers. New York times on second, *Tehran Times* on third and Moscow Times on fourth. It is observed that war-frame is dominantly applied,

neutral on second and peace-frame is the least applied by international media in its coverage. Greenwood and Jenkins (2013) and Cozma and Kozman (2014) also pointed out that war-journalism frame is the most frequently used frame while covering the Syrian uprising.

This research briefed that among war-journalism indicators: dichotomy is the most applied approach by the international media that means it portrays the involved-parties in good and bad guys or victim and villain, and then difference-oriented that highlights the reports lead to conflict, here and now that emphasizes on war arena, use of demonizing language that gives offensive names, partisan that base on a one-sided story, visible effects of war that stresses on causalities and wounded, the two-party orientation that point out winners and losers, Elite oriented that depends on leaders and elite, and zero-sum orientated that believes in win and loss of the parties.

Similarly, results also informed that the solution-oriented approach is the most repeated indicator of the peace-journalism that suggests the solution of the clash and more-over followed by invisible effects of war that deals with emotional trauma and damage to culture and society, people-oriented that depends on common-people as a source, causes and consequences that focuses on reasons and future outcome, non-partisan that believes in neutrality, the multi-party orientation that covers all voices, Avoid labelling of good and bad guys that do not accept the judgment-approach, a win-win orientation that relies on the gain-gain situation for involved actors and avoid demonizing language that does not give offensive names.

Overall researchers found that Syrian-conflict is framed as war-oriented in the international press. According to Gultung (1998), everything which has a negative or damaging impact like dictatorships, war, or violence belongs to non-elite countries, while anything which has a positive or fruitful impact belongs to developed countries. Syria is an under-developed country; its conflict is also portrayed by practicing the war-journalism.

## References

- Abid, M. (2017). *The role of media in conflict resolution: The case of Pakistan and India*. PHD thesis, University of Punjab, Lahore.
- Akinro, N. (2016). *Media and conflict management in Nigeria: Analysis of war and peace frames in the Boko Haram crisis coverage*. PHD thesis, Southern Illinois University, Carbondale
- Basselgia, J. (2012). *A Forecast for the Middle East: The Reemergence of an Islamic Caliphate in the Midst of the Arab Spring*. (graduation in the Honors Program), Liberty University. From <http://digitalcommons.liberty.edu/honors/299/>
- BBC Report. (2015). *Syria: The story of the conflict*. Retrieved from <http://www.bbc.com/news/world-middle-east-2611686>
- Berzins, J. (2013). Civil war in Syria: origins, dynamics, and possible solutions. *National Defense Academy of Latvia center for security and strategic research*.
- Bhardwaj, M. (2012). Development of Conflict in Arab Spring Libya and Syria: From Revolution to Civil War. *Washington University International Review*, 1, 76-96. Retrieved From [http://pages.wustl.edu/files/pages/imce/migration/wuir\\_spring\\_2012.pdf#page=76](http://pages.wustl.edu/files/pages/imce/migration/wuir_spring_2012.pdf#page=76)
- Cappella, J., & Jamieson, K. (1997). *Spiral of Cynicism: The Press and the Public Good*. Oxford University
- Cozma, R., & Kozman, C. (2014). The Syrian Crisis in the News. *Journalism Practice*, 9(5), pp-669-686. <http://dx.doi.org/10.1080/17512786.2014.982940> accessed on 6 May 2016.

Crisp, J.D. (2013). Media framing, proximity and spheres: the media account before and after the

August 21, 2013. Master Thesis. *Ann Arbor, MI: ProQuest LLC*, Gonzaga University, America.

De Vreese, C.H. (2005). News framing: Theory and typology. *Information design journal+ document design*, 13(1), 51-62.

Elyazale, N. (2014). Characteristics of Newspaper Editorials: ‘Chouftchouf’ in ‘Almassae’ Moroccan Newspaper as a Case Study. *New Media and Mass Communication*, 32, 2224-3275

Entman, R. M. (1993). Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication*, 43(4), 51-58. doi: 10.1111/j.1460- 2466.1993.tb01304.x.

Friedman, T. L. (2005). It's a Flat World. New York Times Magazine, p-32. Retrieved from [https://www.uflib.ufl.edu/pers/Town\\_Meeting/documents/ProQuest\\_8180690011.pdf](https://www.uflib.ufl.edu/pers/Town_Meeting/documents/ProQuest_8180690011.pdf)

Galtung, J. (1998). High Road, low road: Charting the course for peace journalism. *Track Two*,

7(4). Center for Conflict Resolution, South Africa.

Gitlin, T. (1980). *The whole world is watching: Mass media in the making & unmaking of the new left*. Univ of California Press

Goffman, E. (1974). Frame Analysis: An Essay on the Organization of Experience. *New York*,

*NY et al.: Harper & Row*, 21-23.

Graber, D. A. (1987). Framing Election News Broadcasts: News Context and its Impact on the

1984 Presidential Election'. *Social Science Quarterly*, 68(3), 552-568.

Greenwood, K., & Jenkins, J. (2015). Visual framing of the Syrian Conflict in News and Public

Affairs Magazines. *Journalism studies*, 16(2), 207-227.

Howard, R. (2003). The media's role in war and peace building. *Post conflict development: Meeting new challenges*. Budapest: Geneva Center for the Democratic Control of Armed Forces.

Imran, S. (2013). Portrayal of Syrian uprising 2011-2012 in Arab and American Press: A Comparative Study of Khallej Times and the *New York Times*. M. Phil Thesis. Allama Iqbal

Open University, Islamabad.

Khan, A. (2019). War or Peace Journalism: Exploring news framing of Kashmir conflict in Dawn newspaper. *International journal of media science works*, 6, 1-6.

Khasib, N., & Ersoy, M. (2016). Citizen, mainstream and peace journalism relationship in covering Syria events: A content analysis of Aljazeera. *Springer Science +Business Media Dordrecht*, 51, 2647-2664.

Lippmann, W. (1922). The world outside and the pictures in our heads. *Public opinion*, 1-22.

Maidel, V., Shoval, P., Bracha, S., & M. Taieb-Maimon. 2010. Ontological content-based filtering for personalised newspapers: A method and its evaluation. *Online Information Review* 34, 5: 729-756

McQuail, D. (1994). Mass communication and the public interest: Towards social theory for media structure and performance. *Communication theory today*, 235-253.

Ray, D. (2004). *Frames in the U.S. print media coverage of the Kashmir conflict*. (Graduate School Theses and Dissertations), University of South Florida. From <http://scholarcommons.usf.edu/etd/1216>.

Rehman, A. (2014). Framing of Syrian civil war in Saudi and Iranian press. M. Phil thesis,

University of Gujrat, Gujrat

Reese, S. D. (2007). The framing project: A bridging model for media research revisited.

*Journal*

*of Communication*, 57(1), 148-154. doi: 10.1111/j.1460- 2466.2006.00334.x.

Richardson, J. E. (2007). *Analysing newspapers: an approach from critical discourse*

*analysis*. New York: Palgrave Macmillan.

Siraj, S. A., & Hussain, (2011). War media galore in Pakistan: A perspective on Taliban conflict.

*Global media*, 5, 1

Siraj, S. A. (2010). Framing war and peace journalism on the perspective of Talibanisation in

Pakistan. *Media Asia*, 37, 1.

Tannackovic, S. F., Kratlic, M., & Lacovic. D. (2014). Newspapers as a Research Source:

Information Needs and Information Seeking of Humanities Scholars. Available at

<http://creativecommons.org/licenses/by/3.0/> assessed on 5 march 2018.

Yang, G. (2009). *The power of the Internet in China: Citizen activism online*. New York.



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-09>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>The Goal of Housing for All As Envisaged By the UN Habitat Agenda: A Case Study of Cooperative Housing Societies in Pakistan</b>
<b>Author(s):</b>	Mirza Shahid Rizwan Baig Assistant Professor of Law, Government College University, Faisalabad
	Hafiz Muhammad Usman Nawaz Assistant Professor of Law, International Islamic University, Islamabad
	Dr. Rao Qasim Idrees Assistant Professor of Law, University of Gujrat, Gujrat
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Baig, Mirza Shahid Rizwan, et al. "The Goal of Housing for All As Envisaged By the UN Habitat Agenda: A Case Study of Cooperative Housing Societies in Pakistan." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 155–175, <a href="https://doi.org/10.36968/JPDC-V04-I03-09">https://doi.org/10.36968/JPDC-V04-I03-09</a>
<b>Author(s) Note:</b>	Mirza Shahid Rizwan Baig is serving as Assistant Professor of Law at Government College University, Faisalabad <a href="mailto:shahidrizwan@gcuf.edu.pk">Email: shahidrizwan@gcuf.edu.pk</a>
	Hafiz Muhammad Usman Nawaz is serving as Assistant Professor of Law at International Islamic University, Islamabad
	Dr. Rao Qasim Idrees is serving as Assistant Professor of Law at University of Gujrat, Pakistan



### **Abstract**

Pakistan is member of UN Habitat agenda under which housing for all is the goal of all member states. In pursuance of this goal housing has been acknowledged under the Constitution of Islamic Republic of Pakistan 1973 in the chapter of principles of policy. It is beyond of financial resources of the Government of Pakistan to provide housing units to all the citizens of Pakistan. To achieve the goal of housing for all, private sector has been encouraged to provide housing units to the people of Pakistan. But, due to a weak Legal Framework to regulate the activities of the developers of the housing industry, there are malpractices and frauds in the housing industry of Pakistan which are committed by the management of the cooperative housing societies. This article deals with the major problems faced by the cooperative housing societies along with the recommendations to strengthen the Legal Framework relating to cooperative housing societies. Secondary data has been used to make critical analysis of the regulatory regime of cooperative housing societies. The aims and purposes of this article includes to provide input the legislature as well as regulatory authorities to amend and strengthen the Legal Framework relating to cooperative housing societies in Pakistan.

**Key Words:** Housing, UN Habitat Agenda, Cooperative Housing Societies, Legal Framework

## **Introduction, Concept and Role of Cooperative Housing Societies to Achieve the Goal of Housing for All**

The cooperative movement is now considered as a best tool to eliminate poverty and to meet the basics needs like housing. Cooperative housing societies are very helpful to provide housing units to major population (middle class and lower middle class) on affordable prices. The affordable housing has been defined in these words by the Victorian enactment titled '*Planning and Building Legislation Amendment (Housing Affordability and Other Matters) Act 2017*' as, affordable housing is housing including social housing that is appropriate for the housing needs of the following, very low income households, low income households and moderate income households.

It can help to mobilize the scattered human and financial resources to achieve the goal of housing for all. Cooperative housing societies have helped to promote the process of economic and social development through group action in a spirit of self-help and common good. The cooperative housing societies in Pakistan are working under Cooperative Societies Act, 1925. Their guiding principle is no profit no loss basis. It is a country wide huge sector and had been doing a good job.

But now some unscrupulous people have tried to use the same for illegal profiteering. It has been observed over a period of time that some of them have indulged in unhealthy activities and betrayed the confidence of their members. Whenever land is to be transferred in the name of cooperative housing society it should be done after proper identification of the land. In *Sindh Board of Revenue Employees Co-Operative Housing Society Case* [2016 YLR 1699], it was observed that demarcation of land in the absence of survey and identification of land in the area is not valid if it is done on the basis of dasti sketch (handmade/manual) and after its possession of the land is handed over. Such dasti

sketch without demarcation of land without measurement of land could not indicate the location of the exact piece of land. Whenever land is to be transferred in the name of cooperative housing society it should be done after proper identification of land.

Cooperative in the modern sense is since the people of Rockdale, England, founded their Cooperative Societies in 1844. In the United States of America the affordable cooperative housing movement was started when funds were provided by the ethnic groups and then in the nineteen twenties when funds were provided by the union pension funds. In 1980's cooperative housing societies in USA also relied on public subsidy (Gerald W. Sazama, 2000, p.573). The scope of this article includes the role and importance of cooperative housing societies in providing housing units in addition to pin point the grey areas found in the relevant laws along with recommendations and suggestions.

### **Regulatory Framework Relating to Cooperative Housing Societies in Pakistan**

Legal & Administrative framework as prescribed in Cooperative Societies Act, 1925 and Cooperative Societies Rules, 1927 which governs the conduct and operation of Cooperative Housing Societies is as follows.

#### **Cooperative Societies Act, 1925**

Under this Act the provincial Government appoints registrar to regulate the working of the cooperative societies including cooperative housing societies and to assist the registrar to regulate the working of the cooperative housing societies a team is also appointed by the respective provincial Governments for smooth working. Registrar and lower staff of the registrar performs following powers:

Registration of all types of Cooperative Societies including Housing Societies, monitoring of all affairs of Cooperative housing Societies including Audit, inspection and enquiry in to the affairs of the housing authorities, adjudication of judicial matters as civil court, fixation of liabilities in case of irregularities and recovery of amount for which decree

has been passed and to grant approval of the budget of Society are also done by the Registrar of cooperative societies.

Registrar can seek any information about the working of the housing society from time to time to check the working of the cooperative housing society. In order to get any document relating to the working of the cooperative housing society the registrar may issue search warrant to search the premises of the cooperative housing society. This step is taken after issuance of a show cause notice and on receiving of a non-satisfactory reply this extreme step can be taken by the registrar of the province under the code of criminal procedure.

### **Cooperative Societies Rules, 1927**

Under these rules Registrar/Circle Registrar cooperative departments process and approve registration of a society under some of its byelaws. The major/important rules with regard to processing and approving are as under: Application for registration under the Cooperative Societies Act, 1925. Formulation of byelaws for the following, the name, address and area for which society is to be registered, the object of society, the mode of holding meetings, the mode appointment and removal of members of the committee, the duties and powers of the committee and officers, the manner in which capital may be raised, the mode of custody, investment of funds and keeping accounts, Period of election of the society (Section 9 of Cooperative Societies Act, 1925). The above mentioned enactments have miserably failed to regulate the working of the cooperative housing societies as a result of it there are malpractices and frauds in this sector. Due to weakness of the legal Framework the goal of housing for all has become a dream only.

## **Major Problems Along With Recommendations to Improve Legal Framework Relating to Cooperative Housing Schemes**

Cooperative housing societies are the major players in the housing industry of Pakistan. The role of the cooperative housing societies is decisive in achieving the goal of housing for all. Most of the middle class and lower middle-class people are dependent on these cooperative housing societies to have housing units.

### **Supervision of the Process of Purchased of Land**

Purchase of land by the society is one of the most critical tasks after its registration; irregularities in purchase of land can be committed by the Managing Committee of housing societies in terms of procedural lapses and over invoicing of land prices. A very high level of prudence and conscientiousness is required on the part of the managing committee while purchasing land for the housing society because it is the money of the members that is at stake.

Another issue related to purchase of land is that in order to get approval from the development authorities it is necessary to purchase 90 per cent land in advance. It is the major obstacle in the development of cooperative housing societies as members of the cooperative housing societies are poor people so they cannot afford to purchase land in one go especially when the tag of approval is missing. The solution is to have an enactment to regulate the housing industry including cooperative housing societies at provincial level. Each provincial Government should prescribe a precondition of land keeping in view the economic, social and political requirements of each province.

### **Supervision of the Process of Allotments of Plots**

Every housing society should allot plots to its members as per its byelaws and procedure on merit and without any discrimination. However, the managing committee of cooperative housing society can manipulate the allotment process causing loss to the society

and its members. In order to make the process of the allotment of the plots the relevant authorities must intervene and the developers of the housing society should not be allowed to exercise unbridled powers.

### **Development of Site of the Housing Scheme as Per Approved Master Plan**

After the purchase of land, the next most important and vulnerable area is development of land. At this stage various types of financial irregularities can be committed by the managing committees of societies in terms of approval of plans and awarding of contracts for civil works. It should be ensured by the regulating authorities that there is no inordinate delay in the development of the housing society and there is no deviation from the master plan.

### **No Cancellation of Plots Without Opportunity of Hearing**

Cancellation and re-allotment of plots have become a troublesome practice on the part of managing committees of various housing societies. Due procedure is not adopted and necessary conditions are not fulfilled in this regard which leads to numerous problems and ultimately the members have to suffer the loss. To make the process more transparent no plot of any of the members of the society should be cancelled unilaterally. If cancellation of the plot is necessary it should be done after following the due process of law. Opportunity of hearing should be provided to allottee before cancellation as it is basic requirement under the principles of natural justice namely *audi alteram partem* means “no one should be condemned unheard”.

### **Illegal Occupation of Plots by the Illegal Occupant and Qabza Mafia**

Some societies are facing issue of illegal occupation by Qabza Groups (illegal occupants). Some examples of such societies are Aitcheson CHS, Lahore, LDA CHS, Lahore and PISC CHS, Lahore in order to resolve this issue some housing developer take law in their own hands to take back the possession of the plots and it further leads to litigation and further

delay in the development of the housing schemes. The developers should follow the process of law and the Government should decide the cases of the housing developers on priority basis.

### **Redemption of Mortgage Plots by the Regulators Without any Delay**

While granting approval for the cooperative housing societies the development authorities and regulators requires a certain percentage of plots to be mortgaged in the name of the concerned developing authorities and regulators. It is done to keep a check and balance on the developers to develop the housing scheme within time and in accordance with approved plan. After completion of the whole process the developers face difficulties when these plots are not redeemed to the developers. Some Cooperative Housing Societies are facing problem of redemption of mortgaged plots from concerned development authorities.

### **Preservation of the Amenity Plots from Sale or Misuse of any Kind**

This is one of the major issues faced by Cooperative Housing Societies. Development authorities are pressing hard for transfer of 2% of amenity sites of the societies in their favor. As per bylaws of the societies, such plots are for the welfare of members and unlike the private housing schemes where the motive is profit earning these plots in Cooperative Housing Societies should not be transferred in the name of the regulatory authorities. It should be ensured by the regulatory authorities that no portion of the society is sold to any investor by violating the rules.

### **Publication and Submission of the Brochure of the Housing Scheme**

It should be made mandatory for the cooperative housing societies to publish its brochure and provide a copy to the regulatory authority concerned. The brochure should also be made available on the website of the housing society and on the website of the concerned regulator. Members of a housing society should be provided with this brochure in addition to the membership form. The brochure should include following information about the

cooperative housing society, Names and addresses of management committee, Bye-laws, a copy of registration letter, A copy of No Objection Certificate (NOC). Any subsequent change should be made with prior permission of Registrar of the Cooperative Societies of the province concerned.

### **Introduction of One Window Operation**

To facilitate the members of Cooperative Housing Societies, one window operation be introduced at Cooperative Department in the matter of sale, purchase, allotment and transfer of plots of the cooperative housing societies concerned.

### **Penal Action for Allotment of Plots in Excess of Available Land**

It is a common fraud which is being done by the housing developers that, after approval of the housing schemes from the relevant authorities, these cooperative housing societies proceed to sale plots in excess of the land available. General public blindly relies on these housing developers being approved from the relevant authorities. But these housing societies take undue advantage of the approval and sale plots in excess of available plots in this way general public is deprived of their hard-earned income. In case of over and above allotment, penal action should be initiated against such housing developers and management committee.

### **Upgradation of By-laws of Housing Societies**

In the present age of modernization, the outdated bylaws of the housing societies are unable to protect the rights of the stake holders so there is a need to adopt some new and modern bylaws. It should be made mandatory for the cooperative housing societies to adopt model byelaws and model election rules with the approval of their general bodies.

### **Preparation of Employees Service Rules**



It should be made mandatory for the cooperative housing societies to prepare Employees Service Rules with the approval of its General Body and Registrar of Cooperative Societies.

### **Preparation and Following of Building Rules**

It should be made mandatory for the cooperative housing societies to prepare Building Regulations in the light of Building Rules of concerned development agencies with the approval of its General Body Meeting and Registrar Cooperative Societies.

### **Training and Capacity Building of the New Management of Cooperative Housing Societies**

Three months mandatory training workshop for every new regime of elected Managing Committees by the Cooperatives Department on execution of business of Cooperative Housing Societies before taking charge of the office should be mandatory. It is a common problem which is being faced by the new elected body of the housing society that they lack in the basics skills to run day to day affairs of the cooperative housing society.

### **Upgradation and Amendments in the Existing Legal Framework of Cooperative Housing Societies**

The present enactment relating to cooperative housing societies i.e. the Cooperative Societies Act 1925 and Cooperative Societies Rules 1927 needs to be upgraded and amended to regulate the affairs of Cooperative Housing Societies with prescribed responsibilities of all Government functionaries. The legislation must include provisions, Initiation of legal action, as prescribed in Section 62 of Cooperative Societies Act 1925, including Registration of First Information Report (FIR) in case of serious offences like cheating, fraud etc. and Imposition of penalty / fixation of responsibility / fine against delinquents. The present mechanism under the Cooperative Laws is comprehensive however the enforcement mechanism is not available. The Cooperative Courts are quasi-judicial in nature. The assistance of law

enforcement agencies (Police, ACE & NAB) should be available through necessary amendments in the relevant laws i.e. mechanism for referral of criminal cases to relevant authorities should be devised by the regulator after taking all the legal actions mandated under Cooperative Societies Act 1925.

### **Actions under Cooperative Societies Act 1925 and Cooperative Societies Rules 1927**

Under Cooperative Societies Act 1925 and Cooperative Societies Rules 1927 the Registrars enjoy vast administrative powers as well as quasi-judicial authority to control and supervise the working of Cooperative Societies under his jurisdiction. These powers have hardly ever been exercised. A few provisions of the Cooperative Societies Act 1925 that can be helpful in nabbing the corrupt elements in the Cooperative Housing Societies are:

#### **Annual Audit of the Accounts of the Cooperative Housing Societies**

Annual audit of the accounts of the Cooperative Housing Societies under section 22 and 22-A should be conducted and if not, a transparent report is produced by the auditor subsequent action against those responsible for misappropriation of funds of the cooperative housing societies should be taken.

#### **Inquiry into Working and Financial Affairs of the Cooperative Housing Societies**

In order to promote transparency into the financial affairs of the cooperative housing societies an Inquiry should be conducted by the registrar office of the cooperative department from time to time by exercising powers under section 43,44 and 44 D and E of the Act into the constitution, working and financial condition of the societies & inspection of their record. Powers of the Registrar to issue directions and adopt specific measures;

#### **Winding Up of the Affairs of the Cooperative Housing Societies by the Registrar**

There is a need to exercise powers given under section 47 of the Cooperative Societies Act 1925 to the registrar to promote transparency in the affairs of cooperative housing societies. The registrar must exercise these powers when the registrar finds reasons to wind

up after an inquiry under section 43 or after an inspection under section 44 or if two-third majority of the members of the cooperative housing societies may desire so. Most of the investors/members of the cooperative housing societies spent their lives to recover the invested amounts. The registrar should expedite the process of winding up of the cooperative housing societies by appointing a liquidator as per law. The whole process should be done in an expedient and transparent manner.

### **Power of Registrar to Assess Damage Against Delinquent Promoters**

There is a need to effectively exercise the powers available to registrar to recover any amount payable by any member of the managing committee of the cooperative housing society. Each and every rupee of the members of the cooperative housing society should be recovered from management of the cooperative housing societies if due to cooperative housing society from the promoters of the cooperative housing society. Assessment of damages against the delinquent promoters of societies should be done under section 50-A of the Cooperative Societies Act 1925 for the benefit of the members of the housing societies.

### **Attachment of the Property of the Cooperative Housing Society**

It has been observed that many people in the management of the housing societies dispose of the property of the cooperative housing societies pending arbitration proceedings or any other such like proceedings there is a need to effectively exercise the powers under Section 55 of the Cooperative Societies Act 1925 in such a manner that the rights of the members of the cooperative housing societies may be protected.

### **Powers of the Registrar for recovery of the Misappropriated Amount of the Cooperative Housing Societies**

In order to protect the financial interest of the members of the cooperative housing societies special powers have been granted to the registrar of the cooperative department that any order passed by the registrar of the cooperative housing department would be deemed to

be an order passed by the civil court. Now, there is a need to strengthen the implementation mechanism of the orders of the registrar of the cooperative housing department in such a manner that the interests of the members of the cooperative housing societies may be protected. So, the powers vested under Section 59 of the Cooperative Societies Act 1925 needs to be strengthened to protect the financial loss of the members of the cooperative housing societies.

### **Criminal / Recovery Proceedings and Winding Up Operation**

Based on the legal framework available, a strong action is recommended to deal with the Cooperative Housing Scam, on the following lines. In order to protect the rights of the members of the cooperative housing societies, criminal proceedings should be initiated against the office bearers of those societies that have misappropriated/embezzled public money. Recovery of the misappropriated funds from the corrupt officials and return of public money and winding up of the non-functional societies to get rid the Cooperative department from unnecessary burden.

There are over 500 Co-operative Housing Societies registered with the Cooperative Department, Punjab alone. Similarly, 195 such societies have been registered in the Islamabad Capital Territory. However, a majority of these societies could never start functioning properly. These societies can be broadly categorized into the following groups:-

### **Cooperative Housing Societies Which Are Dormant Since Registration**

The societies which are dormant since their inception and exist only on paper and which are an unnecessary burden for the cooperative department should be closed after following the process of law. Such societies have hardly received any amount from their members and no member has filed any complaint against these societies. In regard to these housing societies, the cooperative departments should cancel the registration of these societies within three months, after completing all necessary formalities and after serving

them a final show-cause notice to clarify their position within thirty days. Before winding up these societies under Societies Act 1925, an inspection of the record of the Societies is advisable to determine their position regarding the funds collected and utilized by the management. This exercise would rid the Departments of un-necessary burden.

### **Those Cooperative Housing Societies Which Have Collected Only Membership Fee**

This category includes cooperative housing societies which invited a considerable number of people to associate with the housing society as members. However, after collecting the basic membership fee and share capital, no serious attempts were made to launch a housing project. The public money collected by these societies is still utilized by these non-functional entities. These societies should be placed under liquidation and their record may be collected through the field staff of the respecting Cooperative Department. After the return of the public money to the members proportionately, these societies should be wound up under Section 47 of Cooperative Societies Act 1925.

### **Those Cooperative Housing Societies Which Have Collected Only Cost of Land but No Land Has Been Purchased**

There are many cooperative housing societies which have collected funds from the members for purchase of land. However, the funds have been misappropriated and no land has been purchased. In order to solve the problem of this kind of cooperative housing societies the respective Cooperative Departments should furnish copies of Awards passed by the Registrar or his Nominee, against the delinquent promoters of such societies, under Section 50-A of Cooperative Societies Act 1925. These Awards are executable as decrees of Court and law enforcement agencies should recover the amount from the promoters of such societies, commensurate with the liability assessed against them. In cases where the concerned Registrar or his nominee has so far fixed no liability, inquiries under Section 43

should be conducted and cases under Section 50-A of the Cooperative Societies Act 1925 should be decided within six months.

### **Those Cooperative Housing Societies Which Have Purchased Disputed and Bad Title Lands**

There are many cooperative housing societies which have collecting funds and after collecting funds have purchased lands with bad title. Due to this bad title the possession/development has become almost impossible due to the incorrect decisions and *malafide* of the managing committees. In most of the cases, the land purchased by these societies is not contiguous and is scattered over a very large area. Such type of cooperative housing societies has hardly obtained an NOC from the concerned development authority for laundering a housing project. The Cooperative Department concerned should look into the possibility of consolidating/clearing the society's land and assess the viability of launching a housing project. If prospects are bright, every effort should be made to consolidate the society's land within six months otherwise the society may be placed under Liquidation and cases under Section 50-A of Cooperative Societies Act 1925 may be initiated and final liability determined by the Registrars within six months. Revenue Departments may also be consulted in this respect to determine the extent of over-invoicing done by management in purchase of land.

### **Those Cooperative Housing Societies Which Have Collected Development Charges but They Have Not Done Any Development**

The societies which have got deposits on account of development charges but the development has not been undertaken commensurate with the deposits and development charges thus collected have been utilized for purchase of land, with a view to getting commission in such transaction. A special audit of the accounts of such societies should be conducted since their inception, through a reputed Chartered Accountant firm to judge the

extent of damage done to the society and cases under Section 22-A and 50-A may be finalized by the Registrars within six months to enable law enforcement agencies i.e. police recover the misappropriated amounts from the culprits. All such sums due to Government may be recovered as arrears of land revenue under Section 65 of Cooperative Societies Act 1925.

### **Those Cooperative Housing Societies Which Have Done Development Work but No Allotment of Plots Have Been Done**

The societies, which have launched housing projects and considerable developments work has also been undertaken, however, the management has failed to make allotments and hand over actual possession of plots to the public. In order to tackle the issue of such housing societies a final show cause notice should be issued by the Registrar to such societies for handing over possession for developed plots to the public within six months, as promised by them from time to time, otherwise Administrators may be appointed to run the affairs of these societies under Rule 48 of Cooperative Societies Rules 1927. Specific tasks may be assigned to these Administrators of expediting the allotment process. The tenure of these Administrators should not exceed one year in any case.

### **Those Cooperative Housing Societies Which Have Made Allotment of Plots by Violating the By Laws of the Housing Society Concerned**

The societies where allotment of plots has also been completed however the management has been reported to be involved in allotments in violation of their byelaws, on the basis of favoritism and other considerations. An inspection of Inquiry into the record of these societies should be conducted by the Cooperative departments concerned under Section 43 and Section 44 of Cooperative Societies Act 1925 and a report to be furnished to law enforcement agencies about all such allotments made in violation of rules/byelaws.

Simultaneously, cases for recovery under Section 50-A may be decided within six months in such cases.

### **Those Cooperative Housing Societies Which Are Developed but Are Facing Minor Problems**

The societies, which have launched their housing projects quite successfully, and plots have launched their housing projects quite successfully and plots have been handed over to the public to their satisfaction. Some of these societies are, however, facing difficulties in providing civic amenities to their members owing to limited sources. Such housing societies should be encouraged and assisted in providing civic amenities/municipal facilities to the public through the local municipal corporation/body. These societies may be advised to approach the concerned authorities for settlement of disputes specially those relating to issuance of NOC for launching a housing project.

### **Strengthening Institutional Regulatory Framework of The Cooperative Housing Societies**

In order to strengthen the institutional framework of the cooperative housing societies following measures need to be taken.

#### **Activation and Strengthening of The Institution of Annual General Meeting (AGM)**

Most of the Managing Committees (MCS) of the Coop Housing Societies do not hold Annual General Meetings on time as required under Section 12 of the Cooperative Societies Act 1925. A large majority of member's problems can be solved and their grievances redressed if the institution of AGM is regularized and strengthened. The Registrars should issue instructions to all the housing societies within the time frame enunciated in the Act. Management of the societies that fail to hold Annual General Meeting on time should be served show cause notices under Rule 48 of the Cooperative Societies Rule 1927. Simultaneously, the Registrars should arrange holding of special general meetings in such



housing societies under Section 13 of the Act. The Management Committees should be bound to present before the general house, copies of the audited accounts of their societies for approval annually. The quantum of AGMs should not be less than thirty percent of the total membership of the society. A representative of cooperative department (not below the rank of Inspector) should attend the Annual General Meeting of every society in his jurisdiction and submit a report to the Deputy Registrar about the issues discussed in the meeting.

### **Periodic Inspection of The Cooperative Housing Societies**

The record/projects of the housing societies should be inspected by the Cooperative Department periodically, under Section 44 of Cooperative Societies Act 1925. As practiced in the Punjab, the assistant registrar/inspectors should carry out inspection of all the housing societies situated within their territorial jurisdiction, the Circle registrars fifty per cent and the Deputy Registrar twenty per cent annually. If required, inquiries may also be conducted into the constitution, working and financial condition of societies, under Section 43 of the Cooperative Societies Act 1925. Action, under Section 54 of the Cooperative Societies Act 1925 can also be initiated against the consultants and contractors and other concerned parties, in case of damaged done to the societies owing to their negligence.

### **Conduct of On Time Elections of The Cooperative Housing Societies**

Most of the housing societies do not hold election on time, as prescribed in their bylaws and election rules. Even if elections are held, the same people, somehow, manage to get themselves re-elected unopposed. The registrar should direct these kind of housing societies under their control to strictly observe the following instructions to be issued under Section 44 D and E of Cooperative Societies Act 1925. The tenure of office of the managing committees of all the societies should be two years in future. The quorum of AGM /General meeting for holding election will be thirty per cent of the total membership of the housing society; it should also be incorporated in the bylaws of every society that the Management

Committees are bound to arrange holding of elections before the date of expiry of its term. In case of their failure in this connection, the Management Committee should stand dissolved automatically. No one will be eligible to contest election for more than two terms in office; Elections should be held through Secret ballot and not through show of hands, An Election Commission should consists of three members of the housing society concerned, who are not contesting election themselves and election commissioner nominated by the Department should ensure that the election are held strictly in accordance with their bye laws/election rules/these instructions.

### **Resolution of Disputes Through Arbitration**

Disputes between members and past members, between members and society, between society and past or present members should be settled through arbitration under Section 54 of the Cooperative Societies Act 1925. Arbitration can help to resolve such cases which remain pending in courts of registrar or his nominees for years. All such cases should be decided within the time frame prescribed in cooperative societies Act 1925 and the rules made there under. The societies should also make use of this forum and file cases under Section 54 against the members for resolution of disputes especially where the management feels that the development works is suffering due to shortage of funds, arising out of dues outstanding against members. Recovery can also be made from defaulting members through arbitration.

### **Embargo on The Use of Luxury Vehicles and Mobile Phones by The Members of The Management Committee of The Cooperative Housing Societies**

Members of the Management Committee play havoc with the funds of the housing society by purchasing/maintaining vehicles/mobile phones from the hardened money of the members. This practice should be discouraged and the societies should be allowed only to keep one vehicle while no mobile phone should be permitted. All other vehicles should be

disposed of immediately through open auction under the supervision of the cooperative societies department.

### **Conclusion**

Housing is one of the basic necessities of life. Each and every segment of the society is trying its level best to have this necessity of life but for middle and lower middle class it is near to impossible for them to purchase a housing unit in the private housing societies, Defence housing authority and Bahria Town etc. The only option available to middle class and lower middle class is to have a housing unit through cooperative housing society. From ancient times the institution of cooperative housing societies has been utilized to solve social problems of the society including housing crisis. But, the present Legal Framework relating to cooperative housing societies contains many deficiencies due to which the institution of cooperative housing societies has miserably failed to achieve its desired goals in the housing industry of Pakistan. So, it needs to be strengthened in the light of above mentioned recommendations. By strengthening the Legal Framework by incorporating the suitable amendments not only the malpractices can be controlled but the goal of housing for all as envisaged by the UN Habitat agenda can be achieved in Pakistan.

**References:**

Cooperative Societies Act, 1925

Dr. Muhammad Naseem Javed v Lahore Cantonment Housing Society, Through

Secretary Fortress Stadium, Lahore, PLD 1983 Lahore 552

Housing Affordability and other Matters Bill, 2017

<https://cooperatives.punjab.gov.pk/>

Imran Law Book House. (2015). *Complete Manual of the Cooperative Society's Laws in Pakistan (1<sup>st</sup> ed.)*. Lahore.

Manzoor Law Book House. (2019). *The Manual of Development Authorities Laws (1<sup>st</sup> ed.)*. Lahore.

Planning and Building Legislation Amendment (Housing Affordability and Other Matters) Act, 2017

Sazama, Gerald W. (2000). Lessons from the History of Affordable Housing

Cooperatives in the United States: A Case Study in American Affordable Housing Policy.

*The American Journal of Economics and Sociology*, 59(4), 573-608.

Sindh Board of Revenue Employees Co-Operative Housing Society through General

Secretary and another, 2016 YLR 1699 [Sindh]

The Punjab Private Housing Schemes and Land Sub Division Rules, 2010



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-10>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Social Stigma as a Predictor of Perceived Stress Among Parents of Children with Special Needs</b>
<b>Author(s):</b>	Maria Mazhar M.Phil Scholar, Department of Psychology, University of Gujrat, Pakistan.
	Corresponding Author: Dr. Noreena Kausar Assistant Professor, Department of Psychology, University of Gujrat, Pakistan
	Safa Rizwan M.Phil Scholar, Department of Psychology, University of Gujrat, Pakistan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Mazhar, Maria et al .(2020). “ Social stigma as a predictor of perceived stress among parents of children with special needs .” <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 176–190, <a href="https://doi.org/10.36968/JPDC-V04-I03-10">https://doi.org/10.36968/JPDC-V04-I03-10</a>
<b>Author(s) Note:</b>	Maria Mazhar is a M.Phil Scholar at Department of Psychology, University of Gujrat, Pakistan <a href="mailto:mariamazhar741@gmail.com">Email: mariamazhar741@gmail.com..</a>
	Dr. Noreena Kausar is serving as Assistant Professor at Department of Psychology, University of Gujrat, Pakistan <a href="mailto:noreena.kausar@uog.edu.pk">Corresponding Author's Email: noreena.kausar@uog.edu.pk</a>
	Safa Rizwan is a M.Phil Scholar at Department of Psychology, University of Gujrat, Pakistan

### Abstract

Current study was designed with the aim to explore the relationship between perceived social stigma(PSS) and perceived stress(PS) among parents of children with special needs. The study was conducted from September, 2019 to June, 2020. The sample of 500 parents (250 mothers & 250 fathers) was selected using purposive sampling. The results of the study revealed that there is a significant positive correlation ( $r=.83^{**}$ ,  $p<.01$ ) between social stigma and perceived stress among parents having children with special needs. Findings indicated that mothers experienced higher level of social stigma and perceived stress as compared to fathers. Similarly, parents of children with autism spectrum disorder experienced elevated level of PSS and PS as compared to parents of children with intellectual disabilities and down syndromes. Findings also indicated that Perceived social stigma is a significant predictor of perceived stress [ $R^2 = .691$ ;  $F(1, 498) = 1115.2$ ,  $p<.01$ ]. Results concluded that parents need counselling and clinical services to minimize the negative impact of perceived stigma and in order to reduce their stress.

**Keywords:** Social stigma, perceived stress

## INTRODUCTION

When parents are informed about their children's exceptionality, they are always stunned and depressed deeply (Festen et al., 2014). This can be an overwhelming and frustrating process to raise a child with a disability and can cause many issues for parents. Because of their care-giving experience, carers can face emotional burden, stigma (social exclusion), physical burden, and economic burden (Ae-Ngibise, Doku, Asante & Owusu-Agyei, 2015). Such problems can cause a number of psychosocial issues e.g. decreased quality of life and social isolation not only for the disabled person but for family members also. Most parents of children with special needs tend not to socialize because they are afraid of their neighbors, relatives or friends who may make derogatory comments about their kids. These families distance themselves from society and do not want support from the society (Duran & Ergun, 2018). Such parents feel alone and guilty to this condition (Shetty & Menezes, 2013). Empirical evidences indicated higher level of stress among parents of children with special needs. Because of negative attitude of society parents perceived the presence of children with special needs as stigma. Stigmatization can be said to be the mechanism in which individuals appear in society as 'unwantedly different.' get labeled and lost respect in society because of labeling, prejudice, social and cultural elimination, and adverse emotional responses by the majority of public (Kayama, Haight, Ku & Cho, 2017). Parental stress can be described as the parents' experience of stress in their everyday lives, not only because of their children but also because of other factors (social, environmental) and responsibilities (Woodman, Mawdsley & Hauser-Cram, 2015).

## REVIEW OF THE LITERATURE

Different researches have been conducted on social stigma and perceived stress among parents of children with special need. Parents of children with special needs are also vulnerable to enduring high rates with stigma. Agyekum (2018) conducted a qualitative study to identify the problems and coping mechanisms used by the parents of autistic children in Ghana. Outcomes reflected people stigmatized these children and their family members. It affects parents emotionally and society's reaction to autistic child recognized stigmatized attitude of society discouraged them. Duran and Ergun (2018) did a qualitative analysis with parents of children with IDD. The overall results showed that children's parents have not been embraced by family members, peers and society as a whole and feel stigmatized.

Gobrial (2018) did qualitative work on autistic children's mothers. Semi-structured interview with 14 mothers was performed, and data were analyzed thematically. Research found that stigma was frightening for mothers coping with ASD. Results indicated that lack of resources for education and health care and stigma are the main problems for mothers. Rauf, Haque and Aftab (2017) conducted a cross-sectional study to evaluate perceived stress among autistic children's parents. The sample had been recruited from Rawalpindi and consisted of 103 parents of autistic children. Study findings showed that autistic children's mothers felt more stress than fathers. A study to assess parental stress among parents of children with and without disabilities was conducted. The sample of 200 participants (100 parents of normal children & 100 parents of disabled children) were recruited from Bahawalpur, Pakistan's private and special education schools. Result of the study showed that stress levels among parents of disabled children were higher than those of normal children (Nadeem, Choudhary, Parveen & Javaid, 2016).



In 2015, Parasar and Sharma conducted research to assess parental stress among children with Autism Spectrum Disorder and Mental Retardation. The study included 75 parents. Result of the study showed that parents of autistic children experienced greater stress relative to parents of children with mental retardation.

Up to researcher's best knowledge, no study was reported in Pakistan particularly in the Gujrat district relating to social stigma and perceived stress among parents of children with special needs. So, this issue must be addressed to make the public aware of how their words and attitude influenced the parents having children with special needs. The objectives of the study are:

- A) Measure relationship between social stigma and perceived stress among parents of children with special needs
- B) Measure differences in levels of social stigma and perceived stress with respect to demographic variables of the participants

Further, the hypothesis of the study is as follow:

- A) Social stigma would be a significant predictor of perceived stress among parents of children with special needs.

## **SUBJECTS AND METHODS**

Cross sectional survey resaerch design was used to assess the correlation between social stigma and perceived stress among parents of children with special needs. The sample consisted of 500 parents (250 fathers & 250 mothers) of special needs children recruited from Lalamusa, Gujrat, Kharian and Jhelum, Pakiustan. Sample was drawn from special education schools and clinical settings of four cities of Pakistan through purposive sampling technique. Parents aged 25 to 60 years, having at least one child with special needs (age 5 to 18 years) in each category (Autism Spectrum Disorder, Intellectual Disability Disorder & Down Syndrome) and

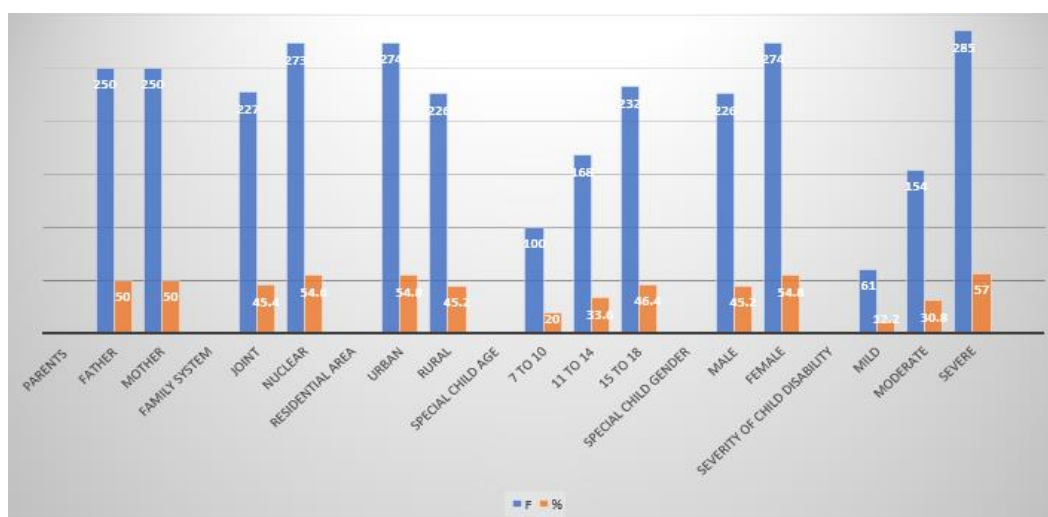
having both parents living together were included in the study. Parents with more than one disabled child or children with other disabilities were not included in the research. In addition, participants who were divorced, widowed, separated and were physically and mentally ill were not part of the study. Parental Perceived Stress Scale (Kausar, Akram, Dawood & Ahmad, 2019) and Social Stigma Scale (Mazhar & Kauser, 2020) was used for collection of data. Parental Perceived Stress Scale (PPSS) comprises of 32 items. The participants responded on a 5-point Likert scale ranging from strongly agree to strongly disagree. The alpha reliability of the instruments was reported as .95 and convergent and divergent validity were reported as  $r=.29^{**}$ ,  $r= -.04$ , respectively. Social Stigma Scale (SSS) used to assess social stigma among parents. It comprises of 20 items. The response format was based on a 5-point Likert scale ranging from strongly agreed (5) to strongly disagree (1). High scores on SSS show high level of social stigma where as low scores show low level of social stigma. Scale has Cronbach's alpha reliability of .86 to .94. It also has good test retest reliability ( $r=.89^{**}$ ,  $p<.01$ ). The convergent validity and divergent validity were reported as  $r=.87^{**}$ ,  $r= -.07$  respectively. After taking consent of participants and informing about research purpose, questionnaires were administered. It took about 15 to 20 minutes on average for each administration. Study has maintained the ethical principle of informed consent and confidentiality. All respondents were also told that they are permitted to leave the study at any time. Data were analyzed on 21 version of statistical package for social sciences. Descriptive statistics were used to assess the frequencies and percentages of demographic variable of the participants. Inferential statistical analysis of independent t-test, one-way anova and linear regression were used to meet the objectives and to test the hypothesis of the study. All the procedures and materials used were reviewed and approved by Advance Studies and Review

Board of The University of Gujrat, Pakistan. University reference letter was used to obtaine the permission from the head of institutions and administrative authorities. Study has maintained the ethical principle of informed consent and confidentiality.

## RESULTS

The Graph 1 showed that study consisted of 250 fathers and 250mothers. The majority of participants (67.4%) lived in the nuclear family system. Most participants lived in urban area (51.6 %). Results also revealed that the majority of disabled children were female (59.8%)have severe level of impairment (79.2%) and most of them fall in the 15 to 18-year age group (55.4%).

**Graph 1: Frequencies and Percentages of Demographics of the Respondents**



**Table 1: Correlation Between Social Stigma and Perceived Stress (n=500)**

Measures	Social Stigma	Perceived Stress
Social Stigma	-	
Perceived Stress	.831**	-

Note: \*\*, Correlation is significant at the 0.01 level (2-tailed).

Findings of Table 1 shows a statistically significant positive correlation (.83,  $p > .05$ ) between social stigma and perceived stress among parents of special needs children.

*Table 2. Mean, Standard Deviation and t- values on Social Stigma and Perceived Stress in Respect to Participants' Gender (N=500)*

Variable	Males		Females		t (498)	p	CI 95%		Cohen's d
	M	SD	M	SD			LL	UL	
SS	70.24	26.69	84.71	12.17	7.80	.000	10.82	18.12	0.7
PS	113.16	39.08	133.7	19.72	7.42	.000	15.13	26.01	0.6

*Note: M= Mean, SD= Standard Deviation, LL= lower limit, UL= upper limit SSS=Social Stigma and PS=Perceived Stress*

Table 2 indicates independent t test demonstrating mean differences in the scores of social stigma and perceived stress among fathers and mothers of children with special needs. The outcome of t test demonstrates that there is statistically significant difference among the mean scores of fathers (M=70.24, SD=26.69) and mothers (M=84.71, SD=12.17) conditions ( $t=7.8$ ,  $p<.001$ , 95% CI). The results further indicates that mothers (M=84.71, SD=12.17) face greater social stigma as compared to fathers (M=70.24, SD=26.69). Similarly, independent t test shows mean difference in the perceived stress scores among fathers and mothers of special needs children. The outcome of t test illustrates that there is statistically significant difference among the mean scores of fathers (M=113.16, SD= 39.08) and mothers (M= 133.73, SD=19.72) conditions ( $t=7.4$ ,  $p<.001$ , 95% CI). The results indicate that mothers (M= 133.73, SD=19.72) face high perceived stress as compared to fathers (M=113.16, SD= 39.08).

*Table 3. Mean, Standard Deviation and t- values on Perceived Stress with Respect to Child's Gender among Parents (N=500)*

Variable	Male Child		Female Child		t (498)	p	CI 95%		Cohen's d
	Parents		parents				LL	UL	
	M	SD	M	SD					
SSS	72.575	25.658	81.521	17.386	-4.62	.000	-12.17	-5.14	0.40
PS	115.973	39.08	129.609	25.482	-4.75	.000	-19.3	-8.0	0.41

*Note: M= Mean, SD= Standard Deviation, LL= lower limit, UL= upper limit SSS=Social Stigma and PS=Perceived Stress.*

Table 3 shows an independent t-test demonstrating mean difference in perceived stress scores and social stigma among fathers and mothers of children with special child needs on the basis of child gender. The t test results indicate that there is a statistically significant difference between the mean scores of parents having male children (M=115.97, SD=38.29) and parents having female children (M=129.60, SD=25.48) ( $t=-4.75$ ,  $p<.001$ , 95 % CI). The results indicate that parents have female special children (M=129.60, SD=25.48) are experiencing elevated levels of perceived stress as compared to parents having male special child (M=115.97, SD=38.29). The t test result also indicates that there is a statistically significant difference between the mean scores of social stigma among parents of male children (M=72.57, SD=25.65) and parents of female children (M=81.52, SD=17.38) ( $t=-4.62$ ,  $p<.001$ , 95 % CI). Similarly, the results indicate that parents with girls as children (M=81.52, SD=17.38) are experiencing high levels of social stigma relative to parents with boys (M=72.57, SD=25.65).

Table 4. One-Way Analysis of Variance of Social Stigma on Type of Disability (Autism, ID, Down Syndrome) (N=500)

Scale		SS	df	MS	F	Sig
Social Stigma	Between Groups	125664.419	2	62832.209		
	Groups Within	114902.339	497	231.192	271.775	.000
	Total	240566.758	499			
Perceived stress	Between Groups	193737.312	2	96868.656		
	Groups Within	336504.230	497	677.071	143.070	.000
	Total	530241.542	499			

Note: SS= Sum of square, MS= Mean Square.

Table 4 suggests that there is a significant difference between the level of social stigma and perceived stress on the basis of children types of disability. There was a significant impact of child disability type on perceived stress at the  $p < .05$  level for the three conditions [ $F(2, 497) = 143.07$ ,  $p = 0.01$ ] and on social stigma at the  $p < .05$  level for the three conditions [ $F(2, 497) = 271.7$ ,  $p = 0.01$ ].

Table 5. Summary of Linear Regression Analysis of Social Stigma as Predictor of Perceived stress among Parents of Children with Special Needs

Predictor	R	R <sup>2</sup>	$\Delta R^2$	F	p
Social Stigma	.831	.691	.691	1115.2	.000

Note: R<sup>2</sup>= R square, P= significance

Table 5 shows that social stigma is a significant predictor of perceived stress among parents of children with special needs and explains 69% of variance [ $R^2 = .691$ ;  $F(1, 498) = 1115.2$ ,  $p < .01$ ].

## DISCUSSION

The present study was designed to determine the relation between perceived stress and social stigma. The results indicated that there is significant positive

correlation between social stigma and perceived stress. The findings are in line with the studies of Karenhappachu and Sridevi(2014) and Anne and Wallston (2014). The findings also reveals that there is statistically significant difference in the level of perceived stress and social stigma among fathers and mothers of children with special needs. Mother particularly experiences elevated levels of perceived stress and social stigma as compared to fathers. The findings are in line with Sharaket al.(2019) who found that mothers of children with intellectual disabilities had a higher level of stress relative to fathers. The findings are also supported by Rauf et al. (2017) and Kocabıyık and Fazlıoğlu (2018) studies who backed current findings that mother has a high degree of social stigma as compared to fathers. Findings also indicates statistically significant difference between the level of perceived stress and social stigma among parents of boy and girl child with special needs. Particularly girl child's parents experience high levels of perceived stress and social stigma as compared to parents of boy child. The findings are supported by Gupta, Mehrotra and Mehrotra (2012) study reported that there was a higher level of stress among parents of girl child. Results also shows that there is statistically significant difference in the level of perceived stress and social stigma among parents of children with special needs on the basis of type of child disability. Parents of children with autism spectrum disorder in particular face a high degree of perceived stress and social stigma in contrast to parents with children with intellectual disabilities and down syndromes. The findings are consistent with the Jordan-based Amireh (2019) study which reported that parents of children with autism are experiencing higher stress rates relative to parents of children with down syndrome. Kinnear et al.(2016) conducted a survey with parents of autistic children also supported current findings that parents of autistic children were more stigmatized than parents of children with other disabilities. The hypothesis

of the study was that the social stigma would be the significant predictor of perceived stress among parents of children with special needs. Results showed that social stigma among parents of children with special needs is the significant predictor of perceived stress. The results adhere to Lovell and Wetherell (2019) study on autistic children's parents stated that social stigma predicts perceived stress positively.

Parents of children with special needs faced high level of social stigma and perceived stress. The level of stigma and perceived stress is higher among mothers as compared to fathers. Moreover, results also indicated that parents having girl special child experience more social stigma and perceived stress as compared to parents of boy child. Findings conclude that there is an intense need of counseling services for parents of children with special needs. Further, lectures and seminars can be arranged for community in order to provide them awareness about the negative effect of their attitudes on parents of children with special needs.

**Conflict of Interest:** The authors report no conflict of interest.

**Grant Support & Financial Disclosures:** None.



## REFERENCES

- Ae-Ngibise, K. A., Doku, V. C., Asante, K. P., & Owusu-Agyei, S. (2015). The experience of caregivers of people living with serious mental disorders: a study from rural Ghana. *Global health action*, 8, 26957. <https://doi.org/10.3402/gha.v8.26957>.
- Agyekum, H. A. (2018). Challenges of Parents with Autistic Children in Ghana. *Brain Disorder and Therapy*, 7(4). doi: 10.4172/2168-975X.1000248.
- Amireh, M. M. H. (2018). Stress Levels and Coping Strategies among Parents of Children with Autism and Down Syndrome: The Effect of Demographic Variables on Levels of Stress. *Child Care in Practice*, 25(2), 146–156. doi: 10.1080/13575279.2018.1446907.
- Anne ,C., & Wallston, K.A. (2014). The Stigma of Childhood Mental Disorders. *Journal of HHS public Access PMC*, 49(2), 92-198.
- Duran, S., & Ergün, S. (2018). The stigma perceived by parents of intellectual disability children: An interpretative phenomenological analysis study. *Anatolian Journal of Psychiatry*, 1. doi:10.5455/apd.282536.
- Festen, H., Schipper, K., de Vries, S.O. et al. Parents' perceptions on offspring risk and prevention of anxiety and depression: a qualitative study. *BMC Psychol* 2, 17 (2014). <https://doi.org/10.1186/2050-7283-2-17>.
- Gobrial, E. (2018). The lived experiences of mothers of children with the autism spectrum disorders in Egypt. *Social Sciences*, 7(8), 133.
- Gupta, V.B., Mehrotra, P., & Mehrotra, N. (2012). Parental Stress in Raising a Child with Disabilities in India. *Disability.CBR and Inclusive Development*, 23(2), 41-51. doi 10.5463/.

- Karenhappachu, M.S., Sridevi, G. (2014). Caregiver burden and Perceived Social Support in mothers of children with mental Retardation. *International journal of scientific research and publication*, 4(4), 1-7.
- Kausar, N., Akram, B., Dawood, S., & Ahmad, F. (2018). Development of an Indigenous Parental Perceived Stress Scale for Children with Autism Spectrum Disorder. *Pakistan Journal of Psychological Research*, 34(2).
- Kayama, M., Haight, W., Ku, M.L.M., & Cho, M. (2017). East Asian and US educators' reflections on how stigmatization affects their relationships with parents whose children have disabilities: Challenges and solutions. *Children and Youth Services Review*, 73, 128-144.
- Kinnear, S. H., Link, B. G., Ballan, M. S., & Fischbach, R. L. (2016). Understanding the experience of stigma for parents of children with autism spectrum disorder and the role stigma plays in families' lives. *Journal of Autism and Developmental Disorders*, 46(3), 942-953.
- Kocabıyık, O. O., & Fazlıoğlu, Y. (2018). Life stories of parents with autistic children. *Journal of Education and Training Studies*, 6(3), 26. doi:10.11114/jets.v6i3.2920
- Lovell, B., & Wetherell, M. A. (2019). Affiliate stigma, perceived social support and perceived stress in caregivers of children with autism spectrum disorder: A multiple mediation study. *Archives of Psychiatric Nursing*, 33(5), 31-35. doi: 10.1016/j.apnu.2019.08.012.
- Mazhar, M. & Kauser, N. (2020). Social Stigma as A predictor of perceived stress among Parents of children with Special Needs (Unpublished MPhil dissertation). University of Gujrat, Pakistan.

- Nadeem, M., Choudhary, F.R., Parveen, A., &Javaid, F. (2016). Parental Stress among Parents of Children with and without Disabilities. *Pakistan Journal of Social Sciences*, 36(2), 1281-1289.
- Parasar, A., & Sharma, N. (2015). A Study of The Stress Level Among the Parents of Mentally Retarded and Autistic Children. *Indian Journal of Developmental Disabilities*, 3(2), 38-45.
- Rauf, N. K., Haque, A.U., &Aftab, R. (2017). Parental stress and autism: Differences in perceived stress and Coping behavior. *Journal of Pakistan Psychiatric Society*, 14(2), 8-11.
- Sharak, F. M., Bonab, B. G., &Jahed, M. (2019). Relationship between stress and religious coping and mental health in mothers with normal and intellectually disabled children. *International Journal of Educational and Psychological Researches*, 3(3), 198.
- Shetty, L., & Menezes, S. (2013). A study on the problems faced by the parents in handling the mentally challenged children in Mangalore district. *Global Journal of Interdisciplinary Social Sciences*, 2(1), 1-5.
- Woodman, A. C., Mawdsley, H. P., & Hauser-Cram, P. (2015). Parenting stress and child behavior problems within families of children with developmental disabilities: Transactional relations across 15 years. *Research in developmental disabilities*, 36C, 264–276. <https://doi.org/10.1016/j.ridd.2014.10.011>



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-11>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>The Impact of Mobile Phone on Family Life: A Case Study of Lahore, Pakistan</b>
<b>Author(s):</b>	Dr. Muhammad Shabbir Sarwar Assistant Professor, Institute of Communication Studies, University of the Punjab, Lahore
	Humara Gulzar M. Phil, Media Studies, Islamia University Bahawalpur, Punjab, Pakistan
	Muhammad Ahsan Bhatti Assistant Professor, Department of Communication Studies, Bahauddin Zakariya University Multan, Punjab, Pakistan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Sarwar, Dr. Muhammad Shabbir, et al. "The Impact of Mobile Phone on Family Life: A Case Study of Lahore, Pakistan." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 191–206, <a href="https://doi.org/10.36968/JPDC-V04-I03-11">https://doi.org/10.36968/JPDC-V04-I03-11</a> .
<b>Author(s) Note:</b>	Dr. Muhammad Shabbir Sarwar is serving as Assistant Professor at Institute of Communication Studies, University of the Punjab, Lahore. <a href="mailto:shabbir.ics@pu.edu.pk">Corresponding Author email: shabbir.ics@pu.edu.pk</a>
	Humara Gulzar has done M. Phil in Media Studies from Islamia University Bahawalpur, Punjab, Pakistan
	Muhammad Ahsan Bhatti is serving as Assistant Professor at Department of Communication Studies, Bahauddin Zakariya University Multan, Punjab, Pakistan

### Abstract

The purpose of this research paper is to explore the negative relationship between mobile phone and family life as well as negative impact of mobile phone usage on family life norms and traditions. The study is based on data collected through mixed method i.e. survey of a random sample of 1300 people and structured interviews conducted with a sub-sample of 13 people in Lahore, Pakistan. The study found that mobile phone is negatively affecting the family life due to its massive usage during family socialization time. The quantitative analysis found that over 85% of respondents use mobile phone for communication with the people other than their family members when they are with their family; over 50% make calls to others during their family time; 83% make SMS; 75 feel that they ignore their family due to cell phone; 86% thinks that mobile has influenced their family time face-to-face socialization negatively and 91% said that they exchanged harsh words with their family members for at least once or more due to using mobile phone during family time. The study reveals that male members of the traditional families are more responsible for using mobile phone during family time and damaging family traditions as compared to the female members. However, parents remain very concerned about the possibilities of misuse of mobile phone by female teenagers of the family. In most cases family elders were annoyed with the youth for adopting this change in their behaviors damaging the family traditions.

**Keywords:** *Negative Impact of Mobile Phone, Family Times (FT), Close Circle Socialization, Lahore youth, Family Life, Cell Phone*

## 1. Introduction

According to the Pakistan Census (2017), the total population of Pakistan was 207.77 million. Now in 2020 this population has further increased to 222 million (Worldometer, 2020). Being the world's fifth-most-populous country there are 169 million cellular phone users (79.65 per cent of the population) with 85 million 3G/4G Internet subscribers in the country (Pakistan Telecommunication Authority, 2020). As of 2017, the cellular subscription growth rate in Pakistan was 3.8 percent, ranking it in the middle field of Asia Pacific countries for this development (Statista, 2020).

Kiran and Sarwar (2011) found that 90 percent of Pakistanis live within areas that have cell phone coverage and more than half of all Pakistanis have access to a cell phone. Pakistan is the 6th most populated country where the number of mobile phone subscribers was only 5 million by the start of 2004; however, in the year 2011 it surpassed 100 million with an estimated amount of 134.4 million. They stated that Pakistan stood 9th of the mobile subscribers in the world and 5th in the Asia.

As per PTA data (2020), currently in Pakistan Mobilink-Warid is the largest mobile phones connections service provider with 63.5 million subscriptions followed by Telenor with 46 million, Zong 37 million and Ufone with 22.1 million connections.

During the first decade of the 21<sup>st</sup> century application of the distant linkage communication technology increased in Pakistan tremendously. This advancement included communication through internet chatting, voice chatting, internet emailing, mobile phone calls, SMS, MMS, voice SMS and again internet chatting and emailing through mobile phones. People of all age groups in general and the youth in particular adopted the technological advancement based on innovations showing their interest in the distant communication gadgets, especially cell phones (Kiran & Sarwar, 2011; Popalzai & Haque, 2013).

A large group of youth took interest in making/ receiving calls to/from unknown persons of opposite gender. Moreover, the youth participate in mobile phone discussions forums at various friendship search groups and socialization groups, established by the telecommunication companies on the pattern of the Internet chat rooms and interest social groups. Boys and girls introduce themselves in these groups with the help of a voice message and other members of the group may contact them after listening to their voices as per their interest areas. Although the telecommunication companies prohibit disclosing mobile phone numbers in these chat group, usually male and female participants disclose contact numbers. In this way from a particular social chat group many smaller groups emerged and often decreased their size up to four-member, three-member and two-member groups i.e. one male and one female. Long conversations of 15 min to 30 min, one hour, two hours or so are made between these groups usually during late night hours when calling charges are lowest and often youth use late night special discount packages offered by the mobile phone companies (Azeez et al, 2015; Khalid, 2017).

### **1.1. Statement of the Problem**

The mobile phone is being excessively and overly used during family interactive hours for making contacts with non-family members causing serious harm to family ties and traditions. Individuals care more for their distant linkage as compared to their close circle and family socialization, a change which may adversely affect the Eastern asset of family system. Two members of a family while sitting in the same room of their house face-to-face or side-by-side instead of talking to each other are now often seen having mobile phone sets in their hands and talking to some others living at a distant place, or in other city, other country or even some other continent. Due to spending a big part of their daily time in mobile phone communication or mobile phone related entertainment, the youth's relationship with mobile phones have become stronger and disturbing the family relationship and family traditions.

This newborn relationship has started influencing their decades old blood relationship with their family members. This is evident from the young people's cell phone using habit while being with their families on dining table or while sitting in common room. The family interaction or face-to-face discussion time has started to reduce considerably in even nuclear families.

## **2. Literature Review**

Mairaj & El Hadi (2011) found that Internet and mobile phone enhance linkage with family, friends and people living away, besides reducing the direct face to face communication and interaction with family and friends. They surveyed the undergraduate and postgraduate students of University of the Punjab, Lahore, and concluded that Internet and mobile phones were developed to help people, however, the usage of phones may cause positive or negative effects on the family life.

Campbell (2005) explored the impact of mobile phone on youth peer relationships, on family relationships and on the institution of the school. The study found that mobile phone has led to changed dynamics in the family, with issues of safety and surveillance from a parental perspective leading to negotiated changing freedoms for young people. While functional coordination can be beneficial for the family, other problems can arise such as financial difficulties, non-custodial parent access, as well as over reliance on the mobile phone for safety issues and intrusion into young peoples' lives.

Nawaz and Ahmad (2012) stated that the mobile phone use by youth is a global phenomenon as it has become the part and parcel of youth's routine lives. They explored the impact of the mobile phone on youth peer relationships and family relationships. The survey study based on data collected from five colleges of Gujrat city, found negative impacts on youth's family and peer relationships. They discussed some commonly practiced family rules regarding youth's mobile phone use. Many young people (58%) said there were no rules set



by their parents about the mobile phone use, and only 12% stated that their parents used taking their mobile phones from them as a punishment (Matthews, 2004). Another study revealed that 26% of youth said their parents threatened them to confiscate their mobile phones as a tool of punishment in New Zealand (Netsafe, 2005). Another study found that as many as 10 percent of youth stated that their parents frequently asked them to avoid using mobile phone late at night with 12% said that this was the most common disagreement between them and their parents (Matthews, 2004).

However, Christensen (2009) found that mediated communication has acquired a strong role in the routine linkage of family members. The study conducted through qualitative interviews with families living in Denmark, investigated that how the parents and children used their mobile phones for information and liaison while creating a feeling of comeliness when they were not close to each other's. This practice of 'connected presence' was caused due to frequent mobile phone calls and text messages between children and their parents.

## **2.1 Theoretical Framework**

The Family Systems Theory and The Grounded Theory provided the base to conduct this study.

Dr. Murray Bowen (1950s) in The Family Systems Theory suggests that family is a system in which each member has a role to play and rules to respect. The family members are supposed to react to each other in a way as per their role determined by relationship agreements. Within the boundaries of the system, patterns develop as certain family member's behavior is caused by and causes other family member's behaviors in predictable ways. Maintaining the same pattern of behaviors within a system may lead to balance in the family system, but also to dysfunction (Michael, 2000). Since cell phone acts as a mediator or as a tool of disturbance in family relations, this theory is relevant for this study.

For the qualitative part The Grounded Theory was applied to formulate themes based on the facts on the collected data (Creswell, 2013). Through structured interviews, the authors investigated the role mobile phones impact on family life.

## **2.2 Research Objectives**

There are following two key objectives of the study:

1. To study the effects of mobile phone on family life among the residents of the Lahore city, the capital of the largest populated Punjab province of Pakistan.
2. Another objective of the study is to suggest ways and means to reduce the negative relationship between mobile phone and family life.
3. The study also aims at sensitizing legislators, policymakers and Pakistan Telecommunication Authority on this issue.

## **2.3 Research Questions**

Following research questions guided the study:

- Q.1: What type of impact mobile phone use is bringing upon the relationship of family members in Lahore, Pakistan?
- Q.2: Whether mobile phone has a negative impact on the family life in Lahore, Pakistan.
- Q.3: Whether people have become more careful towards their mobile phone based distant linkages as compared to their face-to-face communication and family socialization.

## **3. Research Method**

The quantitative research method has been used to conduct this study. The data was collected through mixed method i.e. survey of a random sample of 1300 people and structured interviews conducted with a sub-sample of 13 people in Lahore, Pakistan.

According to the 2017 census (Pakistan Bureau of Statistics), Lahore's population was 11.12 million. Later in mid-2006 government estimates put the population at around 10 million, which makes it the second largest city in Pakistan, after Karachi. It is considered among the

30 largest cities of the world. The rationale for selecting youth for this study is because of the fact that youth comprises 60 to 62 % population of Pakistan.

The Lahore city comprised nine towns administratively. For this research a sample of 1300 respondents have been taken randomly from Lahore city while giving almost equal representation to all towns of the city, as survey queries were put before around 145 respondents in each town ( $145 \times 9 = 1305$ ). Five incomplete questionnaires were not counted making the sample size to the exact figure  $n=1300$ . A purpose-built pretested questionnaire including 14 close-ended questions on five-point Likert scale (*1-strongly disagree to 5-strongly agree*) was used for quantitative data collection.

Furthermore, a sub-sample of 13 youth was selected from the main sample of the study i.e. from all nine towns of Lahore city. Separate interviews were arranged with them to collect data through the technique of structured interviews. Questions having two parts was asked from the respondents to get detailed information. A range of varied responses gathered during structured interviews was compiled while giving first preference to most frequent replies. Qualitative Grounded Theory Analysis was applied to formulate theme (Creswell, 2013). Later, the data was tabulated and results were gathered on the basis of calculating most common frequent answers of the respondents.

#### **4. Results and Discussion**

The results of the survey along with number of responses against each question and their percentage (%) are following:

**1.1** Table 4.1: *Responses on Likert Scale: Frequency and Percentage*

Survey Questions	% of respondents				
	SDA	DA	Neutral	A	SA
1. I use cell phone when with family.	0.69	2.23	11.15	23.84	62.07
2. I receive calls when with family.	0.84	1.76	11.69	25.84	59.84
3. I make calls when with family.	1.53	8.07	39.8	32.30	18.23
4. I listen to music or play video games when with family members.	38.61	32.07	16.61	8.69	
5. I use Internet on phone when with family.	45.92	44.23	5.53	2.84	1.41
6. I start speaking /listening my family after using mobile phone.	12.38	24.38	31.69	21.00	10.53
7. I think I ignore family and I use mobile phone while I am with them.	1.92	3.15	19.76	42.15	33
8. My family mention their annoyance regarding ignoring them and use of phone.	15.38	0.38	7.46	44.76	47.23
9. I feel irritation when my family member use cell phone during the time of family's interaction.	1.61	3.00	8.69	44.92	47.76
10. I think talking/ giving response to others is important when I am with my family.	0.92	7.15	12.07	44.38	35.46
11. When with my family, I ever left home in case of any emergency call/ SMS received on my mobile phone.	0.00	0.00	5.23	20.69	74.07
12. I think mobile phone has influenced my family time socialization negatively.	2.92	3.15	7.15	41.61	45.15
13. My family member(s) try to stop me from using mobile phone during family time.	0.84	1.76	15.53	48.07	33.76
14. Due to use of cell phone I exchanged harsh words with family member(s).	0.92	1.15	5.92	44.92	47.07

## 1.2

The quantitative analysis found that over 85% of respondents use mobile phone for communication with the people other than their family members while being with their family; over 50% make calls to others during their family time; 83% make SMS; 75 feel that they ignore their family due to cell phone; 86% thinks that cell has influenced their family time face-to-face socialization negatively and 91% said that they exchanged harsh words with their family members for at least once due to using cell phone during family time. The study further reveals that male members of the traditional families are more responsible for damaging/ violating the family traditions as compared to the female members and family elders are annoyed (83%) with youth for adopting this change in their behaviors damaging the family traditions. However, parents are very much concerned about the cell phones using habits of female members of the family for interaction with their peer groups other than the family members and relatives.

The study also revealed that 94% people even go to office/ workplaces or out for other reasons in case of any emergency call from office or workplace etc, even during evening hours or weekends, adversely disturbing the feelings (78%) of other family members and causing an increase in complaints (35%) against one another.

### 1.2.1 4.1. Structured Interviews

Two questions were especially structured for the study for knowing varied range of responses for the respondents. Finally, all received responses were measured on a 6-point scale based on the majority number of responses. The two queries comprised:

*Q.15. Why you use cell phone while being with your family?*

*Q.16. In your opinion, how cell phone negatively affects your family life?*

Both the queries were measured in the following tables on six-point scales based on the majority responses. These responses received against Q15 were measured on the scale as: 1-

To respond/ direct office/workplace, 2-To respond/contact, friends 3-to respond/contact relatives, 4-for information, 5-for entertainment and 6-to respond unknown calls/messages.

While the responses received against Q16 were measured on the 6-point scale as: 1-exchanged harsh words with family, 2-parents annoyed, 3-increased family life disturbance, 4-decrease in face-to-face interaction, 5-feelings of family hurt and 6-family complaints increased.

Table 4.2: Q.15. Why you use cell phone when with your family?

1.3 % of gathered responses								
1.4	1	1.6	1.7	3	1.8	1.9	1.10	6
-To respond/		-To	-To		-For	-For	-To respond	
direct office/		respond/	respond/co		Infor	Enter	unknown	
1.5	w	contact	ntact		matio	tainm	calls/messag	
orkplace		Friends	Relatives		n	ent	es	
1.11	4	1.12	1.13	1	1.14	1.15	1.16	1
7.00		4.52	4.92		.15	.92	3.00	
1.17								

During interactive session with the respondents most of them said that “Some time it’s very important to attend a call from office, boss, clients or workplace subordinates to get directive or business updates. One can’t ignore such important call while sitting among family members. A majority of them also said that: “Sometime a relative or family friend calls you and of course you have no option but to receive the call or otherwise remain ready to face his/her anger.” For short-term planning and in case of change of any plan, seniors or juniors make a call to inform you. In personal business when your workers are doing overtime the night shift supervisor/ manager remains in constant contact with you in case of any urgency.

Some opined that they have to receive call from some unknown numbers also because sometime acquaintances change their cell number and they wanted to talk you something very important or they are in some emergency.

**1.18** Table 4.3: *Q.15. How cell phone negatively influenced your family life?*

<i><b>1.19</b></i> % of gathered responses    (N=13 structured interviews)							
<i><b>1.20</b></i>	<i>1</i>	<i><b>1.21</b></i>	<i><b>1.22</b></i>	<i><b>1.23</b></i>	<i>4</i>	<i><b>1.24</b></i>	<i><b>1.25</b></i>
<i>-Exchange</i>		-	-	<i>-Decrease</i>		-	<i>-Family</i>
<i>Harsh words</i>		<i>Parensts</i>	<i>Increased</i>	<i>in Face-to-</i>		<i>Feelin</i>	<i>Compla</i>
<i>with Family</i>		<i>Annoyed</i>	<i>Family</i>	<i>Face</i>		<i>gs of</i>	<i>ints</i>
			<i>Life</i>	<i>Interaction</i>		<i>Famil</i>	<i>increas</i>
			<i>Disturban</i>			<i>y Hurt</i>	<i>ed</i>
			<i>ce</i>				
<i><b>1.26</b></i>	<i>4</i>	<i><b>1.27</b></i>	<i><b>1.28</b></i>	<i><b>1.29</b></i>	<i>7</i>	<i><b>1.30</b></i>	<i><b>1.31</b></i>
0%		3%	5%	6%		8%	5%

While replying to Question No. 16 during the intensive interview, a majority of the sub-sample of 13 youth narrated various incidents about how mobile phone usage during family time negatively affected the feelings of the other family members. Most the respondents (10 or 76%) expressed decrease in face-to-face interaction time between their family members owing to the increased usage of cell phone during their routine family meeting/sittings time.

Saba Ishtiaq, a 20-year-old MBBS student of Model Town area, said that her brother Ali Ahmed often uses his mobile phone while their family is gathered at the dinner. Saba said once her father was talking about an important family matter regarding the wedding of their elder sister when suddenly his brother's mobile phone rang up and as a response he attended the call. At this his father admonished Ahmed severely and cursed him for being ill mannered and uncivilized. Getting infuriated, Ahmed left the dining table. Their mother in a bid to stop

him also left the dining table and the whole family spent a very unpleasant weekend. All this happened due to cell phone that promoting bad manners and damaging family traditions, Saba said.

Another respondent Hafiz Imran (20), who lives in Gulberg area, said that now everyone owns a mobile phone in his family. Earlier face-to-face interaction usually remained very focused and attentive between all family members in the evening and on weekends while sitting at the dining table or in the drawing room. But now the level of face-to-face interaction has been decreased considerably between our family members because of the mobile phone-related disturbance. Whenever we traditionally gather for having some informal talks, one member or the other suddenly start using or responding to mobile phone and this factor is badly influencing our family life, he said.

The 95% of respondents narrated stories of mobile phone caused disturbance in their family life and informed that average family socialization and face-to-face interaction level has been decreased among their family members due to frequent usage of mobile phones. Most respondents said that their family elders usually remained more annoyed with the male youngsters of the family for developing the mobile phone using habits while being with the family during evening hours and on weekends.

## **5. Conclusion**

Since technology has been proving as a precursor to change, along with the positive aspect and positive influence of mobile phone on the family life there are many negative aspects also. This study finds that the mobile phone has negatively influenced the family traditions and norms of face-to-face interactions, besides considerable reduction in the family socialization time due to frequent usage of cell phone by family members, especially in the traditional nuclear families of Lahore, Pakistan. The technological development has increased the level and frequency of communication and distant communication is dominating over the



face-to-face close circle socialization. The family members hardly spare time to interact with each other as they are busy by the signal-based communication gadgets, which are influencing the family life negatively.

### **5.1. Recommendations**

The study recommends controlled minimum possible use of mobile phone during family time interactive hours to save the Eastern culture of family socialization and strong relationship, which is under attack due to technological developments. The policy makers and Pakistan Telecommunication Authority must review the cell phone companies phone calls and SMS packages, which are a major cause of unnecessary use and misuse of mobile phone. Youngsters should be sensitized on the importance of close circle, face-to-face socialization and its positive impacts of the family life and social life thus making them realize to prefer face-to-face communication over the mobile phone based communication.

## References

- Azeez, A., Dildar, S. M., Juni, M. S., Ashraf, C. A., & Kareem, J. (2014). Internet as Need or Addiction Amongst Pakistani Youth; Exploring The Use of Internet at University Level Students. *International Journal of Research*, 1(10), 1323-1334.
- Campbell, M. A. (2005). The impact of the mobile phone on young people's social life. In: Social Change in the 21st Century Conference, 28 October 2005, QUT Carseldine, Brisbane.
- Chelsey, Noelle (2006). Cell Phone Disrupt Family Life. *Journal of Marriage and Family*, University of Wisconsin-Milwaukee.
- Christensen, T. H. (2009). 'Connected presence' in distributed family life. *New Media & Society*, 11(3), 433-451.
- Creswell, J. W. (2013). Qualitative inquiry and research design: Choosing among five approaches. Los Angeles, CA: SAGE.
- Kiran, S. and Sarwar, M. S. (2011). *Negative Effect of Cell Phone Addiction among Youth*. Unpublished Masters Dissertation, Department of Media and Communication, University of Management and Technology, Lahore.
- Khalid, H. (2017). The effects of social networks on Pakistani students. *Journal of Information Technology & Software Engineering*, 7(3), 1-6.
- Mairaj, M. I., & El Hadi, W. M. (2011). The Impact of the Internet and mobile phones on family relations in Pakistan.
- Matthews, R. (2004). The psychosocial aspects of mobile phone use amongst adolescents. *Psych*, 26(6), 2004, 16-19
- Michael E. K. (2000). *One Family's Story: A Primer on Bowen Theory*. The Bowen Center for the Study of the Family. <http://www.thebowencenter.org>.

Netsafe. (2005). The text generation: Mobile phones and New Zealand youth: A report of result from the internet safety group's survey of teenage mobile phone use. 2005, January)

Nawaz, S., & Ahmad, Z. (2012). Statistical study of impact of mobile on student's life. *IOSR Journal of Humanities and Social Science (JHSS)*, 2(1), 43-49.

Pakistan Bureau of Statistics (2017). *Province wise provisional results of census* (Provisional census results - Punjab) - 2017. Population & Housing Census 2017.  
[http://www.pbs.gov.pk/sites/default/files/pakistan%20tehsil%20wise%20for%20web%20census\\_2017.pdf](http://www.pbs.gov.pk/sites/default/files/pakistan%20tehsil%20wise%20for%20web%20census_2017.pdf)

Pakistan Telecom Authority. (2020). *Monthly cellular subscribers*. Retrieved on November 2, 2020 from: <https://www.pta.gov.pk/en/telecom-indicators/1>

Pakistan Telecom Authority. (2020). *Telecom indicators*. Retrieved on November 2, 2020 from: <https://www.pta.gov.pk/en/telecom-indicators>

### 1.32

Popalzai, S., & Haque, J. (2013: August 19). Pakistan Internet Use Survey 2013. *The Express Tribune*. <https://tribune.com.pk/story/591004/pakistan-internet-use-survey-2013>

### 1.33 Smartphone penetration rate as share of connections in Pakistan from 2014 to 2020.

Retrieved on November 2, 2020 from:

<https://www.statista.com/statistics/671542/smartphone-penetration-as-share-of-connections-in->

Steve, S., & Simakowicz, P. (2010). Do Cell Phones Help or Hinder Society? Retrieved in Nov 2010 from <http://www.oppapers.com/essays/Negative-Effects-Of-Cell-Phone-Of/418662>

Worldometer. (2020). *Pakistan Population*. <https://www.worldometers.info/world-population/pakistan-population/>



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-12>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	Moderation Effects of Institutional Quality, Diversity, Income inequality and Globalization on Social Cohesion: An Empirical evidence.
<b>Author(s):</b>	Muhammad Nadeem Ph.D. Scholar, National College of Business Administration and Economics, Lahore, Pakistan.
	Mumtaz Anwar Professor and Chairman, Department of Economics, University of the Punjab.
	Zahid Pervaiz Associate Professor, National College of Business Administration and Economics, Lahore, Pakistan.
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Nadeem, Muhammad, et al. (2020). "Moderation Effects of Institutional Quality, Diversity, Income inequality and Globalization on Social Cohesion: An empirical evidence" <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 207–231, <a href="https://doi.org/10.36968/JPDC-V04-I03-12">https://doi.org/10.36968/JPDC-V04-I03-12</a> .
<b>Author(s) Note:</b>	Muhammad Nadeem is a Ph.D. Scholar at National College of Business Administration and Economics, Lahore, Pakistan.
	Mumtaz Anwar is serving as Professor and Chairman at Department of Economics, University of the Punjab.
	Zahid Pervaiz is serving as Associate Professor at National College of Business Administration and Economics, Lahore, Pakistan.

### **Abstract**

Social cohesion is both an end, as well as a mean, to achieve other economic and developmental goals. As an end, a more cohesive society can be thought of as a peaceful place to live in. As a mean, social cohesion has various economic and developmental implications. Therefore, nurturing social cohesion can be a desirable objective and knowing about different determinants of social cohesion can be helpful in this regard. Ethno-linguistic diversity and socioeconomic deprivations have been identified as such determinants in the existing literature. Well-functioning institutions can also be good predictors of social cohesion in a society. They can help to mitigate the negative effects of diversity on social cohesion. However, hardly any study has empirically investigated the moderating effects of institutions on social cohesion. The current study has tried to fill this gap. For this purpose, a cross country analysis has been done by employing the Least Squares Dummy Variables (LSDV) technique for empirical estimations. Institutional quality has been measured with the help of an index that has been constructed by taking into account the political, legal, and economic dimensions of institutional quality. The results suggest that diversity, income inequality, and globalization have negative whereas institutional quality has positive effects on social cohesion. The use of the interactive term of institutional quality with diversity, income inequality, and globalization reveals that institutional quality works to nullify the negative effects of diversity, income inequality, and globalization on social cohesion.

**Keywords:** Social cohesion, Institutional quality, Diversity, Income inequality, Globalization.

## **Introduction**

Social cohesion has been a subject of many multidisciplinary debates for the last few decades. Previously, it was mainly discussed in the writings of sociologists and psychologists and was conceptualized and studied as per the assumptions of their own disciplines (see for example Bollen and Hoyle 1990; Etzioni 1995; Gough and Olofsson 1999; Lockwood 1999; Putnam 2001; Paxton 2002; Hulse and Stone 2007; Rajulton et al. 2007; Janmaat 2011; Dickes and Valentova 2013). Now it is also widely discussed in economics and other fields of social sciences. As social cohesion is multidimensional and multidisciplinary, it is defined in different ways by different researchers and academicians. Fonseca, Lukosch, and Brazier (2019) defines social cohesion as “The ongoing process of developing well-being, sense of belonging, and voluntary social participation of the members of society, while developing communities that tolerate and promote a multiplicity of values and cultures, and granting at the same time equal rights and opportunities in society”.

The terms social capital and social cohesion are closely related and generally used interchangeably. Dayton-Johnson (2003) differentiates the two terms like “Social capital is an individual's sacrifices (time, effort, and consumption) made to promote cooperation with others, while Social cohesion is a characteristic of society which depends on the accumulated social capital”. Hence social cohesion can be understood as a macro level whereas social capital can be perceived as a micro-level, community-level or meso level phenomenon.

Social cohesion is both an end, as well as a means, to achieve other economic and developmental goals. As an end, a more cohesive society can be thought of as a peaceful place to live in. As a means, social cohesion may have various economic and development implications (Pervaiz and Chaudhary, 2015). Social cohesion enhances growth through different channels. More commonly described channels in literature are reduction of transaction costs, facilitation of collective action, boosting physical and human capital

accumulation, dissemination of information, innovation, management of conflict, maximization of allocative efficiency, and generation of economies of scale and positive externalities. In more cohesive economies, there is an environment of trustworthiness, such an environment is more conducive for exchange which leads to a reduction in transaction costs. There is less need for written contracts, so fewer resources are required for the enforcement of contracts and for the protection of property rights. Co-operation among people and organizations leads to economies of scale. In more cohesive societies, there is less likelihood of occurrence of crimes and conflicts and political stability is more likely to persist, as a result, such societies are more attractive for investment. More financial development takes place due to the fact that the volume of informal lending is higher. Altogether, more economic activities take place which leads to more economic growth (Akcomak and Ter Weel, 2009; Coleman, 1988, 1990; Collier, 2002; Collier and Gunning., 1999; Easterly, Ritzen, and Woolcock, 2006; Fukuyama, 1995; Helliwell & Putnam, 1995; Knack and Keefer, 1997; Pervaiz and Chaudhary, 2015; Temple, 1998).

The prevailing literature related to social cohesion highlights the importance of diversity and socio-economic deprivations in determining the level of social cohesion in a society. As per the diversity thesis, diversity is expected to be harmful to social cohesion due to the fact that people usually like to trust and meet with those people: who are like them, belong to the same caste/tribe, use to speak the same language, and share a common culture (McPherson, Smith-Lovin, and Cook, 2001). The opposing argument is also available which suggests that diversity itself is not bad for social cohesion but socio-economic deprivations and fair treatment for all the segments are more important for determining social cohesion in a society (Breton et al., 2004; Gijsberts et al., 201; Letki, 2008; Van Staveren and Pervaiz, 2017). Social cohesion relies more on contextual variables as compared to diversity (Breton et al., 2004) for example education and income level, may have more influence on social

relations (Tolsma et al., 2009). Globalization may affect social cohesion, the course of globalization and its related economic vagaries are expected to weaken social cohesion (Chan-Tiberghien, 2006; Chiesi, 2004; Hulse and Stone, 2007; Jenson, 2010; Mitchell, 2000; Touraine and Macey, 2000).

However, the probable harmful effects of diversity and socio-economic deprivation can be mitigated by a better institutional environment. If institutions are strong, they can support to enhance the level of social cohesion by providing an inclusive environment. Such an inclusive environment may help to mitigate the effect of various socio-economic inequalities. So better quality institutions may enhance the level of social cohesion directly and by moderating the negative effects of diversity, inequality, and globalization. On the other hand, a fragile institutional environment may lead to bad policymaking, inefficient allocation of resources, inefficient public service delivery, and lack of proper law enforcement. Consequently, these factors may lead to an increase in the hardships of the poor people in the economy and may create socioeconomic deprivation, which deteriorates the social cohesion in a society. However, the moderating role of institutional quality in determining the level of social cohesion in a society is not very much investigated. So, the basic objective of the study is to fill this gap and explore the moderating effect of institutional quality with diversity, income inequality, and globalization on social cohesion.

### **Model Specification and Data Collection**

The theoretical background of the model specification to be used in the current study is based upon the discussion in the previous section. The dependent variable of the model is social cohesion. As for as the choice of independent variables is concerned, we are guided with diversity thesis, according to which social cohesion is determined by diversity in society (Alesina and LaFerrara, 2002; Delhey and Newton, 2005; McPherson et al., 2001; Messick and Kramer, 2001; Miller, 1995; Putnam, 2007; Quillian, 1995). So, the first independent



variable is ethnic diversity. Income, as measured by GDP per capita, is our second independent variable. The role of economic prosperity may be important for having a higher level of social cohesion. If there is economic prosperity in the society, the people will be meeting their basic needs and there will be less socioeconomic misery and the society may have a higher level of social cohesion. The third independent variable is education which can also be another possible predictor of social cohesion. Education plays an important role in the collective human virtues and enhancement of logical and technical skills. It also creates a sense of civicism, makes people conscious about their rights and social responsibilities, and increases their abilities of conflict management. Increased consciousness about rights can lead to social equity and social justice which can help societies to be more cohesive. Globalization is another factor that can affect social cohesion. Besides diversity, it is argued that socioeconomic deprivations and inequality/equality in the society are also important in determining social cohesion (Breton et al., 2004; Gijssberts et al., 201; Letki, 2008). So, the next independent variables are income inequality, and gender equality to cover this aspect. Globalization is the sixth independent variable. It is a factor that can affect social cohesion. In this era of globalization, there can be hardly any sector of the economy left unaffected by the process of globalization. The phenomenon of globalization is also perceived to be a threat to indigenous cultures by many people. If the potential benefits of globalization are concentrated on a limited number of people and its cost is incurred by the masses then it can lead to the deterioration of the cohesiveness of communities and societies. Thus, it qualifies to be an important possible determinant of social cohesion. Institutional quality is the seventh and last independent variable used in the model. The potentially harmful effects of diversity and socio-economic deprivation on social cohesion can be mitigated by a better institutional environment. If institutions are working effectively, they can support to enhance the level of social cohesion by providing an inclusive environment.

Keeping in view the points discussed above, the model used in the study may be written as

$$\text{Social cohesion}_{it} = \alpha + \beta_1 \text{diversity}_{it} + \beta_2 \text{Income}_{it} + \beta_3 \text{education}_{it} + \beta_4 \text{Income inequality}_{it} + \beta_5 \text{Gender equality}_{it} + \beta_6 \text{Globalization}_{it} + \beta_7 \text{Institutional quality}_{it} + \varepsilon_{it}$$

here  $t$  denotes the time dimension and  $i$  represents the cross-section dimension of the variable.

For our analysis, panel data (five-year averages) from 1990 to 2010 (1990, 1995, 2000, 2005, and 2010) has been used. As per the availability of data, 135 countries have been included in the study (see appendix for the list of the countries). In addition to the above-mentioned econometric regression, we have also used the interaction terms<sup>1</sup> of institutional quality with diversity, income inequality, and globalization in different regressions. These regressions have been run to study the moderating effects of institutional quality, diversity, income inequality, and globalization on social cohesion.

A brief description of the variables and data sources is as follows. The Intergroup cohesion index has been used as a proxy for social cohesion which is the dependent variable of our model. The value of the index ranges from 0 to 1 where a higher value means a higher intergroup cohesion. The index has been constructed by the database of Indices of Social Development based at the International Institute of Social Studies (ISS), The Hague<sup>2</sup>. In the construction of the index different variables related to conflict, ethnic strife, and social harmony have been used. Our first independent variable is diversity. The index of ethnic fractionalization measured on a scale of 0 to 1 (Alesina et al., 2003) has been used as a measure of our variable of diversity. A higher value of ethnic fractionalization index corresponds to higher diversity. The next independent variable is income level which has been measured by GDP per capita (constant US dollar) and its data has been taken from

<sup>1</sup> Interaction term is simply the multiplicative product of two variables.

<sup>2</sup> <https://isd.iss.nl/>

World Development Indicators<sup>3</sup>. Education, the third independent variable, has been measured by average years of total schooling, data for which is from Barro & Lee (2013). Income inequality has been measured by a standardized Gini coefficient on a scale of 0 to 100 where a higher value implies higher income inequality. Data of the Gini coefficient has been taken from Solt (2019). Gender equality is also an index with a range between 0 and 1 and a value closer to 1 indicates higher inequality prevailing in the society on the basis of gender. Data of the index is also from the same source of Indices of Social Development from where the index of intergroup cohesion has been taken. KOF index on a scale of 1 to 100 has been used as a measure for globalization where a value closer to 100 means high globalization. Data has been obtained from Gygli et al., (2019).

The last independent variable of the model is institutional quality. The quality of institutions is a multidimensional phenomenon and can hardly be captured by using a single indicator. A holistic approach covering different aspects related to the functioning of institutions in the political, legal, and economic arena can be a good approach to judge and measure the overall quality and working of institutions in a society. Hence, an index of institutional quality has been developed by applying Principal Component Analysis (PCA) on the indices related to the quality of political, legal, and economic institutions. The use of this method is very common in literature where different variables having a high correlation can be used to construct a unitary index. Although such an approach has also some potential disadvantages because it conceals the relative importance of different indicators used to construct some unitary index. In our case, combining the quality of political, legal, and economic institutions to construct an index of overall institutional quality will not tell us that which type of institution matter more for social cohesion. Nevertheless, we are interested to see that how the overall functioning and quality of institutions is relevant to the phenomenon

---

<sup>3</sup> <https://databank.worldbank.org/source/world-development-indicators>

of social cohesion, therefore, our index will serve the purpose for which we are going to use it. Data used in the construction of the institutional quality index is taken from (Kuncic,2014).

For the estimation of panel data, the fixed-effect model is commonly used in the disciplines of economics and political science. It is so frequently used in these disciplines that it's considered a "gold standard" default (Schurer and Yong, 2012). The random effect model can also be an appropriate estimator for panel data if the assumptions of the random effect model are true. The assumptions of the random effect model consisting of the exogeneity of covariates and the normality of residuals, are as reasonable as made by the fixed effect model when the specification of the model is correct. However, the use of correct specification is too rare (Fairbrother, 2011).

The basic reason for the use of the fixed-effect model is simple and convincing. It is used to get rid of the issue of heterogeneity bias. As the fixed effect model estimates the within effects, so there is no such issue of heterogeneity bias. In situations where such heterogeneity bias is not present, a random effect model is more suitable. It is general practice before applying a fixed-effect or random-effect model such bias is investigated. The test used for this purpose is known as the Hausman specification test (Hausman, 1978).

## **Empirical Results**

The descriptive statistics of the variables included in the study are provided in table 1.

**Table 1 Descriptive Statistics**

Variable	Obs	Mean	Std.Dev.	Min	Max
Social cohesion	473	.593	.099	.183	.789
Diversity	670	.44	.274	0	.93
Income	656	8.299	1.62	5.019	11.54
Education	565	6.585	2.992	.277	13.27
Income Inequality	488	39.649	9.123	17.964	63.934
Gender equality	650	0.688	0.101	0.212	1.00
Globalization	668	54.543	16.233	22.433	89.699
Institutional quality	634	.942	.32	.1	1.635

The number of observations, mean value, standard deviation, minimum value, and maximum values have been reported. The highest standard deviation has been observed in the case of globalization.

The pairwise correlation between the variables is given in Table 2 below.

**Table.2 Correlation Matrix of Variables**

	Diversity	Education	Gender equality	Income Inequality	Social Cohesion	Globalization	Institutional quality
Diversity	1.000000 -----						
Education	-0.456909 (-9.499278)	1.000000 -----					
Gender equality	-0.403617 (-8.158214)	0.653521 (15.96721)	1.000000 -----				
Income	-0.392819	0.701617	0.573369	1.000000			

	(-7.899495)	(18.20938)	(12.94212)	-----				
Income Inequality	0.410183	-0.443807	-0.264354	-0.630750	1.000000			
	(8.317529)	(-9.158832)	(-5.069083)	(-15.03200)	-----			
Social Cohesion	-0.282934	0.421351	0.514640	0.481522	-0.354118	1.000000		
	(-5.455283)	(8.592096)	(11.10017)	(10.16037)	(-7.002539)	-----		
Globalization	-0.459954	0.816558	0.641944	0.776087	-0.530830	0.470398	1.000000	
	(-9.579480)	(26.15930)	(15.48300)	(22.75889)	(-11.58350)	(9.857949)	-----	
Institutional quality	-0.466476	0.788662	0.646207	0.803101	-0.491497	0.552720	0.830331	1.000000
	(-9.752777)	(23.72200)	(15.65915)	(24.92592)	(-10.43701)	(12.26541)	(27.55481)	-----

In parenthesis ( ) are t values

The pairwise correlation matrix shows that social cohesion is negatively correlated with diversity and income inequality whereas it is positively correlated with income, education, gender equality globalization, and institutional quality. There is a negative correlation between income inequality and globalization. Diversity has a negative correlation with all of the variables of the model except income inequality with which it shows a positive and statistically significant correlation. Income is noted to be positively correlated with education and gender equality. Education is positively correlated with gender equality, globalization, and institutional quality whereas it is negatively correlated with income inequality. Income inequality is negatively correlated with globalization and institutional quality. A positive correlation between income inequality and diversity has been found. Furthermore, gender equality and per capita income are negatively correlated. However, it has a positive correlation with globalization and institutional quality. A positive correlation between globalization and institutional quality has been observed.

The regression results of effects of diversity, income inequality, and institutional quality on social cohesion are reported in table 3.

Table 3: Diversity, Income Inequality, Globalization and Social Cohesion (Dependent Variable: Social Cohesion)

	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
Ethnic Diversity	-0.524	0.117	-4.50	0.000	-0.754	-0.295	***
Income	0.128	0.036	3.55	0.000	0.057	0.199	***
Education	-0.001	0.008	-0.11	0.915	-0.017	0.015	
Income inequality	-0.005	0.001	-3.27	0.001	-0.008	-0.002	***
Gender Equality	0.389	0.082	4.77	0.000	0.229	0.550	***
Globalization	-0.003	0.001	-3.24	0.001	-0.005	-0.001	***
Institutional Quality	0.153	0.044	3.48	0.001	0.066	0.239	***
Constant	-0.036	0.202	-0.18	0.860	-0.433	0.361	
R-squared		0.683	Number of obs			333.000	
Hausman test	Chi2	37.63	Prob	0.000***			

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

The reported results show that ethnic diversity has a negative relationship with social cohesion. It indicates that if there is an increase in ethnic diversity in a society, it will lead to a lower level of social cohesion in the society. As previously explained, diversity is supposed to lower the level of social cohesion due to the fact that people usually feel alienated towards the people who belong to different identity-based groups. They may feel more comfortable interacting with people who are similar to them on the basis of language, ethnicity, caste, and culture, etc. while they feel less comfortable while interacting with people who have different ethnolinguistic or cultural identities and do not belong to their own ethnic or linguistic group, etc. The chances of conflict may also arise in a society where different ethnic groups exist. Hence, ethnic diversity may lead to a lower level of social cohesion in a society.

The income level (per capita income) is a measure of economic prosperity in the society. The coefficient of our variable of income is positively and significantly related to social cohesion. It indicates that if there is an increase in the average income level, there will be an increase in the level of social cohesion as well. It may be due to the reason that besides other factors, a reasonable level of income in a society can be helpful to lessen the grievances of people. Thus, if there is economic prosperity in the society, the people will be able to not only meet their basic needs but also to maintain a good living standard. Hence, there will be less likelihood of grievances among the masses. It will strengthen their sense of belonging and hence society will become cohesive. Education level can be a possible predictor of social cohesion in a society, however, in the present case, the results indicate that it does not have any significant impact on social cohesion. To represent the level of relative socio-economic deprivation, we have used income inequality as a proxy variable. The regression results depict that if there is an increase in income inequality, there will be a low level of social cohesion in the society. It is consistent with the existing literature and it may be due to the reason that relative deprivation creates the perception of unjust treatment among the deprived segments of the society, which may create feelings of hatred towards the well of the segment of the society. Consequently, income inequality leads to a lower level of social cohesion. The variable gender equality has been used to depict an egalitarian environment in a society. The empirical results show that this variable has a positive relationship with social cohesion. It indicates that if an egalitarian environment prevails in a society, it will lead to strengthening the social fabric in the society. The coefficient of globalization has a negative sign and is also statistically significant. It indicates that as the level of globalization is increased in a society, the result will be a decrease in the level of social cohesion. It may be due to the reason that the process of globalization is associated with different changes in society. For example, as a result of globalization, technology transfer will take place. The technology transfer may have



negative implications for the labor class through different channels. It may lead to less demand of labor and labor may be replaced with technology, resultantly layoffs may take place, secondly, the technology transfer may increase the demand and reward of skilled workers which may create wage inequality and relative deprivation, resultantly lower level of social cohesion. However, the complete mechanism of social transformation through globalization is much more complex and multidimensional. In short, if the social gains of globalization outweigh the social costs, globalization may enhance the level of social cohesion otherwise it may lead to a lower level of social cohesion in a society. The coefficient of the institutional quality variable is positive and statistically significant which indicates that if institutional quality increases, there will be an increase in social cohesion as well. Our index of institutional quality is comprised of political, legal, and economic aspects of institutional quality. An increase in the value of the index indicates that the overall working and effectiveness of institutions has improved. Such improvement makes people feel that they are secure in political, economic, and legal spheres of life. They feel that their economic, political, and legal rights are well protected through the enforcement of effective laws. It lessens the likelihood of grievances among the masses and hence makes society cohesive.

In order to check the moderation effect of institutional quality with ethnic diversity on social cohesion, an interaction term of our variables of diversity and institutional quality has been used. These results have been reported in table 4

**Table 4: Moderation Effects of Institutional Quality with Diversity on Social Cohesion**

	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
Institutional	0.264	0.086	3.05	0.003	0.093	0.434	***
Quality*Ethnic Diversity							
Income	0.132	0.036	3.65	0.000	0.061	0.204	***
Education	-0.001	0.008	-0.16	0.874	-0.018	0.015	
Income Inequality	-0.004	0.001	-3.05	0.003	-0.007	-0.002	***
Gender Equality	0.384	0.081	4.73	0.000	0.224	0.544	***
Globalization	-0.003	0.001	-3.19	0.002	-0.006	-0.001	***
Constant	-0.487	0.196	-2.48	0.014	-0.872	-0.101	**
R-squared		0.682	Number of obs			333.000	

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

Our results reported in table 4 indicate that the negative effect of ethnic diversity is outweighed by the positive effect of better institutional quality and the net effect is positive on social cohesion. Thus, the better quality of institutions helps to reduce the negative effects of diversity on social cohesion.

After analyzing the moderation effect of institutional quality with ethnic diversity on social cohesion, now we are going to investigate the moderation effect of institutional quality with income inequality on social cohesion. The results are reported in table 5.

**Table 5: Moderation Effects of Institutional Quality with Income Inequality on Social Cohesion**

	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
Institutional	0.004	0.001	3.89	0.000	0.002	0.006	***
Quality*Income Inequality							
Income	0.133	0.035	3.81	0.000	0.064	0.202	***
Education	-0.001	0.008	-0.11	0.912	-0.017	0.015	
Income Inequality	-0.008	0.002	-4.99	0.000	-0.011	-0.005	***
Gender Equality	0.388	0.081	4.79	0.000	0.229	0.548	***
Globalization	-0.004	0.001	-3.49	0.001	-0.006	-0.002	***
Constant	-0.358	0.193	-1.86	0.065	-0.737	0.022	*
R-squared		0.688	Number of obs			334.000	

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

It is evident from the results that the negative effects of income inequality are outweighed by the positive effect of better institutional quality and the net effect is positive on social cohesion. In nutshell, in a society where high inequality prevails and at the same time the institutional mechanism to curb the negative implications of income inequality is weak, such a society is more likely to face the challenge of social integration. On the other hand, well-functioning institutions can be helpful to reduce the negative effects of income inequality on social cohesion.

Table 6 contains the results of moderation effects of institutional environment with globalization on social cohesion.

**Table 6: Moderation Effects of Institutional Quality with Globalization on Social Cohesion**

	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	sig
Institutional	0.003	0.001	3.67	0.000	0.001	0.004	***
Quality*Globalization							
Income	0.128	0.035	3.69	0.000	0.059	0.196	***
Education	-0.003	0.008	-0.38	0.702	-0.019	0.013	
Income Inequality	-0.005	0.001	-3.45	0.001	-0.008	-0.002	***
Gender Equality	0.371	0.077	4.80	0.000	0.219	0.523	***
Globalization	-0.005	0.001	-4.53	0.000	-0.008	-0.003	***
Constant	-0.334	0.188	-1.78	0.077	-0.705	0.037	*
R-squared		0.686	Number of obs			334.000	

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

The results show that institutional quality outweighs the negative effects of globalization on social cohesion and the net effect of the interactive terms is positive on social cohesion. Hence, a society with a high degree of globalization but having a better institutional mechanism can cope with the negative implications of globalization successfully. On the other hand, the economies which are more open to the international market and have weak institutions are more likely to face the challenges of social integration. It is so because weak institutions fail to ensure that the benefits of globalization are not only concentrated to a limited number of people.

## **Conclusion and policy suggestions**

Social cohesion is both an end, as well as a means, to achieve other economic and developmental goals. As an end, a more cohesive society can be thought of as a peaceful place to live in. As a mean, social cohesion has various economic and developmental implications. Therefore, social cohesion can be considered a desirable phenomenon. In order to have a higher level of social cohesion, it is important to know about the major determinants of social cohesion. Fractionalization and socioeconomic deprivations have been identified as important determinants of social cohesion in the existing literature. The current study has identified some other important factors which can also be important for social cohesion. It has also found that how institutional quality is helpful to curb the negative implications of diversity, income inequality, and globalization for social cohesion. The concept of the welfare state and its social policies are facing new challenges in the contemporary world. Cultural, social, political, and economic dynamics are continuously changing as the world is becoming more globalized. Rising gaps between rich and poor particularly in ethno-linguistically diverse societies can pose a great threat to social integration, peace, and harmony. Better and well-functioning institutions of a country may be very important to cope with these challenges. Such institutions can mitigate the negative effects of diversity, income inequality, and globalization on social cohesion by ensuring an inclusive environment in which different segments of the society have equal rights and opportunities. So, building institutions of good quality should be at the top priority of the policymakers if they want to develop peaceful and cohesive societies.

## Reference

- Akçomak, I. S., & Ter Weel, B. (2009). Social capital, innovation and growth: Evidence from Europe. *European economic review*, 53(5), 544-567.
- Alesina, A., & La Ferrara, E. (2002). Who trusts others?. *Journal of public economics*, 85(2), 207-234.
- Alesina, A., Devleeschauwer, A., Easterly, W., Kurlat, S. & Wacziarg, R. (2003). Fractionalization. *Journal of Economic Growth*, 8, 155–194.
- Barro, R. J., & Lee, J. W. (2013). A new data set of educational attainment in the world, 1950–2010. *Journal of development economics*, 104, 184-198.
- Bollen, K. A., & Hoyle, R. H. (1990). Perceived cohesion: A conceptual and empirical examination. *Social forces*, 69(2), 479-504.
- Breton, R., Hartmann, N. J., & Lennards, J. (2004). *Fragile Social Fabric?: Fairness, Trust, and Commitment in Canada*. McGill-Queen's Press-MQUP.
- Chan-Tiberghien, J. (2006). Cultural diversity as resistance to neoliberal globalization: The emergence of a global movement and convention *Education and Social Justice* (pp. 79-95): Springer.
- Coleman, J. S. (1988). Social capital in the creation of human capital. *American journal of sociology*, 94, S95-S120.
- Coleman, J. S. (1990). How worksite schools and other schools reforms can generate social capital: An interview with James Coleman. *American Federation of Teachers*, 14(2), 35-45.
- Collier, P. (2002). Social capital and poverty: a microeconomic perspective. *The role of social capital in development: An empirical assessment*, 19-41
- Collier, P., & Gunning, J. W. (1999). Explaining African economic performance. *Journal of economic literature*, 37(1), 64-111.

- Dayton-Johnson, J. (2003). Social capital, social cohesion, community: A microeconomic analysis. *The economic implications of social cohesion*, 43-78.
- Delhey, J., & Newton, K. (2005). Predicting cross-national levels of social trust: global pattern or Nordic exceptionalism?. *European sociological review*, 21(4), 311-327.
- Dickes, P., & Valentova, M. (2013). Construction, validation and application of the measurement of social cohesion in 47 European countries and regions. *Social indicators research*, 113(3), 827-846.
- Easterly, W., Ritzen, J., & Woolcock, M. (2006). Social cohesion, institutions, and growth. *Economics & Politics*, 18(2), 103-120.
- Etzioni, A. (1995). *The spirit of community: Rights, responsibilities, and the communitarian agenda*. London: Fontana Press.
- Fairbrother, M. (2011). *Explaining social change: the application of multilevel models to repeated cross-sectional survey data*. Paper presented at the European Consortium for Political Research General Conference.
- Fonseca, X., Lukosch, S., & Brazier, F. (2019). Social cohesion revisited: a new definition and how to characterize it. *Innovation: The European Journal of Social Science Research*, 32(2), 231-253.
- Fukuyama, F. (1995). *Trust: The social virtues and the creation of prosperity* (Vol. 99): Free press New York, NY.
- Gijssberts, M., Van Der Meer, T., & Dagevos, J. (2011). 'Hunkering down' in multi-ethnic neighbourhoods? The effects of ethnic diversity on dimensions of social cohesion. *European Sociological Review*, 28(4), 527-537.
- Gough, I., & Olofsson, G. (Eds.). (1999). *Capitalism and social cohesion: Essays on exclusion and integration*. Springer.
- Greene, W. (2012). H.(2012): *Econometric Analysis*: Prentice Hall, New York.

- Gygli, S., Haelg, F., Potrafke, N. & Sturm, J. (2019). The KOF Globalisation Index – Revisited, *Review of International Organizations*, 14(3), 543-574
- Hausman, J. A. (1978). Specification tests in econometrics. *Econometrica: Journal of the Econometric Society*, 1251-1271.
- Helliwell, J. F., & Putnam, R. D. (1995). Economic growth and social capital in Italy. *Eastern economic journal*, 21(3), 295-307.
- Hulse, K., & Stone, W. (2007). Social cohesion, social capital and social exclusion: a cross cultural comparison. *Policy Studies*, 28(2), 109-128.
- Janmaat, J. G. (2011). Social cohesion as a real-life phenomenon: Assessing the explanatory power of the universalist and particularist perspectives. *Social Indicators Research*, 100(1), 61-83.
- Jenson, J. (2010). Diffusing ideas for after neoliberalism: The social investment perspective in Europe and Latin America. *Global Social Policy*, 10(1), 59-84.
- Joskow, P. L. (2008). Introduction to new institutional economics: A report card. *New institutional economics: A guidebook*, 1-19.
- Knack, S., & Keefer, P. (1997). Does social capital have an economic payoff? A cross-country investigation. *The quarterly journal of economics*, 112(4), 1251-1288.
- Kunčič, A. (2014). Institutional quality dataset. *Journal of institutional economics*, 10(1), 135-161.
- Letki, N. (2008). Does diversity erode social cohesion? Social capital and race in British neighbourhoods. *Political Studies*, 56(1), 99-126.
- Lockwood, D. (1999). Civic integration and social cohesion. In *Capitalism and social cohesion* (pp. 63-84). Palgrave Macmillan, London.
- McPherson, M., Smith-Lovin, L., & Cook, J. M. (2001). Birds of a feather: Homophily in social networks. *Annual review of sociology*, 27(1), 415-444.



- Messick, D. M., & Kramer, R. M. (2001). Trust as a shallow form of morality. *Trust in society*, 2, 89-117.
- Miller, D. (1995). *On nationality*. Clarendon Press.
- Mitchell, D. (2000). *Globalization and social cohesion: Risks and responsibilities*. Paper presented at the Beitrag zu The Year 2000 International Research Conference on Social Security, Helsinki.
- North, D. C. (1991). Institutions. *Journal of economic perspectives*, 5(1), 97-112.
- Paxton, P. (2002). Social capital and democracy: An interdependent relationship. *American sociological review*, 254-277.
- Pervaiz, Z., & Chaudhary, A. R. (2015). Social cohesion and economic growth: An empirical investigation. *Australian Economic Review*, 48(4), 369-381.
- Putnam, R. D. (2001). *Bowling alone: The collapse and revival of American community*. Simon and Schuster.
- Quillian, L. (1995). Prejudice as a response to perceived group threat: Population composition and anti-immigrant and racial prejudice in Europe. *American sociological review*, 586-611.
- Rajulton, F., Ravanera, Z. R., & Beaujot, R. (2007). Measuring social cohesion: An experiment using the Canadian national survey of giving, volunteering, and participating. *Social Indicators Research*, 80(3), 461-492.
- Schurer, S., & Yong, J. (2012). Personality, well-being and the marginal utility of income: What can we learn from random coefficient models?
- Solt, F. (2016). The standardized world income inequality database. *Social science quarterly*, 97(5), 1267-1281.
- Temple, J. (1998). Initial conditions, social capital and growth in Africa. *Journal of African Economies*, 7(3), 309-347.

- Tolsma, J., Van der Meer, T., & Gesthuizen, M. (2009). The impact of neighbourhood and municipality characteristics on social cohesion in the Netherlands. *Acta Politica*, 44(3), 286-313.
- Touraine, A., & Macey, D. (2000). *Can we live together?: Equality and difference*: Stanford University Press.
- Van Staveren, I., & Pervaiz, Z. (2017). Is it ethnic fractionalization or social exclusion, which affects social cohesion? *Social indicators research*, 130(2), 711-731.

**Appendix (List of countries included in the study)**

Afghanistan	Dominican Republic
Algeria	Ecuador
Angola	Madagascar
Argentina	Malawi
Australia	Malaysia
Austria	Mali
Bahamas	Malta
Bahrain	Mauritania
Bangladesh	Mauritius
Barbados	Mexico
Belgium	Morocco
Benin	Mozambique
Bolivia	Myanmar
Botswana	Egypt, Arab Rep.
Brazil	El Salvador
Burundi	Ethiopia
Cameroon	Israel
Canada	Italy
Cape Verde	Jamaica
Central African Republic	Japan
Chad	Jordan
Chile	Kenya
China	Korea, Rep.
Colombia	Kuwait
Comoros	Liberia
Congo, Dem. Rep.	Luxembourg
Congo, Rep.	Hong Kong, China
Costa Rica	Hungary
Cote d'Ivoire	Iceland
Cyprus	India

Denmark	Indonesia
Dominica	Iran, Islamic Rep.
Lesotho	Iraq
Togo	Ireland
Tonga	St. Vincent and the Grenadines
Trinidad and Tobago	Sudan
Tunisia	Suriname
Turkey	Swaziland
Uganda	Sweden
Nepal	Senegal
Netherlands	Seychelles
New Zealand	Sierra Leone
Nicaragua	Singapore
Niger	Solomon Islands
Nigeria	Somalia
Norway	South Africa
Oman	Spain
Pakistan	Sri Lanka
Panama	St. Lucia
Papua New Guinea	United Arab Emirates
Paraguay	United Kingdom
Peru	United States
Philippines	Uruguay
Poland	Vanuatu
Portugal	Venezuela, RB
Rwanda	Tanzania
Samoa	Syrian Arab Republic
Saudi Arabia	Switzerland



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-13>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Comparative Study of Cognitive Development of Students of Different School Systems in Pakistan</b>
<b>Author(s):</b>	Dr. Rukhsana Durrani Lecturer, Early Childhood and Elementary Teacher, Education Department, Allama Iqbal Open university, Islamabad
	Dr. Farkhunda Rasheed Choudhary Assistant professor, EPPSL Department, Allama Iqbal Open university, Islamabad.
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Durrani, Rukhsana & Farkhunda Rasheed Choudhary (2020). "Comparative Study of Cognitive Development of Students of Different School Systems in Pakistan" <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 232–250,  <a href="https://doi.org/10.36968/JPDC-V04-I03-13">https://doi.org/10.36968/JPDC-V04-I03-13</a> .
<b>Author(s) Note:</b>	Dr. Rukhsana Durrani is serving as Lecturer as Early Childhood and Elementary Teacher, Education Department, Allama Iqbal Open university, Islamabad Email: <a href="mailto:rukhsana.durrani@aiou.edu.pk">rukhsana.durrani@aiou.edu.pk</a>
	Dr. Farkhunda Rasheed Choudhary is serving as Assistant professor at EPPSL Department, Allama Iqbal Open university, Islamabad.

### Abstract

This study was conducted to explore the cognitive development of students of Madaris, public sectors and private sectors of Islamabad. It was quantitative research. A sample of 716 students was selected randomly from three streams of education. To measure the cognitive development of students, a standardized tool was used to collect data. The tests were administered, scored, and was analyzed through SPSS. Results showed a significant difference among cognitive development of students of three educational systems. Analysis of the data showed a significant difference among scores in subtests i.e. analogies, the odd one out, and similarities. Similarly, students of the private sector had better overall means scores than the mean score of students of Madaris and public schools. As the three systems claim for development of cognitive abilities of students therefore it is recommended that the curriculum, teaching methodologies and learning resources of the three systems may be compared and streamline them for harmonious cognitive abilities of students.

**Keywords:** cognitive development, madrasah schools, private schools, public schools

## Introduction

Education is the most significant development sector in all countries. It helps to make competent and productive citizens and offers avenues for skill development to the disadvantaged classes in society. Globalization has brought about several changes in every aspect of life. Due to education, businesses can be made more competitive and challenging and emphasis can be made on the human expertise in various areas of life. Therefore, only such countries can meet the globalization challenges that have developed a workforce with the modern skills. In Pakistan, there are different categories of educational institutions such as government sector schools and colleges, private sector institutions working under missionary organizations, commercialized private institutions sector English medium schools and colleges govern by various communities.

There are also regular schools with Urdu teaching facilities and model schools with English teaching facilities. Each of these schools have its own curriculum, funds, salary ranges and financial resources. The socio-economic status of students and their staff is also different. By contrast, religious institutions are also diversified. The categorization of religious institutions is not merely based upon their Islamic ideology and doctrine, but different sectarian views are also base of their difference. In Pakistan, the religious educational institutions are grouped as schools of “Barelvi thoughts”, “Madaris of Deobandi sect”, “Madrasah of Ahl-i-Hadees” and religious institutions of various sects (Ahmad et al., 2014).

All such classes of educational institutions in Pakistan, display that there is no uniform educational system at the national level. (Naviwala, 2016). Each of these educational systems has its own shortcomings and boundaries. Therefore, there is not only difference of perceptions, abilities, and personalities. But the difference in ideologies, philosophies, and attitudes also exists. These differences yield to the differences in thought,

opinion and ideas at the national level, that can hinder national solidarity, and resultantly the socio-economic development of country. Due to the rapid and diversified expansion, there is increase of disparity in the society. For a prosperous future, there is need of a uniform and an outcome-based education system that ensures our claims as a Muslim society. Our education system has not been successful in producing personalities such as Allama Iqbal, Abu Hanifa, Ibne Sina Alfarabi, and Jabir Bin Hayyan. Most of our education systems are not capable of meeting the demands and requirements of a respectable and free nation (Hussain, 1992).

One of the reasons for the downfall of the education system is the misallocation of the budget, improper planning, loss of ideology and the shortage of qualified and trained teachers at all levels. Education contributes to the harmonious development of the citizens of every nation. It enhances individuals' cognitive capacities and makes them able to take part in the economic development of country. In other words, it can be said that through the process of education, people develop such attitudes, skills, abilities, and expertise that facilitate them changing their behavior according to social, economic, and political requirement. In Pakistan, different education systems are trying to improve students' cognitive capacities so that they can participate in national progress. (Shami & Hussain, 2005).

Each system of education in Pakistan claims for the cognitive development of their students, however there is a need to analyze that to what extent each system is fulfilling this claim, therefore, this research was designed to explore the level of cognitive development of students of each system of education. This research may provide the opportunity to the stakeholders to take strong measures for enhancing the cognitive development of the students of those systems who are lacked behind in the development of cognitive abilities of their students.



## STATEMENT OF PROBLEM

There are several levels of education system in Pakistan. It includes elementary, secondary, higher secondary and higher education. There are different benchmarks associated with each level. There are several sectors that are contributing towards enhancement of educational level of students; it includes private sector and government sector. There are various kinds of schools in Pakistan, Madaris, private school and government schools. All three educational systems have their own philosophy, curricula, and programs. Therefore, there is disparity in the cognitive and intellectual abilities of students. There is greater significance of cognitive development for the intellectual development of students. For this reason, the present study was framed out to study and make comparison of cognitive development of students from three kinds of schools at secondary level.

## OBJECTIVE

To explore the similarities and differences of cognitive development of students of three systems of education (Madaris, private sector and public sector schools) at secondary level.

## REVIEW OF LITERATURE

The cognitive branch of psychology got importance due its nature of a scientific inquiry, its scope for practical implication and to serve as a foundation for different fields of social sciences. The history of cognitive psychology has traced back to more than 2000 years ago, but the last 100 years are famous for the proper scientific research in the study of cognitive psychology. The philosophical discussion of cognitive psychology shows that Plato and Aristotle both had discussed human memory and thoughts (Morgan & Harris, 2015). The Antagonists and empiricists school of thought believed that the individual knowledge is the result of experiential learning while the nativists and rationalists believed that the children have enough innate knowledge when they come to this world. But nineteen centuries was the

period of emerging of new directions in the field of understanding of cognition (Anderson, 1990).

The mental operations which involve in individual thinking are called cognition. It is the intellectual capacity of human mind which reasons on new information, learns few parts from it and then retains them. The abilities of cognition are different in different individuals “Cognition contains those skills which are necessary for encoding, memorization, and retaining information.” (Schraw et al., 2006). Cognition is also an attainment of knowledge (Reed, 1982). Goswami (2000) describe cognition as, “the set of processes that enables us to gain information about our environment (p.1).” Ashworth (2000) explain cognition as, “perception, remembering, thinking, reasoning, imagining, and learning (p.8).”

Cognitive development and education both are essential parts of each other. Education serves as a mean for enhancing the cognitive development of students at any stage or level of education. It is the education system which enhance the thinking and analytical abilities of individuals. So, the role of education system cannot be ignored in the process of the development of cognitive abilities of individuals (Jabr & Cahan, 2014).

The system of education of any country is the reflection of their society, culture, and tradition along with ideology. The education system of Pakistan has a huge variation in terms of curriculum, medium of instruction, resources and plans of implementation. The tiers of education in Pakistan are divided into pre-primary primary, middle, high, Secondary School Certificate or SSC, intermediate or Higher Secondary (School) Certificate or HSC); and university programs leading to graduate and advanced degrees (Peter, 1994). The pre-school education or early childhood education in Pakistan is commonly run by private sector comparatively with better facilities. Early years schooling is more common in big cities while majority of the remote areas of the country have not an established system of early childhood education yet (Shakil, 2002). The curriculum of school level of education is not uniform in

Pakistan. It is varying from system to system such as the curriculum of public sector is different from that of private sector. Similarly, the medium of instruction also varies from system to system. There is also a discrepancy among public and private schools' systems in Pakistan at middle and secondary level of education. Every sector has their own plans and policies (Amir et al., 2020).

School plays an important role in accelerating the cognitive development of students. Schools and teachers together developed the cognitive abilities of students by changing the behavior inside the cognitively stimulating classrooms. The studies published during the last two decades on the cognitive development and effects of schooling has concluded that schools are one of the major factors which influence the cognitive abilities of individuals (Cahan & Cohen, 1989; Cliffordson & Gustafsson, 2008; Gambrell, 2013; Wang et al., 2016).

The study of Sinha (1977) revealed that the schools administered by government are different in many aspects of cognitive development from those schools which are administered by private institutions. The development of abilities of a child inside the schools determined his or her future potential for utilization of cognitive processes and skills in life (Borghans et al., 2015).

In Pakistan, the multiple systems of education are claiming for the overall personality and cognitive development of students. Although these systems are promoting education and contributing to the literacy development of the country but there are some issues and problems which are taking place due to these multiple systems of education. Some of these problems are enlisted as: The existing system of education classified the society into groups of religious and secular sects. It also further grouped the citizen in terms of languages, social status, and traditions. These are such type of issues which bifurcate the society and hinder to achieve the national objectives on certain matters (Bashir & Haq, 2019). Besides the variation

in cognitive development of multiple systems students, another issue which needs more attention is the bifurcation of religious knowledge from worldly knowledge, although being a Muslim we have believe that revelation is the source of knowledge. Similarly, the commercialization of education is also one of the factors which arise from the multiple systems of education. The schools all over the country reflects the different social status of students and social classes. So, there is a need of uniform schools' systems which based on Islamic ideology (Shami & Hussain 2005).

The religious institutions in Pakistan are called Madaris. These institutions have also variations based on the different sects' religious communities. Although various reforms have been brought in Madaris but still there is a need of more improvement in these institutions in the form of teachers training, revision of curriculum, methods of assessments and examinations and inclusion of technical and vocational education (Shah, 2003; Rehman, 2001). The research of Cinquepalmi & Picciarelli (2007) conducted on school level students to identify the correlation between cognitive development and academic achievement, recommended that the primary focus of the schools should be on cognitive development of students and it needs to be reflected in the final grades of the students. The research further suggested that the teachers needs to be more focus on the development of higher level of cognition rather to emphasize on factual knowledge.

### **Methodology**

This study was descriptive in nature. The population of the study was students of grade 10<sup>th</sup> of public, private and Madaris. Those Madaris were under the study which were under administration of Wafaqul-Madaris Pakistan. Stratifies sampling technique was used to select the students from three systems of education. Total 716 students were selected through stratified sampling. A nonverbal test was used to find the cognitive development of students.

### Research Tool

The tool of the research was a standardized test called Indigenous Test of Intelligence (INTI). This test instrument has five sub-tests i.e. are Matrices, Analogies, series, Odd one out and similarities. Every sub-test has its specific time limit to attempt. Basically, the sub tests were in the form of nonverbal figural MCQs. The question was in the form of different figures with figural answers. Each sub test was assigned marks according to the number of items in the sub test. similarly, the time allocation for each test was also different and was according to the number of items.

Table 1.

*Descriptive statistics of overall test score of cognitive development of sampled students*

(N = 716)

Statistics	Series (20)	Analogies (20)	Matrices (20)	Odd One Out (15)	Similarities (15)	Cognitive development Test (90)
Range	17	18	17	15	13	64
Mean	6.17	7.05	6.54	8.28	6.71	34.72
SD	3.40	3.52	3.47	3.02	2.78	12.44

Table 1 shows range mean and Standard deviation of scores of all subtests of sampled students. It shows that the total score of tests “series”, “analogies” and “matrices” is 20 while total scores of “odd one out” and “similarities” is 15 each. The table reflects that there is a wide range between the scores of the tests of analogies and similarities with 18 and 13 values respectively. While the means score for the odd one out and analogies tests is comparatively higher with SD of 3.02 and 3.52 respectively.

Table 2.

*Inter correlation among sub-tests of test*

Sub test	Series	Matrices	Analogies	Odd one out	Similarities
Series	1	.580**	.507**	.479**	.317**
Matrices	.580**	1	.582**	.488**	.442**
Analogies	.507**	.582**	1	.498**	.432**
Odd one out	.479**	.488**	.498**	1	.470**
Similarities	.317**	.442**	.432**	.470**	1

\*\* at 0.01 level (2-tailed).

In table 2, inter correlation between the scores at all sub-tests has been presented. There “series” subset has highest or strong correlation 0.580 with “series” subset. Whereas subtest “similarities” has low or weak 0.317 correlation with “series” subtest.

Table 3.

*ANOVA for overall score on cognitive development tests*

Sub tests		Sum of Squares	df	Mean Square	F	p-value
Sum	Between Groups	38906.539	2	19453.270		
	Within Groups	71859.338	713	100.784	193.018	.000
	Total	110765.877	715			
Series	Between Groups	3060.335	2	1530.167		
	Within Groups	5216.217	713	7.316	209.157	.000
	Total	8276.552	715			
Matrices	Between Groups	1687.758	2	843.879		
	Within Groups	6934.067	713	9.725	86.772	.000
	Total	8621.825	715			
Analogies	Between Groups	1540.562	2	770.281		
	Within Groups	7340.917	713	10.296	74.815	.000
	Total	8881.479	715			
Odd one out	Between Groups	1762.226	2	881.113		
	Within Groups	4778.571	713	6.702	131.469	.000
	Total	6540.797	715			
Similarities	Between Groups	882.377	2	441.189		
	Within Groups	4645.616	713	6.516	67.713	.000
	Total	5527.993	715			

In the table 3, results of ANOVA have been shown. It shows that there is significant difference among students of three educational sectors on the overall test. moreover, there is significant difference in each subtest among students of three educational sectors.

Therefore, for a detailed analysis, LSD test was applied.

Table 4. *Post Hoc test of cognitive development test*

Sub tests		School College (I)	School College (J)	Mean Difference (I-J)	Std.Error	Sig.
Sum	Tukey HSD	Public School	Private School	-8.549*	.822	.000
			Madrassah	12.798*	1.084	.000
		Private School	Public School	8.549*	.822	.000
			Madrassah	21.347*	1.100	.000
		Madrassah	Public School	-12.798*	1.084	.000
			Private School	-21.347*	1.100	.000
Series	Tukey HSD	Public School	Private School	-3.773*	.221	.000
			Madrassah	1.292*	.292	.000
		Private School	Public School	3.773*	.221	.000
			Madrassah	5.065*	.296	.000
		Madrassah	Public School	-1.292*	.292	.000
			Private School	-5.065*	.296	.000
Matrices	Tukey HSD	Public School	Private School	-2.159*	.255	.000
			Madrassah	2.148*	.337	.000
		Private School	Public School	2.159*	.255	.000
			Madrassah	4.307*	.342	.000
		Madrassah	Public School	-2.148*	.337	.000
			Private School	-4.307*	.342	.000
Analogies	Tukey HSD	Public School	Private School	-1.298*	.263	.000
			Madrassah	3.000*	.346	.000
		Private School	Public School	1.298*	.263	.000
			Madrassah	4.299*	.351	.000
		Madrassah	Public School	-3.000*	.346	.000

			Private School	-4.299*	.351	.000
			Private School	-1.033*	.212	.000
		Public School	Madrasah	3.542*	.280	.000
			Public School	1.033*	.212	.000
		Private School	Madrasah	4.576*	.284	.000
			Public School	-3.542*	.280	.000
		Madrasah	Private School	-4.576*	.284	.000
			Private School	-.231	.209	.510
		Public School	Madrasah	2.869*	.276	.000
			Public School	.231	.209	.510
		Private School	Madrasah	3.100*	.280	.000
			Public School	-2.869*	.276	.000
		Madrasah	Private School	-3.100*	.280	.000

\*at the 0.05 level.

The table 4 indicates that there was significant difference between systems of education in all the sub tests of cognitive development except similarities subtest where there was found there was no significant difference in the mean score of the students at the private schools and public school in similarities sub test.

## Discussion

This study was conducted to explore cognitive development of students at different school systems in Pakistan. The scores of cognitive development test showed that there was significant difference among the students of three streams in overall tests. The private school students were found more developed cognitively than public and madrasah students. Similarly, the public-school students were found comparatively more cognitively developed than those of madrasah students. There was also significant difference in all the sub tests of cognitive development test where private school students were found more cognitively developed than private and madrasah school students. Moreover, while comparing cognitive development of public school students and Madrasah school students, the public school



students were found more cognitively developed than madrasah school system. Therefore, there was significant difference between systems of education in all the sub tests of cognitive development except similarities subtest, where there was found no significant difference in the mean score of the students of the private schools and public school. The difference may arise due to different curricula being practiced in three streams. It might also be due to emphasis on learning outcomes. This inference is in line with Spady (1993) as described by Jazeel (2020) that this is because the curriculum is being developed from the desired outcomes that are required from students to demonstrate, instead of writing “objectives for the curriculum” which are already there. Studies from madrasah revealed that the primary objective of the Madrasah education is to practice religious obligations. This objective is the most top priority objective, and all activities are planned for the attainment of these objectives. Therefore, one of the most significant objective of madrasah education is “to train and develop true custodians and protectors of Islam”. Traditionally, religious education aimed at training religious leaders, religious officials, and religious teachers of the community of Muslims. Due to non-emphasis of curriculum on such traits of cognitive development, madras students were found far behind than private and public sector schools. There is need to bring reforms in the curricula of public sector and madrasah so that these students be at par with private sector schools. The revision of curricula requires to focus on competencies and skills which are helpful for the cognitive development of children. Mokhtar (2010) emphasized that there is need to make madrasah education relevant. The lower score on tests of cognitive development may also be due to the reason of learning environment available in there systems of education as the study of Ranjitkar et al., (2019) revealed that poor socio economic status of children and unsatisfactory learning environment such as physical punishment caused lower level of cognitive development.

The significant difference was also found between the students of public school and madrasah school system. Similarly, there was significant difference between the private school students and madrasah school system on the overall test of cognitive development test. The difference may arise due to teaching style and teaching methodology. Sabki and Hardaker (2013) also described “that the heartfelt interactions between the teacher and learner through orality facilitating memorization and the didactic approach towards sacred texts. The analysis shows that the madrasas most likely apply traditional teaching methods, in which the content of the subjects important and teacher or the textbook of the subject is vital. The teachers are of authority to the students in terms of content which must be transmitted. Students get every bit of information from the teacher and did not involve in active learning. In absent of the recruitment policy, teachers are appointed on basis of personal links to the madrasah. The qualification and professional outlook of the teaching staff is not up to the mark. Most of them are those who completed the studies in a such madrasah. The staff development programme and continuous professional training is not place”. By improving curricula, teaching methodologies and assessment techniques (Shah, 2003; Rehman, 2001), the cognitive development of Madrasah students can be improved, resultantly, quality of education will be improved that will ultimately benefit community and the nation at large.

## CONCLUSION

The results of this research show that the students of the multiple systems of education have variation in their cognitive development. There is a significance difference between the cognitive development of the students of public, private and Madaris schools. The students at the private school were found to have a higher level of cognitive development as compare to the students of the public school while the students of Madaris were having low level of cognitive development as compare to both public and private schools. The significance difference between the students of three systems was found on all sub tests of

cognitive development except “similarities” subtest, where there was no significant difference in the mean score of the students at the private schools and public school.

### **Recommendations**

Based on the results of this research it is recommended that there is a need to find out the reasons of higher level of cognitive development of the students of both public and private school systems and the lower level of students of Madaris. It may be recommended for future researches also. This is also suggested that there may be the need to align the curriculum, teaching methodologies and instructional materials of three systems of education.

## References

- Ahmad, I., Rehman, K., Ali, A., Khan, I., & Khan, F. A. (2014). Critical Analysis of the Problems of Education in Pakistan: Possible Solutions. *International Journal of Evaluation and Research in Education*, 3(2), 79-84.
- Amir, S., Sharf, N., & Khan, A. (2020). Pakistan's education system: An analysis of education
- Anderson, J. R. (1990). *Cognitive psychology and its implications* (3<sup>rd</sup> ed). Freeman and company.
- Ashworth, P. (2000). *Psychology and human nature*. Psychology Press.
- Bashir, M., & Haq, S. (2019). Why madrassah education reforms don't work in Pakistan. *Third World Quarterly*, 4(93), 595–611.
- Borghans, L., Bart, H., Golsteyn, H., & Zolitz. (2015). School Quality and the Development of Cognitive Skills between Age Four and Six. *PLoS One*. 10(7), 413-422.
- Cahan, S., Jurgens, H., Jabr, D., & Abdeen, Z. (2019). Student's SES and the Effect of Schooling on Cognitive Development. *Journal of Education and Human Development*, 8 (4),199-209.
- Cahan. S., & Cohen, N. (1989). Age versus schooling effects on intelligence development. *Child Development*, 60(4), 1239–1249.
- Carlsson, M., Dahl, B. G., Ockert, B., & Rooth, D. (2015). The Effect of Schooling on Cognitive Skills. *The Review of Economics and Statistics*, 97(3), 533–547.
- Cinquepalmi, R., Muciaccia, F., & Picciarelli.V.(2007). Cognitive development in relation to secondary school final examination results in the Italian school system. *International journal of Science*, 7(2), 215-219.

- Cliffordson, C., & Gustafsson, J. E. (2008). Effects of age and schooling on intellectual performance: Estimates obtained from analysis of continuous variation in age and length of schooling. *Intelligence*, 36(2), 143–152.
- Gambrell, J. (2013). *Effects of age and schooling on 22 ability and achievement tests*. [Doctoral dissertation, University of Iowa]. Retrieved from <http://ir.uiowa.edu/etd/2498/>
- Goswami, U. (2000). *Cognition in Children*. UK: Psychology Press.
- Hussain, I. (1992). *Pakistan educational & cultural perspective*. Nadeem book house.
- Iqbal, M. A. (1997). *A study on the effectiveness of intervention methodology on the cognitive development of science students*. [PhD thesis, University of the Punjab, Pakistan]. Retrieved on 24-10-2010 from <http://eprints.hec.gov.pk/1524/1/1406.HTM>.
- Jabr, D., & Cahan, S. (2014). Schooling effects on cognitive development in a difficult environment: the case of refugee camps in the West Bank. *International Studies in Sociology of Education*, 24(2), 165–188.
- Jazeel, M.I. (2020). Application of Outcome-Based Curriculum in Religious Studies: The Case of Madrasas in Sri Lanka. *Journal of Politics and Law*, 13(3), 196-202.
- Mokhtar, I. A. (2010). Madrasahs in Singapore: Bridging between their Roles, Relevance and Resources. *Journal of Muslim Minority Affairs*, 30(1), 111-125.
- Morgan, T. J. H., & Harris, P. L. (2015). James Mark Baldwin and contemporary theories of culture and evolution. *European journal of developmental psychology*, 12(6), 666–677. doi: 10.1080/17405629.2015.1074068
- Naviwala, N. (2016). *Pakistan education crisis: the real story*. Wilson Centre Asia program.
- Parka, J., & Niyozovb, S. (2008). Madrasa education in South Asia and Southeast Asia: current issues and debates. *Asia Pacific Journal of Education*, 28(4), 323–351.

Peter, B. (1994). *Pakistan Education: A Country Study: GPO for the Library of Congress*.

Retrieved on 1 -04-2010 from <http://countrystudies.us/pakistan/42.htm>.

Ranjitkar, S. Hysing, M. Kvestad, I. Shrestha, M. Ulak, M. Shilpakar, J. Sintakala, R.

Chandyo, K. Shrestha, L., and Strand, T. (2019). Determinants of Cognitive Development in the Early Life of Children in Bhaktapur, Nepal. *Front. Psychol.* 10:2739. doi: 10.3389/fpsyg.2019.02739

Reed, S.K. (1982). *Cognition: Theory and applications*. California: Brooks Cole.

Rehman, A. (2001). *A study of relationship of self-concept with classroom environment, gender role, cognitive development and academic achievement of the students at secondary school level*. (PhD thesis, Allama Iqbal Open University, Department of Teacher Education, Islamabad). Retrieved on 12-10-2010 from <http://eprints.hec.gov.pk/273/2/3.htm>.

Sabki, A. A., & Hardaker, G. (2013), The madrasah concept of Islamic pedagogy. *Educational Review*, 65(3),342-356, DOI: 10.1080/00131911.2012.668873.

Sami, P. A., & Hussain, K. S. (2005). *Basic Education in Pakistan*. Islamabad: Academy of Educational Planning and Management.

Schraw, G., Crippen, K. J., & Hartley, K. (2006). Promoting Self-regulation in science education: Meta-cognition as part of a broader perspective on learning. *Research in Science Education*, 36(2),111-139.

Shah, D. (2003). *Country Report on Decentralization in the Education System of Pakistan Policies and Strategies*. Islamabad: Academy of Educational Planning and Management.

Shakil, S.(2002). *An Overview of Early Childhood Care and Education in Pakistan: An Initial Survey and Situational Analysis*. Islamabad: Agha Khan Foundation.

Retrieved on 20-06- 2010 from <http://www.ecdpak.com/publications/Sofia-Shakil.pdf>

Shami, P.A., & Hussain, K.S.(2005). *Development of education in Pakistan*. Islamabad: Academy of Educational Planning and Management.

Sinha, D. (1977). Social disadvantages and development of certain perceptual skills. *Indian Journal of Psychology*, 52, (2), 115-132.

Spady, W. (1994). Choosing Outcomes of Significance. *Educational Leadership*, 51(6), 8–22.

UNESCO, (2000). *Report of the education for all*. Islamabad: Ministry of education Government of Pakistan

Wang, T., Ren, X., Schweizer, K., & Xu, F. (2016). Schooling effects on intelligence development: Evidence based on national samples from rural and urban china. *Journal of educational psychology*, 36(5), 831-844.



## Abstract

Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-14>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>The Pharmaceutical Firms of Pakistan: An Overview of Multidimensional Performance</b>
<b>Author(s):</b>	Dr. Majid Ali Assistant Professor, Department of Economics, PMAS-ARID Agriculture University, Rawalpindi
	Dr. Gulam Sarwar Assistant Professor, Noon Business School, Faculty of Social Sciences, University of Sargodha
	Dr. Abdul Saboor Professor/Dean of Social Sciences, Department of Economics, PMAS-ARID Agriculture University, Rawalpindi
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Ali, Majid, et al. (2020). "The Pharmaceutical Firms of Pakistan: An Overview of Multidimensional Performance." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 251–266, <a href="https://doi.org/10.36968/JPDC-V04-I03-14">https://doi.org/10.36968/JPDC-V04-I03-14</a>
<b>Author(s) Note:</b>	Dr. Majid Ali is serving as Assistant Professor at Department of Economics, PMAS-ARID Agriculture University, Rawalpindi Email: majid.uos@gmail.com
	Dr. Gulam Sarwar is serving as Assistant Professor at Noon Business School, Faculty of Social Sciences, University of Sargodha
	Dr. Abdul Saboor is serving as Professor/Dean of Social Sciences at Department of Economics, PMAS-ARID Agriculture University, Rawalpindi



### Abstract

The pharmaceutical industry of Pakistan is now meeting around 80% of total domestic demand with an annual 11% growth rate. But the question arises as to whether the firms produce efficiently? The paper measures cost efficiency of the pharmaceutical industry of Punjab using Data Envelopment Analysis (DEA) for the period of 2014-15. The factors affecting the cost efficiency is also determined by using Tobit method. In first stage, value added is used as single output and number of employs, raw material, and cost of salary are as inputs. The result suggested that the cost efficiency of the pharmaceutical firms is 27.7% which is determined by 46% technical efficiency (TE) and 60.8% allocative efficiency (AE). It means wastage of resources is cost increasing factors in these firms. In the second stage, among the variables i.e. firm's market share, firm's Herfindahl-Hirschman Index (HHI) of market concentration, values of assets, energy, Herfindahl-Hirschman Index has strong positive effect on cost efficiency.

**Keywords:** DEA; Value added; OLS; Herfindahl-Hirschman Index

## Introduction

Pakistan's economy has suffered a great deal over recent years because of poor economic conditions as well as the war on terrorism. In addition, domestic inflation, sluggish economic growth and a large devaluation of the rupee against major currencies were also seen in the economy. No doubt that the government is taking the necessary steps to come out of this worst situation, but it lacks the urgency and also across the board adjustments for the uplift of the economy.

Pakistan's pharmaceutical industry is rapidly growing and benefiting the national economy. Let us see the situation on a global level before we look at the overview of the Pakistan Pharmaceutical industry. The global pharmaceutical industry as a whole is projected at US\$650 billion, with a growth rate of 8% annually. In terms of monetary value, the size of the pharmaceutical industry in Pakistan is \$3.10 billion (Rs. 325, 596 billion, as per IMS. With over \$1 trillion projected for the global pharmaceutical industry, Pakistan is almost 0.5% of the market. Value-based governance for the global economy comprises 48%, 28%, and 12% of the USA, the EU and Japan. (Abrol, et al., 2017).

In Pakistan it's highly competitive and challenging with respect to the pharmaceutical industry. There are 225 such enterprises in operation, some 759 pharmaceutical enterprises are operating in Pakistan. Looking back on Pakistan's pharmaceutical industry, it is clear that the image has changed entirely. There was a scenario in the early 90s that the MNCs dominated Pakistan Pharmaceutical Industry, but in the last 18 years or so, the image of the 386 operating powers, 30 being MNCs that manufacture drugs, has changed entirely. The ratio between MNCs and domestic businesses is now 45% and 55%, respectively. For local investors, it is an encouraging sign

Looking back on Pakistan's pharmaceutical industry, it is clear that the image has changed entirely. There was a scenario in the early 1990s that the MNCs had occupied

Pakistan's pharmaceutical industry, but the image has totally changed over the last 18 years or so. Of the 386 operating units, thirty are MNCs that produce narcotics. The ratio between MNCs and domestic businesses is now 45% and 55%, respectively. The fact that the share of national firms is rising is a good sign for local investors. Pakistan's pharmaceutical industry today accounts for a total volume of US\$ 1.64 billion, with an annual increase of 11% more than the global growth of the Pharmaceutical industry.

In the current situation, with the take-over of national firms, roughly 80% of domestic needs are met, while 20% are imported. Far from China, India, Europe, North America and other countries all raw materials are imported. Approximately 20 percent of total imports produced come from Switzerland. The 10th largest pharmaceutical market in Asia Pacific, the Philippines as well as Vietnam is Pakistan. Many newspaper articles and headlines have shown that the pharmaceutical industry in Pakistan is rising faster than other countries. The truth is, however, that growth in revenue does not necessarily indicate an efficient company. A literature gap was defined by writers. In the present case, the acquisition of national companies meets approximately 80% of national needs and 20% is imported. All raw materials are imported away from China, India, Europe, North America and other nations. Around 20% of the total imports produced originate in Switzerland. In Asia Pacific, the Philippines and Vietnam, Pakistan is the 10th largest market in pharmaceuticals. Many papers and headlines have proven to be quicker than other countries for pharmaceutical industry in Pakistan. However, the fact is that sales growth does not inherently imply a profitable business. Writers have identified a literature gap. Does the industry work effectively? This study examined the pharmaceutical industry's cost efficiency (CE). To assess efficiency the study used input-oriented data creation analysis. The cost efficiency factors are also calculated with the Ordinary Least Square (OLS) process. Geographical distribution of pharmaceutical firms across Pakistan. Provincial pharmaceutical units tend to focus on major

cities such as Karachi, Lahore, and Peshawar. The numbers reflect the fact that most businesses are based in Punjab province. This study therefore focuses on Punjab's pharmaceutical companies' economic performance.

In Punjab Pharmaceutical Industry, performance measurement will be the first of its kind. In different sectors of the Pakistani economy, there is also very little use of the performance calculation approach. Saranga and Phani (2004) checked DEA from Indian pharmaceutical companies by means of information from 44 companies listed in the literature relating to the pharmaceutical industry. The authors argued that individual corporations' growth is independent of their internal productivity. They proposed that "product patent" be prepared instead of "process patent." They suggest that previously implementing the pharmaceutical environment scenario and the action plan will save the industry. The comparative effectiveness of various Indian pharmaceutical firms is assessed by Mazumdar and Rajeev (2009). Data from 2492 unequalled companies for 1991-2005 have been analysed. The study showed that there have been positive improvements to technological efficiency in large and import-focused businesses. The selected companies have found R&D expenditure to be poorly involved in the Total Factor for Productivity growth. The technological efficiency of Japanese Pharmaceutical Industries using the same technique has been reviewed in Hashimoto and Haneda (2008). As single output and three inputs, patent or R&D, product invention and the expense of process innovation, they used revenue volumes. They sum up a clear change in productivity from 1982 to 2001. In decomposition of Malmquist into three categories (Quality Change, Technological Change and Efficiency Change), Fareset et al. (1995) analysed Swedish pharmaceuticals firms. The effect of technological expertise upon company success of global pharmaceutical companies was examined by Carolis (2003). Danzon et al (2005), using different econometric models to analyse the effect of experience and partnership in the pharmaceutical industry. The Spanish

pharmaceutical industry, Gonzalez and Gascon (2004), studied the Bcc DEA model, and identified a substantial contribution to productive growth of technical efficiency. It also states that in the case of big, medium and small businesses, the effect of technological efficiency on productivity improvements was different.

### **Methodology**

In 1978 Charnes, Cooper and Rhodes initially developed a Data Envelopment Analysis (DEA) study based on Farrell's pioneering work in the field of efficiency (Farrell, 1957), and thus the CCR template. DEA is the programming method of the mathematical line which produces a single efficiency measure for each unit compared to its peers. DEA assesses the performance of organisations such as businesses, colleges, hospitals and banks where comparisons are difficult with multiple inputs and outputs (El-Mashaleh et al., 2010). The organisation assessed by DEA is referred to as decision-making units (DMUs). In this analysis, the DMUs refer to 86 pharmaceutical companies which are responsible for transforming inputs (i.e. energy, money, etc.) into outputs (i.e., sales and profits). The DEA is a mathematical linear programming method used to evaluate which DMU lies at the boundary of performance. DEA provides an overview of the efficiency of multiple inputs and outputs, tests each DMU and compares its performance with the best performing unit. The best-performing unit should lie at the border of performance. If the unit is not on the performance limit, it is known to be inefficient.

Cooper et al. (2000) and Coelli et al. (1998) argued that DEA had gained prominence due to its well-known benefit. First, it has the ability to manage multiple inputs and multiple outputs simultaneously due to the use of linear programming. Linear programming can accommodate a large number of variable inputs and outputs. Second, DEA has no previous assumptions regarding assigning weights to the various inputs and outputs. The weights are explicitly derived from arbitrary subjective weighting. DEA delivers a set of weights that

maximise the performance of the unit, subject to the non-border boundary weights to be violated by other units. Third, the measurement units of the various inputs and output variables do not need to be consistent. The analysis used DEA under the assumption of a variable return to scale. Second, the technological and cost efficiencies are calculated using equations 1 and 2 as set out below.

$$\begin{aligned}
 TE &= \min_{z, \theta} \theta \\
 &\text{subject to} \\
 z.Y &\geq y_0 \\
 z.x &\leq \theta.x \\
 z_i &\geq 0 \\
 \sum_{i=1}^n z_i &= 1 \dots \dots \dots (1)
 \end{aligned}$$

$$\begin{aligned}
 CE &= \min_{z, \lambda} \lambda \\
 &\text{subject to} \\
 z.Y &\geq y_0 \\
 z.C &\leq \lambda.C_0 \\
 z_i &\geq 0 \\
 \sum_{i=1}^n z_i &= 1 \dots \dots \dots (2)
 \end{aligned}$$

Now it is simple to calculate the allocative efficiency by  $AE = CE/TE$ .

The question of the possible impacts on the performance of the contextual variables outside company control is required in a two stage cost-efficiency analysis. The Tobit model is used due to the lower tail censoring of the distribution created by the DEA. Thus, the use of OLS estimates is not an efficient method of assessing the desired efficacy variables in the hospital, because the dependent variable is limited to 0-1. Green (1994) proposed zero censorship for computational purposes and converted DEA efficiency scores to zero left-censored inefficiency scores using the equation as follows:

$$\text{Cost Inefficiency} = (1/\text{DEA CE score}) - 1$$

The linear regression model is as under:

$$\begin{aligned}
 y_i^* &= \beta + x_i + u_i, u_i \sim N(0, \sigma^2) \\
 y_i &= y_i^* \text{ if } y_i^* > 0 : \\
 y_i &= 0 \text{ if } y_i^* \leq 0 \dots \dots \dots (3)
 \end{aligned}$$

For  $i = 1, \dots, n$ ,  $\beta$  is the vector of unknown parameters.  $x_i$  is the vector of explanatory variables. The observed data  $y_i^*$  represent possibly censored versions of  $y_i$ , where “ineff” is the inefficiency score and  $x_i$  are the contextual factors.

### Variables and Data

In this analysis, we used the value added of 86 pharmaceutical companies as a measure of production and three input variables with their corresponding input prices (Table 1). Total number of workers, raw materials and wages used input variables. While the explanatory variables are the market shares of companies, the Herfindahl-Hirschman Index (HHI) of the company's market concentration, asset prices and energy.

Table 1: Input, Outputs and Explanatory Variables

Output	Value Added of the firms
Inputs	Total Number of Staff
	Raw Material of firms
	Salaries of the Staff
Explanatory Factors	Firm's Market Shares calculated as each Pharmaceutical firms' value added divided by all Pharmaceutical firms' value added
	Herfindahl-Hirschman Index (HHI) is the market concentration measure obtained by summing the squares of market shares of each Pharmaceutical firms which is 0.898 calculated as
	$HHI = \sum_i S_i^2$ <p><math>S_i</math>: market share of firm <math>i</math></p>
	Values of Assets
	Energy Consumption

## Results

First, the efficiencies scores are calculated by using DEP 2.1 software. After that the cost inefficiency scores are regressed some explanatory factors which are not under the control of the firms. Results are given as under.

### Descriptive Statistics

Summary statistics of the inputs, outputs and explanatory variables is given in Table 2. There is higher level of variation in the value added as shown maximum and minimum values of statistics. Similar situation is also found for other all inputs and explanatory factors as shown in Table 2.

Table 2: Summary Statistics of Inputs, Outputs and Explanatory Variables

	Value Added	Raw Material	Employs	Salaries	Market Share	Assets	Energy
Mean	85253	113419	114	25621	0.012	65724	5231
Median	11306	30118	43	5340	0.002	13836	1388
S.D.	222412	315964	192	59069	0.030	192280	10396
Max	1419177	2609389	950	430837	0.194	1654832	72655
Min	-5667	140	3	66	-0.001	175	35

Authors' Calculation

### Level of Cost Efficiency in the Pharmaceutical Firms of Punjab

The average value of cost efficiency (CE-277) indicates that there is 72 percent cost increasing inputs in the pharmaceuticals firms of Punjab. It is determined by the 61 percent misallocation and 46 percent wastage of the resources in the firms. Only two firms Medipharma(pvt.) Ltd and Japan herbal pharma (pvt.) Ltd are operating at cost frontier with score CE-100 using as reference for others firms. If remaining firms reduce 74 percent of their inputs, their current output level will remain same. In these two firms, allocation of resources is also 100 percent (AE-1.00). As for as utilization of resources is concerned, out of 86 firms 13 firms Ccl pharmaceuticals (pvt.) Ltd., Medipharma (pvt.) Ltd., Shaigan



pharmaceuticals (pvt.) Ltd., Javedunani laboratories, Maqbooldawakhana& herbal pharma (pvt.) Ltd., Japan herbal pharma (pvt.) Ltd., Elite pharma (pvt.) Ltd., Rehmanunaidawakhana, p-369, street no. 11, afghan abad, faisalabad., Hermain herbal pharma, New altafdawakhana, New farandawakhanamianwali, Riazdawakhana, and Standard dawakhana are utilizing the resources 100 percent efficiently (TE-1.00). However, level of inefficient utilization of resources is higher as compare to misallocation due to which the level of cost is higher in these firms and individuals are facing higher prices of drugs.

Table 3: Cost Efficiency of the Pharmaceutical Firms of Punjab

Firms	Technical Efficiency	Allocative Efficiency	Cost Efficiency
Cotton craft (pvt.) Ltd.	0.101	0.874	0.088
Dosaco laboratories	0.298	0.567	0.169
English pharmaceutical industries	0.354	0.414	0.146
Ethical laboratories (pvt.) Ltd.	0.292	0.848	0.248
Flow pharmaceuticals (pvt.) Ltd.	0.476	0.991	0.472
Highnoon laboratories ltd.	0.187	0.953	0.179
Himont pharmaceuticals (pvt.) Ltd.	0.170	0.939	0.160
Jawa pharmaceuticals (pvt.) Ltd.	0.083	0.375	0.031
Marhaba laboratories	0.094	0.301	0.028
Orta laboratories (pvt.) Ltd.	0.562	0.827	0.465
Pdh pharmaceuticals (pvt.) Ltd.	0.461	0.859	0.396
Pharmedic laboratories (pvt.) Ltd.	0.308	0.579	0.179
Qintar pharmaceuticals 14a psiesargodha	0.151	0.246	0.037
Rehman rainbow (pvt.) Ltd.	0.532	0.723	0.385
Rekopharmal (pvt.) Ltd.	0.822	0.649	0.534
Renaconpharma (pvt.) Ltd.	0.404	0.838	0.339
Sapient pharma	0.326	0.593	0.193
Siza international (pvt.) Ltd.	0.518	0.674	0.349
Vega pharmaceuticals (pvt.) Ltd.,	0.830	0.972	0.807
Wilshire laboratries (pvt.) Ltd.	0.601	0.245	0.147
Ccl pharmaceuticals (pvt.) Ltd.	1.000	0.814	0.814
Ashraf laboratories(pvt.) Ltd.	0.297	0.813	0.241
Crescent cotton industries (pvt.) Ltd.	0.574	0.989	0.568

Dawakhana hakim ajmal khan (pvt.), ltd.,	0.422	0.540	0.228
Elixir laboratories (pvt.) Ltd.	0.334	0.515	0.172
Irfan pharmacy (pvt.) Ltd.	0.212	0.379	0.080
Medipharma (pvt.) Ltd.	1.000	1.000	1.000
Micko industrial chemicals (pvt.) Ltd.	0.369	0.703	0.259
Pharmawise labs (pvt.) Ltd.	0.992	0.439	0.436
Sharex laboratories (pvt.) Ltd.	0.064	0.792	0.050
Synchro pharmaceuticals (pvt.) Ltd.	0.562	0.434	0.244
Unexo labs (pvt) ltd	0.099	0.777	0.077
Ideal pharmaceutical industries	0.215	0.762	0.164
Popular chemical works pvt ltd	0.253	0.858	0.217
Hamaz pharmaceutical (pvt.) Ltd.	0.169	0.887	0.150
Shaigan pharmaceuticals (pvt.) Ltd.	1.000	0.540	0.540
Lahore chemicals and pharmaceutical works (pvt.) Ltd.	0.357	0.847	0.303
Home opathic stores and hospital	0.453	0.644	0.292
Hansel pharmaceutical (pvt.) Ltd.	0.550	0.759	0.417
Venus pharma	0.348	0.319	0.111
Medivet (pvt.) Ltd.	0.640	0.418	0.268
Pharmagen ltd.	0.295	0.037	0.011
Saffron pharmaceutical (pvt.) Ltd.	0.821	0.489	0.401
Schazoozaka (pvt.) Ltd.	0.129	0.975	0.125
Zakfas pharmaceutical (pvt.) Ltd.	0.094	0.184	0.017
Munawarpharma (pvt.) Ltd. - ii	0.121	0.949	0.115
Novamed pharmaceuticals	0.258	0.946	0.244
Batala pharmaceuticals	0.300	0.119	0.036
Goodman laboratories	0.404	0.787	0.318
Prime laboratories (pvt) ltd	0.251	0.860	0.216
Hafiz pharama industry	0.250	0.406	0.102
Al-haram dawakhana	0.396	0.509	0.202
Pdhlaborateries (pvt) ltd	0.403	0.921	0.371
Rax	0.607	0.387	0.235
Bara dawakhana	0.427	0.551	0.235
Honig pharmaceutical laboratories	0.337	0.857	0.289
Javedunani laboratories	1.000	0.331	0.331
Mumtazdawakhana	0.559	0.710	0.397
New pak herbal pharma	0.500	0.450	0.225

Unimark pharmaceutical	0.336	0.481	0.161
Cheema laboratories (unani) (pvt.) Ltd.	0.431	0.674	0.290
Bio labs (pvt) ltd.	0.063	0.512	0.032
Helicon pharmacuitekakistan (pvt.) Ltd.	0.169	0.322	0.054
Maqbooldawakhana& herbal pharma (pvt.) Ltd.	1.000	0.337	0.337
Hi-warble pharmaceutical (pvt.) Ltd.	0.043	0.248	0.011
Ameer pharma (pvt.) Ltd.	0.167	0.842	0.141
Al-noormedica (pvt.) Ltd.	0.464	0.735	0.341
Grand pharma (pvt.) Ltd.	0.160	0.707	0.113
Ayko industries (pvt.) Ltd.	0.688	0.890	0.612
Japan herbal pharma (pvt.) Ltd.	1.000	1.000	1.000
Elite pharma (pvt.) Ltd.	1.000	0.634	0.634
Prix pharmaceutica (pvt.) Ltd.	0.084	0.448	0.038
Well & well pharma (pvt.) Ltd.	0.105	0.161	0.017
Olive laboratories	0.157	0.825	0.129
Rehmanunanidawakhana, p-369, street no. 11, afghan abad, faisalabad.	1.000	0.457	0.457
Kakasianpharmaceutecalspvt, limited	0.258	0.375	0.097
Bmapharma	0.417	0.188	0.078
Ambardawakhana (regd.)	0.601	0.456	0.274
Balalunanilabutries	0.742	0.797	0.591
Barkatunanidawakhana	0.600	0.411	0.247
Feroz din ajmalidawakhana	0.482	0.682	0.329
Hermain herbal pharma	1.000	0.333	0.333
New altafdawakhana	1.000	0.318	0.318
New farandawakhanamianwali	1.000	0.859	0.859
Riazdawakhana.	1.000	0.125	0.125
Standard dawakhana	1.000	0.337	0.337
	Descriptive Statistics		
Mean	0.460	0.608	0.277
Median	0.404	0.639	0.238
Standard deviationf	0.302	0.257	0.218
Maximum	1.000	1.000	1.000
Minimum	0.043	0.037	0.011

Authors' Calculation

### Determinants of Cost Inefficiency

In this section, the study presents the empirical result of Tobit model which shows the effect of market share, market concentration, energy and assets on the cost inefficiency of the pharmaceutical firms in Punjab. There is positive effect of HHI and energy on the cost efficiency of the Pharmaceutical firms. While market share and value of assets have negative effect on cost efficiency. The Table 4 indicates that while holding all explanatory variables constant, the pharmaceutical firm's cost inefficiency is 0.4793. The result also shows that market share is positively related to the cost inefficiency of pharmaceutical firms in Punjab. This is owing to the fact that a 1 percent increase in market share will increase the industry's cost inefficiency by about 32 percent. While, a 1 unit increase in market concentration will decrease the cost efficiency by 4.7292 units. From the result, all the explanatory variables are statistically significant. Market concentration has higher significant on the cost efficiency of the firms. Increase in the value of assets will also increase the cost inefficiency by 91 percent in the firms. The increase in the use of energy will make the pharmaceutical firms more cost efficient.

Table 4: Tobit model

	Coefficient	Standard Error	t-Stat	P-Value
C	0.47931	0.0028374	17.83583	5.27381E-17
Market Share	0.3204	0.0073927	1.849424	0.000248721
HHI	-4.7292	0.0000268	5.385329	0.000062415
Value of Asset	0.9183	0.0067231	1.362940	0.003354102
Energy	-0.00638	0.0283945	1.732064	0.002937124

Author's Calculation

### Conclusion

Cost efficient pharmaceutical firms are very useful for the society. Because these have both internal externalities and external externalities. Internally, most economical firm will be

the most profitable for the administrators while externally most economical firms will provide least price output for the consumer. In case of pharmaceutical firms of Punjab, it is observed that more than 95 percent firms are cost inefficient. The level of cost increasing inputs is also high. The main reason behind is that there is higher level of wastage and misallocation of resources in these firms. It indicates the higher level of disguised unemployment in these firms which is the burden on the firms. This in turn produce the negative effect on public in term of high drug prices. These firms should reduce their inputs to reduce its cost at give output level. Government should also remove the monopoly of pharmaceutical companies so that people can get drugs at cheaper price. Because higher market concentration (HHI) shows the higher positive effect on cost efficiency in second stage analysis.

### References:

- Abrol, D., Prajapati, P., & Singh, N. (2017). Globalization of the Indian pharmaceutical industry: implications for innovation. *Institutions and Economies*, 327-365.
- Charnes, A., Cooper, W. W., & Rhodes, E. (1978). Measuring the efficiency of decision making units. *European journal of operational research*, 2(6), 429-444.
- Coelli, T. (1998). A multi-stage methodology for the solution of orientated DEA models. *Operations Research Letters*, 23(3-5), 143-149.
- Cooper, W. W., Seiford, L. M., & Zhu, J. (2000). A unified additive model approach for evaluating inefficiency and congestion with associated measures in DEA. *Socio-Economic Planning Sciences*, 34(1), 1-25.
- Danzon, P. M., Nicholson, S., & Pereira, N. S. (2005). Productivity in pharmaceutical–biotechnology R&D: the role of experience and alliances. *Journal of health economics*, 24(2), 317-339.
- De Carolis, D. M. (2003). Competencies and imitability in the pharmaceutical industry: An analysis of their relationship with firm performance. *Journal of management*, 29(1), 27-50.
- El-Mashaleh, M. S., Rababeh, S. M., & Hyari, K. H. (2010). Utilizing data envelopment analysis to benchmark safety performance of construction contractors. *International Journal of Project Management*, 28(1), 61-67.
- Färe, R., Grosskopf, S., & Roos, P. (1995). Productivity and quality changes in Swedish pharmacies. *International Journal of Production Economics*, 39(1-2), 137-144.
- Farrell, M. J., & PEARSON, E. S. (1957). SERIES A (GENERAL). *Journal of the Royal Statistical Society. Series A (General)*, 120(3), 253-29.
- González, E., & Gascón, F. (2004). Sources of productivity growth in the Spanish pharmaceutical industry (1994–2000). *Research Policy*, 33(5), 735-745.

- Greene, W. H. (1994). Accounting for excess zeros and sample selection in Poisson and negative binomial regression models.
- Hashimoto, A., & Haneda, S. (2008). Measuring the change in R&D efficiency of the Japanese pharmaceutical industry. *Research policy*, 37(10), 1829-1836.
- Mazumdar, M., & Rajeev, M. (2009). *A comparative analysis of efficiency and productivity of the Indian pharmaceutical firms: a malmquist-meta-frontier approach*. Institute for Social and Economic Change.
- Saranga, H., & Phani, B. V. (2004). The Indian Pharmaceutical Industry—An Overview on Cost Efficiency using DEA. *Unpublished Working Paper*.



## Abstract

Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-15>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Authoritarianism and Judicial Efforts for Securing Autonomy: A Case Study of Pakistan</b>
<b>Author(s):</b>	Dr. Bakht Munir Lecturer, Institute of Languages and Linguistics, University of the Punjab, Lahore, Pakistan
	Ali Nawaz Khan Assistant Professor, University Law College, University of the Punjab
	Zaheer Iqbal Cheema Assistant Professor, University Law College, University of the Punjab
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Munir, Bakht, et al. (2020). "Authoritarianism and Judicial Efforts for Securing Autonomy: a Case Study of Pakistan." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 267–286, <a href="https://doi.org/10.36968/JPDC-V04-I03-15">https://doi.org/10.36968/JPDC-V04-I03-15</a>
<b>Author(s) Note:</b>	Dr. Bakht Munir is serving as Lecturer at Institute of Languages and Linguistics, University of the Punjab, Lahore, Pakistan <a href="mailto:muniradv@yahoo.com">Email: muniradv@yahoo.com</a>
	Ali Nawaz Khan is serving as Assistant Professor at University Law College, University of the Punjab
	Zaheer Iqbal Cheema is serving as Assistant Professor at University Law College, University of the Punjab



### Abstract

In a democratic system of government, state affairs are divided into legislative, executive, and judiciary. In Pakistan's democratic transition, military role as an additional unavoidable stakeholder cannot be neglected. Pakistan remained under despotic regime for more than three decades with judicial backing by validating extraconstitutional acts. However, this autocratic rule never remained absolute and unchallenged. With qualitative research methodology this article examined how judiciary validated extraconstitutional acts at the expense of civilian governments and compromised its autonomy. How military role in democratic transition is minimized through parliamentary and judicial efforts. The research at hand aimed to investigate how military and its affiliates entrenched its authority during its direct rule and how it transformed and preserved that authority during civilian rule. How judiciary challenged and circumscribed unbridled military rule while securing its autonomy. This paper also explicated potential risk of confrontation between parliament and judiciary where the latter remained absolute autonomous. In order to overcome prospects of potential confrontation, this research suggested judicial realization of self-restraints so as to avoid unnecessary intrusion that could result into interbranch conflicts.

**Keywords:** Despotic regimes, invalidation of extraconstitutional acts, judiciary role

## Introduction

Throughout its constitutional and political history, Pakistan has been oscillated between authoritarianism and democracy. In authoritarian regimes, courts' ambit of authority is expanded so as to validate extraconstitutional acts of the regimes and keep surveillance on the executive. Nonetheless, regimes' despotic authority never remained absolute rather challenged and circumscribed by judiciary. The Superior Courts in Pakistan reinforced despotic regimes at the expense of the civilian rule unless judiciary secured maximum autonomy and thereafter turned around every extraconstitutional act of the regime. In autocratic regimes, courts perform five essential functions that reinforce despotic regimes, but judiciary in Pakistan exceptionally reacted to regime and very smartly challenged and invalidated its very existence. Pakistan's recent move towards democracy offers prospects for enduring democracy and constitutionalism. Despite the fact that these challenges remained significant obstacles in realization of potential threats, there is a need for striking a rational compromise between judicial independence and its constraints considering the judiciary role in the whole transition. Moreover, the representative institutions are required to effectively enhance their governance capabilities to rein in military and devise a mechanism for ensuring judicial autonomy and accountability in order to reinforce and streamline judiciary's role.

This research mainly investigated causes and consequences of judicial empowerment in authoritarian regimes with special emphasis to *Musharraf's* authoritarian regime and how Judiciary secured its autonomy. Judiciary implicated despotic regime very systematically considering every potential risk of interbranch confrontation. In every case, judiciary circumscribed autocratic regime and strengthen itself, which was inversely proportional in nature. A chronological investigation into the cases transforming regime's authority into civilian government is conducted. In Pakistan's democratic transition, judiciary played an exceptional role: it had validated extraconstitutional acts at the cost of civilian rule,

systematically circumscribed unrestricted military control by upholding civilian rule and secured its autonomy, which ended up with another avenue of confrontation between Judiciary and Parliament.

### **Research Methodology and Operational Framework**

With the help of qualitative research methodology, both primary and secondary sources have been consulted, in order to conduct this research. For conceptual understanding of its theoretical framework, this research has been confined to *Musharraf's* regime and judicial response thereto. Operational framework of this work has been divided into the following segments: first, an overview of despotic regime and role of judiciary has been given. Second, how judiciary canalized autocratic regimes by validating its extraconstitutional acts. Third, essential judicial functioning during despotic regimes in light of *Ginsburg and Mustafa's* article has been given, which form theoretical framework for the research at hand. Fourth, how judiciary's pro-regime stance transformed into anti-regime has been examined. Fifth, determinants of judiciary to challenge unbridled military regime has been explicated. Sixth, how *Musharraf's* handpicked judiciary turned to jeopardize regime's very existence. Seventh, outcome of the research has been given. Eighth, concluded with emphasis of how important independent judiciary in a democratic transition could be and what are potential challenges to this democratic transition if judiciary is left uncontrolled.

### **Judiciary – A Catalyst of Military Regimes**

A sequential constitutional change creates prospects of transformation from authoritarianism to a democratic system having rule of law and constitutionalism (Kalhan, 2013). In the authoritarian regimes, scholars have significantly contributed literature regarding courts' role and considered their existence in transition of a gray zone between the regime and civilian rule. Within this gray zone, focus has been made on judicial impartiality and constitutional developments (Kalhan, 2013, p. 5). Despite this fact, Pakistan has been

oscillating for decades between military regimes and fragile democracy. Recent events, however, created a more complex image.

In 2007, judiciary asserted an unprecedented autonomy from the regime during lawyers' movement against *Musharraf's* efforts to remove the Chief Justice. In the constitutional development of Pakistan, these efforts turned out to be a movement for democracy and constitutionalism. However, after restoration of democracy in 2008, consequential conflicts among Parliament, Judiciary and Military raised concerns that judiciary which was broadly celebrated for challenging *Musharraf's* regime is undermining civilian government while evoking the notion of judicial autonomy. In order to have an adequate approach to judicial impartiality, both in descriptive as well as normative context, there is a need of deeper contextualized approach to its impartiality in contrast to its typically invoked principles (Burbank, 1998). Judicial impartiality neither entails maximum autonomy nor an end in itself rather it arises from its relationship and interdependencies (Burbank, & Friedman, 2002). In the given context, judicial autonomy requires to strike a rational compromise between judicial impartiality and judicial constraints (Kalhan, 2013, p.8).

A deeper understanding of the judicial impartiality also necessitates consideration to shifting regimes and how laws, institutions, and associated interests developed eventually (Fiss, 1993). These issues need further critical analysis as the existing scholarship has not fully addressed Pakistan's issues of constitutionalism and role of judiciary. In the broader context, a significant literature contributes how military has utilized judiciary in order to entrench its authority (Mahmud, 1993). Furthermore, a considerable aspect of judiciary's role in the representative governments has also been discussed (Khan, & Siddique, 2007; Lau, 2005). Nevertheless, the recent literature in Pakistan has not significantly taken into account the implication of the relationship between the regimes and representative rule for judicial impartiality and constitutionalism.

The evolution of alternative governance between military and civilian rule resulted in institutional disparity among state institutions that consequently strengthened Pakistan's unelected institutions at the expense of elected ones. Due to this institutional imbalance, constitutional development and apprehension of democratic consolidation has been hindered. The military and its affiliates have expanded authority into periods of representative governments where law and courts played a key role. The courts legalized military interventions and permitted constitutional changes which helped military preserve its control. Even after restoration of the representative government, judiciary has equally facilitated military's continued political influence, which turned out to be an institutional imbalance. Periodically, judiciary has been able to assert its independence from fragile representative institution, but remained vulnerable to military and its associated interests. In 1990s, the period of civilian rule was described as "military rule by other means" (Haqqani, 2010). This institutional relationship led to confrontation between Parliament and judiciary, which leaved adverse affects on both the institutions, and enabled military intervention in 1999. Nevertheless, the entrenchment process has never remained unchallenged.

In 2005, the Supreme Court asserted exceptional autonomy from *Musharraf's* regime. The regime tried to keep control of the Court, however, achieved little success. Nevertheless, an *anti-Musharraf* movement was successfully triggered. The struggle towards judicial independence encompassed efforts for restoration of democracy, supremacy of civilian rule, and constitutionalism. The efforts for rolling back the legacy of military's governance also created confrontation between Judiciary and Parliament. The court not only repudiated its long standing role of legitimizing the regime, but asserted its autonomy from Parliament. A unanimously adopted 18<sup>th</sup> amendment to the Constitution brought forth more than 100 constitutional changes including scope of Article 6, which has been widened and repudiated the military's rule, restore Parliamentary supremacy, provincial autonomy, and reforms in

judicial appointments. Over its autonomy, judiciary started confrontation with Parliament, and both have strived to attain a “*Modus Vivendi*”<sup>1</sup> that enhances a shared compromise to constitutionalism. The Supreme Court invalidated provisions of 18<sup>th</sup> amendment due to its incompatibility with the basic structure of the Constitution, without expressly establishing the same. On the motivation of military and opposition, the Supreme Court privileged national security matters over fundamental rights, while upholding military courts. Keeping in view institutional disequilibrium, a reasonable rebalancing of judicial autonomy is required. Besides this, a mechanism for judicial accountability is required that would enable representative government, in order to strengthen its governance capabilities and authority to rein in military and its associated interests.

### **Authoritarian Regimes and Judicial Functioning**

Generally speaking, courts are expected to independently and impartially perform its functions with the limits prescribed by the Constitution. In certain exceptional circumstances, such as military regimes, courts are required to expand its jurisdictional sphere. Despite the independent status of judiciary, the political regime holds control on it by various means such as judicial appointments, financial incentives, and in the matters of legal and constitutional changes. The courts are, therefore, considered to be the agents of political regimes (Dahl, 1957; Shapiro, 2013). Nevertheless, in authoritarian regimes, focus is made on the expansion of courts’ power and their independence (Ginsburg, & Moustafa, 2008; Helmke, & Rosenbluth, 2009). *Ginsburg and Mustafa* articulated five essential functions of courts in dictatorial regimes: firstly, administrative control over executive for addressing low-level corruption. Judges allow investigation into bureaucratic misdeeds that otherwise cannot be discovered by the regime (Shapiro, 2013).

---

<sup>1</sup> *Modus Vivendi* is a Latin phrase which means mode of living and referred to an arrangement that allows conflicting parties to coexist in peace.

Secondly, application of controversial policy measures, especially in the economic realm. Thirdly, for the economic survival of the authoritarian regime, foreign and domestic investments are encouraged, but due to fluctuation in property rights investors rarely take risk of investment. Fourthly, courts are being used in the authoritarian regimes in order to regulate a social control over the political opponents. Fifthly, courts are employed for providing legal cover to the extra-legal activities of the regime. In order to provide justification to the regime, courts develop justifications for constitutional deviations (Mahmud, 1994).

In Pakistan's perspective, this segment of the research paper examined the extent to which courts followed the above mentioned functions and to which extent the courts diverged from them while expanding judicial powers, how courts challenged and diminished unbridled despotic regimes while upholding its constitutional authority. The Supreme Court, in exercise of its *suo motu* jurisdiction, cancelled the agreements and process of privatization of public enterprises instead of endorsing them (Root, & May, 2006). The Court directed investigation of missing persons instead of supporting and upholding the regime. Once the Court assumed maximum power, jeopardizes the legitimacy of the regime instead of its reinforcement (Ghias, 2010). The SC has constitutional authority to review matters of public importance concerning the protection of fundamental rights. The Parliament determines numbers of the Supreme Court judges. In Musharraf reign, it was set to be seventeen.

Before 18<sup>th</sup> amendment to the Constitution, judges of the Supreme Court were appointed by the President on recommendations of the Chief Justice (*Al-Jehad Trus v. Federation of Pakistan*, 1996). Whereas, the most senior judge among the Supreme Court judges was elevated to the office of the Chief Justice (*Asad Ali v. Federation of Pakistan*, 1998). The President had constitutional authority to remove a judge either on account of misconduct or where a judge was otherwise incompetent to continue his duty. Nonetheless, the President has not been expressly empowered by the Constitution to suspend a judge

before the conclusion of the inquiry. The Chief Justice plays a significant role in the Court's jurisprudential development and approves *suo motu* actions (Ghias, 2010, p. 988).

After the Military takeover in 1999, *Iftikhar Muhammad Chaudhry* was among the handpicked judges of Musharraf by replacing six judges who refused to take oath under the PCO. *Iftikhar Muhammad Chaudhry* was one of the twelve judges who validated the coup on the ground of necessity (*Zafar Ali Shah v. General Pervez Musharraf*, 2000). He was one of the nine members bench upholding *Musharraf's* extra-constitutional referendum, in order to become a President (*Qazi Hussain Ahmad v. General Pervez Musharraf*, 2002). He was a member of the bench upholding Musharraf's amendment to the Constitution (*Watan Party v. Chief Executive of Pakistan*, 2003). He was also among five members bench whereby Musharraf was allowed to hold office of the Army Chief in his first Presidential term (*Pakistan Lawyers Forum v. Federation of Pakistan*, 2005). In June 2005, *Iftikhar Chaudhry* was promoted as the Chief Justice of Pakistan who performed functions in authoritarian context.

### **Judicialization of Governance**

The first and foremost question that how did a pro-regime judiciary expanded authority that led to the confrontation with the regime. Typically, as discussed, in authoritarian situations the Supreme Court legitimized military regimes. In the present context, the economic liberalization and privatization created room for public interest litigations. The Supreme Court enhanced its jurisdictional circle of authority and impartiality that consequently created backlash to Musharraf's interests. Invoking original jurisdiction in matters of public interest litigations was not a novel concept, but the Court provided some additional measures, in order to make some unprecedented developments towards its autonomy. By expanding its authority, the Human Rights Cell was also established in the SC.



A chronological analysis of public interest litigations helps understand how the Supreme Court diverged from the anticipated judicial role in dictatorial regimes.

In Musharraf's era, economic growth was evident that required high rise office space and housing. Nonetheless, urban planning and safety measures had not been advanced accordingly. After catastrophic earthquake of October 2005, the inhabitants of a collapsed building, which was located in Islamabad, filed a petition against the construction company and the CDA. The applicants contended that the CDA could not protect their lives and properties despite repeated complains about material defect in the tower. The CDA was directed by the Court to investigate the responsible persons for defective construction and further directed to provide accommodation to the concerned residents (*Saad Mazhar v. Capital Development Authority*, 2005).

After two months, the Court while converting the same petition into a high level of judicial investigation directed the Provincial officials to submit a report regarding damage to the schools, colleges, and universities due to earthquake. The authorities were further directed to provide details of any action so far taken against the responsible persons for defective construction. In another case, the Supreme Court, in April 2006, heard an appeal against the order of the Lahore High Court, which had forbear the LDA for permitting construction of buildings without meeting the required safety standards. The Court unveiled that the LDA had no structural engineer for ensuring structural safety.

Similarly in February 2006, the Court took a petition against the CDA. The Petition moved the Court to prevent the CDA from making a lease agreement for golf course that was to be constructed in a public park. The Court observed that the proposed agreement violated fundamental right of access to public places as guaranteed by Article 26 of the Constitution of Pakistan, 1973 (*Moulvi Iqbal Haider v. Capital Development Authority*, 2006) On the same grounds, the SC took *suo motu* in number of cases with reference to commercial

projects and public spaces in Lahore and Karachi. These were some of the examples that how the Court kept surveillance and control over high level corruption that created room for the judicial intervention, while expanding its authority in the context of fundamental rights.

After urban planning, the Court expanded its jurisdictional circle in deregulation of price control. The Court intervened in price control of oil and sugar. In order to set price of petroleum, the Ministry of Petroleum had authorized a group of oil companies, which was termed as the Oil Companies Advisory Committee (OCAC), without any parliamentary oversight. With the escalation of oil price to US\$70/ per barrel in international market, the OCAC increased the prices accordingly. However, when the oil price decreased to US \$62 the OCAC didn't reduce the prices correspondingly. In May 2006, the Supreme Court took the petition and directed the National Accountability Bureau to probe into the matter (Goraya, 2006). After initial hearing, this case was referred to a larger bench to investigate the involvement of officers from the Ministry of Petroleum for having collaboration with the OCAC in order to fix an unfair rate (Ghias, 2010, p. 993).

Likewise, the Court took cognizance of sugar price hike, which was recorded double in less than a year. The Supreme Court directed the NAB to investigate the matter properly. In its report, after conclusion of the investigation, the NAB implicated the involvement of eight Ministers and further declared that governmental soft policy was claimed to be the reason for sugar crisis. These price control cases targeted high level corruption that further exposed the despotic regime. This initiative of price control got motivation from media and the NAB's compliance to the orders gave confidence to the Supreme Court for expansion of its authority.

After price control, the Court took an account of privatization of public enterprises. In 2005, keeping in view the economic liberalization policy, the government privatized public enterprises mainly with the support of Citibank. These enterprises included Pakistan State Oil

(PSO), Pakistan Telecommunication Ltd. (PTCL), and Pakistan Steel Mills (PSM). The Labor Union threatened to destroy the telecom facility when their demands were not considered by the government. Consequently, Army had to be involved for security of infrastructure. Likewise, in April 2006, the PSM was privatized on the same political grounds. The opposition and the Labor Union leveled corruption charges against the Privatization Commission. In August 2007, the Court while reversing the sale agreement annulled the agreement regarding share purchase and acceptance of the deal (*Watan Party v. Federation of Pakistan*, 2006) Subsequently, the Court took an account of the PTCL and the PSO despite its accepted position. Considering the vitality of the nature of the cases, the PSM case is considered to be the turning point and principal factor of regime conflict with the Court. The Supreme Court was expanding its ambit of authority by terminating the contracts on the ground of corruption charges instead of enforcing the contracts and supporting the FDI.

After taking an account of privatization of public enterprises, the Supreme Court took *suo motu* against missing persons. In November 2006, the Court while taking notice of the forty-one disappearances directed the Ministry of Interior to produce them. After a month, the Supreme Court was informed by the officials that twenty persons have been recovered. The Court gave directions to trace rest of the missing persons. In November 2007, the Human Rights Commission of Pakistan provided another list of 148 missing persons to the Supreme Court and alleged that the agencies are behind those disappearances. A Bench of the Supreme Court, headed by the Chief Justice, took the petition and sent notices thereof to Federal and Provincial Governments. Nevertheless, by very next day Chief Justice was suspended from his office. Conceivably, the Court had gone too far by expanding its ambit of authority to intelligence agencies. The Court was enhancing its authority by taking an account of disappearances. Civil society and media were encouraging the Court.

The most challenging task for the Supreme Court was regarding eligibility of *Musharraf* for contesting the Presidential election while serving the military (Ghias, 2010, p. 955). For dual office, *Musharraf* has already got one time exception in 2002 by amending the Constitution, which was upheld by the Supreme Court. Keeping in view activist posture of the Supreme Court, *Musharraf* could hardly rely on the Court for making constitutional arrangements so that to legitimize his ability for contesting presidential election of October 2007. The Supreme Court had evidently confronted essential regime policies and thereby challenged the high officers of the regime in every consecutive case. Also, there were reports regarding the Court moving ahead as per anticipations of civil society and media, in order to decide *Musharraf's* eligibility. On this apprehension, the Chief Justice was suspended on March 9, 2007 on the corruption charges and was manhandled by police officials. These incidents created an extraordinary mobilization of the legal fraternity to reinstate the deposed Chief Justice to his office. After struggle of four months, *Iftikhar Chaudhry* was reinstated. In October 2007, when *Musharraf* stood for Presidential elections, the Court withheld the results to review the fact of his being a Presidential contestant while serving the army. Nevertheless, the Constitution was suspended prior to the decision and emergency was proclaimed.

### **1. The Determinants of Judicial Power**

The economic liberalization and its discontents are considered to be the primary factor that allowed the Court to expand its authority by challenging the economic policies of the regime. After September 11, 2001, Pakistan underwent a rapid economic growth mainly due to Foreign Direct Investment and the US military funding (Shah, 2006). In order to get the economic goals, the economic liberalization policies were aggressively implemented (Musharraf, 2006). These policies have consequently created new avenues and techniques for corruption that created new governance challenges. The privatization of public enterprises such as the PSO, the PTCL, and the PSM were creating corruption scandals. This economic

growth, which was coupled with corruption, ultimately provided an opportunity to the Court for expansion of its authority since impartial courts are meaningful for combating ground-level corruption. The Court working on the same line, kept a check on the investors, cancelled their contracts, and unveiled the regime for its unexpected financial outcomes. Initially, the Court was tolerated by the regime for its political functions in favor of the latter. On the contrary, once the Court empowered itself, it began to dismantle social control of the regime and created a threat for the legitimization of the regime.

Supportive media was another factor for confrontation with the regime. Throughout the political and constitutional history of Pakistan, the Supreme Court has mostly legitimized political authority of the military regime that resultantly failed to repose a positive public image in judiciary. With the expanding scope of *suo motu cases*, people and media started trusting judiciary. The Chief justice also showed deep concerns in this regard. In 2006, the Court incorporated a section named as “Supreme Court and Media”, comprising eighteen reports on the Court’s achievements (Shah, 2006, p. 998). Nevertheless, the critics to such judicial activism considered this tactics as a “*Media Circus*” by alleging that the Chief Justice is utilizing *suo motu* action for self-aggrandizement.

Strategic judge and regional influence are other important factors. For materialization of public interest litigation cases, the role of the Chief Justice was perhaps necessary condition in this regard. In India, public interest litigations have a long standing tradition that might have inspired the Supreme Court of Pakistan as well. Additionally, petitioners were referring to Indian case law in the domain of public interest litigation to further scope of its jurisprudence. In 2005, *Y.K. Sabharwal*, the Chief Justice of India, also hosted a delegation of the High Court judges from Pakistan. Pakistani media also reported superior judiciary’s role in urban issues and Pakistan print media also started comparison of India and Pakistan in the domain of public interest litigation (Cawasjee, 2006).

Regime compliance is one of the significant factors in expanding judicial powers. Despite the fact, primary function of the Court during the authoritarian regime is to provide legality to the ruling regime. Nevertheless, in this process of legalism, the Courts also crave out some judicial powers (Lau, 2005; Newberg, 2002). Furthermore, the regime was not oblivious of the fact that the Court validating everything legalizes nothing. For enhancing credibility of the Court and reposing public trust in the regime as well as in judiciary, the regime complies with the Orders of the Court. Moreover, judicial credibility was significantly important for *Musharraf*, in order to get license for the upcoming Presidential election. Most importantly, *Musharraf* couldn't realize this threat of judicial activism until implication of his Prime Minister in the PSM case and involvement of the director of intelligence in missing persons' case. Musharraf was overly confident to the extent that he could compel the Chief Justice to resign from his office (Ghias, 2010).

### **The Virtuous Cycle of Judicial Power**

This segment investigates that how a handpicked court of *Musharraf* that served with loyalty till 2005 in legalizing every extra-constitutional measure, turned into a threat to the very existence of the regime. The judicial empowerment that resulted in confrontation with the regime can be analyzed with the sequential examination of the Supreme Court cases and persons implicated therein. The Court encountered the authoritarian regime in a very systematic way. In late 2005, the Court started with implication of Provincial Officers in the urban planning cases. Subsequently, in early 2006 Federal Ministers were implicated in price regulation cases. Another blow was given to the regime in privatization cases whereby the sitting Prime Minister, *Shaukat Aziz*, was implicated in the mid of 2006. Likewise, in the missing persons and illegal detention cases the army and the intelligence agencies were implicated in late 2006. Finally, *Musharraf* was implicated in the issue with reference to Presidential elections that came to fore in 2007. In every case, the Court was deciding

against the more powerful officer than the previous case. The Court strategically moved from Provincial Officers to Federal Ministers, then Pak Army as well as Intelligence Agencies and finally challenged Office of the President. With each step, the Court was encouraged by media and civil society.

Constitutionally, as envisaged through the trichotomy of powers, judiciary is expected to exercise its authority within its jurisdictional sphere and not to intervene in the affairs of other organs. The Court in a case (*Dr. Mubashar Hussain v. Federation*, 2010) observed that the Constitution provides trichotomy of powers. The legislature is conferred with the authority to enact laws. The execution and interpretation of these laws have been assigned to the executive and the judiciary respectively. Further, no state organ is expected to transgress in the others' field. Particularly, the courts have been reluctant to interfere in the matters relevant to structure and organization of the political institutions. The Court further held that courts should strictly comply with the limits imposed on them by the Constitution as envisaged by Article 175 of the Constitution: establishment of the courts, its jurisdiction, and its separation from the executive. The Judges are considered to be the custodians of the Constitution.

A constitutional judge must ensure that the Court does not assume political authority and must show regard to the modern trends of welfare state. A constitutional judge must restrain himself as illustrated by *Mr. Justice Stone* that the only control on our authority is our own sense of self-restraint. *Mr. Justice Frank* elucidated that the indispensable judicial requisite is intellectual humility (Nova, 1976). Moreover, the Supreme Court (*Fazlul Qadir Cahduhary v. Abdul Haq*, 1963) elaborated that judges of the Superior Courts declare in their oath that they shall preserve, protect, and defend the Constitution. The same view was reiterated in the case of *State v. Zia ur Rahman*, 1973). The Court observed that the SC is created by the Constitution. It is neither above the Constitution nor can invalidate or

challenge any of its provisions. The Court obtained its jurisdictional authority from the Constitution so it will circumscribe itself to its defined limits. Further, the judges while taking oath, undertake to protect, preserve, and interpret the Constitution so as to elaborate what does or what does not a particular provision means even if it oust jurisdiction of this Court. The ultimate purpose of judiciary is to resolve disputes not to create disputes. Hence, the line between use and misuse of power must be kept widened and much cleared.

## **2. Results**

This intensive research resulted that judicial empowerment in authoritarian states is a common phenomenon, which generally exists in gray zone areas and deep state wherein Pakistan stands with no exception. However, judiciary in Pakistan exceptionally responded to despotic regimes and secured its autonomy: systematically circumscribed unbridled authoritarian regimes and strengthen civilian rule, invalidated all its previous actions whereby extraconstitutional actions were validated, and secured its autonomy, which created prospects for confrontation with Parliament. This research suggested the US pattern of judicial realization of self-restraints, which are passive virtues, for identification of judicial bounds and a realistic mechanism for avoiding interbranch conflicts.

## **Conclusion**

Despite independent status of judiciary, political regimes hold control on judiciary by various means such as appointment and financial interests so judiciary is considered to be the agent of the political regime. In like circumstances, judiciary may tend to work in the authoritarian context because in regime control judicial authority is expanded and relatively more impartial. After military takeover of 1999, *Iftikhar Chaudhry* was one of Musharraf's favorite judges who validated every extra-constitutional act of the regime until June 2000 when he assumed office of the Chief Justice. By judicialization of governance, a pro-authoritarian regime started confrontation with the regime. The Court challenged authority of



the regime and finally implicated *Musharraf* for contesting presidential election while serving the Army. However, the Chief Justice, *Ifthikhar Chaudhry*, was suspended in March 2007. In October 2007, the Court withheld results of the Presidential election so that to review fate of *Musharraf* for the presidential election, but emergency was imposed before the decision of the Court. To all this transformation of authority from regime legitimization to political liberalization, there were so many contributing determinants that helped judiciary challenge military regime and its affiliated interests.

With the recent wave of judicial autonomy, the Court repudiated its long standing role of legitimizing the regime and asserted its autonomy from Parliament, which could potentially open a new avenue of confrontation between judiciary and Parliament. This potential confrontation can be avoided if state organs realize their bounds and impose reasonable restrictions on use of their respective authority. With help of self-restrictions, state organs, including judiciary, may work more efficiently and effectively. The sooner state organs realize their jurisdiction, the more successful consolidation of democracy and transition of constitutionalism would be.

## References List

- Al-Jehad Trus v. Federation of Pakistan, PLD 324 (SC 1996).
- Asad Ali v. Federation of Pakistan, PLD 161(SC 1998).
- Burbank, S. B. (1998). The architecture of judicial independence. *S. Cal. L. Rev.*, 72, 315.
- Burbank, S. B., & Friedman, B. (Eds.). (2002). *Judicial independence at the crossroads: an interdisciplinary approach*. Sage Publications.
- Cowasjee, A. (2006, April 2). Anything They Can Do, We Can Do Better. *Dawn News*. Retrieved from <http://www.dawn.com/weekly/cowas/20060402.html>.
- Dahl, R. A. (1957). Decision-making in a democracy: The Supreme Court as a national policy-maker. *J. Pub. L.*, 6, 279.
- Dr. Mubashar Hussain v. Federation, PLD 265 (SC 2010)
- Fazlul Qadir Cahduhary v. Abdul Haq, PLD 486 (SC 1963)
- Fiss, O. M. (1993). The limits of judicial independence. *U. Miami Inter-Am. L. Rev.*, 25, 57.
- Goraya, M. R. (2006). Supreme Court Calls NAB Report in Oil Price Hike Petitions. *Business Recorder*, May, 24.
- Ginsburg, T., & Moustafa, T. (2008). *Rule by law: the politics of courts in authoritarian regimes*.
- Ghias, S. A. (2010). Miscarriage of chief justice: judicial power and the legal complex in Pakistan under Musharraf. *Law & Social Inquiry*, 35(4), 985-1022.
- Helmke, G., & Rosenbluth, F. (2009). Regimes and the rule of law: Judicial independence in comparative perspective. *Annual Review of Political Science*, 12, 345-366.
- Haqqani, H. (2010). *Pakistan: Between mosque and military*. Carnegie endowment.
- Khan, M., & Siddique, O. (2007). The 2005 South Asian Earthquake: Natural Calamity or Failure of State?: State Liability and Remedies for Victims of Defective Construction in Pakistan. *Australian Journal of Asian Law*, 9(2), 187

- Kalhan, A. (2013). Gray Zone Constitutionalism and the Dilemma of Judicial Independence in Pakistan. *Vand. J. Transnat'l L.*, 46, 1
- Lau, M. (2005). *The role of Islam in the legal system of Pakistan*. Brill Nijhoff..
- Mahmud, T. (1993). Praetorianism and common law in post-colonial settings: judicial responses to constitutional breakdowns in Pakistan. *Utah L. Rev.*, 1225.
- Mahmud, T. (1994). Jurisprudence of Successful Treason: Coup d'Etat & (and) Common Law. *Cornell Int'l LJ*, 27, 49.
- Moulvi Iqbal Haider v. Capital Development Authority, PLD 394 (SC 2006)
- Musharraf, P. (2006). *In the line of fire: A memoir*. Simon and Schuster.
- Nova, F. (1976). Political Innovation of the West German Federal Constitutional Court: The State of Discussion on Judicial Review. *The American Political Science Review*, 70(1), 114-125.
- Newberg, P. R. (2002). *Judging the state: Courts and constitutional politics in Pakistan* (No. 59). Cambridge University Press.
- Pakistan Lawyers Forum v. Federation of Pakistan, PLD 719 (SC 2005)
- Qazi Hussain Ahmad v. General Pervez Musharraf, PLD 853(SC 2002).
- Root, H. L., & May, K. (2006). Judicial systems and authoritarian transitions. *The Pakistan Development Review*, 1301-1321.
- State v. Zia ur Rahman, PLD 49 (SC 1973).
- Saad Mazhar v. Capital Development Authority, SCMR 1973 (SC 2005).
- Shah, A. (2006). „Aiding Authoritarianism? Donors, Dollars and Dictators“. *Charles Kennedy and Cynthia Botteron, Pakistan, 2005*, 51-81.
- Shapiro, M. (2013). *Courts: a comparative and political analysis*. University of Chicag Press.
- Watan Party v. Chief Executive of Pakistan, PLD 74 (SC 2003)
- Zafar Ali Shah v. General Pervez Musharraf, PLD 869 (SC 2000)



## Abstract

Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-16>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Historical and Geographic Factors of Institutional Quality: An Empirical Analysis</b>
<b>Author(s):</b>	Zaheer Ahmed Babar Ph.D. Scholar, Department of Economics, NCBA&E, Lahore.
	Dr. Muhammad Abdul Quddus Professor, Department of Economics, NCBA&E, Lahore.
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Zaheer, Ahmed Babar. & Muhammad Abdul Quddus. (2020). "Historical and Geographic Factors of Institutional Quality: An Empirical Analysis." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 287–312, <a href="https://doi.org/10.36968/JPDC-V04-I03-16">https://doi.org/10.36968/JPDC-V04-I03-16</a>
<b>Author(s) Note:</b>	Zaheer Ahmed Babar is a Ph.D. Scholar at Department of Economics, NCBA&E, Lahore. <b>Email: <a href="mailto:zab_1510@yahoo.com">zab_1510@yahoo.com</a></b>
	Dr. Muhammad Abdul Quddus is serving as Professor at Department of Economics, NCBA&E, Lahore

### **Abstract**

This paper contributes to the debate about historical and geographic factors of institutional quality. It used non-economic factors which caused institutional quality better or worse. These non-economic factors are geographic location, colonial background, fractionalization in religion, language and ethnic, legal system and abundant of natural resources. This study took 68 countries all around the world which have developed and developing countries and apply simple OLS and 2SLS technique to explore the determinants factors. The study decomposed institutional quality into economic, legal and political institutions. Fractionalization with level of development and under the colonial background has negative affected the institutional quality. Colonization has negative impact on Institutional Quality but under the level of development, colonization has insignificant impact on Institutional quality. In this study without level of development natural resources has negative impact but under the level of development it has insignificant impact on institutional quality except economic institutions. Without level of development, Geographic location is a significant impact on all three kind of Institutions in this study but under the level of development, it has insignificant impact.

**Keywords:** Legal Institutions, Political Institution, Economic Institutions, Non-economic Factors

## Introduction

There is now established a consensus among economist and political scientist that Institutions is a primary determinant of economic performance. In recent years, the literature on institutions has grown into two clear lines. The first one focus on institutions and economic development. The second one focus on the determinants of institutions quality. There is debatable question arise, why institutional quality varies between countries and tries to identify the factors that are responsible for these differences. There are many studies which explain the reasons why institutions quality varies. These reasons categorize into two areas: (i) Economic factors and (ii) Historic and Geographic Factors. Some determinants of Institutional Quality are outside the economic sphere like Geographic location, colonial origins, religion, language, ethnic, legal system origin and abundant of natural resources.

This study also revisited these determinants and constructed it in three different type of determinants models i.e. Economic, Legal and Political. Many studies (Easterly & Levine, 1997; Islam & Montenegro, 2002; Chong & Zanforline, 2000; Glaeser & Shleifer, 2003; Acemoglu, 2001; Gallup, 1999; Easterly & Levine, 2003; Sachs & Warner, 1997) discussed these factors which are also caused the institutional quality. This study decompose institutional quality into Economic, Political and Legal Institutions. Kuncic (2014) divided the institutions into three categories, i.e. legal, political and economic. Political institutions are responsible for making law, democratic accountability and control the corruption. Economic institutions are responsible for financial freedom, economic environment and investment decision. While Legal institutions are responsible for rules and regulations, protection of property rights, civil liberties and judicial independence. These institutions ensure, life security, property rights, law and order, economic stability, accountability of everyone and economic environment. If institutions are weak in performance, they may reduce the economic growth and increase unfair distribution of income, poor law and order that may turn the society into worse condition.

In this study, we are examined those explanatory factors which are not influence with government's actions and these are the historical and demographic features of countries. These factors are not vary with time and these factors are beyond the economic variables influences. These factors are also caused the institutions quality worse or better. This study took the Kuncic (2014) methodology for Institutions quality measurement and made three different kind of Institutions quality (Economic, Legal and Political) index.

### **Objective of study**

- To estimate Historical and Geographic Factors of Institutional Quality (Economic, Legal and Political) with development level and without development level.

### **Literature Review**

This study is going to investigate Historical and Geographical factors which affected the Institutional Quality. In this section, a comprehensive and detailed literature review is arranged to explored those factors which can be affected the Institutional Quality. There are following different studies which are examined the Institutional Quality.

Chong and Gradstein (2017) demonstrated the combine influence of economic and political inequalities on the quality of institutions and taxation. The reduction in redistribution and institutional quality was observed as a result of income equality and political biasness. It implies that the situation was favorable for the rich but inappropriate for the poor. The results for the panel of countries also reflected that the increase in income equality placed adverse effect on redistributions and institutional quality.

Mizuno et al. (2016) investigated relationship among inequality, growth and extractive institutions in nondemocratic regimes. The study made a theoretical model which explain how extractive institution affect growth and inequality in nondemocratic regimes. The theoretical model explain how nondemocratic countries succeed in building good institutions, while other fail. This theoretical model concluded that equal distribution of

income is a key indicator for good institutions and economic growth. The theoretical model reflected that successful nondemocratic regimes have more equal income distribution than fail nondemocratic regimes. The study justify his argument with an example of East Asian countries (South Korea, Singapore, China) achieved rapid economic growth while many African countries less developed under dictatorship. The basic reason between these growths differences of nondemocratic countries are income inequality.

Fenske (2013) explained that poverty is mainly caused by poor institution quality in Africa. The study showed that existing institutional environment of the continent was controlled and maintained by colonial rule of past decades. This research explored theoretically significance of geography for institutional quality as geography included density of population, slavery and land rights. Descriptive investigation showed that quality of institutions was much associated with characteristics of land area. The overall impacts of geographical characteristics on institutions were higher within the region.

Butkiewicz and Yanikkaya (2010) examined the relationship between mineral resources and economic development. The study tested the hypothesis that minerals resources are curse or blessing. The study found that mineral resources are curse for developing countries due to weak institutions but mineral resources are blessed for developed economies. The study found that due to weak institutions in developing countries “Dutch disease” issue occurred. The study argued that elite groups of developing countries are the basic reason behind the weak institutions and used their power to limit education for general population. The reason behind this limited education are poorly educated labor force are available for them.

Savoia et al. (2010) analyzed a critical review on theoretical and empirical research which based on inequality, democracy and institutions. The study concluded that unequal societies developed inefficient institutions which damage a country growth. The study



concluded that different empirical research are not cleared regarding quality of data on institutions and political systems and mostly faced endogeneity problems but concluded that economic institutions do affect the income distribution.

Fedderke and Luiz (2008) examined impact of human capital on social and institutional capital of South Africa through time series data analysis. The study used linguistic, religious, and racial fractionalization variables for social capital. For institutional capital used political fractionalization, political right, property rights and political instability and different educations variables which represented the human capital. The study concluded that human capital played a significant role for growth through its quality and these qualities determined through social and political factors. Qualities in Human capital comes through institutional development.

Siba (2008) explored the determinants of institutional quality in sub-Saharan African countries. The study used “Governance Matter IV” data set as dependent for institutional quality and for independent variables used colonial origin, state legitimacy, geographical location, foreign aid and Ethnic fractionalization index. The study concluded that ethnic fractionalization and colonial origin has not impact on institutional quality in this region while foreign aid dependence has negative impact on it. Those countries which are closer to equator has low quality of institutions.

Rodrik et al. (2004) analyzed the influence of geography, institutions and trade openness on incomes in the world. Proxy variables for institutions and trade were used that were developed recently. Results showed weak but direct impact of geography on incomes while quality of institutions is controlled to explore the geographic impact. Influence of trade on income is also found significant for income by keeping geographic characteristic controlled. Quality of institutions was shown with trump effects for incomes.

Lee et al. (2005) examined the empirically mechanism among institution and economic variables which could affect the country economic performance. The study used two panel data set of developing and developed economies which consist in one sample for 1975, 1980, 1985 and 1990, and other sample consist; 1975, 1980 and 1985. The study used economic freedom index which consists of 21 variables grouped into seven major areas: economic structure, monetary policy and price stability, size of government, freedom to use alternative currencies, freedom of exchange in capital market, legal structure and security of private ownership and freedom to trade with foreigners. The study used maximum-likelihood procedure to estimate the efficiency of institutions and economic variables. The study concluded that institutions played an efficient role in promotion of economic freedom.

### **Data and Methodology**

We conduct cross-section analysis of 68 developed and developing countries. So we apply simple OLS and 2SLS methodology. The basic purpose of simple OLS methodology use how explanatory factors affect the institutions quality without level of development. The GDP per Capita in this analysis consider as the level of development, how Historic and Geographic determinants of Institutional quality reacts under the level of development. We use GDP per Capita in 2SLS methodology because when LGDPPC used in model of Institutional Quality then endogeneity issue would come in model. So 2SLS methodology tackle this issue efficiently.

### **Model: the Determinants Institutional Quality.**

Institutional Quality = F (Fractionalization, Legal Origin, Colonial Background,

Natural Resources endowment, Geographic Location, GDP per Capita)

In this model, explanatory factors are not influence with government's actions and these are the historical and demographic features of countries. These factors are not vary with time and these factors are beyond the economic variables influences. Many studies (Easterly

& Levine, 1997; Islam & Montenegro, 2002; Chong & Zanforline, 2000; Glaeser & Shleifer, 2003; Acemoglu, 2001; Gallup, 1999; Easterly & Levine, 2003; Sachs & Warner, 1997) discussed these factors which are also caused the institutional quality.

### **1. Fractionalization**

The first one is ethno-linguistic and religious fragmentation. Greater heterogeneity may fuel tensions and conflicts between different groups and reduce social cooperation (Easterly & Levine, 1997; Islam & Montenegro, 2002). It generated a mismatch between formal and informal institutions. However, when controlling the country development level, it lost its significance (Alesina et al., 2003). This study used fractionalization dataset of Alesina et al. (2003) which have three components i.e ethnic, language and religious fragmentation.

### **2. Origin of legal System**

The secondly explanatory variable is a country's legal system origin. In literature, it is argued that British, German and Scandinavian legal systems are based on less state intervention in the economy. They are recognition for more economic freedom, property rights and individual freedom. While French origin and Soviet Union system are more under state influences. They are recognition for weaker property rights and low economic freedom. (Chong & Zanforlin, 2000; Glaeser & Shleifer, 2003). The study took the information of the country's legal origin through CIA world fact book.

### **3. Former Colonies**

The third explanatory variable is former colonies, some authors suggested that it is also an important determinants of institutional quality (Acemoglu, 2001). The ways of colonization may have been impact on institutional quality like British colonization in Australia, Canada, USA are differ as compare to in India and Congo. As in the case of the Canada, United States and Australia, they went and established the colonies and set up

institutions that followed the rule of law and encouraged investment. As in the case of India and Congo, they set up extractive states with the target to transfer resources rapidly to British. These institutions were damaging to investment and economic progress in these countries. The study used 1 for dummy variable those have former colonies and 0 for those which are not former colonies.

#### **4. Geographical Location**

The forth explanatory variable is Geographical Location. It is considered that a country location in the tropics, lack of access to the sea or soil fertility may have affected quality of institutions (Gallup, 1999; Easterly & Levine, 2003). The study took absolute latitude value of a country's capital and divided it with 90 (La Porta, 1999) and use it as Geographical Location proxy.

#### **5. Natural Resource Abundant**

The last explanatory variable is natural resources which can also affect the institutional quality (Sachs & Warner, 1997; Easterly & Levine, 2003). It may be negatively affect the institution by encouraging rent seeking activities and replacing tax revenues by other revenue sources which are less transparent and less subject to accountability. The study used rent of Natural Resource as percentage of GDP for this purpose and data took from World Bank (WDI) website.

#### **6. GDP per Capita**

GDP per Capita has causal relationship with Institutional Qualities variables. GDP per Capita determines the accessibility of resources to Institution Quality. In literature, it has confirmed that both has positive relationship (Acemoglu & Johnson, 2005; Knack & Keefer, 1995; Asghar, 2015). The study took data from World Bank (WDI) website and used log of it for normalization of data.

#### **Econometric Techniques**

## 1. Ordinary Least Square (OLS)

Ordinary Least Squares (OLS) is a method for estimating the unidentified factors in a regression with the objective of minimizing the sum of the squares of error term. The OLS estimator is consistent when the independent variables are exogenous in nature. On behalf of these properties of OLS, The study used the multiple regression model to determine the Historical and Geographic factors that influence the Institutional Quality.

## 2. Two-Stage least squares (2SLS)

A statistical methodology used in the study of structural equations is the two stage least squares regression analysis (2SLS). The extension of the OLS method is this technique. This is used where the error terms of the depended variable are linked with the Independent variables. In OLS, there is a basic assumption that the value of the error terms is independent of predictor variables. When this assumption is violated, this technique helps us to solve this issue. Such study suggests that a secondary predictor is related to the problem predictor but not the error term. This technique is used in of Historic and Geographic factor where when added GDP per capita in regression model and it solved endogeneity problem. To tackle the endogeneity problem in cross section study 2SLS methodology is optimal choice.

## Empirical Result

We conduct these analysis with the help of OLS and 2SLS techniques and following terms are use in analysis.

EQ = Economic Institutional Quality

LIQ = Legal Institutional Quality

PIQ = Political Institutional Quality

COLORG = Colonial Origin

GEOLOC = Geographic Location

GDPPC = GDP per Capita

NATRES = Rent of Natural Resources

FRAC = Fractionalization

ETHNFRAC = Ethic fractionalization

RELIFRAC = Religious

Fractionalization

LANGFRAC = Language Fractionalization  
France

LOFRENCH = Legal origin from

LOOTHER = Legal origin from other Countries

LOUK = Legal origin from UK

### Correlation and Descriptive Analysis

The Table 1 shows description of all countries. The table 2 shows the Correlations Matrix among all variables which is used in this study.

**Table No.1:  
Description All Countries in a Sample**

Total No. of Legal origin from UK	19
Total No. of Legal origin from France	11
Total No. of Legal origin from other Countries	38
Total No. of Colonial Background Countries	34
Total No. of Countries	68

The result shows that all Institutional Quality (EIQ, PIQ, LIQ) variables have positive correlations with GEOLOC, LOUK, LOOTHER, LGDPPC and FELIFRAC. There are also negative correlations among all Institutional Quality Variables with NATRES, ETHNFRAC, LANGFRAC, COLORG and LOFRENCH Variables.

**Table 2:  
Correlation among Institutional Quality and their Determinants.**

	LIQ	PIQ	EIQ
<b>LIQ</b>	1	-	-
<b>PIQ</b>	0.9343	1	-
<b>EIQ</b>	0.9212	0.8761	1
<b>LGDPPC</b>	0.7741	0.746	0.808
<b>NATRES</b>	-0.4197	-0.3733	-0.5057
<b>ETHNFRAC</b>	-0.4553	-0.4101	-0.4642
<b>LANGFRAC</b>	-0.3299	-0.3044	-0.3676
<b>RELIFRAC</b>	0.289	0.2099	0.2045
<b>FRAC</b>	-0.231	-0.2306	-0.2844
<b>COLORG</b>	-0.4451	-0.5517	-0.4976

<b>LOOTHER</b>	0.034	0.0216	0.1342
<b>LOUK</b>	0.0562	0.0919	0.0129
<b>LOFRENCH</b>	-0.1144	-0.141	-0.1966
<b>GEOLOC</b>	0.6505	0.574	0.6335

### The Determinants of Economic Institutional Quality

The model of EIQ for the all sample countries has been estimated using OLS Methodology. The results obtained from applying this model are the following (Table 3). These results show that mostly the variables are significant with expected signs. The table 3 reveal that FRAC are negatively influence the EIQ in all countries in equation 1 but in equation 2, EIQ has not affected by FRAC. The table 3 reveal that ETHNFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on EIQ. The table 3 reveal that RELIFRAC are positively influence the EIQ in all countries in equation 3 and in equation 4. The table 3 reveal that LANGFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on EIQ. The table 3 reveal that LOUK has positive coefficient in equation 2 and equation 4 but it has insignificant impact on EIQ in those countries which adopted legal system of UK. The table 3 reveal that LOFRENCH has negative coefficient in equation 2 and equation 4 but it has significant impact on EIQ in equation 2. It means that those countries which adopted legal system of France, there economic institutions would be low quality. The table 3 reveal that LOOTHER has a significant and Positive impact on EIQ in all countries. The LOOTHER are merge in constant value due to dummy trap issue. COLORG has a significant and negative impact on EIQ in those countries which have colonial background in both equations 1 and 3. NATRES has a significant and negative impact on EIQ in all equations. It shows that it promoting the rent seeking activities which replacing tax revenues and which are less transparent and less accountable. GEOLOC has a significant and Positive impact on EIQ in all equations. It shows

that country location in tropics, lack of access to the sea or soil fertility have positive impact on EIQ. The model of EIQ for the all sample countries has been estimated using 2SLS Methodology. The results obtained from applying this model are the following (Table 3). These results show that mostly the variables are insignificant under the LGDPPC. The table 3 reveal that FRAC are negatively influence the EIQ in all countries in equation 1 and equation 2. The table 3 reveal that ETHNFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on EIQ. The table 3 reveal that RELIFRAC are positively influence the EIQ in all countries in equation 3 and in equation 4. The table 3 reveal that LANGFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on EIQ. The table 3 reveal that LOUK has positive coefficient in equation 2 and equation 4 but it has insignificant impact on EIQ in those countries which adopted legal system of UK.

**Table 3:**  
**The Determinants of Economic Institutional Quality:**

Variables	OLS				2SLS			
	1	2	3	4	1	2	3	4
C	0.49* (8.87)	0.47* (8.39)	0.50* (9.05)	0.47* (8.12)	0.17 (1.43)	0.15 (1.52)	0.09 (0.76)	0.12 (0.10)
LGDPPC					0.18* (5.97)	0.17* (6.85)	0.16* (5.18)	0.17* (6.15)
ETHNFRAC	-	-	-0.07 (0.94)	-0.05 (0.63)	-	-	-0.05 (0.81)	-0.05 (0.83)
RELIFRAC	-	-	0.20* (3.78)	0.18* (2.87)	-	-	0.12* (2.74)	0.09* ** (1.81)
LANGFRAC	-	-	-0.02 (0.37)	-0.02 (0.42)	-	-	-0.09 (1.62)	-0.08 (0.05)
FRAC	-0.15** (1.98)	-0.05 (0.65)	-	-	-0.17* (3.01)	-0.13** (2.09)	-	-
LOUK	-	0.03 (1.08)	-	0.01 (0.49)	-	0.04 (1.48)	-	0.03 (1.18)
LOFRENCH	-	-0.07*** (1.83)	-	-0.04 (1.22)	-	-0.01 (0.57)	-	-0.01 (0.57)



COLORG	-0.09* (3.12)	-	-0.08* (2.81)	-	-0.01 (0.39)	-	-0.02 (0.71)	-
NATRES	-0.07* (3.30)	-0.08* (3.44)	-0.07* (3.10)	-0.07* (3.10)	-0.05* (2.67)	-0.06* (3.00)	-0.05* (2.58)	-0.05* (2.79)
GEOLOC	0.41* (4.41)	0.46* (4.92)	0.325* (3.48)	0.39* (4.17)	0.1 (1.12)	0.09 (1.04)	0.06 (0.77)	0.06 (0.68)
Adjusted R <sup>2</sup>	0.52	0.49	0.58	0.53	0.71	0.72	0.73	0.73
Wu-Hausman (F-test)					0.49 (p-value =0.4)	0.51 (p-value = 0.47)	0.05 (p-value = 0.82)	0.09 (p-value = 0.75)

**Note:** \*, \*\*, \*\*\* denote significant at 0.01, 0.05 and 0.10 level respectively and t-value are in parenthesis.

The table 3 reveal that LOFRENCH has negative coefficient in equation 2 and equation 4 but it has insignificant impact on EIQ. It means that those countries which adopted legal system of France, there economic institutions would not be low quality under their level of development. The table 3 reveal that LOOTHER has insignificant impact on EIQ in all countries. The LOOTHER are merge in constant value due to dummy trap issue. COLORG has insignificant impact on EIQ in those countries which have colonial background in both equations 1 and 3. This study show that when LGDPPC added in equations then COLORG has insignificant impact on EIQ. NATRES has a significant and negative impact on EIQ in all equations. Its coefficient is very small but it affected negatively under the level of development. GEOLOC has insignificant impact on EIQ in all equations. It shows that under the level of development, Geographic location has insignificant impact on EIQ.

### The Determinants of Political Institutional Quality

The model of PIQ for the all sample countries has been estimated using OLS and 2SLS Methodologies. The results obtained from applying this model are the following (Table 4). These results show that mostly the variables are significant with expected signs. The table 4 reveal that FRAC are negatively influence the PIQ in all countries in equation 1 but in

equation 2, PIQ has not affected by FRAC. The table 4 reveal that ETHNFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on PIQ.

The table 4 reveal that RELIFRAC are positively influence the PIQ in all countries in equation 3 and in equation 4. The table 4 reveal that LANGFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on PIQ. The table 4 reveal that LOUK has positive coefficient in equation 2 and equation 4 but it has insignificant impact on PIQ in those countries which adopted legal system of UK. The table 4 reveal that LOFRENCH has negative coefficient in equation 2 and equation 4 but it has insignificant impact on PIQ. It means that those countries which adopted legal system of France, there Political institutions would not be low quality due to it.

**Table 4:**  
**The Determinants of Political Institutional Quality:**

Variables	OLS				2SLS			
	1	2	3	4	1	2	3	4
C	0.47* (7.28)	0.42* (6.14)	0.50* (7.61)	0.42* (5.98)	0.12 (0.81)	0.27** (2.1)	0.04 (0.26)	0.24** * (1.84)
LGDPPC	-	-	-	-	0.16* (4.21)	0.19* (5.9)	0.14* (3.71)	0.19* (5.44)
ETHNFRAC	-	-	-0.13 (1.35)	-0.08 (0.75)	-	-	-0.10 (1.32)	-0.08 (0.97)
RELIFRAC	-	-	0.20* (3.24)	0.18** (2.34)	-	-	0.13** (2.35)	0.08 (1.29)
LANGFRAC	-	-	-0.09 (1.19)	-0.02 (0.23)	-	-	-0.15** (2.21)	-0.10 (1.53)
FRAC	-0.18** (2.12)	-0.04 (0.42)	-	-	-0.21* (2.82)	-0.12 (1.6)	-	-
LOUK	-	0.07 (1.60)	-	0.04 (1.12)	-	0.07** (2.14)	-	0.06* (1.91)
LOFRENCH	-	-0.04 (0.83)	-	-0.01 (0.33)	-	-0.02 (0.55)	-	-0.01 (0.48)
COLORG	-0.14* (4.01)	-	-0.14* (3.93)	-	-0.06*** (1.91)	-	0.08** (2.37)	-
NATRES	-0.05*** (1.81)	-0.06** (1.98)	-0.04 (1.49)	-0.04*** (1.65)	-0.03 (1.05)	-0.03 (1.16)	0.02 (0.84)	-0.02 (0.93)

GEOLOC	0.41* (3.83)	0.49* (4.34)	0.30* (2.79)	0.42* (3.58)	0.13 (1.22)	0.08 (0.78)	0.07 (0.68)	0.04 (0.38)
Adjusted R <sup>2</sup>	0.46	0.35	0.51	0.39	0.61	0.62	0.64	0.63
Wu-Hausman (F-test)					2.41 (p-value =0.13)	3.73 (p-value =0.06)	2.43 (p-value =0.12)	2.47 (p-value =0.12)

**Note:** \*, \*\*, \*\*\* denote significant at 0.01, 0.05 and 0.10 level respectively and t-value are in parenthesis.

The table 4 reveal that LOOTHER has a significant and Positive impact on PIQ in all countries. The LOOTHER are merge in constant value due to dummy trap issue. COLORG has a significant and negative impact on PIQ in those countries which have colonial background in both equations 1 and 3. NATRES has a significant and negative impact on PIQ in three equations out of four equations. It shows that natural resource has negatively affected the political institutions. GEOLOC has a significant and Positive impact on PIQ in all equations. It shows that country location in tropics, lack of access to the sea or soil fertility have positive impact on PIQ.

The model of PIQ for the all sample countries has been estimated using 2SLS Methodology. The results obtained from applying this model are the following (Table 4). These results show that mostly the variables are significant under the LGDPPC. The table 4 reveal that FRAC are negatively influence the PIQ in all countries in equation 1 but in equation 2, it has not influenced the PIQ. The table 4 reveal that ETHNFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on PIQ. The table 4 reveal that RELIFRAC are positively influence the PIQ in all countries in equation 3 but in equation 4, it has not significantly impact on PIQ. The table 4 reveal that LANGFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on PIQ in equation 4 and significant impact in equation 3. The table 4 reveal that LOUK has positive coefficient in equation 2 and equation 4. It has significant impact on PIQ in those countries which adopted legal system of UK. It means that those countries which adopted legal system

of UK, their Political institutions would be high quality under their level of development. The table 4 reveal that LOFRENCH has negative coefficient in equation 2 and equation 4 but it has insignificant impact on PIQ. It means that those countries which adopted legal system of France, their Political institutions would not be low quality under their level of development. The table 4 reveal that LOOTHER has insignificant impact on PIQ in all countries. The LOOTHER are merge in constant value due to dummy trap issue. COLORG has significant impact on PIQ in those countries which have colonial background in both equations 1 and 3. NATRES has negative coefficient in all equations but it insignificant impact under the level of development. GEOLOC has insignificant impact on PIQ in all equations. It shows that under the level of development, Geographic location has insignificant impact on PIQ.

### **The Determinants of Legal Institutional Quality**

The model of LIQ for the all sample countries has been estimated using OLS Methodology. The results obtained from applying this model are the following (Table 5). These results show that mostly the variables are significant with expected signs. The table 5 reveal that FRAC are negatively influence the LIQ in all countries in equation 1 but in equation 2, LIQ has not affected by FRAC. The table 5 reveal that ETHNFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on LIQ. The table 5 reveal that RELIFRAC are positively influence the LIQ in all countries in equation 3 and in equation 4. The table 5 reveal that LANGFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on LIQ.

The table 5 reveal that LOUK has positive coefficient in equation 2 and equation 4 but it has insignificant impact on LIQ in those countries which adopted legal system of UK. The table 5 reveal that LOFRENCH has negative coefficient in equation 2 and equation 4 but it has insignificant impact on LIQ. It means that those countries which adopted legal system of France, there Legal institutions would not be low quality due to it. The table 5 reveal that

LOOTHER has a significant and Positive impact on LIQ in all countries. The LOOTHER are merge in constant value due to dummy trap issue. COLORG has a significant and negative impact on LIQ in those countries which have colonial background in both equations 1 and 3.

**Table 5:**  
**The Determinants of Legal Institutional Quality**

Variables	OLS				2SLS			
	1	2	3	4	1	2	3	4
C	0.40* (6.60)	0.38* (6.19)	0.42* (7.21)	0.38* (6.43)	0.17 (1.43)	0.15 (1.52)	0.09 (0.76)	0.12 (0.10)
LGDPPC	-	-	-	-	0.18* (5.97)	0.17* (6.85)	0.16* (5.18)	0.17* (6.15)
ETHNFRAC	-	-	-0.10 (1.27)	-0.08 (0.92)	-	-	-0.05 (0.81)	-0.05 (0.83)
RELIFRAC	-	-	0.27* (4.92)	0.27* (4.19)	-	-	0.12* (2.74)	0.09** * (1.81)
LANGFRAC	-	-	-0.03 (0.53)	-0.02 (0.32)	-	-	-0.09 (1.62)	-0.08 (0.05)
FRAC	-0.20** (2.45)	-0.11 (0.23)	-	-	-0.17* (3.01)	-0.13** (2.09)	-	-
LOUK	-	0.05 (1.34)	-	0.02 (0.59)	-	0.04 (1.48)	-	0.03 (1.18)
LOFRENCH	-	-0.02 (0.67)	-	-0.005 (0.13)	-	-0.01 (0.57)	-	-0.01 (0.57)
COLORG	-0.08** (2.41)	-	-0.06** (2.13)	-	-0.01 (0.39)	-	-0.02 (0.71)	-
NATRES	-0.05** (2.14)	-0.06** (2.34)	-0.04*** (1.88)	-0.04*** (1.91)	-0.05* (2.67)	-0.06* (3.00)	-0.05* (2.58)	-0.05* (2.79)
GEOLOC	0.54* (5.31)	0.58* (5.71)	0.42* (4.37)	0.48* (4.96)	0.1 (1.12)	0.09 (1.04)	0.06 (0.77)	0.06 (0.68)
Adjusted R <sup>2</sup>	0.49	0.46	0.59	0.56	0.71	0.72	0.73	0.73
Wu-Hausman (F-test)					0.49 (p-value = 0.48)	0.51 (p-value = 0.47)	0.05 (p-value = 0.82)	0.09 (p-value = 0.75)

**Note:** \*, \*\*, \*\*\* denote significant at 0.01, 0.05 and 0.10 level respectively and t-value are in parenthesis.

NATRES has a significant and negative impact on LIQ in all four equations. It shows that natural resource has negatively affected the Legal Institutions. GEOLOC has a significant and Positive impact on LIQ in all equations. It shows that country location in tropics, lack of access to the sea or soil fertility have positive impact on LIQ. The model of LIQ for the all sample countries has been estimated using 2SLS Methodology. The results obtained from applying this model are the following (Table 5). These results show that mostly the variables are significant under the LGDPPC. The table 5 reveal that FRAC are negatively influence the LIQ in all countries in equation 1 and equation 2. The table 5 reveal that ETHNFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on LIQ. The table 5 reveal that RELIFRAC are positively influence the LIQ in all countries in equation 3 and equation 4. The table 5 reveal that LANGFRAC has negative coefficient in equation 3 and equation 4 but it has insignificant impact on LIQ. The table 5 reveal that LOUK has positive coefficient in equation 2 and equation 4. It has significant impact on LIQ in equation 2 but in equation 4, it has insignificant impact. It means that those countries which adopted legal system of UK, their Legal institutions would be high quality under their level of development. The table 5 reveal that LOFRENCH has negative coefficient in equation 2 and equation 4 but it has insignificant impact on LIQ. It means that those countries which adopted legal system of France, their Legal institutions would not be low quality under their level of development. The table 5 reveal that LOOTHER has insignificant impact on LIQ in all countries. COLORG has insignificant impact on LIQ under the level of development. NATRES has negative coefficient in all equations but it insignificant impact under the level of development. GEOLOC has significant impact on LIQ in all equations. It shows that under the level of development, Geographic location has significant impact on LIQ.

## Conclusion

In this analysis, non-Economic factors have been tested using Simple OLS and 2SLS econometric technique. In literature, several authors have been pointed that fractionalization is a major factor which contributing for poor quality of Institutions. But in this study, fractionalization with level of development and under the colonial background has negative affected the institutional quality. When split the fractionalization into three types like ethnic, language and religious then only religious fractionalization has positively impact on all institutional quality. Ethnic and language fractionalization has negative sign but it has no significant impact on all institutional variables. It shows that ethnic and language diverse countries are not at least destined to have worse institutions. Legal origin system of a country is another element that has been discussed in literature. In literature, The British legal system led to good institutions because it based on a great economic freedom and less state intervention in economic affairs. In this study, it is also proved under the level of development, British legal origin countries have high quality of economic and political institutions as compare to other countries but without level of development, it does not affect their Institutions. The French legal system which is famous for more state intervention in economy and politics. It has no significant impact on Institutional Quality. It shows that country which have legal origin from France has not correlated with Institutions Quality. The colonial background is one of the most important determinants which is discussed a lot in literature. The colonial heritage of a country play vital role in shaping good institutions. There are many empirical studies claimed that it is negative impact on institutions. They concluded that British and French Colonies have higher number of capital output ratio, less corruption, better human capital and greater political stability (Grier, 1999; North et al. 2000; Brown, 2000; Bertocchi & Canova, 2002). But these studies did not consider colonizer set up. For example British setup different type of colonies in different parts of the world. The established “extractive” type of Institutions in African countries while in Canada, Australia

and USA, they encourage investment and development with great emphasis on private property, economic power and wider participation in political activities. So the arguments on colonization are not consistent in literature. In this study, the countries which have colonization background are bad institutions. All three type of institutions colonization has negative impact on Institutional Quality but under the level of development, colonization has insignificant impact on Institutional quality.

The natural resource endowment has been also an important determinants for Institutional Quality which is used in empirical research. The countries which have high abundant resources are low quality of institutions. These bad institution were created to protect landowning, mining elites. The Collier (2007) used term for it “the curse of natural resources”, the income come from these resources are used to protect elites and limited the political rights of general public. It also creating unequal societies in term of income distribution and political power. In this study, natural resources endowment has negative impact on all three kind of Institutions Quality. It means that the countries which have higher natural resources has bad institutions. There is also might another reason behind it, in past those countries which have higher number of natural resources are colony of some European Countries. These European Countries setup “extractive” kind of institutions which favored their governers in these countries. These European Countries aimed to transferring the natural resources to their countries so they granted land rights to elite groups which support them and not granting property rights to indigenous population. So these abundant resources are negative impact on Institutional Quality because these resources are exploit. In this study without level of development natural resources has negative impact but under the level of development it has insignificant impact on institutional quality except economic institutions. The last determinant of Institutional Quality in this study is Geographic location of a country. In literature, those countries which are closer to equator are less score of Institutional Quality.



But those countries which are far away to equator are higher level of Institutional Quality score. The country location in tropic, low soil fertility and lack of sea water may be influenced to develop good institutions (Easterly and Levine, 2003; Gallup et al. 1998). This study also supported this argument which established the Easterly and Levine (2003) and Gallup et al. (1998). Without level of development, Geographic location is a significant impact on all three kind of Institutions in this study but under the level of development, it has insignificant impact.

## References

- Acemoglu, D., Johnson, S., & Robinson, J. A. (2001). The colonial origins of comparative development: An empirical investigation. *The American Economic Review*, 91(5), 1369-1401.
- Alesina, A., Devleeschauwer, A., Easterly, W., Kurlat, S., & Wacziarg, R. (2003). Fractionalization. *Journal of Economic growth*, 8(2), 155-194.
- Bertocchi, G., & Canova, F. (2002). Did colonization matter for growth?: An empirical exploration into the historical causes of Africa's underdevelopment. *European economic review*, 46(10), 1851-1871.
- Brown, D. S. (2000). Democracy, colonization, and human capital in sub-Saharan Africa. *Studies in Comparative International Development*, 35(1), 20.
- Butkiewicz, J. L., & Yanikkaya, H. (2010). Minerals, institutions, openness, and growth: an empirical analysis. *Land Economics*, 86(2), 313-328.
- Chong, A., & Zanforlin, L. (2000). Law tradition and institutional quality: Some empirical evidence. *Journal of International Development* 12(8): 1057–1068.
- Chong, A., & Gradstein, M. (2017). Political and economic inequities and the shaping of institutions and redistribution. *Southern Economic Journal*, 83(4), 952-971.
- Collier, P. (2007). *The Bottom Billion: Why the Poorest Countries are Failing and What Can be done about it*. New York: Oxford University Press.
- Easterly, W., & Levine, R. (1997). Africa's growth tragedy: policies and ethnic divisions. *The Quarterly Journal of Economics*, 112(4), 1203-1250.
- Easterly, W., & Levine, R. (2003). Tropics, germs, and crops: how endowments influence economic development. *Journal of monetary economics*, 50(1), 3-39.
- Fedderke, J. W., & Luiz, J. M. (2008). Does human capital generate social and institutional capital? Exploring evidence from South African time series data. *Oxford Economic Papers*, 60(4), 649-682.
- Fenske, J. (2013). Does land abundance explain African institutions?. *The Economic Journal*, 123(573), 1363-1390.
- Gallup, J. L., Sachs, J. D., & Mellinger, A. D. (1999). Geography and economic development. *International regional science review*, 22(2), 179-232.
- Glaeser, E. L., & Shleifer, A. (2003). The rise of the regulatory state. *Journal of economic literature*, 41(2), 401-425.
- Grier, R. M. (1999). Colonial legacies and economic growth. *Public choice*, 98(3-4), 317-335.
- Islam, R., & Montenegro, C. E. (2002). *What Determines the Quality of Institutions? World Development Report: Building Institutions for Markets*, Washington.
- Kunčič, A. (2014). Institutional quality dataset. *Journal of institutional economics*, 10(01), 135-161.
- La Porta, R., Lopez-de-Silanes, F., Shleifer, A., & Vishny, R. (1999). The quality of government. *The Journal of Law, Economics, and Organization*, 15(1), 222-279.
- Lee, C., S. (2005). Income inequality, democracy, and public sector size. *American Sociological Review*, 70(1), 158-181.

- Mizuno, N., Naito, K., & Okazawa, R. (2017). Inequality, extractive institutions, and growth in nondemocratic regimes. *Public Choice*, 170(1-2), 115-142.
- North, D. C., Summerhill, W., & Weingast, B. (2000). Order, disorder and economic change: Latin America vs. North America. *Governing for prosperity*, 19.
- Rodrik, D., Subramanian, A., & Trebbi, F. (2004). Institutions rule: the primacy of institutions over geography and integration in economic development. *Journal of economic growth*, 9(2), 131-165.
- Sachs, J. D., & Warner, A. M. (1997). Sources of slow growth in African economies. *Journal of African economies*, 6(3), 335-376.
- Savoia, A., Easaw, J., & McKay, A. (2010). Inequality, democracy, and institutions: A critical review of recent research. *World Development*, 38(2), 142-154.
- Siba, E. (2008). Determinants of institutional quality in Sub-Saharan African countries. *Working Paper in Economics No 310*. Gothenburg University, Sweden

### Appendix I: Institutional Proxies

Institutional Group	Source
<b>Legal Institutions</b>	
Property rights	The Heritage Foundation and WSJ
Religion in politics	ICRG
Legal environment	Freedom House
Law and order	ICRG
Civil liberties	Freedom House
Judicial independence	Fraser Institute
Rule of law	WB WGI
Impartial courts	Fraser Institute
Protection of property rights	Fraser Institute
<b>Political Institutions</b>	
Political environment	Freedom House
Corruption perceptions index	Transparency international
Political rights	Freedom House
Control of corruption	WB WGI
Institutionalized autocracy	Polity IV
Military in politics	ICRG
Checks and balances	WB DPI
Democratic accountability	ICRG
Corruption	ICRG
Bureaucratic quality	ICRG
Internal conflict	ICRG
Political terror scale	Political terror scale

**Economic Institutions**

Investment profile	ICRG
Financial freedom	The Heritage Foundation and WSJ
Foreign ownership/investment restrictions	Fraser Institute
Business freedom	The Heritage Foundation and WSJ
Credit market regulations	Fraser Institute
Regulatory quality	WB WGI
Capital controls	Fraser Institute
Economic environment	Freedom House
Freedom to own foreign currency bank accounts	Fraser Institute
Business regulations	Fraser Institute
Labor market regulations	Fraser Institute

**Note:** International Country Risk Guide (ICRG), World Bank World Governance index (WB WGI), Wall Street Journal (WSJ), World Bank Database of Political Institute (WB DPI).

**Appendix II: Sample Countries**

<b>Developing</b>	<b>Countries</b>	<b>Developed</b>	<b>Countries</b>
Bangladesh	Niger	Algeria	Netherland
Bolivia	Nigeria	Argentina	New Zealand
Botswana	Pakistan	Australia	Norway
Cameroon	Papua New Guinea	Austria	Panama
Egypt	Paraguay	Brazil	Peru
El Salvador	Philippines	Canada	Russia
Ethiopia	Rwanda	Chile	South Korea
Ghana	Senegal	China	Sri Lanka
Guatemala	Sierra Leone	Denmark	Sweden
Guyana	South Africa	France	Switzerland
Honduras	Tanzania	Germany	Tunisia
India	Uganda	Hungary	Turkey
Indonesia	Vietnam	Iran	United Kingdom
Kenya	Zambia	Ireland	United States
Malawi		Italy	Uruguay
Mali		Japan	Venezuela
Morocco		Jordan	
Mozambique		Malaysia	
Namibia		Mexico	



## Abstract

Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-17>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Pragmatic analysis of CNN Headlines on US Pakistan relations</b>
<b>Author(s):</b>	Rabiah Rustam Assistant Professor, Department of Humanities COMSATS University Islamabad, Abbottabad Campus, Pakistan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Rustam, Rabiah. (2020 “Pragmatic analysis of CNN Headlines on US Pakistan relations.” <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 313–334, <a href="https://doi.org/10.36968/JPDC-V04-I03-17">https://doi.org/10.36968/JPDC-V04-I03-17</a>
<b>Author(s) Note:</b>	Rabiah Rustam is serving as Assistant Professor at Department of Humanities COMSATS University Islamabad, Abbottabad Campus, Pakistan <a href="mailto:rabiakhan2008@gmail.com">Email: rabiakhan2008@gmail.com</a>

## **Abstract**

Current study investigates the pragmatic devices used in CNN headlines on US Pakistan relations. The study argues that in addition to the news coverage, headlines also have pragmatically encoded meanings. The research is quite significant as the representation of US Pak relations in media has rarely been studied. Moreover, the selected period ranging from January 2010 to May 2011 covers a series of important on diplomatic ties with the United States of America. All these events were subject to constant media debate, especially on CNN, a news channel available to two billion people worldwide. Quantitative as well as qualitative descriptive methods were applied to analyze and discuss the news headlines. The results indicate that Osama Bin Laden, militancy in Pakistan and US Pak diplomatic ties were commonly found topics in the headlines. The results also indicate that the representatives are the most frequently found illocutionary acts in the data as compared with the expressives, directives and commissives. The study finds that the headlines have variety of other illocutionary functions closely related to these acts.

**Key Words:** Pragmatic analysis, Speech acts, CNN Headlines, US Pak relations, Illocutionary acts

## Introduction

Years 2010 and 2011 will be remembered as a critical period in the history of Pakistan. Pakistan faced many problems at domestic as well as diplomatic level during these years. US Pak relations went through rise and fall during these years. Controversial killing of Osama Bin Laden by US marines, Hussain Haqqani's resignation as Pakistan's ambassador to the United States and the blockade of the logistic support to the NATO forces in Afghanistan had been top news stories.

On the one hand the country was facing the terrorist threats from inside and outside the country as well as political turmoil, while on the other flood disaster of 2010 destroyed the property, cash crops, human lives and posed economic threats to the country. The country was facing estranged diplomatic ties with India on one hand and Afghanistan on the other. Media war broke out against the country when Osama Bin laden was killed on May 2011. The country faced tough questions from United States and the news about this event went viral across the global media.

CNN gave due importance and coverage to all the events taking place in Pakistan. CNN website was loaded with the news about Pakistan along with video reporting. Giving reference to the CNN website popularity and video reporting Grueskin, et al. (2012, p.89-90) explained that as video has become an essential element of digital experience, the news usually have videos associated with them on the internet. In this context CNN is at the top. CNN delivers 60 to 100 million video streams a month. The number of CNN website visitors increases between 9a.m. to 2.p.m on the regular news days.

In this situation many questions arise about the role of the media in portraying Pakistan before the world. As according to Grueskin, et al. (2012, p.17) the quality, accuracy and authority of the content supplied by the paid professionals is variable and susceptible to manipulation.



Pragmatic analysis of the headlines was selected as the most appropriate means of studying the role of CNN headlines. Emphasizing the importance of speech acts Lorio (2004, p.174) termed speech act analysis as a ground breaker towards English language pragmatic history. Inferences can be made by studying an utterance in the context in which it is used by the considering of different factors. Chilwa (2007, p.70) also highlighted the importance of pragmatic analysis and said that it plays a key role in the headlines because the pragmatic meanings are based on the illocutionary intentions of the headlines writer.

Current study has following objectives:

1. To find out the pragmatic functions of the headlines on US Pak relations
2. To analyze the indirect messages embedded in the headlines

Keeping in view these objectives, the study has following research questions:

1. What are the pragmatic functions of the news headlines on US Pak relations?
2. What are the indirect messages embedded in the headlines on US Pak relations?

## Literature review

### Searle's taxonomy of speech acts

Searle (1969, pp. 16-19) presented following taxonomy of illocutionary acts:

- i. Representatives or Assertives:** These acts commit the speaker to something being the case or to the truth of an expressed proposition. The direction of fit of representatives is words to the world and the expressed psychological state is a belief. For example: boast, complain, conclude and deduce.
- ii. Directives:** These acts are attempts by the speaker to get the hearer do something. The direction of fit is world to the words and the sincerity condition is want or desire. For example: ask, order, command, request and plead.

**iii. Commissives:** These acts commit the speaker to some future course of action.

Direction of fit is world to the words and the sincerity condition is intention.

For example commitment and promise.

**iv. Expressives:** They express a psychological state about a state of affairs expressed in the propositional content. Direction of fit is not required. For example: apologize, condole, deplore and welcome.

**v. Declarations:** These acts bring about alternation in the status or condition of the referred object by virtue of the fact that the declaration has successfully been performed. Successful performance guarantees that the propositional content corresponds to the world. For example: declare, appoint and fire.

### **Identification of illocutionary force in a speech act**

Searle (1969, pp.65-68) established a different framework for the identification of speech acts and put much emphasis on the role of felicity conditions in the speech acts. Following are the four most important conditions given by Searle that play an important role in the identification of a speech act:

**i. Propositional content conditions:** These conditions are concerned with the proposition contained within a sentence that is being studied.

**ii. Preparatory conditions:** These conditions play an important role in the functioning of a speech act as they refer to the intentions and knowledge of the speaker as well as the hearer. These conditions explain what a speaker implies during the performance of a speech act. If a successful illocutionary act is to be made, it must be ensured that the preparatory conditions of the concerned act are satisfied.

**iii. Sincerity conditions:** Sincerity conditions focus upon the psychological state of the person making an utterance. These conditions address the beliefs, intentions, and desires of a speaker during the performance of an act.

**iv. Essential conditions:** Essential conditions determine or decide the type of a speech act especially illocutionary act. It can be said that these conditions are the constitutive rules that determine the type of an illocutionary act. An example of promise can be given here where the intention of the speaker is to make the utterance an act of promise by intending to carry out a future action and he also intends the hearer to know that action.

### **Context and speech acts**

According to Searle and Vanderveken (1985, p.17) the context in which an illocutionary act is performed is called the context an utterance. The idea of context is quite important as the same sentence if uttered in different contexts performs different illocutionary acts. The sentence 'I will come back in five minutes' can function as a prediction or a promise if uttered in different contexts.

Searle and Vanderveken (1985, p.28) further added that the features related to the context usually constitute the 'world of an utterance'. The term world is used to talk about possible worlds or the way things might have existed in addition to the actual world that describes how the things are or how is the state of things at a particular moment of time.

Saeed (1997, pp. 204-205) also emphasized the role of interactivity and context dependence in the performance of the speech acts. He elaborated that communicative function takes place because of the coordination between the speaker and the hearer. Sometimes there is more interaction among the speakers and hearers depending on the requirements of the situation.

## Methodology

Quantitative as well as qualitative methods were applied to analyze the speech acts. Data for this study was selected from CNN website. A total of 200 headlines were randomly selected from the website during January 2010 and May 2011. The data were collected by crawling or jumping from one hyperlink to another. Unnecessary parts such as the catalogs and links were deleted.

The processed headlines were distributed into the categories according to the news topics. As the focus of the current study is US Pak relations, so only the headlines on this topic were selected for analysis.

Searle (1969) speech act theory was applied to analyze the headlines. Primary classification of the speech acts was made by applying the first two criteria illocutionary point and the direction of fit. After the primary classification of the speech acts, secondary classification was also made according to the analyses given by Vanderveken, Munawaroh and Underwood.as the basic criteria for the classification of the primary categories do not address the presence of multiple illocutionary forces.

In order to sort out the intended meaning of the speech acts another classification was applied. The speech acts coming under the heading of primary speech acts such as representatives, expressive, commissives and directives were once again put to the analysis according to the felicity conditions.

## Data analysis and discussion

The discourse under study is going to be classified according to the five categories of speech acts given by Searle (1969). The frequencies of occurrence of these speech acts have been shown below in table (1).

**Table (1): Primary Illocutionary acts**

Representatives		Expressives		Directives		Commissives		Total no. of headlines
No.	%	No.	%	No.	%	No.	%	
29	55.76	12	23.07	07	13.46	04	07.69	52

The frequency of the representative acts in the headlines is maximum as the purpose of the representative acts is to focus a belief or a truth of a proposition. The number of the expressives is low as compared with the representatives. The directives also have a lower number and the lowest number is of the commissive illocutionary acts. No declarative speech act was found.

### Analysis of the secondary illocutionary acts

The secondary speech acts were found by analyzing the Propositional content conditions, Preparatory conditions, Sincerity conditions and Essential conditions. The headlines sharing the same felicity conditions have been kept together and have been assigned different names according to the illocutionary functions they perform in the discourse. The detailed quantitative as well as the qualitative analysis is given below:

#### Analysis of the representative illocutionary forces

##### Report

The term ‘report’ has been used to name all the headlines associated with informing the readers about various events. The analysis is given below:

**Table 03: Speech Acts of reporting**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
Topic: US Pak relations				
H1. 28 oil tankers carrying fuel for NATO forces attacked	Current	The writer is aware of the latest info	The writer wants the reader know the latest happenings	The information concerns a latest event
H2. NATO convoys attacked in Pakistan	Current	--do--	--do--	--do--
H3. Convoy burns in Pakistan	Current	--do--	--do--	--do--
H4. Pakistan convoy attacks	None	--do--	--do--	--do--
H5. CIA contractor released after Pakistan killings	Past	--do--	--do--	--do--

According to Vanderveken (1990, p.173) ‘to report’ is an assertive speech act. The propositional content condition to report is that the content either concerns past in relation to the time of utterance or is about the present. As the headlines above headlines report the events to keep the readers updated most of the content related to the current state of affairs.

### Accuse

The term ‘accuse’ has been used for the headlines that hold somebody responsible for some bad state of affairs. The details are given below:

**Table 04: Speech acts of accusation**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H6. Pakistani court denies diplomatic immunity for CIA contractor	Current	Writer has evidence who is responsible for the bad state of affairs	The writer thinks that the current state of affairs is not fair for the people who are being victimized	The writer wants to bring fore the people who are responsible for the current state of affairs and the authority must change it
H7. Pakistani judge delays hearing for jailed U.S. diplomat	Current	--do--	The writer does not want the delay	Pakistani judge is responsible for delay
H8. American citizen reportedly detained in Pakistan	Current	--do--	The writer has a desire that the detained person must be freed	Pakistan is involved in the detention
H9. Pakistani judge blocks move to release U.S. consular employee	Current	--do--	The writer wants the change of the bad state of affairs	The Judge is misusing his authority
H10. Pakistan continues to hold U.S. diplomat	Current	--do--	--do--	Pakistan is involved in the continuity of the current situation
H11. Pakistan bans NATO supply convoys after troop deaths	Current	--do--	--do--	Pakistan is reacting to the situation negatively
H12. US officials say Pakistan agency backs terror fight, despite rogues	Current	--do--	--do--	Pakistan’s agency’s role is dissatisfactory

The analysis verifies Vanderveken (1990, p.170) definition. He said that to accuse is to criticize publicly. Propositional content condition entails that someone is responsible for something bad. Negative criticism may be laid upon products or states of affairs. Its preparatory condition is that a situation should be criticized when it is bad. Although the

propositional content conditions vary in the above mentioned headlines, still, they maintain an impression of accusation.

## Predict

This prototype has been named as ‘predict’ as all the headlines are concerned with the possibility of the happening of the future events. The detailed analysis is given below:

**Table 05: Speech Acts of Prediction**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H13. With Pakistani visit to the U.S., a chance to ease tensions	Possibility of future event	The writer has enough knowledge to predict what is likely to happen	The writer thinks that giving awareness about the possibility of future happening is in the interest of the reader	Something good is likely to happen
H14. Pentagon optimistic about Af Pak strategy	Possibility of future event	Writer has got the speculation from a reliable source	The information is beneficial for the reader	--do--

Vanderveken (1990, p. 173) defined ‘to predict’ as an assertive. Its propositional content represents a situation in future. Its preparatory condition is that the speaker is expected to have good reasons for believing what is predicted. Here, the listener does not need to look for any interpretation. Comparing with Vanderveken (1990) the propositional content collectively, indicates the possibilities of future happenings.

## State

This prototype has been selected for the headlines based on the statements issued by various sources. The detailed analysis is given below.

**Table 06: Speech acts of statements**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H15. U.S.: Only one supply route shut down by Pakistan	Current	Writer has got the important information from a reliable source	The writer wants reader to know other’s opinion	The given information is objective and is not subjective
H16. Pakistani official says intel cooperation with U.S. is halted	Current	--do--	--do--	--do--
H17. Official: ‘Frank discussion’ between US, Pakistan intelligence chiefs	None	--do--	There is some positive information, the reader needs to be given	--do--

The table indicates that all the content conditions are associated with making readers sure that the information has been taken from some source other than the headline writer himself. It justifies Vanderveken (1990, p.171) preparatory conditions that an assertion is a matter of some importance.

#### Table 07: Conclude

This prototype has been selected for the headlines that are an effort to come out to a certain point after some discussion or analysis. The felicity conditions analysis is given below:

#### Speech acts of Concluding

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
Topic: US Pak relations				
H18. Tuesday Roundup: More friction in U.S.-Pakistan relations	None	Writer has evidence to prove his point	The reader needs to be updated with the latest info	The roundup has come to a conclusion
H19. Why US-Pakistani relations are strained	Current	The writer has arguments to defend his point	The reader must be made aware of the causes	The writer wants to conclude something on the basis of arguments

Underwood (2008: 54) defined conclude as an assertive speech act where a proposition is asserted with a preparatory condition that a conclusion has been derived through a line of reasoning. As the preparatory conditions are based on evidence, knowledge and arguments, they help to find out the essential conditions that confirm Underwood's definition.

#### Denounce

Prototype 'denounce' focuses on the headlines highlighting inappropriate actions taken on the behalf of people or sources. The detailed analysis is given below:

#### Table 08: Speech acts of Denouncing

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
Topic: US Pak relations				
H20. Key senator lashes out at Pakistan government	Current	There is a person having higher moral authority over Pakistan	A change in the state of affairs is desired	Pakistani government has done something wrong



The above mentioned conditions agree with Vanderveken (1990, pp.167-169) propositional content condition for ‘denounce’ which is to accuse a third party. Taking Vanderveken’s comment into account the act of denounce seems a little different than the act of accuse as all the propositions mentioned here indicate the actions that do not have any logical basis, or the actions are morally defective.

### Criticize

The headlines classified under this heading aim to hold someone responsible for a bad state of affairs. The detailed analysis is given below:

**Table 09: Speech acts of Criticism**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H21. Cross-border campaign report questioned by NATO, Pakistani diplomat	Past	There are reasons for questioning the report	Existing state of affairs needs to be changed	There are objections associated with the report that need to be removed
H22. Analysis: NATO points finger at Pakistan	Current	Reasons exist for the criticism	--do--	Pakistan has done something improper
H23. 'Better coordination' could have averted Pakistani deaths, panel says	Past	Panel has reasons to criticize	--do--	Pakistan might have coordinated with NATO properly
H24. White House report critical of Pakistan's activity against militants	None	White house report has arguments to justify	--do--	Pakistan performance is dissatisfactory
H25. Obama: Pakistan slow in fighting terror	Current	Obama is not happy with what Pakistan is doing	--do--	Pakistan is not taking proper action

Vanderveken (1990, pp. 178-179) defined ‘to criticize’ as an assertive where a person highlights another person’s faults. Vanderveken’s propositional content condition is that the state of affairs being represented is bad whereas the sincerity condition demands that the speaker disapproves the bad state of affairs. Analysis of all the felicity conditions matches Vanderveken’s criteria of criticism.

### Justify

This prototype is concerned with the headlines trying to justify the event associated with the propositional content. The details are given below:

**Table 10: Speech acts of Justification**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H26. Mullen says Af Pak review shows U.S. on 'right track'	Current	--do--	--do--	There is logic behind the fact that the strategy is right
H27. Police: American in Pakistan kills 2 after robbery attempt	Current	--do--	--do--	There was a reason for killing
H28. Records: 'Blood money' paid to kin of Pakistanis killed by U.S. man	Past	--do--	--do--	The ransom has been paid, trial is over

According to Munawaroh (2007) in this kind of illocutionary act, reasons are given for a certain thing or proposition. Form and function match in these utterances and interpretation is not required. Propositional content of the above mentioned headlines indicates that most of the propositional content is the same as discussed by Munawaroh and thus the headlines are justifications.

### Argue

This illocutionary act is just an attempt on the part of the writer to give arguments about a situation. The detailed analysis is given below:

**Table 11: Speech acts of Arguments**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H29. Can U.S. trust Pakistan?	Current	Writer has arguments in favor of or against a situation	Writer tries to answer questions in reader's mind	There exists a situation that is open to scrutiny

According to Vanderveken (1990, p. 184) argumentation is intended to convince listeners or readers about something by giving reasons. It is also designed to convince the readers whether an opinion is acceptable or not. Most of the propositional content is based on reasons that do not decide anything and can be termed as argumentative.

## Detailed analysis of the expressive Illocutionary forces

Expressives are an attempt to express psychological state of the speaker or writer.

They were divided into following prototypes:

### Praise

The headlines coming under this prototype are associated with appreciation for good state of affairs. The detailed analysis is given below.

**Table 12: Speech acts of ‘Praise’**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic:US Pak relations</b>				
H30. Aid flights evacuate Pakistan flood survivors	Current	None	Writer approves the given state of affairs	An expression of gratitude
H31. Medical 'A-Team' aids flood victims	Current	--do--	--do--	--do--
H32. U.S. Treasury targets Pakistani militants	Current	--do--	--do--	US services need to be appreciated
H33. Sources: U.S. finalizing aid package to help Pakistan fight extremists	Current	--do--	--do--	--do--
H34. Obama approves funds to Pakistan as flood crisis escalates	Current	--do--	--do--	--do--
H35. Aiding Pakistan's flood victims	Current	--do--	--do--	An expression of gratitude
H36. U.S. helping Pakistan flood victims	Current	--do--	--do--	--do--

To praise is to make an assertion about someone or something while expressing approval of him or her. The propositional content condition is that the state of affairs being represented by the proposition is good. Sincerity condition requires that the speaker approves of that state of affairs, Vanderveken (1990, pp. 178-179). All of the above headlines coincide with Vanderveken's conditions.

### Laud

The headlines included here are a little different than praise as the way appreciation for certain acts has been expressed is stronger than in praise.

**Table 13: Speech acts of Lauding**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H37. How U.S. Marines help flood victims	Current	None	Higher level of praise	Acknowledgement of services
H38. U.S. wins by helping Pakistan stabilize	Current	--do--	US needs to be praised	Achievement needs to be highlighted

Vanderveken (1990, p. 179) argued that laud is different from praise as its degree of strength is higher than praise. Propositional content condition for laud is to praise the hearer. It can be deduced with the help of the above mentioned data that there exists a difference in the psychological states of the person who makes the proposition as the sense of appreciation is greater as compared with the acts of praise.

### Regret

Headlines included here indicate a condition of sorrow. Detailed analysis is given below.

**Table 14: Speech acts of Regret**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H39. Mullen issues regrets over deadly strike in Pakistan	Current	State of affairs is bad	Feeling of sadness for current state of affairs	A bad state of affairs needs to be regretted

Above data verifies Vanderveken (1990) sincerity condition for regret which is to express remorse, sorrow or contrition. Preparatory condition is that the situation is bad. The acts of regret different as compared with the acts of praise and laud as the preparatory conditions marks the bad state of affairs and the sincerity conditions expresses regrets over the bad state of affairs.

## Protest

The headlines associated with this prototype reaction to the existing state of affairs. The details are the following:

**Table 14: Speech acts of Protest**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H40. Pakistan condemns suspected drone strike that killed six	Current	None	Reaction to the current state of affairs	Something is not in the interest of the concerned person, the situation needs to be condemned
H41. Pakistani leaders condemn suspected U.S. drone strike	Current	--do--	--do--	--do--

The headlines above are protests as Vanderveken (1990, p.179) says that the mode of achievement for 'to protest' is to express a complaint with a high degree of strength and in a more formal manner. It has the presupposition that the hearer has the authority to change the state of affairs about which some one protests. The sincerity conditions are a reaction to the existing state of affairs and the essential conditions demand a change in the state of affairs that has been disapprove.

## Detailed analysis of the directive Illocutionary forces

According to Searle (1979) directives are the attempts to get the hearer do something. These attempts may be modest or fierce. Further classification is given below:

### Warn

This directive illocutionary act is about a bad state of affairs in the headlines that needs to be avoided. The details are given below.

**Table 15: Speech acts of Warning**

	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H42. Embassy cautions Americans in Pakistan	A future event is going to happen	Writer wants Americans to avoid what is not in their interest	Americans need to be cautious	Americans are prone to threats

Above mentioned analysis confirms Vanderveken (1990, p.174) statement that warning occurs when there is something bad for an addressee and there is still some possibility to avoid the misfortune. It has the directive purpose of suggesting someone to do something in order to avoid the threat.

## Demand

This directive prototype is associated with certain demands on the behalf of the authorities. Details are given below:

**Table 16: Speech acts of Demanding**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H43. Kerry: Pakistan to return tail of chopper used in Bin Laden raid	Future	Speaker is in need of the action to be carried out	US wants Pakistan to return chopper	Target is requested to carry out the action
H44. Obama urges Pakistan to free jailed U.S. Embassy employee	Future	--do--	Obama wants the employee to be set free	--do--
H45. U.S. presses for release of diplomat accused in Pakistan shooting	Future	Demanded action on the part of speaker must be carried out	US wants the release of the diplomat	The action is very necessary the reader must carry it out

To demand something is to tell the hearer to do it while expressing a strong will. In this case the speaker presupposes that there is a specific reason to perform the required action, Vanderveken (1990, p.193). The propositional content of the headlines all the above mentioned headlines is concerned with the events that have the possibility to be carried out in future.

## Forbid

The prototype is concerned with stopping some bad state of affairs from happening.

The details are as under:

**Table 17: Speech acts of Forbidding**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H46. Don't burn Qurans, U.S. embassy in Pakistan urges church	Present	Speaker has reasons that the current action is not good	This action is not in the interest of the reader	The people carrying out an action must stop themselves

Vanderveken (1990, p.195) termed prohibiting or forbidding as the propositional negation of ordering. To forbid a hearer to do something is to order him or her to abstain from an action. It can be said from the above data that the sincerity and essential conditions helped to mark the illocutionary force of forbid more than the propositional content and the preparatory conditions.

### Request

The headlines included here are a request for an action to be carried out.

**Table 19: Speech acts of Requesting**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H47. Source: U.S. needs permission to interview Bin Laden wives	Present	The target has authority to allow certain act	The speaker desires the act to be carried out	The action cannot be carried out till the target allows it

According to Vanderveken (1990, p. 189) a request is a directive illocutionary act having an option of refusal. It is a modest directive as its mode of achievement is polite. The above mentioned proposition is also a request which can be accepted or refused.

### Suggest

The prototype is concerned with suggestions on the part of the writer.

**Table 20: Speech acts of Suggesting**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H48. Bergen: Time to move on from war on terror	Current	Speaker has reasons that the war is not in the interest of war bearers	Speaker does not wish war to continue	The continuing action can no longer benefit the target

Above mentioned propositional content concerns current state of affairs and goes in line with Vanderveken (1990, p. 195) statement that in a directive sense, to suggest is to make a weak attempt to get someone to do something. While marking the illocutionary force of suggestion, important role has been played by the preparatory, sincerity and the essential conditions.

### Detailed analysis of the commissive illocutionary forces

According to Searle (1979) commissives are the speech acts whose illocutionary point is to commit the speaker to some future course of action. Commissive illocutionary acts were divided into following prototypes:

#### Commitment to future actions

The headlines included here show commitment to the actions to be carried out in future.

**Table 08: Speech acts of ‘Commitment to future actions’**

Headlines (Propositions)	Propositional Content Condition	Preparatory Condition	Sincerity Condition	Essential Condition
<b>Topic: US Pak relations</b>				
H49. Minister: Pakistan won't move on Taliban stronghold until ready	Future	Pakistan has an authority to carry out an action	Pakistan is not willing	The requested action can't be Carried out till the required conditions are met with
H50. Pakistan threatens action over NATO incursions	Future	Pakistan has power to react	Pakistan is ready to react	Pakistan is committed to react
H51. Obama: U.S. would go after other high-profile targets in Pakistan	Future	US has reasons to target high profile targets	US is strongly committed to the task	The speaker is a committed to carry out an action
H52. Obama won't release Bin Laden photos, White House says	Future	Obama has authority not to release Bin Laden photos	Obama is committed	Speaker is committed not to do certain thing



The above mentioned headlines approve Vanderevken (1990, p. 182) analysis that the propositional content condition for these acts is that the proposition represents a future course of action for the speaker. The preparatory condition is that the speaker is capable of carrying out a certain course of action. The sincerity condition is that the speaker intends to carry out that action.

### **Conclusion**

Large number of headlines related with Osama Bin Laden, militancy and US Pak relations come under the heading of representatives. It implies that the asserted beliefs regarding these topics are greater than the other topics. Expressive, directive and commissive acts also have greater number of headlines on US Pak relations. Current finding shows that during the period of January 2010 and May 2011 more importance was given to the issue of Osama Bin Laden and US Pak relations. The analysis of the felicity conditions indicated the presence of multiple illocutionary forces within the speech acts which leads to the conclusion that the headlines mean more than what is said. It implies that the media discourse has complicated series of pragmatic functions that are never independent of the context in which an utterance is made.

## References

- Chiluwa, I. (2007). News headlines as pragmatic strategy in Nigerian press discourse. *The International Journal of Language, Society and Culture* , 27(27), 63-71.
- Grueskin, B., Seave, A. & Graves, L. (2011). *The Story So Far: What We Know about the Business of Digital Journalism*. Columbia University Press.
- Lorio, S. H. (Ed.). (2004). *Qualitative research in journalism: Taking it to the Streets*. Mahwah: Lawrence Erlbaum Associates
- Munawaroh, F. (2007). *Illocutionary acts used in Kofi Annan 's interview*. Unpublished doctoral dissertation, The Stata Islamic University of Malang.
- Saeed, I. J. (2003). Context and Reference. In *Semantics* (pp. 181-217). Blackwell.
- Searle, J. R. (1969). *Speech acts*. Cambridge: Cambridge University Press.
- Searle, J. R. (1969). *Speech acts: An essay in the philosophy of language*. Cambridge : Cambridge University Press.
- Searle, J. R. (1971). *Expression and meaning: Studies in the theory of speech acts*. Cambridge: Cambridge University Press.
- Searle, J. R. (1971). What is a speech act?. In J. R. Searle (Ed.), *The philosophy of language* (pp. 39-53). Oxford: Oxford University Press.
- Searle, J. R. (1975). Indirect speech acts. In P. Cole & J. L. Morgan (Eds.), *Syntax and Semantics* (pp. 59-82). New York: Academic Press.
- Searle, J. R. (1979). A classification of illocutionary acts. *Language in Society*, 5(1):pp. 1–23.
- Searle, J. R. (1979). *Expression and meaning: Studies in the theory of speech acts*. Cambridge : Cambridge University Press.
- Searle, J. R. (1979a). Indirect speech acts. In *Expression and Meaning: Studies in the theory of speech acts* (pp. 30-57). Cambridge: Cambridge University Press.

- Searle, J. R. (1979b). Metaphor. In *Expression and meaning: Studies in the theory of speech acts* (pp. 76-116). Cambridge: Cambridge University Press.
- Searle, J. R. (1983). *Intentionality: An essay in the philosophy of mind*. New York: Cambridge University Press.
- Searle, J. R., & Vanderveken, D. (1985). *Foundations of illocutionary logic*. Cambridge: Cambridge University Press.
- Underwood, W. (2008). *Recognizing Speech Acts in Presidential E-records* (pp. 2008-03). Technical Report ITTL/CSITD 08-03 (Georgia Tech Research Institute: October 2008).
- Van Dijk, T. A. (1980). *Macrostructures: An interdisciplinary study of global structures in discourse, interaction, and cognition*. Hillsdale, NJ: L. Erlbaum Associates
- Van Dijk, T. A., and Kintsch, W. (1983). *Strategies of discourse comprehension*. New York: Academic Press.
- Van Dijk, T. A. (1984). *Prejudice in discourse: An analysis of ethnic prejudice in cognition and conversation*. John Benjamins Publishing Company.
- Vanderveken, D. (1990). *Meaning and Speech Acts, Vols I and II* (Cambridge University Press).
- Vanderveken, D. (1990). On the logical form of elementary illocutionary acts. In *Meaning and Speech Acts, Volume 1: Principles of Language Use* (pp. 1a-1b). : Cambridge University Press.
- Vanderveken, D., & Kubo, S. (Eds). (2002). *Essays in speech act theory*. Amsterdam/Philadelphia: John Benjamins.
- .



## Abstract

Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-18>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Effects of Channels of Communication on Female Literacy</b>
<b>Author(s):</b>	Mahira Afzal Communication Officer at an International Organization
	Dr. Muhammad Zakria Zakar Vice Chancellor, University of Okara, Pakistan (former Dean of FBSS and Director Institute of Communication Studied (ISCS), PU Professor of Sociology and Public Health
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Afzal, Mahira. & Muhammad Zakria Zakar . (2020). "Effects of Channels of Communication on Female Literacy." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 335–352, <a href="https://doi.org/10.36968/JPDC-V04-I03-18">https://doi.org/10.36968/JPDC-V04-I03-18</a>
<b>Author(s) Note:</b>	Mahira Afzal is serving as Communication Officer at an International Organization <a href="mailto:Mahirasign@hotmail.com">E-mail: Mahirasign@hotmail.com</a>
	Dr. Muhammad Zakria Zakar is serving as Vice Chancellor at University of Okara, Pakistan (former Dean of FBSS and Director Institute of Communication Studied (ISCS), PU Professor of Sociology and Public Health

### ABSTRACT

This research explores possible avenues to accelerate female literacy through channels of communication as means of knowledge and information. 500 female respondents aged 14 years and above residing in Lahore district of Punjab, were selected based on random sampling technique. The study shows that channels of communication are successful streams and effective tools for enhancing female literacy. Females despite being literate still face socio-cultural barriers to access information and knowledge. The analysis shows that channels of communication particularly newspaper and magazine/digest are major contributing factors in enhancement of female literacy and education. Varied levels of effects on enhancement of literacy and education are recorded in case of mass media and IPC, when analyzed together. Literate female can access newspaper and magazine/digest more easily than TV and radio. Medium of information and knowledge with regard to literacy is proved to be mass media and IPC with varied degrees.

**Keywords:** Literacy, female, channels of communication, mass media, interpersonal communication

## **INTRODUCTION**

Education is a cornerstone of women's empowerment. It enables them to respond to opportunities and challenges that they face of their traditional roles. It allows to impact on their invisible participation in economic, social, spiritual and professional development in the society. A literate woman is a resource not only for her family or children, but for the society as a whole. Being literate, ability to contribute in the decision making could be a broad-based gain for her as well. It is a well-known proverb that 'if you educate a man, you educate an individual and if you educate a woman, you educate a family'. Despite clear advantages of female education, parents prefer to educate their sons in many cultures and societies. The role of a female in society is often perceived as a person engaged in household chores; formal education may thus be seen as a waste of resources. She is considered an economic burden on the family, as she is to marry and to move out as someone else's liability.

According to 1998 Population Census of Pakistan, out of 132 million of the population of the country, females constitute about 63 million (48 percent) of the total population, where only 32 percent of the females were reported as literate (Population Census Organization, 1998).

Pakistan has one of the lowest literacy rates in the world, especially among female population. Despite recent efforts by the Government of Pakistan with the support of international donor agencies, to accelerate literacy level, there are still serious challenges to confront to reach that objective. The behaviour and attitude of the people living in a certain society either support or oppose the attainment of literacy especially for female population.

The social, economic and cultural constraints in some societies act as barriers for the parents or guardians of the females to allow them to attain literacy. Security concern is another factor which hinders the attainment of literacy by the female population. A female child is considered as a burden on the household economy in some societies, as a result investing in her is regarded as the waste of money and time; education and literacy for the females are thus not considered as the priority areas for the parents or guardians.

Lack of basic infrastructure and awareness also contribute in the low enrollment of girls in schools. Reviewing further the situation of low enrolment of girls in Pakistan, the Government accepts that there are many factors that contribute to this continued problem. Poverty and illiteracy of

parents generate a negative attitude towards girls' education (Saleem, 2009). This study analyses the assumption that the current low levels of female literacy are due to non-availability of assertive information and communication to break this barrier.

Literacy is an integral part of the global goal of Education for All (EFA)- "Taleem Sab Ky Leye" commitment to which Pakistan is a signatory to EFA Dakar Declaration 2000. However, Pakistan is lagging behind in achieving the EFA goals. This can only be possible by bridging the prevailing information and communication gap in our societies by giving due importance to female literacy. There is a great opportunity to attain the required goals and targets of EFA by extensively using the specialized channels of communication.

The use of channels of communication in enhancing literacy has been receiving a great deal of attention as possible means of enhancing development, although strong and unambiguous evidence to justify this attention is lacking (Roberts, 2000; Wade, 2002). The study is focusing on channels of communication on two key areas: Mass media (newspaper, magazine/digest, radio, television); and Interpersonal Communication (mosque announcements, government workers, family members, friends/peers).

There is a growing interest in exploring and using the medium or channels of communication in enhancing literacy, especially in the developing countries, but this interest is primarily motivated by the potential Information Communication Technology (ICT) to enhance the acquisition of literacy skills (Wagner and Kozma, 2005; Wachholz and Meleisea, 2006). Hamelink (1997) defines ICTs as encompassing "all those technologies that enable the handling of information and facilitate different forms of communication among human actors, between human beings and electronic systems, and among electronic systems". This broad definition included both 'older' technologies, such as radio, television and telephone, as well as 'newer' technologies, such as mobile technology and computers (Wachholz and Meleisea, 2006). Effects of channels of communication on society are numerous and diverse. These may have the cause and effect relationship with information, access, value, skill and opinion. The impact of channels of communication is so profound and manifold that they affect the societies on whole. Marshall McLuhan's idea that "the medium is the message" illustrates that it is the media that shapes and controls the scale and form of human association and action. For him, each

medium of communication generates social and psychological effects on its audience. These effects constitute the message of the medium (McLuhan, 1967).

Media serve as both the primary and, in some cases, the only mechanism communicating information to the larger groups of people. In addition, media often serve as the international communication device among public officials and government leaders. Mass media has the capacity to reach larger groups of people by transmitting carefully constructed messages. Mass media is used as an effective vehicle to raise awareness, change attitudes and behaviour and plays an important part in forming public opinion. Mason and Azhar (1984) illustrated success of radio in running a campaign, to counter an acute problem of Goiter -a throat disease, caused by a lack of adequate amount of iodine in diet of the residents of Swat and Chitral in Pakistan.

“Interpersonal communication (IPC) refers to dyadic communication in which two individuals sharing the roles of sender and receiver become connected through the mutual activity of creating meaning.” (Trenholm & Jensen, 2008, p. 29). Interpersonal communication has been used by the development practitioners to gear up the development messages on the grass roots or local level decreasing levels of physical proximity and feedback.

Nathan (1984) described that the electronic media, comprising of radio and television, play an important role in information dissemination, non formal education, enrichment and entertainment. In developing countries, both these media play an important role in creating awareness among rural people, sensitizing and motivating them towards adoption of innovations as required by the modern day world. Radio and television can give a boost to economic, political, social and national development. They can help to solve many problems and create awareness of facilities provided by government and development agencies so that people can participate in development initiatives and efforts.

Mass media are ‘mobility multiplier’ (Lerner, 1958) and act as an efficient vehicle to transmit information and knowledge than any other technology. According to Lerner, “the multiplicative property of communication lies in its power to raise and spread empathy among its audiences (see Sparks, 2007. p.23). The mass media user is exposed to a variety of images, ideas, opinions, information or situations that allows them to observe, think, perceive and form opinions on how



things are done differently elsewhere. Without, education and literacy, it is not possible to comprehend the balanced development. Mass Literacy is considered as a key for sustainable development, socio-economic growth and peace. Curle (1999) observed “countries are under-developed because most of their people are under-development, having had no opportunity for expanding their potential capacities in the service of society.”

In communication studies, the approach of media literacy is an expanded information and communication skill that is responsive to the changing nature of information in our society (Malik, 2008). It is an ability to decode, analyze, evaluate, and produce communication in a variety of forms (Aufderheide, 1993). Nathan (1984) described that the electronic media, comprising of radio and television, play an important role in information dissemination, non formal education, enrichment and entertainment. In developing countries, both these media play an important role in creating awareness among rural people, sensitizing and motivating them towards adoption of innovations as required by the modern day world. This study analyse the effects of channels of communication on female population and the information and communication gaps contributing in female illiteracy in both rural and urban areas.

## **HYPOTHESIS**

The channels of communication and their access are significant contributing factors in enhancing the literacy in female population.

## **MATERIAL AND METHODS**

A total of 500 respondents were selected through a detailed mapping of the sample areas from the rural and urban female population of Lahore district of Punjab province. Population was distributed in nine towns and three towns (namely Nishter, Allama Iqbal and Gulberg Towns) were selected randomly. From each of the town, one union council was randomly selected. From all three towns a total of 500 households were selected randomly using the excel command  $\text{Rand}() * x$ , where  $x$  represents the size of households in the given union council. Furthermore, a random sampling technique was applied by selecting every 7th household, having at least one female of 14 or more years of age. A list of households to be interviewed was prepared with the help of local communities in the randomly selected streets. From the household lists the eligible female respondents were

selected to obtain the required sample. Verbal consent was obtained from all the female respondents before data collection. The assembled data was collected and processed using the Statistical Programme for the Social Sciences (SPSS) version 16.0 using Mini tab tools. The data were counter checked and cleaned manually before placing the results in tabular form. To understand the findings, graphic forms were added where required. Statistical tests including chi-square, t-test, Analysis of Variance (ANOVA) were applied.

## DATA ANALYSIS AND DISCUSSION

**Table-1: Frequency and percentage of respondents with reference to their age, marital status and age at marriage (n=500)**

Characteristics		n	%
Age (yrs)	14-24	371	74.2
	25-34	68	13.6
	>34	38	7.6
	No response	23	4.6
Marital status	Married	62	12.4
	Unmarried	438	87.6
Age at marriage (yrs)	14-20	16	25.8
	21-25	30	48.4
	26-30	8	12.9
	31-35	2	3.2
	No response	6	9.7

The Table-1 shows that the majority of the female respondents 74.2% were in the age group of 14-24 years. While, 13.6% of the female respondents were from 25-34 years of age group while 7.6% belonged to 34 or more years of age group. The table depicts, 4.6% of the female did not respond to the question on age.

From a sample size of n=500, only 62 (12.4%) female respondents were married. Out of which 25.8% of the female respondents got married at the age of 14-20 years, 48.4% of the females got married at the age of 21-25 years, 12.9% of the respondents got married at 26-30 years of age, 3.2% of the respondents got married at the age of 31-35 years. 9.7% of the married female

respondents did not respond to the question. The analysis shows that a significantly high percentage (26%) of literate female got married at quiet early age.

With reference to married literate female, the trends indicate that 72% of the female respondents belonged to the age group of 14-24 years. Only 12.4% of the respondents were married. It is also interesting to note that still over 25% of the married respondents got married in the age group of 14-20, whereas near 50% of the married respondents got married between the age group of 21-25.

**Table-2: Frequency and percentage of respondents with regard to their formal education and type of education (n=500)**

Characteristics		n	%
Formal education	Yes	458	91.6
	No	42	8.4
Type of education	Religious education	40	8.7
	Primary	43	9.4
	Middle	22	4.8
	Matriculation	71	15.5
	FA	50	10.9
	BA	95	20.7
	MA	91	19.9
	Technical	13	2.8
	Other	26	5.7
	No response	7	1.5

The Table-2 depicts that 91.6% of female respondents had received formal education while only 8.4% have not received education. The Table reflects that 8.7% of females have received religious education. While, 9.4%, 4.8% and 15.5% had received education up to primary, middle and matriculation levels respectively.

Whereas, 10.9%, 20.7% and 19.9% of female respondents had received the education up to FA, BA and MA levels respectively. The Table also reflects that 2.8 % of female respondents have received technical education. While, 5.7% of the female respondents mentioned other educational level and 1.5% of them did not respond to the educational qualification level question.

It is interesting to note that one third of the literate female respondents received education up to matriculation level and another one third had received education up to bachelor level. Table also reveals that only small portion of the female respondent received technical education which reflects that perhaps lack of technical education facilities for female or such facilities are too far away from their place of residence.

**Table 4.3: Distribution of literate female in rural and urban area with reference to benefits of literacy (n=500)**

Responses	Rural n	%	Urban n	%	Total n	%	$\chi^2$
Ability to read	49	31.8	43	14.1	82	18.3	
Technical skills	9	5.8	19	6.2	28	6.2	
Having general knowledge	12	7.8	30	9.8	42	9.4	
Better decision making	20	13.0	41	13.4	61	13.6	23.93*
Better life/future	32	20.8	106	34.8	138	30.7	
Economic/financial stability	18	11.7	43	14.1	61	13.6	
To get good job	14	9.1	23	7.5	37	8.2	
Total	154	100.0	305	100.0	449	100.0	

\*\*p<.01

Table-3 exhibits the responses of the literate female regarding their opinion on benefits of literacy. In the rural area 31.8% of the literate female reported the ability to read as a benefit of literacy while the percentage of responses was comparatively lower in urban area i.e. 14.1%. Whereas, 20.8% of literate female in rural area were of the opinion of 'Better Life/Future' as benefit of literacy, while 34.8% of literate female in urban area considered 'Better Life/ Future' as the benefit of literacy.

**Table-4: Opinions of literate females on factors involved in female illiteracy**

	Channels of Communication							
	Newspaper		Magazine		Radio		TV	
	n	%	n	%	n	%	N	%
<b>Reasons of illiteracy</b>								
Traditions or culture	143	55.6	128	53.6	120	54.8	188	44.0
Poverty	74	28.8	72	30.1	64	29.2	160	37.5
Household cores	25	9.7	24	10.0	23	10.5	49	11.5
Lack of interest	15	5.8	15	6.3	12	5.5	30	7.0
Total	257	100.0	239	100.0	219	100.0	427	100.0
<b>Father/husband support in education</b>								
No	11	4.3	9	3.8	10	4.6	22	5.2
Sometime	19	7.5	25	10.5	24	11.0	79	18.5
Yes	225	88.2	204	85.7	184	84.4	325	76.3
Total	255	100.0	238	100.0	218	100.0	426	100.0
<b>Mother/mother-in-law support in education</b>								
No	13	5.2	6	2.6	12	5.6	34	8.1
Sometime	13	5.2	18	7.7	20	9.3	49	11.6
Yes	225	89.6	211	89.8	184	85.2	339	80.3
Total	251	100.0	235	100.0	216	100.0	422	100.0
<b>Parents financially support in education</b>								
No	10	4.0	6	2.5	10	4.6	40	9.4
Sometime	31	12.3	39	16.5	36	16.7	100	23.4
Yes	211	83.7	192	81.0	170	78.7	287	67.2
Total	252	100.0	237	100.0	216	100.0	427	100.0

The Table-4 shows that more than half of the literate female who read newspaper, magazine and listen to radio and watch television attribute reasons of illiteracy to tradition or culture whereas; more than one third of literate female watch television attribute reasons of illiteracy to the status of poverty, whereas the proportion of literate female reading newspaper, magazine, listen radio and

watch television relate reasons of illiteracy to household chores and lack of interest is significantly low.

The percentage of literate female indicating father/husband, mother and mother-in-law support in education is as high as 89.8% in relation to access to the above stated channels of communication. This significantly high percentage of parental support indicate encouraging trend for female to attain greater literacy level. It can therefore be assumed that channels of communication are playing role to motivate parents in support of education for their female folk.

The table also indicates the female literate response to receiving financial support from parents in education is again more than 80% for those who have access to newspaper, magazine and radio. However, those literate females who have access to television indicate somewhat lesser support from their parents to receive financial support in education.

**Table-5: Distribution of opinion of illiterate female in rural and urban area with reference to reasons of female illiteracy (n=42)**

Responses	Rural		Urban		Total		$\chi^2$
	n	%	n	%	n	%	
Traditions or culture	4	11.0	1	16.7	5	16.7	
Poverty	25	69.4	3	50.0	28	50.0	
Household chores	5	13.9	2	33.3	7	33.3	1.9
Lack of interest	2	5.6	0	0	2		3
Total	36	100.0	6	100.0	42	100.0	

The Table-5 shows that 11% of illiterate female in rural area consider traditions and culture as reasons of female illiteracy while a comparatively higher percentage i.e. 16.7% were of the same view in the urban area. Poverty was considered as the major cause of female illiteracy by the respondents, 69.4% in the rural area whereas, 50% of respondents in the urban area were of the same opinion. Responsibility of taking care of household chores was also considered one of the root causes of

female illiteracy as 13.9% of illiterate females in rural area responded to it while 33.3% illiterate females in urban area were of the same view.

Interestingly, when asked if lack of interest plays a role in female illiteracy, the percentage was 5.6% of the illiterate female respondents in rural area and 0% in urban area. It may be deducted that where the lack of interest to get education among rural female is considered as one of the causes of female illiteracy by illiterate female there no single respondent in urban area was of the view that the factor of lack of interest was a reason of female illiteracy.

In this particular question, only 42 literate female responded as they had some degree of clarity on the issue of illiteracy. From this data, it can be inferred that, the large number of literate female respondents may not give importance to literacy for the illiterate population. This could be a lack of awareness on the part of literate female respondents on the benefits of literacy.

**Table-6: Comparison between rural and urban female on General Awareness, Literacy, Health, Decision Making and Human Rights and Skills**

Awareness	Rural		Urban		df	t-test
	Mean	SD	Mean	SD		
General awareness	-.30	0.91	.40	0.78	349	-8.183***
Literacy	-.13	0.87	.36	0.76	395	-6.127***
Health	-.192	0.88	.38	0.75	393	-7.150***
Decision making	-.134	0.86	.23	0.79	394	-4.292***
Human rights	-.248	0.89	.37	0.85	430	-7.344***
Skills	-.22	0.93	.36	0.90	434	-6.58***

\*\*\*p<.001

Table-6 shows the results of independent samples t-test between rural females and urban females on type of awareness. The mean scores of rural female and urban female are statistical

significant different at  $\alpha=.001$  on awareness, education, health, decision making, human rights and skills. Urban females mean scores are more than rural females in all types of awareness.

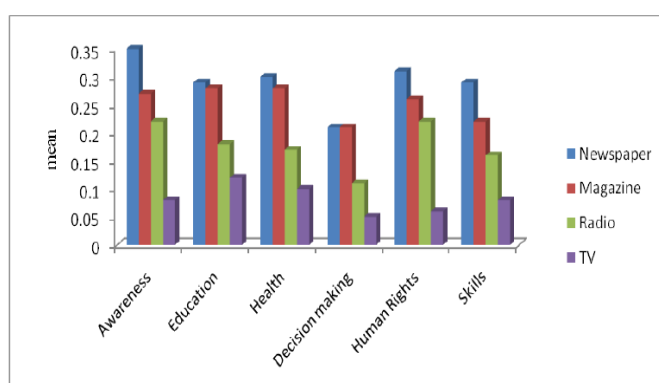
**Table-7: Means, Standard deviations for the effect of newspaper, magazine, radio and TV on six type of awareness**

Awareness	Newspaper		Magazine		Radio		TV	
	M	SD	M	SD	M	SD	M	SD
General awareness	0.35 <sub>a</sub>	0.78	0.27	0.82	0.22	0.86	0.08 <sub>a</sub>	0.92
Literacy	0.29 <sub>a</sub>	0.77	0.28	0.75	0.18	0.88	0.12 <sub>a</sub>	0.86
Health	0.30 <sub>a</sub>	0.73	0.28	0.73	0.17	0.83	0.10 <sub>a</sub>	0.87
Decision making	0.21 <sub>a</sub>	0.79	0.21	0.78	0.11	0.89	0.05 <sub>a</sub>	0.91
Human rights	0.31 <sub>a</sub>	0.80	0.26	0.85	0.22	0.90	0.06 <sub>a</sub>	0.93
Skills	0.21 <sub>a</sub>	0.87	0.22	0.90	0.16	0.94	0.08 <sub>a</sub>	0.97

Note. Means with same subscript differ significantly at  $p < .05$

To show the significant difference between two groups i.e. newspaper vs. Television groups are significantly different on variable skills, abbreviation is used (a) to avoid further bifurcation of tables.

The Table-7 shows as to which type of media is more effective for increasing awareness, means scores of newspaper, Magazine, Radio and Television were compared. Newspaper means scores on general awareness, literacy, health decision making and human rights and skills has statistical significant difference from television means scores on General awareness, Literacy, Health decision making and Human rights and skills respectively but other sources of information are not statistical significant different from each other.





**Figure-1: Effect of newspaper, magazine, radio and television on six type of awareness****Table-8: One-way analysis of variance for the effect of media on awareness of female literacy**

		Sum of squares	df	Mean square	F	Sig.
General awareness	Between groups	22.393	4	5.598	6.479	0.000
	Within groups	336.101	389	0.864		
	Total	358.494	393			
Literacy	Between groups	13.889	4	3.472	4.045	0.003
	Within groups	362.250	422	0.858		
	Total	376.139	426			
Health	Between groups	16.534	4	4.133	4.864	0.001
	Within groups	359.478	423	0.850		
	Total	376.012	424			
Decision making	Between groups	13.139	4	3.285	3.919	0.004
	Within groups	357.917	427	0.838		
	Total	371.057	431			
Human rights	Between groups	20.187	4	5.047	5.645	0.000
	Within groups	378.156	423	0.894		
	Total	398.343	427			
Skills	Between groups	15.226	4	3.806	3.829	0.005
	Within groups	418.581	421	0.994		
	Total	433.807	425			

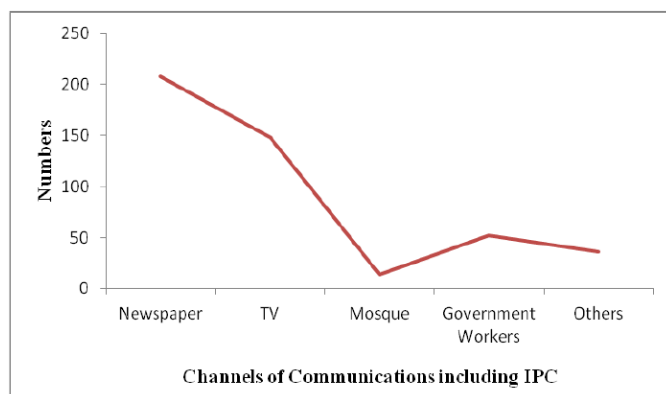
One-way Analysis of variance was used to observe the effect of media on awareness of female literacy. P-values of F-tests show that there is statistical significant difference among channels of communication on awareness of female literacy. These differences can be further observed through mean graphs.

**Table-9: Reasons of increase in awareness through channels of communication including IPC regarding education and literacy (n=458)**

Channels	N	%
Newspaper	208	45.5
TV	148	32.3
Mosque	14	3.0
Government workers	52	11.4
Others*	36	7.9
Total	458	100.0

\*Others: peers, interaction with community leaders, political agents, volunteer workers etc.

The Table-9 shows that 45.4% and 32% of the literate female receive information and knowledge using newspaper and television, respectively. Only 3% of literate female receive information and knowledge through mosque (announcements) and 11.4% through government workers e.g. literacy and/or polio eradication campaigns.



vision, mosque, government workers and channels of communication including mass announcements, government workers and others) used by the respondents. The graph indicates a sharp declining trend for the IPC component. The mosque announcements on specific subjects like promotion of literacy and education is far less than announcements on frequently carried out campaigns in the communities.

## CONCLUSION

This study upholds the importance of the subject matter of female literacy as a key fundamental right of the female. This thesis attempted to look into the detail analysis of the subject of the study, the “effects of channels of communication on female literacy”.

The study showed that the majority of the literate females from rural and urban Lahore district are receiving education despite low socio-economic or sometimes cultural elements. They are forced to discontinue their education at some point in time due to various barriers. The study showed that the lower marriage age of female is more eager to become literate in comparison with married literate female. The study also showed that the interest of female to become literate is quite significant among young married female in age group of 14-20 and 21-25 years.

The study also revealed that in urban setting, the literate female attributed one of the main reasons for illiteracy is the heavy involvement of females in household chores. The comparison between rural and urban respondents also indicated that traditions and culture has shown marginal difference. The research also showed majority of literate female in rural setting considered the benefits of literacy related to their ‘Ability to read’. While in urban setting, the literate female viewed

the benefits of literacy to a 'Better Life/ Future'. It can be deduced that the respondents were unclear in identifying the benefits of education towards their economic empowerment and stability as well as technical skills.

The study revealed that the significant information and communication gap exist among literate female on importance of further education due to socio-cultural barriers.

The study revealed that a large number of respondents viewed that the educational material (curriculum books, copies, pen, pencils, bags etc.) was expensive. From the analysis of this component, it can be concluded that the lower cost of the educational material could result in attracting more female population towards education.

In summary, it can be concluded that there are number of barriers to identify the key elements (social, economical, cultural), which act as the barriers towards attainment of literacy and education female population in both rural and urban areas. The channels of communication and their access are significant contributing factors in enhancing the literacy in female population.

The critical analysis of effects of channels of communication on a group of six types of awareness components: General awareness, Literacy, Health decision making and Human rights and skills illustrated that the most effective media for increasing awareness invariably found in newspaper, in all six components. Subsequently, the effectiveness of other media such as magazine/digest, radio and television showed decreased levels of awareness out of all six types of awareness components with regard to mass media.

The study also indicated that newspaper and magazine/digest have greater effect on female decision making against the channel of communication related to radio and television.

**Conclusion of Hypothesis: The channels of communication and their access are significant contributing factors in enhancing the literacy in female population.**

There was ample evidence that the channels of communication and their access are significant contributing factors in enhancing the literacy in female population. Hence the null hypothesis has been accepted.

The acceptance of this hypothesis is based on the evidences captured in the analysis that the channels of communication particularly newspaper and magazine/digest are the major contributing

factors in enhancement of female literacy and education. Varied levels of effects on enhancement of literacy and education have also been recorded in case of mass media and IPC channels, when analyzed together. The literate female can access newspaper and magazine/digest more easily than the television and radio. The medium of information and knowledge with regard to literacy is proved to be mass media and IPC with varied degrees.

## REFERENCES

- Aufderheide, P. (1993). Media Literacy. A Report of the National Leadership Conference on Media Literacy. Aspen Institute, Communications and Society Program, Washington, DC.
- Curle, A. (1999). Planning for education in Pakistan: A personal case study. Islamabad: Replica Books.
- Hamelink, C. (1997). New Information and Communication Technologies, Social Development and Cultural Change. Geneva: United Nations Research Institute for Social Development (Discussion Paper no. 86).
- Malik, S. (2008). Media literacy and its importance. Islamabad: Society for Alternative Media and Research.
- Mason, D. and Azhar, R. (1984). Learning from failure: two-way communication approach rescues development project. *Agr. Info. Dev. Bul.*, 6: 27-29.
- McLuhan, M. (1967). *The Medium is the message*. New York: Bantam Books.
- Nathan, L.T. (1984). Radio and television in development. *Agriculture Inf. Dev. Bull.* Bangkok Thailand, 1: 14-16.
- Population Census Organization (1998). Literacy ratio by sex 1981 & 1998 [online]. Available at: <http://www.census.gov.pk/Literacy.htm>.
- Roberts, P. (2000) Knowledge, information and literacy. *Int. Rev. Edu.*, 46: 433-453.
- Saleem, K. (2009). Development of distance education model for enhancement of literacy in Pakistan (Doctoral dissertation, AIOU).
- Trenholm, S. and Jensen, A. (2008). *Interpersonal communication* (6th ed.). New York: Oxford University Press.
- Wachholz, C. and Meleisea, E. (2006) Using ICT to develop literacy. Bangkok: UNESCO.
- Wade, R. H. (2002) Bridging the digital divide: new route to development or new form of dependency? *Global Governance*, 8: 443-466.
- Wagner, D. A., & Kozma, R. B. (2005). New technologies for literacy and adult education: A global perspective. UNESCO.



## Abstract

Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-19>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Social Media and Construction of Beliefs: Perceptions of Youth Regarding Role of Social Networking Sites (SNS) in Creating Gender Stereotypes</b>
<b>Author(s):</b>	Saba Sultana Lecturer ,Department of Mass Communication & Media, University of Narowal, Narowal, Pakistan.
	Dr. Sumera Batool Assistant professor, Department of Mass Communication, Lahore College for Women University, Lahore
	Saima iqbal Lecturer, Communication Studies, Queen Mary College Lahore
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Sultana, Saba, et al. (2020). "Social media and construction of beliefs: Perceptions of youth regarding role of social networking sites (SNS) in creating gender stereotypes." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 353–370, <a href="https://doi.org/10.36968/JPDC-V04-I03-19">https://doi.org/10.36968/JPDC-V04-I03-19</a>
<b>Author(s) Note:</b>	Saba Sultana is serving as Lecturer at Department of Mass Communication & Media, University of Narowal, Narowal, Pakistan
	Dr. Sumera Batool is serving as Assistant professor at Department of Mass Communication, Lahore College for Women University, Lahore
	Saima Iqbal is serving as Lecturer at Communication Studies, Queen Mary College Lahore

## Abstract

This research aims to explore the perceptions regarding role of social networking sites (SNS) in construction of beliefs about gender stereotypes by focusing on how gender is perceived among social media users. Further it explores how youth present and project themselves in terms of gender attributes on social networking sites. Current research is exploratory in nature and employed In-depth-interview as research method. The sample comprised of youth selected through purposive sampling procedure. The measures for collecting data encompassed a face sheet including demographic details and interview protocol was also developed. The findings revealed that there are diverse perceptions regarding gender stereotypes among SNS users. Perceptions regarding gender stereotypes and their self-presentations on SNS revealed that men are considered as dominating and authoritative while women are considered as emotional. SNS are constructing and reshaping gender stereotypes among users where males present themselves as charming and powerful whereas female users having beauty craze as a vibrant trait of their personality. Mostly youngsters are busy in their self praise and have become their own role models.

**Key words:** *Social networking sites, Construction of beliefs, Gender stereotypes, Perceptions*

## Introduction

Social networking sites (SNS) have been attaining enormous popularity among Pakistani youth mostly because of Facebook, Twitter, and Instagram (*'State of social media'*, 2016). Social networking sites provide a platform to youth to share their views and opinions about gender and gender related phenomena. SNS have a pivotal role in creating beliefs about gender stereotypes, and SNS users hold different views regarding gender and gender roles that prevail in our society. According to Correa (2011) institutional settings play important role in the gender regime like school, family, work place, electronic media and social networking sites, where social practices are urged as gender structured. Awareness, exposure, education and other societal factors influence the individual in perpetuating the existing stereotypes towards both genders which eventually harm the advancement in connection with gender biasness in their careers (Mirza & Jabeen, 2011). In addition, the growth of cyberspace provides certain alternate channel to express and share opinions about social issues on internet. These online platforms transform the way of exchanging and sharing information leaving traditional means of communication aside by providing several kind of platform which is better called as virtual public sphere (Loader & Mercea, 2011). Herring and Kapidzic (2015) narrates that boys and girls present themselves through SNS such as Facebook, Twitter, blogs and chat rooms. The findings demonstrate that profile construction, profile visibility and truthfulness are the ways through which self-presentations are generated in relation to their gender. Drakett, Rickett, Day & Milnes (2018) claimed that new repetition of heteronormative, hegemonic masculinity in online sexism, embedded in "sarcasm" and "playful", functions to police, adjust and generate equitable inhabitants and vendors of such spaces. Baruah (2012) states that arise of social networking sites give a new dimension to the mass communication. Communication finds new technological ways to enhance its reach and boundaries. SNS makes the process of communication i.e. transfer of text, photos, audio,



video, and all kind of information very efficient, quick and cast effective (p.9). Whereas, traditional media does not allow interaction and sharing of ideas with such flexibility as provided by social media. There are several social networking websites like twitter, Facebook, and LinkedIn where online communities can share and interact virtually (Manno & Shahrabi, 2010). This interaction leads to the free flow and sharing of views and beliefs as there is no such phenomenon like gate keeping etc. Hence relatively huge amount of information travelled on SNS as compared to traditional media. According to Joosten (2012) SNS are virtual places where people share; everybody and anybody can share anything anywhere anytime. Wanta and Dimitrova (2000) studied about the dynamics of online chat rooms, and the work of Woong Yun and Park (2011) provided a strong contribution to anonymity of social media user. Scholars have also offered a comparison of offline and online applications. Nguyen, McDonald, Nguyen & McCauley (2020) revealed that the members practiced numerous self-presentation practices containing a best advent, ability and an affirmative appearance. Gurrieri & Drenten (2019) coined that body-related hashtags converse canons of beauty and body ideals, presenting perceptions into the means in which cultural thoughts of the body are erected in social networking sites.

Particularly talking about gender and gender stereotypes, according to social scientists' gender is a social construct, it is not something that we are born with, and not something that we have, but something we do (West and Zimmerman ,1987 cited in Eckert & Sally, 2013). Whereas, gender stereotype refers to convictions about the psychological qualities and attributes of, and also the actions suitable to men or women. These are attitudes and beliefs about masculinity and femininity. Stereotypes affect the conceptualizations of women and men and form social classifications for gender. These classifications depict what people consider and even when convictions differ from reality, the convictions can be so influential powers in judgments of self and others (Begley & Sharon, 2000). Stereotypical

representations of girls as sexualized stuffs pursuing male responsiveness are normally found in social networking sites.(Bailey, Steeves, Burkell & Regan, 2013). Internet is the communication medium of new century (Aktas, Akyol, Kartal & Gürel, 2014). Social scientist Gragomir and Otilia highlight gender stereotype as (a system built on beliefs and consensual opinions regarding woman and man characteristics, along with assumed qualities of masculinity and femininity, having a descriptive and prescriptive character (Rapeance, 2014).

### **Aim of Research**

It attempts to know the role of social networking sites in construction of beliefs by focusing on the perceptions of youth regarding gender stereotypes. The study also attempts to understand how youth is presenting and projecting themselves in terms of gender attributes.

### **Research Questions**

This exploratory study primarily focuses on the following questions

1. What are the perceptions of users of social networking sites regarding masculinity or femininity?
2. What role do social networking sites play in constructions of beliefs regarding gender stereotypes among its users?
3. How youth presents themselves on social networking sites with regard to gender attributes?
4. What are the major stereotypes associated with both genders on social networking sites?

### **Methodology**

#### **Research Design**

Current research is exploratory in nature and employed *In-depth-interview* as method. Semi structured format was followed and interview guide was prepared. The *population* of

the study comprised of youth of Lahore. The proportionate sample of fourteen (N=14) respondents (both males and females) was chosen through *purposive sampling* method. The *inclusion criteria* of the subjects were aged between 18 to 24, minimum education as intermediate level (12 years) and active social media users studying in private universities.

### Measures and procedures

For making variables operational, and determining the relationships of different concepts, data was collected through face sheet including demographic details. An interview protocol was developed to get complete information regarding the research topic. Furthermore, an informed consent Performa was designed to formally introduce the issue and to get consent of the participants. Respondents were accessed and ensured about confidentiality of information. The average time for the interview was 45- 90 minutes. The interview was managed by one to one. An interview protocol was developed which included demographic details, perceptions of youth about gender and gender stereotypes, self-presentation youth on SNS, materialistic approach of youth on SNS, and positive or negative perceptions regarding gender on SNS.

### Results

In the sample of the current study equal representation was given to boys and girls(Table1). The age limit for the present study is 18-24 years. Majority of respondents (57%) belong to 18-20 years of age and 43% students are of age between 21-24 years. Whereas, 14.0% respondents' education is level is 12-14 years (under graduation), education level of 43.0% respondents is 14-16 years (graduate), while 43.0% respondents' education level is 16-18 years (post-graduate). All the participants are unmarried and currently residing in Lahore.

**Table 1: Sample Characteristics**

Variable	Frequency	Valid Percentage
<b>Age of Respondent</b>		
(18 – 24 years)		
18 – 20 years	8	57.0%
21 – 24 years	6	43.0%
<b>Gender</b>		
Male	7	50.0%
Female	7	50.0%
<b>Education</b>		
Undergraduate	6	43%
Graduate	6	43%
Post Graduate	2	14%
<b>Marital Status</b>		
Unmarried	14	100%

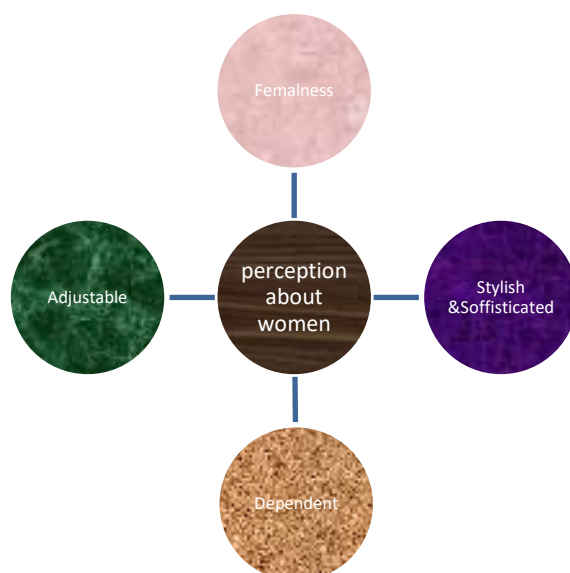
Respondents were interviewed and categories were developed inductively and themes were derived (Table 2 and figure 1&2). It is evident from the findings that men is generally perceived macho, sophisticated, dominating and authoritative. A macho man is considered as an educated man having angry looks, average moustaches on face. Imperious voice, tanned muscular body with stiffed dressing. Whereas, both boys and girls associate sophistication with a man, only he has a mature personality, respectful towards others and confidently perform different tasks. Moreover, his handsome looks, light shave on face, short silky hair and formal dressing are some other brightening features of his personality. Participants believe that a man holds a dominant personality because of his political hegemony, physical strength and financial stability. lastly, man in our society is considered authoritative because he is an earning hand and he is not dependent on others and that's why he cannot be easily influenced.

On the other hand, perceptions about women encloses the traits of femaleness, for example, an educated, confident woman must be good looking with attractive facial expressions and striking features. She speaks courageously and cover her body parts decently, moreover, she carries a stylish and sophisticated personality. Likewise, she is dependent to

man because she is financially instable, most of time she stays at home, physically she is weak and cannot perform hard tasks as a man can do. A woman has the tendency to easily adjust her in different roles. She has the ability to perform different roles and duties of a mother, sister, house wife, sister and working lady simultaneously.

**Table 2: Inductively Developed Thematic Categories regarding gender stereotypes**

Category	Themes	Key Terms
<b>Perception about men</b>	Masculinity	Educated, angry looks average moustaches, imperious voice, muscular physique, tanned complexion, short hair, tall height and wears stiffed shalwar qameez (trousers and shirt).
	Sophisticated	Mature, educated, respectful, confident, handsome, light shave, smooth short hair, formal dressing (suits),
	Dominant personality	Physically strong, political hegemony, financially stable. Family custodian,
	Authoritative	Breadwinner, independent, not easily influenced and family custodian.
<b>Perception about women</b>	Femininity	Educated, confident, beautiful, clear skin, delicate, courageous way of speaking, Fair complexion, big eyes, long hair, normal height, decent and simple dressing that cover full body parts (face, hands and feet).
	Stylish and Sophisticated	Cultured, maintain individuality, graceful, shy light makeup, look like a fairy, modern, physically fit, neat and clean.
	Dependent	Financially reliant on other, house lady, physically weak, home oriented.
	Adjustable	Easily adjust in different roles like, mother, sister, house wife, sister and working lady.

**Figure 1: Thematic categories regarding gender Stereotypes (Men)****Figure 2: Thematic categories perception about gender stereotypes (Women)**

Further findings demonstrate the self-presentation of youth on SNS. Table 4 (figure 3) shows the boys and girls self-presentations on SNS in terms gender attributes with reference to visual self-presentation, truthfulness of self-presentation and textual interaction. In visual self-presentation boys post his pictures of self-projection whereas girls post her pictures in which she looks cute. Both boys and girls present them most attractive human beings but men present themselves as not only attractive but strong as well. Moreover, in effort to presenting best of best both boys and girls have become commodity and providing fabricated and false

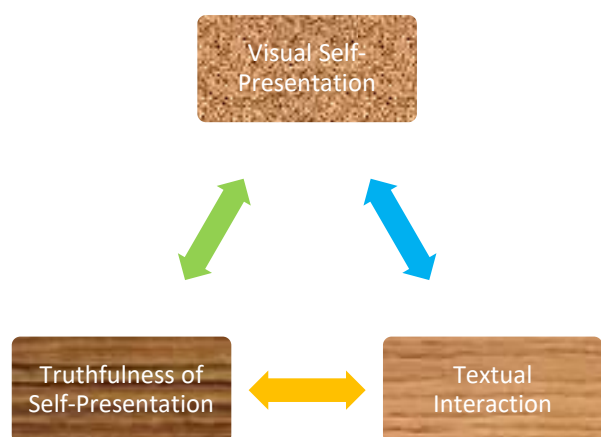
information on their profiles just to gain attention and get more likes. Showing off is another characteristic of boys as what they eat, what they buy, where they go, they share on SNS. But even than Boys like to present their more powerful image and girls like to present their more and more beautiful image. Boys present them well-mannered and girls portray them as kind and crazy.

**Table 3: Inductively Developed Thematic Categories regarding self-presentation of youth regarding gender attributes on SNS**

Category	Themes	Key Terms
<b>Boys self-presentation on SNS</b>	Visual self-presentation	Self-projection, attractive, dashing, strong man, self-commodification, well dressed.
	Truthfulness of self-presentation	Fabricated information, lie about age, more macho image, try to impress others. Show themselves well mannered, show off.
	Textual interaction	Authoritative language, taunting way, aggressive tone, flirtatious, expert of all fields.
<b>Girls self-presentation on SNS</b>	Visual self-presentation	Cute, attractive, extra beautiful, decent, self-commodification, stylish dressing.
	Truthfulness of self-presentation	False information, lie about age, impression of more beautiful, smart, kind, crazy.
	Textual interaction	Formal language, reactive, emotional way, positive tone.

During textual communication and interaction boys use authoritative language and girls use formal language. On controversial issues, boys become taunting and girls turn to be reactive. Boys usually use aggressive tone and girls act in positive way. Lastly, boys use more flirtatious language as compare to girls, however girls behave in more emotional way.

**Figure 3: Thematic Categories of self-presentation of youth regarding gender attributes on SNS**



## Discussion and Analysis

Present study was designed to know the perceptions regarding the role of social networking sites in creating gender stereotypes. Every culture and society has its own perceptions of gender attributes and gender stereotypes. To social scientists, the term "gender" refers to the socially constructed differences between men and women. Since gender is socially constructed (as opposed to being a biological fact the way sex is) gender construction is the process of creating the gender differences that exist in a society. SNS users' perceptions about men and women vary in different ways. These findings are in accordance with the study of Lorber and Farrell (1991) which also emphasizes that individuals differ in their perception about gender construction. Findings of current study revealed that SNS users perceive men and women in a stereotypical way. Men are usually perceived as macho, sophisticated, dominating and authoritative. A macho man is considered as an educated man having angry looks, average moustaches on face. Imperious voice, tanned skin, muscular body and stiff traditional dressing. Both boys and girls associated sophistication with men, who have mature personality and confidence in performing different duties. And his handsome looks, light shave on face, short silky hair and formal dressing are an addition to make him more suitable in Pakistani society. Macho and sophisticated are two dominating



features of a Pakistani man. Similarly, boys' self-presentations on SNS show that a man always project him as strong and dominated, and he likes to show his hegemony over others. In Pakistan, men are dominant in every field whether its politics, economy or social strength, man are dominating everywhere. Authoritative behavior is another powerful stereotypical trait of Pakistani man because he is an earning hand, he not only financially supports his family but he contributes to this society as well. Because of these reasons, he believes that he cannot be easily influenced.

On the other hand, a woman encompasses the traits of femininity as educated and must be confident. She must be beautiful with attractive facial expressions and striking features. She speaks courageously and cover her body parts decently. Moreover, she carries a stylish and sophisticated personality. In our society women are still considered dependents. Women are perceived as physically weak. In addition, women are considered to stay at home and her duty and responsibility is to facilitate her family. One of the best traits perceived about women is their adjusting quality as to mold themselves in different roles. Women are performing different roles and duties of a mother, sister, house wife, sister and working lady simultaneously. There are some other stereotypes like, intelligence, daring, boldness, firm, well mannered, emotionally stable, polite and decent are also associated with women and characteristics like brave, intelligence, loyalty, honesty, leadership and decision making are associated with men. These stereotypes to some extent differ with Basow (1992) who defined stereotypes.

Further findings explained certain difference between the perception about gender stereotypes and self-presentation of boys and girls on SNS. Self-presentation on SNS happens through social media profiles. Many SNS permit users to create a profile and visually display acquaintances to their social network (Boyd & Ellison, 2007) . The findings of the current study reveal that self-presentation through profile and profile picture play a significant role in

self-projection of boys. Boys always want to present them as authoritative but having personality of a prince charming whereas, girls portray them as decent and cute. Both boys and girls present them as most attractive human beings. Girls present them cutest girl and boys also show them most handsome, good-looking and charming guy these findings gives answer to RQ 2 that no doubt SNS play a signification role in creating gender stereotypes. Boys want to present them as handsome macho. Moreover, in effort to present themselves best of the best both boys and girls have made themselves commodity and intentionally or unintentionally. In addition, providing fabricated and false information on their profile just to gain attention is also common, boys are more liar than girls. They like to show off and exaggerate their personality but each and everything they or just see. Boys present their more macho image and girls present their more and more beautiful image. Boys present themselves well-mannered and sophisticated through profile pictures. These findings provide sufficient answer for RQ 3. Earlier Bandura (1986) considers manners of thinking and recognizes the part that they play in choosing if a behavior is to be imitated or not. Thusly, this social cognitive theory gives a more exhaustive clarification of human learning by perceiving the part of mediational procedures (cited in McLeod, 2016).

Undoubtedly SNS is a platform that provide space to everyone to express his or her feelings, thoughts, behaviors and opinions that sometimes may not possible in reality. SNS are easy way to get quick and first-hand information, guidance about different social issues and awareness about rights and suggestion about any phenomenon. Moreover, SNS are very helpful in reducing conspiracies regarding gender and provide equal opportunity to males and female users to express their views. But some negative aspects of SNS also exist in our society, as social cognitive theory argues that social behaviors are learned through direct along with vicarious observation (Bandura, 2001) and SNS are developing new kind of streotypes like boys belive in making virtual relations more than girls and if particularly

talikg about girls, they try to give possitive and attractive picture of her personality and think craziness a vibrant trait of their personality. Mostly, Youngsters are busy in their self praise and have become their own role models.

Other findings show that, boys are expected to use more authoritative language and reply negatively in textual communications and interactions, while girls support others in positive and emotional way. These findings are consistent with the findings of Herring (1993) who also reported the authoritative use of language by boys and emotional, supportive and explicit behavior of girls in textual communications. During textual communication and interaction boys use authoritative language and girls use formal language. On controversial issues, boys become harsh and start criticizing but in such situations girls turn to be reactive and start argumentation. Boys usually get aggressive tone and girls try to remain positive in textual communications. Lastly, boys use more flirtatious language as compare to girls, they try to trap girls through semiotic appeals. However, girls behave in more emotional way more than boys and use emoticon to express her feelings. These finding provided sufficient answer for RQ4. The social media is creating and reshaping the beliefs among its users. As *social cognitive theory* (Bandura, 2001) suggests that most social behaviors are learned through direct along with vicarious observation, for example interaction to social networking sites. The *Cultivation analysis* by Geroge Gerbner also determined the role of long term exposure of media to construction of beleifs among its user. This study extends the implications of both theories (Cultivation theory and Social cognitive theory) to use of social media and construction of beleifs and perceptions regading gender streotypes.

## Conclusion

Masculinity and femininity are socially constructed beliefs and it differs society to society and culture to culture. This study concludes that men and women, apart from the biological differences, are associates and perceived with certain attributes and roles. The

stereotypical perceptions about women in our society are characterized with stylish, sophistication and their easy adjustment in different roles with dependency on man whereas the perceptions about men are quite different from women. Social media is giving a platform to youth to represent and project themselves and in this way constructs the beliefs and shapes the perceptions of its users. The use of social networking sites is playing a part in creating the perceptions and beliefs of its users regarding gender stereotypes.

## References

- Aktas, H., Akyol, M., Kartal, H., & Gürel, K. T. (2014). New Media and Youth: Differences in the Use of Social Network Sites between Young Men and Women Users. *Journal of Research in Gender Studies*, 4(1).
- Bandura, A. (2001). Social Cognitive Theory of Mass Communication. *Media Psychology*, 3(3), 265-299. doi:10.1207/S1532785XMEP0303\_03
- Bailey, J., Steeves, V., Burkell, J., & Regan, P. (2013). Negotiating with gender stereotypes on social networking sites: From “bicycle face” to Facebook. *Journal of Communication Inquiry*, 37(2), 91-112.
- Baruah, T. D. (2012). Effectiveness of Social media as a tool of communication and its potential for technology enabled connections: A micro level study. *International Journal of Scientific and Research Publications*, 2(5), 1-10.
- Begley, & Sharon. (2000). The Stereotype Trap. 136(19), p66. Retrieved from <http://connection.ebscohost.com/c/articles/3713760/stereotype-trap>
- Boyd, & Ellison. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1). Retrieved from [http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1083-6101](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1083-6101)
- Correa, D. M. (2011). The Construction of Gender Identity in India through television advertisements: A semiotic analysis. Australia: Australian Catholic University, 230. Retrieved 4 28, 2016, from <http://dlibrary.acu.edu.au/digitaltheses/public/adt-acuvp354.12032012/>
- Drakett, J., Rickett, B., Day, K., & Milnes, K. (2018). Old jokes, new media—Online sexism and constructions of gender in Internet memes. *Feminism & Psychology*, 28(1), 109-127.

- Eckert, P., & Sally, M. (2013). *Language and Gender* (Second Edition ed.). New York: Cambridge university press. Retrieved from file:///C:/Users/Tahir%20Azad/Desktop/gender%20construction/A2)%20An%20Introduction%20to%20Gender.pdf
- Gurrieri, L., & Drenten, J. (2019). The hashtagable body: Negotiating gender performance in social media. In *Handbook of research on gender and marketing*. Edward Elgar Publishing.
- Herring, S. (1993). Gender and democracy in computer-mediated communication. *Electronic journal of Communication*, 3(2). Retrieved from <http://ella.slis.indiana.edu/~herring/ejc.doc>
- Herring, S. C., & Kapidzic, S. (2015). *International\*encyclopedia\*of\*societal\*and\*behavioralIn-J.-D.-Wright-(Ed.)*. Oxford: Oxford:-Elsevier. Retrieved from file:///C:/Users/Tahir%20Azad/Desktop/gender/teens.gender%20socialmedia.pdf
- Joosten, T. (2012). *Social media for educators: Strategies and best practices*: John Wiley & Sons.
- Loader, B. D., & Mercea, D. (2011). Networking democracy? Social media innovations and participatory politics. *Information, Communication & Society*, 14(6), 757-769.
- Lorber, J., & Farrell, S. A. (1991). *The social construction of gender*: Sage Newbury Park, CA.
- McLeod. (2016). Bandura - Social Learning Theory. Retrieved from [www.simplypsychology.org/bandura.html](http://www.simplypsychology.org/bandura.html)
- Manno, A., & Shahrabi, K. (2010). *Web 2.0: How It Is changing how society communicates*. Paper presented at the Annual National Conference, Louisville, KY, June.

- Mirza, A. M. B., & Jabeen, N. (2011). Gender Stereotypes and Women in Management The Case of Banking Sector of Pakistan. *South Asian Studies*, 26(2), 259.
- Nguyen, T. N., McDonald, M., Nguyen, T. H. T., & McCauley, B. (2020). Gender relations and social media: a grounded theory inquiry of young Vietnamese women's self-presentations on Facebook. *Gender, Technology and Development*, 1-20.
- Rapeance, A. (2014). Gender stereotypes and media in post-communist Romania. *Journal of Research in Gender Studies*, 4(1), 943-949. Retrieved from [http://www.analize-journal.ro/library/files/numarul\\_1/alina\\_hurubean.pdf](http://www.analize-journal.ro/library/files/numarul_1/alina_hurubean.pdf)
- State of social media in Pakistan.* (2016). Retrieved from <http://propakistani.pk/2016/01/26/state-of-social-media-in-pakistan-in-2016/>
- Wanta, W., & Dimitrova, D. (2000). Chatrooms and the spiral of silence: An examination of online discussions during the final 1996 US presidential debate. *International Communication Association, Acapulco, Mexico.*
- Woong Yun, G., & Park, S. Y. (2011). Selective posting: Willingness to post a message online. *Journal of Computer-Mediated Communication*, 16(2), 201-227.



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-20>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Framing of Salman Taseer assassination and Mumtaz Qadri execution in English leading press of Pakistan</b>
<b>Author(s):</b>	Sadaf Asif Lecturer, Department of mass communication, National University of Modern Languages Islamabad
	Amna Zulfiqar Assistant Professor, Department of mass communication, National University of Modern Languages Islamabad
	Anbreen Waheed Visiting Lecturer, Department of media studies, Bahria University Islamabad and NUML Islamabad.
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Asif, Sadaf, et al. (2020). "Framing of Salman Taseer assassination and Mumtaz Qadri execution in English leading press of Pakistan." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 371–391, <a href="https://doi.org/10.36968/JPDC-V04-I03-20">https://doi.org/10.36968/JPDC-V04-I03-20</a>
<b>Author(s) Note:</b>	Sadaf Asif is serving as Lecturer at Department of mass communication, National University of Modern Languages Islamabad <a href="mailto:saasif@numl.edu.pk">Email: saasif@numl.edu.pk</a>
	Amna Zulfiqar is serving as Assistant Professor at Department of mass communication, National University of Modern Languages Islamabad
	Anbreen Waheed is serving as Visiting Lecturer at Department of media studies, Bahria University Islamabad and NUML Islamabad.



## Abstract

The study scrutinized the framing of blasphemy Case of Salman Taseer and Mumtaz Qadri by leading English press of Pakistan. The study discovered the editorial policies of English newspapers of Pakistan, on framing the issue through during the selected timeline. For evaluating relevant content of the news, purposive methods of sampling have been used. The study explored the framing of execution of Mumtaz Qadri and reaction of different political and religious groups to his execution in selected newspapers. It also investigates all prospect of framing theory that were closer to the study and which questions about how different editorial policies were used to frame the selected issue. To analyzing the content five frames; Attribution of having Responsibility frame, public Interest frame, Clash frame, Morality frame, and Harmony frame were constructed respectively.

**Key words:** *Investigate, Blasphemy, Execution, Attribution, conflict, politics and religion.*

## Introduction

The aim of using frame provides the link between different features in story right up. A good understanding of specific issue can develop by highlighting different links between the scripts. So there are two element of the message, one is the real content and the other is frame which provides a link between the reality and perceived reality (Janssen, 2010). Cognitive process plays very important role in the association of different frames. Frames used as cognitive shortcuts for the speedy understanding of specific information (Kaufman, Elliott & Shmueli, 2003). The present investigation examined the framing of execution of Mumtaz Qadri and reaction of different political and religious groups to his execution. This study will also compare the extent of coverage and framing of the issue by the selected English press of the Totalry. A deductive approach is used to examine the framing of Salman Taseer and Mumtaz Qadri issue in English leading press by analyze related frames such as paper content investigative variables to approve the range of their coverage in news. First purpose of this study was to evaluate changes in the use of different news frames in different types of selected newspapers. Several framing questions constructed into five selected frames: attribution of having responsibility frame, public interest frame, clash frame, morality frame, and harmony frame. Each frame has several questions to access do frame exist in the story Total seventeen question were established: there are 5 questions for attribution of having responsibility frame, 4 questions for human interest frame, three questions for clash frame, again three questions for morality frame, and two questions for peace frame. To increase the prospect of determining hidden frames, the coders did not know of which questions concurred with which predefined frames. Main objective of the research is illuminating the framing of Salman Taseer assassination by English newspapers and portrayal of this incident by newspapers.

## Background of the study

In 1960s, Salman Taseer entered into politics. He was active member of PPP where he considered prominent young Pakistani politician. He ran a campaign against the Zulfiqar Ali Bhotto imprisonment and death sentence. He was an elected and associated to Punjab Province Assembly in 1988 from Lahore. But when Pakistan people Party (PPP) dismissed, he also lost the seat of National Assembly in 1990. In 1997 he tried again but was failed. After that he starts focusing on his own business (Dawn, 2011).

According to Dawn (2011) the thing which led him to murder, he had mark out a statement on the blasphemy law. He spoke about the issue of Asia Bibi with passion who had been punished to death by law court. And he also was seeking a governmental forgiveness for her. Public protest outside the Governor house in Lahore. There were many gatherings for protest in all part of the country. These things became threat to his safety. Farukh shah who was the media adviser said Taseer would often “choose to move without security protocol” and would say he was not scared of death. Salman Taseer governor of Punjab was shooting down on Tuesday 4 January 2011 in kohsar market by his security guard. The guard name Mumtaz Qadri was the guard of Punjab elite force. He later said that he killed Salman Taseer because of his criticism of the blasphemy law (Dawn, 2011).

He was appointed by General Pervaiz Musharaf at the request of Pakistan People Party (PPP). On 4 January 2011 Taseer was shot down by his own guard name Mumtaz Qadri who was not agree with Taseer’s views about Pakistan blasphemy law. Mumtaz shot him 27 times with an AK-47 at Kohsar market in Islamabad when he was returning to his car after a lunch. Few hours before his assassination, he tweeted: "My resolve is so strong that I do not fear the flames from without, I fear only the radiance of the flowers that it might burn my garden down”.

Next day hundreds of people gathered in Lahore for the funeral. Prime Minister Yousaf Raza Gillani sunni and religious scholars and many supporters of PPP were also attending the funeral prayer of Salman Taseer in Lahore. Initially Allama Afzal Chisti agreed to offer funeral prayer who was the Ulema wing of PPP but backed off in last moment. Taseer was buried in Lahore at Military cantonment.

The murderer Mumtaz Qadri was the member of Elite Police from Lahore. After the assassination he puts his hand up threw his weapon and reportedly presented himself to be arrested. Some Religious groups support him and showered him rose petals 1st October 2011. After many trials Qadri was executed by Pakistan Anti-Terrorism court at Islamabad Adiala jail on 29 February 2016 (Dawn, 2011).

### **Literature review**

Zhou and Moy (2007) Define frames Regardless of its existence transversely in social sciences, framing remains a “discrepant concept” (Entman, 1993, p. 51). As mentioned Cappella and Jamieson (1997, p. 39) set the awareness of framing “has been existed in diverse ways in several different subjects to mean altered things with diverse outcomes.” To frame the issue is to make demanding “excellent, importance, and exclusion” (Gitlin, 1980, p. 7), and Entman (1993, p. 52) specifies, “to frame is to hand-picked some sides of a supposed truth and create them additional striking in an interactive content.” Entman highlighted four different meanings of frames: tricky definition, or explain of strategic details associated to the selected issue; pivotal explanation, the selection of necessary controls of the issue ethical valuation, and assumptions completed of parties concerned in the issue; and action endorsement, the contribution of explanations and the exchange of probable results. Tools for example images, patterns, slogans, portrayals, pictorial images, origins, significances, and petitions to belief (Gamson & Lasch, (1983).

Berelson (1952) said that content analysis is an enquiry of independent, orderly, and measureable explanation of the noticeable content of message. Holsti (1968) declares that it is somewhat a method for construction of interpretations by analytically and accurately classifying identified individualities of messages. Kerlinger (1986) considered content analysis as a technique of reviewing and evaluating message in a methodical, impartial, and measureable method for the aim of quantifying variables.

### **Media Framing**

Media plays very important role in shaping people opinion. Media manipulates by using different techniques. Media can influence people's thinking about information by using of images, words in a general context regarding that information (Scheufele, 2011). Iyengar and Kinder's (1987) conceptualized framing equal to the second level of agenda setting. Agenda setting go away from concern or matter. News not only tells what to believe about, how to believe about it. Select the topic for news story and then select frames for that specific story are the prevailing agenda setting techniques (Scheufele, 2007).

Media frames the media content and suggested a context that how the selected issue is being selected, prohibiting and discussed Tankard (1991). Media plays very important role to frame the issues and present them more imaginary way. This promotes a particular issue interpretation, treatment and also gives the suggestion to that specific problem in somewhat different angle. Second level of agenda setting is when the particular issue is discussed media restricted the issue with many attributes. Theoretical Map is required to bring new arrangement to the diverse kind of frames discussed in many studies. McCombs et.al (1997, p. 37).

### **Islamic Narratives and Pakistan Blasphemy Law**

There are many kinds of prohibitive laws that curb certain types of expression and later increase essential questions of freedom of expression that deal with many kind of public

interest (Siddique & Hayat, 2008). In the existence of such rules, healthy discussion and truth emerging which presenting many types of ideas and that have very strong effects. It focuses on further aspect that blasphemers speaking many words that can be regarded as hateful to other member of the society which create situation that break the peace in reality (Siddique & Hayat, 2008).

In a few words it will need to describe the political antiquity in order to make sure specific context to the reader then we should go forward to the discussion on illegal system of Zia-U-Haq and its effects on culture and independent institution in Pakistan. Finally, it examines the governmental imperative behind the proliferation of blasphemy laws in contradiction of the controversial shows of Islamic laws. Pakistani courts take it supposedly blasphemous speech and faced in blasphemy law as “hate speech” and historically it has been considered the freedom of speech under Article 19 of the Pakistani constitution (Siddique & Hayat, 2008).

### **Research Questions and Hypothesis**

Following are the research questions and hypothesis

**RQ1:** Do news frames related to Salman Taseer and Mumtaz Qadri issue significantly differ in their coverage in Daily Dawn, The Nation, and The News International with respect to visibility?

**RQ2:** Do news frames related to Salman Taseer and Mumtaz Qadri issue significantly differ in their coverage in Daily Dawn, The Nation, and The News International with respect to evaluative slants?

**H1:** News frames related to Salman Taseer and Mumtaz Qadri issue significantly differ in their coverage among the selected newspaper with respect to visibility.

**H2:** The selected newspapers give more coverage to the Salman Taseer murder than Mumtaz Qadri execution.

## Methodology

Several framing questions constructed into 5 different frames: attribution of having responsibility frame, public interest frame, clash frame, morality frame, and peace frame. Each frame has several questions to access do frame exist in the story. Total seventeen questions were established: there are five questions for attribution of having responsibility frame, 4 questions for public interest frame, 3 questions for conflict frame, again three questions for morality frame, and two questions for peace frame. To increase the prospect of determining hidden frames, the coders did not know of what questions concurred with which pre-defined frames. To evaluate tone of news story content identified as favorable, unfavorable, or neutral as by Favorable Stories are considering that contain material which shows stability, prosperity, security, trustworthiness, and efficiency controlling the issue. Unfavorable stories are considering which shows ineffectiveness, weakness, instability, danger, insecurity, untrustworthiness, and inefficiency in controlling and managing the specified problem. News story is coded as neutral if it does not clearly distinguish favorable or unfavorable aspects of the type 'Salman Taseer and Mumtaz Qadri case.

To discover available facts how the incident has been framed in particular four months and to discover the change in extent of reporting, treatment and coverage from two months after the assassination of Salman Taseer 'from 5 January 2011 to 5 March 2011 and one month before and one month after the execution of Mumtaz Qadri from 1st February 2016 to 31st March 2016. The incident took place with the murder of Salman Taseer on 4 January 2011. Salman Taseer was shot dead by his security guard name Mumtaz Qadri. Mumtaz Qadri was executed after many trials of courts on 29 February 2016. Study ends with one month after the execution of Mumtaz Qadri 31st March 2016. All front, back page news stories and editorial of Daily Dawn, The News and The Nation related to the Salman Taseer murder case and execution of Mumtaz Qadri are taken as the sample.

## Coding sheet

S.no	Variables	Categories	Rules and instruction
1	Newspaper ID	1=The News International 2=Daily Dawn 3=The Nation	There is a justification in selecting these newspaper, these three newspapers are considered to be leading English newspaper in Pakistan
2	Wordage	Numbers of words in a story 1=Less 2=Moderate 3=greater	
3	Type of the story	Front page back page news story Editorial 1=news story 2=editorial	Journalists and newspaper as well as general people give special attention to these pages. The news available on front page comprise of very important news. Front page is the important page of all the newspaper. Editorial give the editorial policy of newspapers
4	Slants	1=Favorable 2=Unfavorable 3=Neutral	Slant is to present the facts in a specific way and tone demonstrations how it is related.
5	Frames	Frame A Attribution of having responsibility 1 Does the story mention that management has the capability to improve the issue? 2 Does the news story mention that management is accountable for the issue? 3 Does the news story mention the solution to the problem/issue? 4 Does the news story mention that an independent or group is accountable for the issue? 5 Does the news story mention the issue needs serious solution?	Each question of this frame is coded individually for each story. Is that appeared in the story? Yes, or No 1=Yes 2=No
		Frame B Public interest frame 1 Does the news story use any technique to create feelings of hatred, sympathy or kindness? 2 Does the news story highlight how people and groups of people are affected by the issue or problem? 3 Does the news story go into the private lives of the any one? 4 Does the news story hold pictorial	Each question of this frame is coded separately for each story. Is that appeared in the story? Yes, or No 1=Yes 2=No



		evidence that strength to generate feeling of hatred or kindness?	
		<p>Frame C Clash frame</p> <p>1 Does the news story show disparity between people, groups and parties?</p> <p>2 Does one party, any individual, group blame each other?</p> <p>3 Does the news story discuss two different sides or to more than two sides of the issue?</p>	<p>Each question of this frame is coded separately for each story. Is that appeared in the story? Yes, or No</p> <p>1=Yes 2=No</p>
		<p>Frame D Morality frame</p> <p>1 Does the news story have any good meaning?</p> <p>2 Does the story make position to goodness, God, and other religious beliefs?</p> <p>3 Does the news story proposed any social instructions like how to act?</p>	<p>Each question of this frame is coded separately for each story. Is that appeared in the story? Yes, or No</p> <p>1=Yes 2=No</p>
		<p>Frame E Peace frame</p> <p>1 Does the news story suggest to maintaining peaceful environment?</p> <p>2 Does the news story contain words that injured the peaceful environment?</p>	<p>Each question of this frame is coded separately for each story. Is that appeared in the story? Yes, or No</p> <p>1=Yes 2=No</p>
	Time	<p>1=Time one 2=Time two</p>	<p>Stories related to assassination of Salman Taseer mostly published in time one. Stories related to execution of Mumtaz Qadri mostly published in time two. Each story which published during the time period of 5 January 2011 to 5 march 2011 considered as time one story. Story which published during the time period of 1<sup>st</sup> February 2016 to 31<sup>st</sup> march 2016 as time two</p>

## Research Findings

**RQ1:** *Do news frames related to Salman Taseer and Mumtaz Qadri issue significantly differ in their coverage in Daily Dawn, The Nation, and The News International with respect to visibility?* Total 135 news stories and editorial were analyzed 53 were covered by The News International, 46 were reported by Daily Dawn and 36 were reported by The

Nation. General linear model (repeated measure) provided evidence of the presence of five different frames in selected newspapers The News International ( $F = 33.79$ ,  $DF = 5,178$ ,  $p < .001$ ,  $\eta^2 = 0.46$ ) Daily dawn ( $F = 28.59$ ,  $DF = 4,134$ ,  $p < .001$ ,  $\eta^2 = 0.37$ ) and the Nation ( $F = 26.24$ ,  $DF = 6,134$ ,  $p < .001$ ,  $\eta^2 = 0.33$ ) as mention in the table below. Independent sample t tests conducted and it confirmed that statistical significant changes were in the mean visibility of the selected frames between the three English leading selected newspapers. The results shown in Table substantiate that the attribution of having responsibility frame was more prominent in The Nation coverage than The News International and the Daily Dawn ( $p < .001$ ). The Human Interest frame ( $p < .001$ ), Conflict frame ( $p < .05$ ), Morality frame ( $p < .05$ ) were more noticeable in The News International and Daily Dawn. (See Table.1)

**Table 1**

**General linear model (repeated measures) for the presence of five frames in English**

<b><u>newspaper “the News International”</u></b>						
FRAMES	M	SD	F	DF	SIGNIFICANCE	EFFECT SIZE
ATTRIBUTION OF HAVING RESPONSIBILITY FRAME	0.45	0.28				
PUBLIC INTEREST FRAME	0.41	0.32				
CLASH FRAME	0.33	0.56	33.79	5,178	$P < .001$	0.46
MORALITY FRAME	0.26	0.25				
PEACE FRAME	0.12	0.19				

**General linear model (repeated measure) for the presence of five frames in English**

<b><u>newspaper “Daily Dawn”</u></b>						
FRAMES	M	SD	F	DF	SIGNIFICANCE	EFFECT SIZE
ATTRIBUTION OF HAVING RESPONSIBILITY FRAME	0.62	0.45				
PUBLIC INTEREST FRAME	0.71	0.38				
CLASH FRAME	0.19	0.14	28.59	4,134	$P < .001$	0.37
MORALITY FRAME	0.25	0.54				
PEACE FRAME	0.011	0.78				

<b>General linear model (repeated measure) for the presence of five frames in English newspaper "The News"</b>						
FRAMES	M	SD	F	DF	SIGNIFICANCE	EFFECT SIZE
ATTRIBUTION OF HAVING HAVING RESPONSIBILITY FRAME	0.53	0.42				
PUBLIC INTEREST FRAME	0.63	0.40				
CLASH FRAME	0.26	0.17	26.24	6,134	P <.001	0.33
MORALITY FRAME	0.24	0.51				
PEACE FRAME	0.112	0.69				

**RQ1:** *Do news frames related to Salman Taseer and Mumtaz Qadri issue significantly differ in their coverage in Daily Dawn, The Nation, and The News International with respect visibility and the evaluative slants in the periods before and after execution of Mumtaz Qadri?*

The News International gives more coverage to the assassination of Salman Taseer in comparison to Daily Dawn and The Nation. Newspaper 'The Nation' gives less coverage to the issue in comparison of the other two. According to the findings of this study assassination of Salman Taseer get special attention by the selected newspapers in comparison to execution of Mumtaz Qadri. Newspapers give limited importance to the execution of Mumtaz Qadri. One more important thing which should be discussed is that the selected newspapers report issue differently. 'Daily Dawn' has very neutral approach while reporting on both assassination and execution. But The Nation most of the time critically evaluates the issue. The News International has using both neutral and critical approach. (See Table.2)

**Table 2**  
**Cross tab on the Evaluative Frames and Time Periods**

Attribution Frame			Time one and time two			Total
			0	Time one	Time two	
1 Does the news story mention that management has the capability to improve the problem?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	yes	Total	0	63	23	86
		Expected Total	54.0	23.4	8.6	86.0
	No	Total	0	35	13	48
		Expected Total	30.1	13.1	4.8	48.0

Total	Total	226	98	36	360
	Expected Total	226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
2 Does the news story mention that management is responsible for the problem?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	yes	Total	0	44	18	62
		Expected Total	38.9	16.9	6.2	62.0
	No	Total	0	54	18	72
		Expected Total	45.2	19.6	7.2	72.0
Total		Total	226	98	36	360
		Expected Total	226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
3 Does the news story mention the solution to the selected problem?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	51	16	67
		Expected Total	42.1	18.2	6.7	67.0
	No	Total	0	47	20	67
		Expected Total	42.1	18.2	6.7	67.0
Total	Total		226	98	36	360
	Expected Total		226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
4 Does the news story mention that an individual or group of people is responsible for the issue?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	75	27	102
		Expected Total	64.0	27.8	10.2	102.0
	No	Total	0	23	9	32
		Expected Total	20.1	8.7	3.2	32.0
Total		Total	226	98	36	360
		Expected Total	226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
5 Does the news story mention the issue needs urgent solution?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	77	24	101
		Expected Total	63.4	27.5	10.1	101.0
	No	Total	0	21	12	33
		Expected Total	20.7	9.0	3.3	33.0
Total		Total	226	98	36	360
		Expected Total	226.0	98.0	36.0	360.0

#### PUBLIC INTEREST FRAME

			Time one and time two			Total
			0	Time one	Time two	
1 Does the news story use any technique to create feelings of hatred, sympathy or kindness?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	77	29	106
		Expected Total	66.5	28.9	10.6	106.0
	No	Total	0	21	7	28

	Expected Total	17.6	7.6	2.8	28.0
Total	Total	226	98	36	360
	Expected Total	226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
2 Does the news story highlight how person and groups of people are affected by the issue or problem?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	75	26	101
		Expected Total	63.4	27.5	10.1	101.0
	No	Total	0	23	10	33
		Expected Total	20.7	9.0	3.3	33.0
Total		Total	226	98	36	360
		Expected Total	226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
3 Does the news story go into the private lives of the any one?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	56	21	77
		Expected Total	48.3	21.0	7.7	77.0
	No	Total	0	42	15	57
		Expected Total	35.8	15.5	5.7	57.0
Total	Total		226	98	36	360
	Expected Total		226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
4 Does the news story hold visual evidence that strength to generate feeling of hatred sympathy, or kindness?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	62	23	85
		Expected Total	53.4	23.1	8.5	85.0
	No	Total	0	36	13	49
		Expected Total	30.8	13.3	4.9	49.0
Total		Total	226	98	36	360
		Expected Total	226.0	98.0	36.0	360.0

CLASH FRAME			Time one and time two			Total
			0	Time one	Time two	
1 Does the news story show disparity between individuals, groups and parties?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	83	27	110
		Expected Total	69.1	29.9	11.0	110.0
	No	Total	0	15	9	24
		Expected Total	15.1	6.5	2.4	24.0
Total		Total	226	98	36	360
		Expected Total	226.0	98.0	36.0	360.0

Time one and time two      Total

			0	Time one	Time two	
2 Does one party, individual, group blame each other?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	55	14	69
		Expected Total	43.3	18.8	6.9	69.0
	No	Total	0	43	22	65
		Expected Total	40.8	17.7	6.5	65.0
Total		Total	226	98	36	360
		Expected Total	226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
3 Does the news story discuss two sides or to more than two sides of the problem or issue?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	68	22	90
		Expected Total	56.5	24.5	9.0	90.0
	No	Total	0	30	14	44
		Expected Total	27.6	12.0	4.4	44.0
Total	Total		226	98	36	360
	Expected Total		226.0	98.0	36.0	360.0

			Expected Total	226.0	98.0	36.0	360.0
				Time one and time two			Total
MORALITY FRAME				0	Time one	Time two	
1 Does the news story have any good message?	0	Total	226	0	0	226	
		Expected Total	141.9	61.5	22.6	226.0	
	Yes	Total	0	38	11	49	
		Expected Total	30.8	13.3	4.9	49.0	
	No	Total	0	60	25	85	
		Expected Total	53.4	23.1	8.5	85.0	
	Total		Total	226	98	36	360
			Expected Total	226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
2 Does the story make reference to morality, God, and other religious tenets?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	63	22	85
		Expected Total	53.4	23.1	8.5	85.0
	No	Total	0	35	14	49
		Expected Total	30.8	13.3	4.9	49.0
Total		Total	226	98	36	360
		Expected Total	226.0	98.0	36.0	360.0

			Time one and time two			Total
			0	Time one	Time two	
3 Does the news story proposed any specific social instructions like how to behave?	0	Total	226	0	0	226
		Expected Total	141.9	61.5	22.6	226.0
	Yes	Total	0	66	23	89
		Expected Total	55.9	24.2	8.9	89.0
	No	Total	0	32	13	45
		Expected Total	28.3	12.3	4.5	45.0
Total		Total	226	98	36	360
		Expected Total	226.0	98.0	36.0	360.0

PEACE FRAME			Time one and time two			Total
			0	Time one	Time two	
1 Does the news story suggest maintaining peaceful environment?	0	Total	226	0	0	226
		Expected	141.9	61.5	22.6	226.0
		Total	0	66	27	93
	Yes	Total	58.4	25.3	9.3	93.0
		Expected	0	32	9	41
		Total	25.7	11.2	4.1	41.0
	No	Total	226	98	36	360
		Expected	226.0	98.0	36.0	360.0
		Total				
	Total					
			0	Time one	Time two	Total
2 Does the news story contain words that injured the peaceful environment?	0	Total	226	0	0	226
		Expected	141.9	61.5	22.6	226.0
		Total	0	32	10	42
	Yes	Total	26.4	11.4	4.2	42.0
		Expected	0	66	26	92
		Total	57.8	25.0	9.2	92.0
	No	Total	226	98	36	360
		Expected	226.0	98.0	36.0	360.0
		Total				
	Total					

**Table 3**  
**Slants of Newspapers**

Newspapers ID			Slants				Total
			0	Favorable	Unfavorable	Neutral	
Newspaper ID	The International News	Total	66	13	11	30	120
		Expected	75.0	13.7	11.0	20.3	120.0
		Total					
		% within slants	29.3%	31.7%	33.3%	49.2%	33.3%
		Total	74	18	8	20	120
	Daily Dawn	Expected	75.0	13.7	11.0	20.3	120.0
		Total					
		% within slants	32.9%	43.9%	24.2%	32.8%	33.3%
		Total	85	10	14	11	120
		Expected	75.0	13.7	11.0	20.3	120.0
The Nation		Total					
		% within slants	37.8%	24.4%	42.4%	18.0%	33.3%
		Total	225	41	33	61	360
		Expected					

Expected Total	225.0	41.0	33.0	61.0	360.0
% within slants	100.0%	100.0%	100.0%	100.0%	100.0%

**H<sub>1</sub>:** *News frames related to Salman Taseer and Mumtaz Qadri issue significantly differ in their coverage among the selected newspaper with respect to visibility. .*

News frames related to Salman Taseer and Mumtaz Qadri issue is significantly differ in their coverage among the selected newspaper with respect to visibility and frame. In The News international total 31.7% favorable find with in the slants. In Daily Dawn 43.9% favorable content find with in the slants. And in The Nation 24.4 % favorable content find within the slant. We can see the expected Total is same in three different newspapers. And difference also exists in unfavorable categories. In The News International we find 33.3% unfavorable content within the slant. In Daily Dawn we find 24.2% unfavorable content within slants and in The Nation 42.4% find unfavorable content find with in the slants. Total 49.2% find neutral content we find in The News International within the slants.32.8% neutral content find in Daily Dawn and 18.0 % find neutral content in The Nation. (Table 3)

**Table 4**

Frames	Factor loading	Eigen values	Alpha reliability	Variance explained
<b><i>ATTRIBUTION OF RESPONSIBILITY FRAME</i></b>	.721			
<i>1 Does the news story mention that management has the capability to improve the issue?</i>				
<i>2 Does the news story mention that government is responsible for the issue or problem?</i>	.458			
<i>3 Does the news story mention the solution to the problem?</i>	.772	6.12	.956	24.156%
<i>4 Does the news story mention that an individual or group of people is responsible for the issue-problem?</i>	.382			
<i>5 Does the news story mention the issue needs urgent solution?</i>	.570			
<b><i>PUBLIC INTEREST FRAME</i></b>				
<i>1 Does the news story use any technique to create feelings of hatred, sympathy or kindness?</i>	.405			
<i>2 Does the news story highlight how people and</i>	.308			



*groups of people are affected by the problem?*

3 Does the news story go into the personal lives of the any one? .555 5.17 .746 20.132%

4 Does the news story hold visual evidence that strength to generate feeling of hatred or kindness? .483

#### **CLASH FRAME**

1 Does the news story show disparity between individuals, groups and parties? .160

2 Does one party, individual, group blame each other? .150 4.16 .652 19.658%

3 Does the news story discuss two sides or to more than two sides of the problem or issue? .618

#### **MORALITY FRAME**

1 Does the news story have any good message? .645

2 Does the story make position to goodness, God, and other religious beliefs? .396 3.12 .540 17.768%

3 Does the news story proposed any specific social instructions like how to act? .260

#### **PEACE FRAME**

1 Does the news story suggest to maintaining peaceful environment .378 2.14 .534 29.137%

2 Does the news story contain words that injured the peaceful environment? .160

**H<sub>2</sub>:** *The selected newspapers give more coverage to the Salman Taseer murder than Mumtaz Qadri execution.*

Now here cross tabulation of time and type of the news story published in different time. There is huge difference between the results of time one and time two coverage of selected newspapers.

Total 29.4 % news stories and 7.1 % editorial published in time one. And 10.8% news stories and 2.6% editorial published in time two. There is huge difference between the results of time one and time two coverage of selected newspapers. Total 29.4 % news stories and 7.1 % editorial published in time one. And 10.8% news stories and 2.6% editorial published in time two.

The selected newspapers give more coverage to Salman Taseer murder than the Mumtaz Qadri execution. Two time periods are selected to analyze the Stories related to

Salman Taseer murder mostly reported in time one. Stories related to Mumtaz Qadri mostly published in time two. Results shows that selected newspapers published more stories on murder of Salman Taseer than the execution of Mumtaz Qadri. (See Table 4)

## **Conclusion**

The effect of the study is practiced by certain restrictions. First thing is to acknowledged time period of murder of Salman Taseer before and after execution of Mumtaz Qadri limit the differences of the selected media frames, and, hereafter, complete representation concerning blasphemy issue framing in Pakistan have been accessible by media. Second things are guiding the framing investigation, the identification of frames and favorable ratings is depending on the personal understanding of the investigator, which is vulnerable to an individual traditional biases. Upcoming research would examine framing of such type of incident in Pakistan in TV news, via internet, and other media outlet such as social media sites, to recognize the universalize the study's conclusions. Third thing which should be discussed is Pakistan has sometimes carried out various political attacks in the past. In contrast of all related issues, news reporting of all such type of issues would concentrate practical understanding of the research outcomes. Last thing is that this research could be overextended to other countries to know how other country frame such type of issues.

## References

- Andrade, M.K.M. (2013). Julian Assange: A Content Analysis of Media Framing in Newspapers around the World. (Masters of Arts in Profession Communication Dissertation, East Tennessee State University, 2013). Retrieved from, <http://dc.etsu.edu/cgi/viewcontent.cgi?article=2336>
- Berelson, B. (1952). Content Analysis in Communication Research. Glencoe, Ill: Free Press
- Chong, D. & Druckman, J.N. (2007). FRAMING THEORY. Retrieved from, <http://faculty.wcas.northwestern.edu/~jnd260/pub/Chong%20Druckman%20Annual%20Rev>
- Choudary, A. I. (2013). COVERAGE OF EX-PRIME MINISTER YOUSUF RAZA GILANI'S CONTEMPT OF COURT CASE IN LEADING URDU AND ENGLISH DAILIES OF PAKISTAN: EXPLORING FRAMES AND SLANTS (Unpublished m.phil's thesis). Allam Iqbal Open University.
- Entman, M.,R. (1993). Framing: Towards Clarification of a Fractured Paradigm. *Journal of Communication*. 43 (4). pp.51-58. Retrieved from: [http://sotomo.ve.geo.uzh.ch/sotomo/pps/lit/entman\\_93.pdf](http://sotomo.ve.geo.uzh.ch/sotomo/pps/lit/entman_93.pdf)
- Gamson & Lasch, (1983). The Political Culture of Social Welfare Policy. retrieved from <https://deepblue.lib.umich.edu/bitstream/handle/2027.42/50995/221.pdf?sequence=1>
- Gitlin, T. (1980) The Whole World Is Watching: Mass Media in the Making and Unmaking of the New Left. University of California Press, Berkeley.
- Goffman, E. (1974). Frame analysis: An essay on the organization of experience. New York. From <https://is.muni.cz/el/1423/podzim2013/SOC571E/um/E.Goffman-FrameAnalysis.pdf>

- Jansen, I., LeBlanc, A.G. Systematic review of the health benefits of physical activity and fitness in school-aged children and youth. *Int J Behav Nutr Phys Act* **7**, 40 (2010).  
<https://doi.org/10.1186/1479-5868-7-40>
- Kuypers, J.A. (2002). Press bias and politics: How the media frame controversial issues. Westport, CT: Praeger
- Reese, S. D. (2007), The Framing Project: A Bridging Model for Media Research Revisited. *Journal of Communication*, 57: 148–154. doi:10.1111/j.1460-2466.2006.00334.x
- Siraj, S. A. (2006). Image of Pakistan in the US Media: Exploring News Framing. *University of Southern Illinois Carbondale, USA*.
- Vreese, C.H. (2005). News framing: Theory and typology. *Information Design Journal Document Design*. (P. 51-62). Retrieved from  
[https://claesdevreese.files.wordpress.com/2015/09/devreese\\_2005\\_2.pdf](https://claesdevreese.files.wordpress.com/2015/09/devreese_2005_2.pdf)
- Zhou, Y., & Moy, P. (2007). Parsing Framing Processes: The Interplay Between Online Public Opinion and Media Coverage. *Journal of Communication*, 57, 79-98.



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-21>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Effects of Media Feminist Approaches on Youth</b>
<b>Author(s):</b>	Dr. Shahid Minhas Assistant Professor, Department of Mass Communication & Media Studies Gift University Gujranwala
	Adnan Shahid Lecturer, Mass Communication, Government Degree College Chawinda Tehsil Pasrur District Sialkot
	Uzman Ali Ph.D. Scholar, Centre for Media and Communication Studies, University of Gujrat
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Minhas, Shahid, et al. (2020). "Effects of Media Feminist Approaches on Youth." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 392–404, <a href="https://doi.org/10.36968/JPDC-V04-I03-21">https://doi.org/10.36968/JPDC-V04-I03-21</a>
<b>Author(s) Note:</b>	Dr. Shahid Minhas is serving as Assistant Professor at Department of Mass Communication & Media Studies, Gift University Gujranwala <a href="mailto:shahid.minhas@gift.edu.pk">Email: shahid.minhas@gift.edu.pk</a>
	Adnan Shahid is serving as Lecturer at Mass Communication, Government Degree College Chawinda Tehsil Pasrur District Sialkot
	Uzman Ali is a Ph.D. Scholar at Centre for Media and Communication Studies, University of Gujrat

## **Abstract**

Feminism is tied in with examining sexual orientation contrasts and in regards to supplementing the job of genders in the public eye. Being a feminist it is just having faith in equivalent rights for all sexes. It's not tied in with detesting men. It's not about ladies being superior to men. It's not tied in with shunning womanliness. Pakistani Media is promoting western term of feminism and have recently launched the first feminism based web series CHURAILS. Four women run an office calling themselves CHURAILS. At the point when one of them disappears, their investigation drives them to something a lot greater than themselves. The purpose of this study is to analyze the perceptive of Pakistani youth on feminism, also the effect of feminism on youth, and to explore the digital media content on feminism in Pakistan. An online survey is conducted through social media to which 150 respondents of age 16-30 year old responded. This study highlights that the youngsters of Pakistan are fully aware of the term Feminism and support gender equality. In which the 41% of youth agreed with the concept of gender equality concept of feminism. But the Pakistani Media is portraying the western feminism which is destroying our culture, norms and religious value. This study shows that the wrongly portrayed feminism by Pakistani Media is causing discomfort in gender which will affect the feminist movements in future. This study also shows that web series like CHURAILS is promoting vulgarity among the youngsters.

**Keywords:** Feminism, Media, Pakistani Youth, Feminism and Media, Churials, Films

## Introduction

Feminism is a movement which believes in the advocacy of political, social, cultural and economical rights of women through equal rights and legislation. Beecher (1990) noted that Feminism is coined by Charles Fourier in 1837. There are three waves of feminism which not only shaped it but also add on the things require for the equality to prevail. First wave begins in the 19<sup>th</sup> and early 20<sup>th</sup> century which involves equality in social and economical rights. It involved the campaigns of Voting rights women and socially equal rights. The Second wave of feminism started with the slogan to end patriarchy in 1960. The women became active for their education, right to divorce and career opportunities. The third wave of feminism started in 1990 with gender violence and issues related to oppress women.

In Pakistan, right after independence in 1947, Fatima Jinnah led and organizes the feminist groups for the betterment of women in newly created country. In 1948, women demanded their own rights in the country post creation which they started with the economic rights in the annual budget debate in the assembly. Muslim league women committee took notice of removal of Sharia Bill from the assembly after the public demonstration by thousands of women towards assembly. The Parliament of Pakistan reserved the seats for women throughout the constitutional history from 1956 to 1973. The Muslim Personal Law of Sharia accepted the right of women to inherit property. Shaista Ikramullah and Jahanara Shahnawaz countered the religious clerics after they refused to sit with the women below age 50 or without burqa in the zakat committee. In 1955, All Pakistan Women Association started a campaign against Prime Minister Muhammad Ali Bogra's second marriage which turned into legal reform later. In 1956, a federation was formed for the women who didn't work after having degrees. Many organizations were formed for the betterment of women like Family Planning Association, Girls Guide, Pakistan Nurses Association, Housewives Association and The Pakistan red cross etc. A Marxist based Democratic women's association was

formed in 1948. For the betterment of Christian women in the country Young Women's Christian Association which was formed in 1899 continued their work in Pakistan too. After the terrible incident of 1971 fall of Dhaka, Zulfikar Ali Bhutto introduced reforms to uplift the status of women. Begum Raana Liaquat Ali Khan was made Governor of Sindh province. The doors for women in the services opened in 1972 after legal reforms. In the Zia's era, many religious clerics openly came out in against of women participation in politics and economy. In 1983, Pakistan Women lawyers come out for protest against the military legislation like law of evidence which was the turning point of feminism in Pakistan's history. Women demonstrated against the rule in every field like Arts, Poetry, Dance, Journalism, theatre and paintings. By the end of Zia rule in 1988, Pakistani Public elected first ever women prime minister of the Muslim World Benazir Bhutto. From then despite having many issues women in Pakistan is progressing in every field of life from sports to arts, politics to films. They are making their own place.

With the start of 21<sup>st</sup> century, the private media channels aired in Pakistan which gave women opportunities to present or prove themselves equal to men. Their dressing and confidence catch the audience attention. The private channels clearly presenting a moderate view of Pakistan which causes many discomforts among religious groups. Women achieved the global rewards through the media like documentary films like *Saving Face* and *a girl in the river – the price of forgiveness* earned Sharmeen Obaid Chinnoy two Academy awards for best short documentary films. Malala Yusufzai struggles in her blogs for BBC for the peace in Swat made the government to conduct operation against militants in Swat Valley. Later Malala become youngest recipient of Noble Prize in the world. Now we have female directors, producers, camera operators, content creators and many other fields of media in which women are marking the stars. In 2020, Pakistan made their first feminist digital series



Churails which set to been seen as a new wave of feminism in the Pakistan digital media industry.

The youth is divided in their views regarding the feminist movement and their working in Pakistan. The Aurat March, which begin in 2018 have seen continuous growth in its participations of attendants even though national media criticize the March. According to Georgetown Women Peace and security index Pakistan rank fourth worst country for women out of 167 countries. Women in the urban areas are now getting more aware of their rights rather than women in conservative localities. So the girl challenging the patriarchy is making the males of our patriarchal society discomfort.

## **Research Objectives**

The main objectives of this study are following:

- To analyze the views of our youth towards feminism movement that how many of them know about its concepts like equality of rights.
- To study the effects of feminism on youth through media i.e. cultural, religious, social.
- To predict the future of feminist movements in Pakistan especially through media
- To get the youth statistics about the understanding of feminism through media like dramas, web series, News media or film.
- While to obtain the review of digital media feminist content from youth which made us to analyze their perspective is also an objective of this research study.

## **Statement Problem**

The youth of our country received modernism and traditionalism hand in hand which led to many confusions relating to Feminist movement in our country. It divided our youth ideologically. Some of them can be supporting feminism fully, some partially and some rejected it by claiming it to the propaganda of west to target our religious and cultural norms

and values. This discomfort among our youth leads to many gender biased problems and issues in every field of working.

## Research Questions

Q-1: Is Pakistani Media promoting feminism on western agendas by hitting our values and ethics?

Q-2: Is Feminism is creating discomforts among the genders in our country by countering Patriarchy?

Q-3: Is Digital Media content is predicting better future for feminist movements in our country?

## Literature Review

Fleschenberg (2010) claimed in her book *Women movements in Asia – Feminisms and transnational activism* that Pakistani feminist movements have drawn a wide range of strategies and policies for the better legislation of women. Some have adopted method of Islamic concept of equality whereas others adopted secular approaches for not confining themselves in religious course. Feminism has been portrayed as a challenge to sovereignty of Pakistan with serious threats to inherited religious and cultural traditions.

Zia (2009) stated in a study on *Reinvention of Feminism in Pakistan* stated that the concept of new feminism arise in Pakistan is to empower women by staying in limits set by Islam. She claimed that Muslim. Feminist urged the secular Feminist to redefine their feminist agenda in Pakistan. She raised the voice on increasing number Muslim Feminists who want to normalize all the women's rights within a religious framework.

Saeed et al. (2010) highlights in a case study on patriarchal ideologies in Pakistani Cinema that the scenes from the films like *Bol*, *Dukhtar*, *Khuda kay Liye* and *Bachana*. In these films there are many scenes in which patriarchy was challenged. In the film *Bol* (2011), Humaima Malik boldly presented herself against discrimination despite being faced violence

by her own father. Film *Khuda Kay Liye* (2007) was based on misconceptions about Islam but a role played by Iman Ali who stood up for her forced marriage and marital rape in the movie last impression on audience.

Ullah et al. (2010) stated in their research on gender representation in Pakistani Print media that gender stereotypes reinforces by print media in Pakistan. The analysis have been taken from four widely newspapers of Pakistan by keeping the complexity of sexism and content analysis. The study was driven out according to the socio cultural aspects of Pakistani society and feminist theories. The results show that print media depict women only as homemakers and men to be bread earners and leader of public affairs. Print media also objectifies and glamorizes women bodies. Seductive photo shoots were filled in advertisement portions of newspaper. Advertisements of various products show the gender stereotypical biasness by objectifying women as objects to men. It indicates print media to be the instrument of male supremacy in the patriarchal social setup. The print advertisements present message that a man dress for his public dominancy whereas a women dress for the attraction.

Khan (2020) stated in an article by Asian times on the title of *Churails: What Pakistan doesn't want to talk about* stated that this series in just ten episodes highlight every issue related to our society like domestic abuse, misogyny, class divide, trans-phobia, homophobia etc. This series highlights the life of two elite and two lower class women who united for the betterment of women rights in the city. Another article by T. Bagchi by Quint.com (2020) with the title of *Flawed, Fearless women fights patriarchy in Pakistani web series Churails*. The webs series showed four flawed women from different social background and their fearless journey against the mafias of the Karachi from politicians to Movie mafia. It also depicts the exploitation of transgender, Homosexuals and sex workers by the society. The series exposed the stripping culture of women who want to become successful actors in the

industry. The Ownership of their flaws is the best thing of this series because of the acceptance of every character the way they are. The character of Zubaida by Mehar Bano was the main highlight for the youth who emerges out as rebel for her dreams for boxing. Fatima (2019) published in her study on representation of women role in Pakistani Dramas that most of the common concepts in Pakistani Dramas influenced by term honor including marriage, rape, domestic violence, victimization of harassment and silencing them or gender roles. It claims that despite being modernization and betterment in female education, the women are still discussed with honor discourses on the screens and the concept of what is meant to be honorable women in Pakistani society. Women in most of dramas portrays by using adjectives like innocent, God fearing, honest, obedient and humble which clearly makes what a honorable women should be like in the society. Minhas (2019) described that media used farming techniques publishing news items, which has a huge impact on the youth especially. The research noted that media influenced youth at large by term domestic violence by framing the news items in specific slant.

## **Method of the Study**

Survey method deals with the questioning individuals on topic or topics through an online and hard copy series of questions presented to them which may or may not have options. It can be both open ended or closed ended questions depending on the sort of research you are doing i.e. quantitative or qualitative. It has two main objectives: Describe certain or all aspects of population. Test hypothesis and their relationship with population. Survey method can be applied in questionnaires, direct interview or documentation review. The data through survey method is easy to gather and analyze. It is a cheaper method as compared to other methods. This study is related to youth so the unit of analysis will be the individuals belonging to a specific age group between 16-30 years. The unit of our analysis differentiate from the population overall. With the restricted unit of population we can easily

draw the results relating to the study conducted. The sample comprises of 80 individuals mostly students from the different parts of Pakistan. The sample population is basically the youth. The data collected from the youth who is aware of Pakistani Media and its working. An online survey comprises of thirteen questions were presented to our sample related to media role in promoting feminism, its effect on our cultural, social and religious norms, the gender discomforts, the dramas and web series like Churails effect on youth, their knowledge about the concepts of feminism and gender equality, the dramas promoting feminism. These were the key questions of the online survey conducted. It took one and half minute for each participant to fill this survey on average.

## Results and Discussion

150 responses were received from the survey. The results including the figures and the analysis of the data from the 150 respondents to the survey are as follows:

Question	Yes	No	Neutral / Partially
Do you fully aware of term feminism?	61.25%	5%	33.75%
Do you believe in gender equality concept in Feminism?	45%	23.75%	31.25%
Do you think feminism is wrongly perceived by our youth specially boys?	57%	18.75%	23.75%
Do you think Feminism presented through our media is destroying our culture?	66.25%	11.25%	22.50%
Do you think the concept of Feminism presented by Pakistani Media is against our religious value?	62.5%	15%	22.5%
Do you think Feminism shown on media counters the patriarchal norm of our society?	53.75%	15%	31.25%
Do you think Pakistani Dramas are promoting Feminism in our society?	50%	33.75%	16.25%
Do you think Feminism presenting through Pakistani media is leading to discomfort among genders?	58.75%	16.25%	25%
Do you think Pakistani digital media content is promoting western feminism in our country?	73.75%	11.25%	15%
Have you watched trailer of Pakistan first web series CHURAILS?	41.25%	58.75%	/
Do you think web series like Churails promoted the actual meaning of feminism?	21.25%	23.75%	55%
Do you think feminism through such series is promoting vulgarity?	31.25%	17.5%	51.25%

Table -1

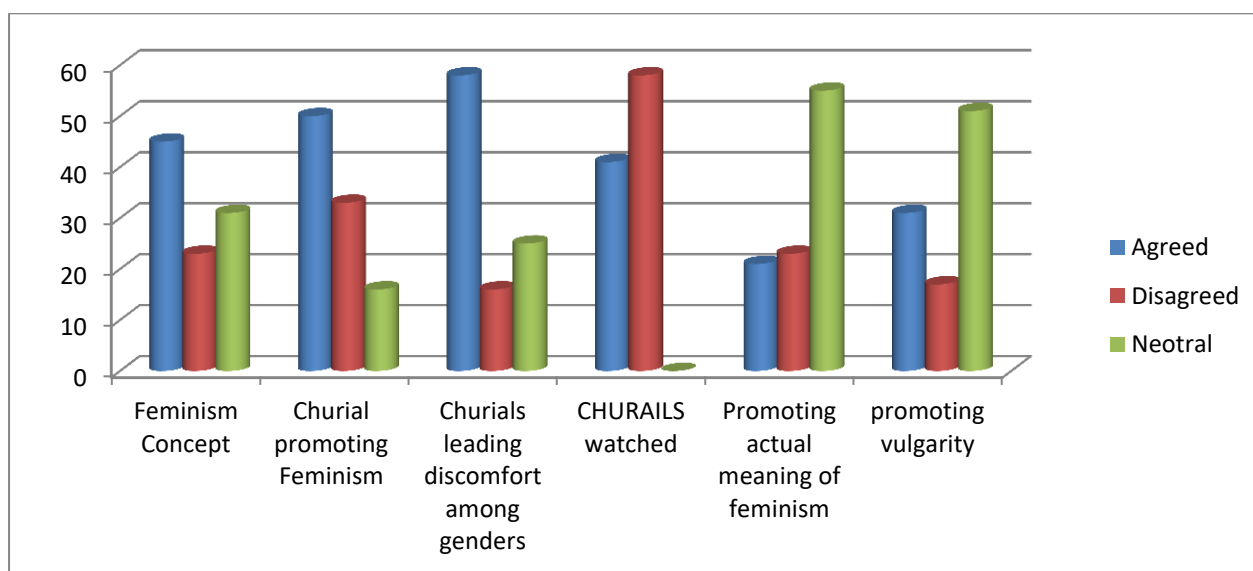
Figure A Showed that 28.75% respondents to the survey belongs to the age group 16-20 year old, 65% respondents belongs to 21-25 year old age group and 6.25% respondents belongs to 25-30 year old age group. So mostly respondents were 21 to 25 year old. 61.25% respondents were fully aware of the term feminism, 33.75% respondents had the idea about the term feminism and only 5% respondents were not aware of the term feminism. This means most of the respondents had the idea of the term feminism. 45% respondents believe in the gender equality and 23.75% respondents did not believe in gender equality concept of feminism while 31.25% respondents were neutral about this. Majority of youngsters believe in the gender equality while some differ from it somehow. 57% respondent's thinks youth especially boys perceive the idea of feminism wrongly while only 18.75% respondents deny it and 23.75% were neutral about this. Majority of the youth especially boys perceive the idea of feminism wrongly. 66.25% respondents think feminism through media is destroying our culture and just 11.25% respondents disagree with this and 22.50% respondents were neutral. Majority of respondents agrees with the thought of feminism through media destroying our culture. 62.50% respondents agrees with the thought of feminism through Pakistani media destroying our religious values and only 15% of respondents disagree with this while 22.50% were neutral about this thought.

53.75% respondents thinks feminism on media counters the patriarchal norms of our society but only 15% of respondents disagree leaving 31.25% respondents neutral to this thought.

50% of the respondents think Pakistani dramas are promoting feminism and 33.75% of respondents disagree with Pakistani drama promoting feminism while the rest 16.25% of respondents were neutral. 58.75% respondents thinks feminism presented through Pakistan media is causing trouble among genders while only 16.25% respondents disagree leaving one-fourth (25.00%) of respondents neutral.

73.75% respondents to the survey believe Pakistani media is promoting western culture in our country while only 11.25% of respondents disagree with this leaving 15% neutral to this thought. 41.25% of respondents have watched the trailer of Pakistani first web series Churails and 58.75% have not watched the trailer of Churails. Majority of the respondents were unaware of the Pakistani first web series Churails.

21.25% of respondents think Churails promoted the actual meaning of feminism while 23.75% disagree with this and majority of respondents 55% were neutral about Churail. 31.25% of respondents think feminism through such series is promoting vulgarity while only 17.50% disagree with this thought leaving 51.25% of respondents neutral who have not watched series Churail.



## Analysis

Majority of the youngsters in Pakistan are fully aware of the term feminism and fully support the concept of gender equality in the society but the boys perceive the concept of feminism wrongly. Pakistani Media portrays the wrong concept of feminism which is destroying our culture and is against our religious values and norms of our society. Pakistani dramas and digital media content are promoting the western feminism in our society which is leading to gender discomfort in our society by countering patriarchy. Majority of the

Pakistani youngsters are unaware of the first Pakistani web series CHURAILS and majority of those who are aware of this series says it portrays the wrong concept of feminism and is promoting vulgarity in our society. The digital media is promoting the feminism concept wrongly which is effecting the youth of Pakistan badly and in future this will cause a lot of troubles for the feminist movement and feminist activities in our country. It is concluded that controversy such as this will be predicated on a divided 'good' Vs 'bad' Woman, such that females who follow by the broad interpretation of philosophy will be contested against those who pursue a rigid and strict interpreters style and align them with male ethico thought. That's only expected to create a new, radicalized, religious-political feminism controlling Pakistan's country's legacy.

## **Conclusion**

The main conclusion from this study is that Pakistani Media is destroying the values and ethics of the society by portraying the wrong image of Feminism (Western Feminism) through digital media i.e. dramas, web series etc. Pakistani Youth is aware of Feminism and believes in gender equality but portrayal western feminism by digital media causing a lot of difficulties for youth leading the discomfort among genders. Mostly, boys understand the term feminism wrongly. Feminist base societies and organizations are going to face a lot of difficulties in near future in their activities because of the content and image of feminism presented by the digital media of Pakistan.



## References

- Bagchi, T. (2020, August 21). Falwed, Fearless Women Fight Patriarchy in Pakistani Shows Churails. Available: <https://www.thequint.com/entertainment/hot-on-web/churails-pakistan-web-series-zee5-review>
- Beecher, J. (1990). *Charles Fourier: The visionary and his world*. Univ of California Press.
- Fatima, A. (2019). Representations of Women's Role in Pakistan: A Critical Analysis through Drama Serials. *Journal of International Women's Studies*, 20(3), 3-16.
- Fleschenberg, A. (2010). Military Rule, Religious Fundamentalism, women's empowerment and feminism in Pakistan. *Women's movements in Asia: Feminisms and transnational activism*, 166.
- Khan, T.A. (2020, August 18). Churails; What Pakistan doesn't want to talk about [Online]. ASIA TIME. Available: <https://asiatimes.com/2020/08/churails-what-pakistan-doesnt-want-to-talk-about>
- Minhas, S. (2019). Coverage of War on Terror: A Comparative Analysis of Pakistani, Indian and American Print Media. *Dialogue (1819-6462)*, 14(2).
- Saeed, A., Yousaf, A., & Alharbi, J. (2017). Family and state ownership, internationalization and corporate board-gender diversity. *Cross Cultural & Strategic Management*.
- Ullah, H., Khan, A. N., Khan, H. N., & Ibrahim, A. (2016). Gender representation in Pakistani print media-a critical analysis. *Pakistan Journal of Gender Studies*, 12, 53-70.
- Ullah, S., Akhtar, P., & Zaefarian, G. (2018). Dealing with endogeneity bias: The generalized method of moments (GMM) for panel data. *Industrial Marketing Management*, 71, 69-78.
- Zia, A. S. (2009). The reinvention of feminism in Pakistan. *Feminist review*, 91(1), 29-46.



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-22>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Media Advertisement Requirements: Disciplining Female Body for Job Hunting Vs. Islamic Philosophy of Disciplining Female Body</b>
<b>Author(s):</b>	Maira Qaddos Lecturer, Department of Mass Communication, National University of Modern Languages, Lahore Campus, Lahore.
	Dr. Muhammad Shabbir Sarwar Assistant Professor, Institute of Communication Studies, University of the Punjab, Lahore.
	Maham Zahid Khan Lecturer, Department of Mass Communication, National University of Modern Languages, Lahore Campus, Lahore.
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Qaddos, Maira, et al. (2020). "Media Advertisement Requirements: Disciplining Female Body for Job Hunting Vs. Islamic Philosophy of Disciplining Female Body." <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 405–427, <a href="https://doi.org/10.36968/JPDC-V04-I03-22">https://doi.org/10.36968/JPDC-V04-I03-22</a>
<b>Author(s) Note:</b>	Maira Qaddos is serving as Lecturer at Department of Mass Communication, National University of Modern Languages, Lahore Campus, Lahore. <a href="mailto:mairaqaddos@numl.edu.pk">Email: mairaqaddos@numl.edu.pk</a>
	Dr. Muhammad Shabbir Sarwar is serving as Assistant Professor at Institute of Communication Studies, University of the Punjab, Lahore.
	Maham Zahid Khan is serving as Lecturer at Department of Mass Communication, National University of Modern Languages, Lahore Campus, Lahore.

### Abstract

In almost every ad for job for female candidates, it is mentioned that required females are expected to have pleasing personality, good communication skills and well-groomed appearance which is quite contradictory with Islamic philosophy of disciplining female bodies as Islam discourages objectification of women. This paper is an attempt to explore the gendered discourses prevailing in various organizations to discipline female bodies into docile ones for sexual appeal in the organizations. The study is qualitative in nature. For data collection mixed method of interviews (n=100) and thematic analysis of job advertisement (n=100) is done. Foucault's perspective of disciplining is used as theoretical framework for the study as it will help in drawing the difference between requirements for disciplining female bodies for job hunting vs. Islamic philosophy of disciplining female bodies in a Muslim country like Pakistan. Analysis of the data gathered by thematic analysis of advertisements and 100 interviews was conducted by coding the data into various themes. The study concludes that certain disciplinary techniques like no veil, heavy make over, trendy dresses, high heels are expected from females to be selected for the job which are contradictory with Islamic philosophy. Islam doesn't restrict females from working but it wants them to be in proper fully covered dresses so that they may be respected. However, these organizations want to use females only as sex symbols. This practice should be condemned to provide women with an opportunity to make better use of their capabilities.

**Keywords:** Disciplinary techniques, job hunting, Islamic philosophy, gendered discourses, objectification, sex symbols

## Introduction

Women are actively participating in the professional lives along with effective management of their domestic lives. Trend of working women has been a characteristic of western society once but with the increase in number of women in higher education institutes, especially those offering practical degrees in developing countries, the number of women in workforce has also increased dramatically. Factors influencing this ratio may be the economic crisis and tough conditions for earning bread and butter and modernization of society etc. (Tzvetokova & Ortiz-Ospina, 2017).

As the research is being conducted in an Islamic country which has a thick fabric of religious and societal norms, it is important to see whether the women carrying proper Islamic attire are considered appropriate candidates for job or priority is given to those who carry modern fashionable styles. This article is an attempt to evaluate whether the organizations that are offering women employment opportunities consider their aptitude and capabilities an important indicator for giving them job or their purpose is just to have women in the organization as sex symbols. Purpose behind offering job to female candidates is usually to ensure diversity in the work place to meet international standards but not to make best use of their capabilities (Szymanski, Moffitt & Carr, 2011).

## Islamic Philosophy about Disciplining Female Body

Islam is an easy, pure and trouble-free religion which has given high regard to females. It is the first religion which has given right to inheritance, in the property of parents and husbands, to women and also allows them to run their own business at the time when women of the western world were not only deprived of their rights of inheritance but they were also treated as a property of male members of their family. Islam has given the authority to males over females but this is not to oppress them but to protect them and take care of them (Nkrumah & Saleh, 2005). According to Crabites, there were clear directions by

Prophet Muhammad (P.B.U.H.) to his followers to not to bury their daughters alive in infancy and also abolished complete authority of husbands over their wives by giving spiritual and material equality to them (cited in Al-Suhrawardy, 2001).

According to a survey, published in a book named “Who speaks for Islam”, that Muslim women are wrongly perceived by western community. They are not as oppressed as west believes and majority of them may take independent decisions about vote, qualification, jobs, and business and are serving at highest positions in various organizations (Esposito & Mogahed, 2007, p. 101). However, still there are problems with the freedom and rights of women which are also noted and acknowledged by Muslim scholars too. It is argued that women are kept separated from the process of progress has posed serious problems to overall growth of society as half of its community is forced to sit at homes (Sommer & Zwemmer, 1907).

On the contrary, according to pro-Islamic viewpoint Islam has certain clear guidelines for females when they are moving in society. Islam doesn't restrict women from making best use of their capabilities but they have to keep in mind the disciplining techniques devised by Islam. Muslim women must not dress like men and should wear that dress that may cover their body properly, lower their gaze while walking out, and wear loose clothes and thick stuff which must not be see-through (Badawi, n.d., pp. 6-7). Purpose of avoiding fitted dresses, making all body parts prominent, is to not to become a sex symbol inviting for adultery (Qaradawi, 1997).

It doesn't mean that in Islam adornment and beautification of women is completely not allowed but Islamic disciplining practices demand from women to dress up, wear jewellery and apply make-over privately for their husbands only. They may wear sexually attractive clothes for their spouse whom they are bound in pure relation of Nikkah (Adua, 2013, pp. 250-254). However, in front of others, women should cover themselves properly

especially their bosoms and face. Even it is argued by some that women should wear that garment which will extend to length of her body covering her two legs (Al-Alban, n.d.). Therefore, females are required to carry reasonable, modest attire which may protect her from males and also for her recognition as Muslim woman.

In short, Islam neither allows nor encourages social suffocation of women by restricting their free movement for education, health issues and professional working. Islamic dress code basically facilitates development of a sound and healthy society in which females are secure from crimes like rapes and molestation. It is assumed by many scholars that stimulus for this sort of crimes comes from women that expose themselves in attractive manner. By disciplining their bodies in accordance with Islamic preaching, women not only maintain their dignity but also of men and whole society (Why do Muslims have a dress code?, n.d.).

Those who view hijab as an instrument of oppression or as a symbol of inferiority of women by considering it a tool for men to strengthen their domination on their counterparts (Pupils may defy ban on religious symbols, 2004) must know that Allah has blessed both the genders with equal capabilities and if they carry modest dress, they interact with each on the basis of their other traits like intellect and dignity. This is true that requirements of modest dressing are different for both the genders because of significant biological differences between both of them. Women carry more attractive figures and beauties and this is why they are supposed to cover themselves more as compared to men (Why do Muslims have a dress code?, n.d.).

So, the negative connotations arising from the difference between male and female dress code in Islam must be dealt by clearing the difference between demands, needs and responsibilities of both the genders. Many women wear Islamic dress not only to fulfil their religious obligations but it may be a symbol of their political conviction or merely to fit in the

culture they are living in. Some of the women want to avoid criticism and harassment from men and consider it a tool of protection for them. They consider them safe if they cover themselves properly while going out. Moreover, many demographic factors like social class and cultural set up etc. are influencing women's choice of adherence with the dress code defined by Islam (Human Rights Commission, 2005).

Interestingly this debate has taken a new dimension if movements for hijab are seen in various countries where hijab is banned. These movements show that it is not merely to conform to your societal and cultural values but if the socio-cultural values are not supporting Islamic preaching of disciplining female bodies, still they want to wear headscarf or veil to show the world that they are independent, motivated and capable of making rationale choices for them (Why Muslim women wear veil?, 2013, pp. 1-4). These women are revolutionary in nature as they rebel against the societal set up of unrealistic fashion. They view hijab as their right not as a burden of a system of oppression because it sets them free from becoming sexual object for men. They want to be valued on the basis of their intellect and capabilities not on the basis of their looks and physical appearance. People have become slaves of consumerism and in this era if a woman carries Islamic attire, she basically refuses to conform to impractical stereotypes created by media. So, if women discipline their bodies according to Islamic preaching, they will be in a position of minimizing workplace harassment and making best use of their intellect and mind (Why Muslim women wear veil?, 2013, pp. 1-4).

### **Literature Review**

According to a research conducted in France, chances of women to get an interview call increases five times for sales job and four times for accounting job; if they send their resume with colored photograph wearing a revealing dress with plunging neckline. This study concluded that selection of a sexy but not provocative dress helps women in getting a call for

interviews; if the initial screening is done by a male person. The study claims that the importance of women's appearance and choice of clothing in sales job was quite expected because it requires a lot of public dealing. However, it was really astonishing that selection for an accounting job is also dependent upon looks of women instead of their skills and expertise in the field (Nierenberg, 2016).

Another study was conducted in University of West Scotland which revealed that most of the female candidates are judged on the basis of their appearance not on their profiles (Grant, 2016). Moreover, Forsythe (2006) conducted a study in which she found that wearing of masculine clothes by women, when they have to appear in any job interview for a managerial position, give them more aggressive and forceful look. According to her study, those female applicants who were wearing masculine clothes were perceived better in terms of their managerial skills by the interviewer (p. 1579).

However, few studies are also available that argue women should not wear revealing clothes in job interviews because they leave bad impact on interviewer. These studies suggest that there must be a difference between party wares and official dresses. Women should look modest and decent while appearing in any job interview (Zoller, as cited in Dress for interview success, n.d.). Few of the studies actually highlight the judgemental nature of our society when it comes to clothing of women. Bhowmick (2017) tried to clarify the misconception that women does not dress up to get attention still they are always judged or even criticized by others.

Most of the above mentioned studies are conducted across the globe while relating them to the scenario presented in this paper about the problems and issues faced by female candidates when they appear in job interviews in Pakistan, it is argued that dress code varied from culture to culture. However, despite of this variation in dress code in different societies, there is an agreement on the concept of decency and modesty as a form of acceptable



dressing in every society. This dress code depends upon the religious, moral, societal and individual values and revealing or seductive clothes do not fall in the category of acceptable dress code in any society (Anku, Danso & Kuwornu-Adjaottor, 2018, p. 215).

### **Theoretical Framework**

Foucault's concept of discipline and punishment is used as a theoretical foundation for this study. Under the light of which it is tried to explore what sexist discourses are prevailing in the organizations and how do they pose certain disciplining techniques on female bodies and what possible steps may be taken by those females, who are not ready to accept these disciplining techniques to counter this situation as they consider Islamic disciplining techniques more appropriate for disciplining their bodies as compared to organizational ones. Although Foucault has been gender neutral in his analysis but still it is argued by various scholars that female bodies are becoming a subject of disciplinary power more as compared to males in this system of power. The power is in hands of males in patriarchal societies and they exert it on docile bodies of females by asking them to transform their identities into modern stylish ones by applying certain disciplinary techniques like make up, up-to-date clothing etc. (King, 2004).

### **Foucault's Concept of Discipline, Punishment and Discursive Construction of Femininity**

Foucault has been gender blind in his analysis of power and its actions on bodies. He is criticized by many scholars for not being able to recognize the importance of differentiating between genders while studying and analyzing systems of power. Diamond and Quinby (1988) argued that he has avoided gender by considering it least important. While presenting the analysis of discipline and punishment, he has failed to examine the role of gendered characteristics operating as an important mechanism in system of power (McNay, 1992, p. 11) and because of this reason he has treated both the genders as same as if

there is no difference between their experiences of modern life and they bear the same relationships with the societal institutions without any difference. (Bartky, 1988, p.63).

In spite of this fact that he has failed to recognize gender, his work still carries significance for many feminist scholars who have used it to understand how in the systems of patriarchal powers, women body is more docile by being a subject to various mastery techniques by males as compared to men who are more strong and independent. Women although have become independent and are playing an appreciable role in all walks of life, still they are becoming a subject to many disciplinary techniques especially if they want to excel in the society as equal to their male fellows. For doing so, females have to manipulate, shape and train their bodies by indulging into certain disciplinary practices like that of style, fashion and adornment and these become a standard of how women should discipline their bodies to move into practical world (King, 2004, p.33).

Therefore, the beautification of body with the help of colorful clothing, ornaments and cosmetics has associated with femininity too much that it has become a criterion for jobs for females in modern organizations. Advertisements carrying job descriptions for females include many requirements which basically stem from this notion of adornment of female body to fulfill the criterion of femininity. This trend has developed over a period of time as in the earlier times men also use to involve in such adornment activities but this trend has declined radically in the 18<sup>th</sup> century and after that a clear distinction between fashions of both the genders started defining the boundaries of gender. During that time period, cross-dressing became highly embarrassing and unacceptable in the society (Wilson, 1985, p.117). That means a man could not wear female clothes and vice versa which is also in accordance with Islamic philosophy that strictly prohibits men to wear feminine clothes and women to wear clothes that resembles men's clothing (Wahid, 2017).

Concept of giving prominence to those body parts which serves as site of otherness like breasts, buttocks and hips etc. became dominant in feminine identities since Victorian eras and women' started dressing which could enhance these body parts for adding to their beauty. Corsets and bras were meant to serve these purposes. This trend has never changed over a period of time but it is strengthened by the history and in these modern times women are still judged on the basis of this fashion. Requirements for female jobs are indirectly demanding those candidates which carry these standards of feminism developed over a period of history. Whenever any ad demands pleasing personality and attractive communication skills and traits like same, concern of authorities is to hire a female who carries a stylish personality meeting all the pre-defined standards (Kohler, 2018).

Although according to Foucault, torture has been a characteristic of pre-modern times for containment and control of people (Sheridan, 1995, p.34) but in these modern times this has retained it's important. All of these beauty techniques are highly torturous for females like waxing their bodies or shaping their eye brows or wearing high heels etc. but they have to do it to fulfill the standards set by society to mould her to come as close to men's desire as possible. All of these disciplining techniques limit the working of female body as with high heels they may barely walk or with nail colors on lengthy nails they may hardly use their hands and make them a passive object which may be serving as a static property of male (Beauvoir, 1988).

This trend of shaping and manipulating female bodies have been common throughout the history but in the modern times, it has moved from clothing or cosmetics to shaping the flesh of desired parts y going into cosmetic surgeries. Women not only try to push their breasts up and enhance cleavage by using padded bras but try to keep themselves young by using liquid gels and also by surgeries (Bordo, 1993).

This sort of disciplining techniques are usually adopted by those females who are in the professions which demand young, energetic and beautiful females like that of air hostess and models. But it is true that to enter in any organization which has nothing to do with the physical appearance of any female, still women are judged on criteria mentioned above. It ranges from the post of office secretary to executive level staff where women have to look presentable on the defined standards of being presentable by the organization, doesn't matter whether it matches with the religious or societal norms or not (Kohler, 2018).

### **Research Objectives**

Following are the objectives of this study:

- 1) To understand the problems faced by women who carry Islamic attire in job interviews
- 2) To explore whether the women are hired on the basis of their potential or appearance
- 3) To analyse what sort of disciplining requirements are mentioned in job advertisements targeting female candidates
- 4) To understand the Islamic philosophy about feminine dress code

### **Research Questions**

This study is qualitative in nature and is based upon few research questions that will lead to exploration and understanding of the situation prevailing in Pakistani society about females who are searching for a job.

**RQ1:** What sort of difficulties women face specifically in terms of their appearance when they appear in any job interview?

**RQ2:** Whether the women are judged on the basis of their calibre or the way they discipline their bodies in job interview?

**RQ3:** How a woman should discipline her body according to Islamic philosophy?

**RQ4:** What are the requirements mentioned in the job advertisements targeting female candidates?

**RQ5:** Whether a woman who carries proper Islamic attire has equal chances of being selected in a job interview as a woman who discipline her body in a modernized manner.

### **Research Method and Material**

The study is qualitative in nature in which mixed method approach is used. A combination of qualitative content analysis of job advertisements published in leading dailies of Pakistan and in-depth interviews of female candidates is used to explore whether the requirements mentioned in the advertisements are in accordance of Islamic philosophy or not and what are the experiences of female candidates carrying Islamic attire when they appear in any job interview. Females are selected on the basis of snowball sampling whereas advertisements are selected on the basis of purposive sampling. Data is analysed by developing themes and coding word to word data in respective themes. After extensive discussion of themes of study, the study will reach a conclusion.

### **Thematic Analysis of Advertisements**

As mentioned earlier, there are certain jobs where appearance of any person matters a lot like that of anchorpersons in media, air hostess or model girls and fashion icons but it is ironical that advertisements regarding office secretaries, student coordinators and for other executive posts also demand certain disciplining techniques which are contradictory with Islamic preaching. It is generally accepted a standard for air hostess to be tall single, beautiful, well-versed because their job is to entertain the people and it is human nature that they appreciate beauty. Still it is a point of argument whether a lady with average looks and good manners cannot be a good air hostess. What height has to do with her job description and why career of any air hostess is in danger, if she gets married?

### **Requirements mentioned in advertisements according to professions**

Even in some ads for job of air hostess, pictures of females are there along with job description and requirements. Some of the pictures are close to Islamic attire and females shown are wearing Abaya and covering their heads properly with head scarf (Shaheen Airhostess Jobs, 2015) whereas in some advertisements females are shown in their uniform. (Air hostess jobs in AirBlue, 2016). There is an advertisement where an abstract picture of a female with a highly sexually attractive pose and figure is given with the job description (AirBlue airline career opportunities as air hostess, 2013).

### **Advertisements endorsing independent women living without families**

Similarly, the ads for office secretaries are also demanding pleasing personalities (Jobs in pharma, 2014) which, if operationalized on the basis of interviews of girls appearing in interviews, reveals that a girl carrying modern adornment practices like latest jewelry and dresses etc. are more appropriate for the post. Even in an ad for post of office secretary, it is mentioned clearly that the candidate should be free of family burdens and the language used is “family back luggage (Personal secretaries based jobs in Karachi, 2014). This shows that how much contradiction is present between job requirements and religious preaching. Islam demands females to prioritize their families first on every other thing and these organizations demands females free from family back by considering families an extra burden.

### **Advertisements requiring women to travel around the globe**

Another important demand regarding jobs of office secretaries is related to willingness of traveling throughout the country or even across the country. According to Islam, a woman cannot travel without her Mahram (relations like her husband whom she is married, and unmarriageable kins like brothers, sons etc. defined by Islam) for even a sacred journey like performing Haj (Ruling on women travelling without Mahram, n.d.). These ads, which require woman to develop new technologies of self for them, contradictory with their norms and values, show how difficult it is for a woman of humble background with limited

education to enter even at the post of office secretary (Personal secretary, purchase manager job opportunity, 2015).

### **Advertisement requiring disciplining of female bodies in accordance with the job nature**

Requirement like height, health and width of body are also given in ads for police or army but there it is justified because they have to meet the requirements of the nature of job. Point over here to be made is that if requirements of disciplining are in line with the job nature, there is no issue in advertising them but if they are only meant to undermine the status of woman, there is a need to condemn that. The concerned authorities should feel their responsibilities regarding their religion and society.

### **Analysis of Interview Data of Girls**

As mentioned earlier, hundred girls are interviewed for this study that fulfill the academic criterion and other requirements for jobs but are rejected on the grounds that they don't carry modern dressing and styles. Most of the girls interviewed are carrying Abaya or cover themselves with *Chadar* (a long cloth which may cover the whole body). Some of them wear proper Hijab covering their face and body whereas some of them are adopting other forms of Hijab covering body parts excluding their face and hands etc.

### **Interviewers judge female candidates on the basis of their appearance**

According to these girls, it is mentioned in few of the ads that girls should have pleasing personality but if it is not mentioned in the ad, still the priority is given to those girls who are wearing branded clothes, short tops and jeans, apply make over, wear high heels and are bold enough to interact with males etc. According to their experiences, job nature doesn't define job requirements but for a female, only thing which matters is her appearance.

### **Hijab is related to incapability of women.**

One of the girl, when interviewed, told that she is doing Doctorate of Philosophy in her field but is still jobless because she wears Hijab and cover her face. She said that it is ironical, in a Muslim society people have become so bold to ask me to unveil myself if I need to get a job because veil shows I am a conservative woman who is unable to move with the modern standards of society. In spite of having a bright academic career, she was unable to get a job because according to her education sector has also become commercialized and its purpose is to make money only not to promote our own culture and values.

### **Privatization and commercialization: Important factors**

Point discussed by that lady was very pinching that by privatization and commercialization, sacredness of field of education is compromised and it has become a business only. This liberalization will result in negative outcomes in terms of ethical and moral development of citizens. This process of commercialization will ultimately disengage the teachers and the students from the traditional roots of society eroding them gradually (Chorney, n.d., pp.8-17). This is true that purpose of education is to produce those individuals who are capable of contributing towards sustainable development of the country but this must not be ignored that earning without learning will destroy the society ultimately (Sahu, 2013).

Her point is further enforced by many other ladies who said that number of private universities have started their sub-campus throughout the country. These private universities have nothing to do with the ethics and norms of society because they want to make money only. While hiring the faculty, they do consider academic standard of candidates but preference is given to those candidates who fulfill other disciplining requirements too along with education. Not only the private universities but private schools too have defined a criterion for the teaching staff to wear stylish dresses, have re-bonded hair and not to carry dopatta. Teacher may come to school while covering her but in the vicinity of school she should put all her Abaya, head scarf or Chadar aside and carry modern attire. In this process,



policy makers of the school have completely ignored what impact these practices will leave on the minds of young children.

### **Situation in media organizations**

Situation is not restricted to the academic institutes only but it has extended to almost all sorts of organizations where it is difficult to enter for those females who want to discipline their bodies as per Islamic preaching. One girl interviewed for this study has completed her education in media studies and is interested in working with print media but she is rejected on the grounds that she wear Abaya although she doesn't cover her face. She told that interviewers refused to hire me in every organization where I appeared in the interviews on the ground that you can't move in media organization with this out-dated get up. Her point is valid that she is interested in print media keeping in mind that she is unable to fulfill the requirements of electronic media but people of print media has also same requirements like that of electronic media. Most probably reason behind this is most of the print media organizations are having their electronic media channels and their environment is influenced by them.

### **Situation in banks, offices and professional organizations**

Similarly, girls interested in fields of banks, leasing organizations, advertisement agencies and business organizations have worse experiences in the interviews if they carry Islamic clothing. They conclude on the point that if the owner or CEO of the organization himself is a value-oriented man or if you have a very high reference, possibility of entering an organization is there otherwise future of those girls who want to lead a respectable life is dark in this Islamic state. Now after understanding this situation, it is important to understand how these girls have responded to the situation after being rejected so many times and for understanding this. Foucault's concept of technologies of self as used by Wholly Thorpe is used in this study to understand the reaction of these girls.

In her article, she has divided technologies of self into two parts. First part is related to concept of knowledge and problematization of situation. At this step, it is analyzed how these girls perceive this situation based on the knowledge of their own ethics and their societal norms. Next step of technologies of self is to take an action on the basis of how they have problematized the situation (Thrope, 2008, p.199).

### **Few girls compromise their veil.**

Some of the girls have problematized this situation as need of time and decided to unveil themselves. They say that they have to keep in mind their own financial problems and have decided to make a compromise on these disciplining issues. But these girls are very few in number. Pakistan's society is value oriented and being an Islamic society, responsibility of earning bread and butter doesn't lie on females. So, most of the girls have preferred to stay at home or join nearby schools in their local areas where standard and disciplining the body is not that important.

### **Some girls start their own business.**

These girls are in majority in number and a very least majority is of the girls who have decided to take some practical steps after facing this continuous humiliation of rejection. One of the girl said that she has decided to open her own academy in her area which is only for female students and in female environment, she doesn't feel any problem regarding disturbance in her veil. Although she is able to make a handsome amount from that but she still regrets to not to become a part of professional organization. She says it was her desire to join any multinational company and prove herself but she was not hired by any company only because she wears abaya and covers her face. She said money is not the end of this universe. She is making money but she is unable to enjoy a prestigious job and designation.

She said she is satisfied with her choice of profession now but she demands from higher authorities of various organizations to encourage those girls who have adopted dress

code defined by Islam because she is concerned about other girls who don't have enough sources to set up their own business and are forced to go for lower jobs not meeting their caliber. Many of the girls are giving home tuitions or teaching in nearby schools at very low salary. Solution to her feelings was offered by another girl who was interviewed too for this study. She said that women only police stations, post offices and other organizations are a good initiative for those girls who are capable enough but are not ready to work in combine environment. As the girl who has opened up an academy for females has a desire deep in her heart to enjoy a prestigious designation may also work in this sort of organizations and make best use of her capabilities.

### **Women-only organizations**

The problem is that in this era of globalization women cannot excel in isolation. Moreover, women only organizations is not a cost friendly solution of the problem because of government will set up separate organizations and institutions for both the genders, it will have to spent double amount of the money that it is currently spending. So the question is still there. Whether these women only organizations are a solution to the problems faced by these girls or should certain steps be taken by concerned authorities to make capabilities a judgment criterion instead of appearance?

### **Conclusion**

Finally summing up the discussion, it may be argued that trend of using woman as sex symbols have increased over a period of time in our society. Some people have started accepting it but majority resists when it comes to the matter of Islam. People are ready to make a compromise on their societal norms but not on religious norms. Women, if interested in making their professional lives, should take certain serious attempts in order to counter this sort of acts. Responsibility lies not only on males but females should strive for their rights too. Respectable living is their right which is given to them by Allah and state. They should

not accept any job offer by compromising their dignity. The women who are sitting at higher position in any organization should encourage merit based selection of girls for job instead of appearance based selection.

From the above discussion and by combination of analysis of interview data and thematic analysis of advertisements, it may be concluded that it is not necessary to mention these disciplining requirements in the advertisement. Whenever a candidate is appeared in an interview, she is judged on the basis of her appearance and the way she carries herself. This is not limited to one or two professions only but situation is getting worse day by day in every profession. Men have to recognize that their work load will be shared, if they will give opportunity to the girls who really deserve the seat no matter what attire they carry. They usually complain of being overburdened by office work because their female fellows are not ready to share workload with them because they spent more time in disciplining their bodies.

So, there is a need to work on the sick mindsets of our people. Those women who want to sell their personality must be discouraged and those men who think by hiring woman only for change or entertainment, they will become modernized and will be able to meet global standards of diversity in workplace must also be discouraged. By doing so, they are basically killing the talent of one half of their society. If they consider women on the basis of their talent and capabilities, they will be in a better position to excel and grow.

Finally concluding, Women are considered to be good organizers, administrators and workers because of their dedication and commitment towards their work. Because of this reason they are trusted by Allah and assigned the duties of homemakers. If they are performing this duty well, they must be trusted by policy makers of our society that they any perform well in official settings too. There is a need to provide them opportunities to explore their talents.

## References

- Abdul-Wahid, A., K. (2017, October 10). Understanding the Muslim Dress Code: Modesty for Men and the Hijāb for Women (Islam 4.5 & 4.6). *Abukhadeejah.com*. Retrieved January 15, 2020 from <https://www.abukhadeejah.com/understanding-the-muslim-dress-code-modesty-for-men-and-the-hijab-for-women-islam-4-5/>
- Adua, S., S. (2013, January). A woman's dress: The Islamic perspective. *Academic Research International*, 4 (1), 250-254.  
[http://www.savap.org.pk/journals/ARInt./Vol.4\(1\)/2013\(4.1-26\).pdf](http://www.savap.org.pk/journals/ARInt./Vol.4(1)/2013(4.1-26).pdf)
- Air hostess jobs in AirBlue. (2016).  
[https://www.google.com.pk/search?q=ads+for+jobs+of+air+hostess&biw=1366&bih=643&tbm=isch&imgil=mmEO3nneyYU15M%253A%253BdvFJPw\\_T7TXcKM%253Bhttp%25253A%25252F%25252Fwww.pakistanjobbank.com%25252FJobs%25252F28530%25252FAir-Hostess-Jobs-Pakistan-December-2013-Latest-Advertisement%25252F&source=iu&pf=m&fir=mmEO3nneyYU15M%253A%252CdvFJPw\\_T7TXcKM%252C\\_&usg=\\_\\_Rwpiek9PoSZhQY9Nh9GSs\\_VyK4Q%3D&ved=0ahUKEwiSi6eI5JnKAhXEax4KHe3oCXQQYjcING&ei=M3GPVtKIBcTXee3Rp6AH#imgsrc=TQu6I3i-XxDRhM%3A&usg=\\_\\_Rwpiek9PoSZhQY9Nh9GSs\\_VyK4Q%3D](https://www.google.com.pk/search?q=ads+for+jobs+of+air+hostess&biw=1366&bih=643&tbm=isch&imgil=mmEO3nneyYU15M%253A%253BdvFJPw_T7TXcKM%253Bhttp%25253A%25252F%25252Fwww.pakistanjobbank.com%25252FJobs%25252F28530%25252FAir-Hostess-Jobs-Pakistan-December-2013-Latest-Advertisement%25252F&source=iu&pf=m&fir=mmEO3nneyYU15M%253A%252CdvFJPw_T7TXcKM%252C_&usg=__Rwpiek9PoSZhQY9Nh9GSs_VyK4Q%3D&ved=0ahUKEwiSi6eI5JnKAhXEax4KHe3oCXQQYjcING&ei=M3GPVtKIBcTXee3Rp6AH#imgsrc=TQu6I3i-XxDRhM%3A&usg=__Rwpiek9PoSZhQY9Nh9GSs_VyK4Q%3D)
- Al-Alban, M., N. Muslim women's dress in accordance with Quran and Sunnah. *Mission Islam*. In Mahmoud Murad trans. <https://www.missionislam.com/family/hijab.htm>
- Al-Suhrawardy, A., A. (2001). *The Wisdom of Muhammad*. Citade Press.
- Aknu, J., Danso, D., K., & Kuwornu-Adjaottor, J., E., T. (2018). A Case of women's seductive dressing on men's behavior and judgment: A study in selected universities in Ghana. *Advances in Social Sciences Research Journal*, 5(2), 213-229.  
[https://www.researchgate.net/publication/323678707\\_Effects\\_Of\\_Women's\\_Sedu](https://www.researchgate.net/publication/323678707_Effects_Of_Women's_Sedu)

ctive\_Dressing\_On\_Men's\_Behaviour\_And\_Judgement\_A\_Study\_In\_Selected\_Unive  
rsities\_In\_Ghana

Badawi, J. (n.d.). Women and men's dress in Islam. Islamic Education and Services Institute.

[http://www.icmtn.org/forms/women\\_dress.pdf](http://www.icmtn.org/forms/women_dress.pdf)

Bartky, S., L. (1988). Foucault, Femininity, and the Modernization of Patriarchal Power. in

Diamond, I. and Quinby, L. (eds.), *Feminism and Foucault: Reflections of Resistance*.

Northeastern University.

Beauvoir, S., D. (1988). *The Second Sex*. Pan Books.

Bhowmick, N., B. (2017, October 09). There is much more to a woman than what she wears.

*The Times of India*. <https://timesofindia.indiatimes.com/blogs/life-n-style/there-is-much-more-to-a-woman-than-what-she-wears/>

Bordo, S. (1993). *Unbearable Weight: Feminism, Western Culture and the Body*. University

of California Press.

Chorney, T., T. (n.d.) The commercialization of higher education as a threat to the values of

ethical citizenship. Saint Mary's University. <http://journals.ufv.ca/rr/RR21/article-PDFs/chorney.pdf>

Diamond, I. & Quinby, L., (eds.). (1988). *Feminism and Foucault: Reflections of Resistance*.

Northeastern University Press.

Dress for interview success. (n.d.). *Forbes*. [https://www.forbes.com/2010/02/16/job-](https://www.forbes.com/2010/02/16/job-interview-fashion-forbes-woman-style-meetings-10-mistakes.html?sh=2339b9e352d8)

[interview-fashion-forbes-woman-style-meetings-10-mistakes.html?sh=2339b9e352d8](https://www.forbes.com/2010/02/16/job-interview-fashion-forbes-woman-style-meetings-10-mistakes.html?sh=2339b9e352d8)

Esposito, J. & Mogahed, D. (n.d.). *Who Speaks for Islam: What a Billion Muslims Really*

*Think*. Gallup Press.

Fosythe, S. (2006). Effect of applicant's clothing on interviewer's decision to hire. *Journal of*

*Applied Social Psychology*, 20(19),1579 – 1595. Doi: 10.1111/j.1559-

1816.1990.tb01494.x

- Grant, K. (2016). Female job applicants far more likely to be judged on appearance, study finds. *Independent*. <https://www.independent.co.uk/news/business/news/female-job-applicants-far-more-likely-be-judged-appearance-study-finds-a6799856.html>
- Human Rights Commission. (2005). Muslim women dress code and human rights: An introduction to some of the issues. New Zealand. [https://www.hrc.co.nz/files/3014/2387/9042/12-Jan-2007\\_10-00-07\\_Muslim\\_Dress\\_Notes.pdf](https://www.hrc.co.nz/files/3014/2387/9042/12-Jan-2007_10-00-07_Muslim_Dress_Notes.pdf)
- Jobs in pharma. (2014). *Jang*. <http://pass.pk/2014/07/job-in-pharma-sales-manager-office-secretary-to-ceo-office-assistant-needed-jang-ad-on-20-7-14/>
- King, A. (2004). The Prisoner of Gender: Foucault and the Disciplining of the Female Body. *Journal of Women Studies*, 5 (2), 29-39. <http://vc.bridgew.edu/cgi/viewcontent.cgi?article=1532&context=jiws>
- Kohler, R. (2018). Double Standards Exist When Judging Women's Clothing. *The Daily Evergreen*. Washington State University.
- McNay, L. (1992). *Foucault and Feminism: Power, Gender and the Self*. Polity Press.
- Nierenberg, C. (2016, July 05). Plunging neckline may help women land more job interviews. *Live Science*. <https://www.livescience.com/55292-dress-helps-women-land-job-interviews.html>
- Nkrumah, G. & Saleh, S. (2005). Time to tear down the divides. *Al-Ahram Weekly*. <http://weekly.ahram.org.eg/2005/766/profile.htm>
- Qaradawi, Y. (1997). The lawful and the prohibited in Islam. *El Falah*.
- Personal secretaries based jobs in Karachi. (2014). *Dawn*. <http://paperpk.com/123791/personal-secretary-jobs-in-karachi-based-company>
- Personal secretary, purchase manager job opportunity. (2015). [http://www.jobz.pk/personal-secretary-purchase-manager-job-opportunity\\_jobs-68305.html](http://www.jobz.pk/personal-secretary-purchase-manager-job-opportunity_jobs-68305.html)

- Pupils may defy ban on religious symbols. (2004, August 31). *The New Zealand Herald*.
- Ruling on women travelling without Mahram.(n.d.). *Central Mosque*. <http://www.central-mosque.com/fiqh/wtravel1.htm>
- Sahu, S. (2013). The commercialization of education in India: Lies in the constitution. <http://snsah.blogspot.de/2013/03/the-commercialization-of-education-in.html>
- Sheridan, A. (1995). *Discipline and punish: The birth of the prison*. Vintage Books.
- Shaheen air hostess jobs. (2015). <http://www.jobs4pak.com/shaheen-air-hostess-jobs-2015-may-eligibility-f-a-f-sc-interview-at-islamabad-latest-advertisement/>
- Sommer, A., Zwemmer, V., & Samuel M. (1907). *Our Moslem sisters; a cry of need from lands of darkness interpreted by those who heard it*. Fleming H. Revell Company.
- Szymanski, D., M., Moffitt, B., L., & Carr, E., R. (2011). Sexual Objectification of Women: Advances to Theory and Research. *The Counseling Psychologist*, 39 (1), 6-38. <https://www.apa.org/education/ce/sexual-objectification.pdf>
- Thrope, W. (2008). Foucault, Technologies of Self, and the Media: Discourses of Femininity in Snowboarding Culture. *Journal of Sports and Social Issues*, 32 (2), 199-229. Sage Publications. <http://hollythorpe.com/wp-content/uploads/Thorpe-Foucault-and-the-media-article2.pdf>
- Tzvetkova, S. & Ortiz, O. (2017). Working Women: What Determines Female Labor Force Participation? *Our World in Data*. Oxford Martin School, University of Oxford. <https://ourworldindata.org/women-in-the-labor-force-determinants>
- Why do Muslims have a dress code? (n.d.). <http://www.ahlul-bayt.net/nutshell/hijab.pdf>
- Why Muslim women wear veil? (2013). *Islam House*. [https://d1.islamhouse.com/data/en/ih\\_articles/single2/en\\_Why\\_Muslim\\_Women\\_Wear\\_the\\_Veil.pdf](https://d1.islamhouse.com/data/en/ih_articles/single2/en_Why_Muslim_Women_Wear_the_Veil.pdf)
- Wilson, E. (1985). *Adorned in dreams: Fashion and modernity*. Virago Press Ltd.





Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-23>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Dynamics of Domestic Debt and its Implications on Economic Growth: Evidence From SAARC Countries</b>
<b>Author(s):</b>	Muhammad Reehan Hameed Assistant Professor, Department of Economics, Government College of Science, Wahdat Road, Lahore, Punjab, Pakistan
	Hafsa Batool Lecturer, Department of Economics, Lahore College for Women University, Lahore, Punjab, Pakistan
	Israr Hussain Ph.D. Scholar, Superior University, Lahore, Punjab, Pakistan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Hameed, Muhammad Reehan, et al. (2020). "Dynamics of Domestic Debt and its Implications on Economic Growth: Evidence From SAARC Countries" <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 428–444, <a href="https://doi.org/10.36968/JPDC-V04-I03-23">https://doi.org/10.36968/JPDC-V04-I03-23</a>
<b>Author(s) Note:</b>	Muhammad Reehan Hameed is serving as Assistant Professor at Department of Economics, Government College of Science, Wahdat Road, Lahore, Punjab, Pakistan Email: <a href="mailto:reehanhameed@yahoo.com">reehanhameed@yahoo.com</a>
	Hafsa Batool is serving as Lecturer at Department of Economics, Lahore College for Women University, Lahore, Punjab, Pakistan
	Israr Hussain is a Ph.D. Scholar at Superior University, Lahore, Punjab, Pakistan

### Abstract

Due to the fragile tax base and mounting budget deficits South Asian countries are persistently relying on both domestic and external debt which severely affects the growth performance of these countries. The external resources are not easy to get and subject to many constraints while domestic resources are easily accessible. Therefore, the budget deficit is normally financed with domestic debt. This paper examines the short-run and long-run impact of domestic debt on the economic growth of SAARC countries i.e. Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka. For the sake of analysis panel data of SAARC countries from 1990 to 2020 has been used. Fixed effect model and panel ARDL econometric techniques have been applied to examine the short-run and long-run association among the variables. The natural log of GDP per capita is used as a proxy for economic growth. The other variables are domestic debt, initial GDP, foreign direct investment, trade openness, investment, and secondary school investment rate. The results of the study indicate that domestic debt has a negative impact on economic growth both in the short-run and long-run. This shows that the domestic borrowed resources have not been utilized effectively and productively. The study suggests that efforts will be made to reduce the budget deficits to minimize the reliance on domestic debt.

**Keywords:** SAARC, Domestic Debt, ARDL, Fixed Effect Model, Economic Growth.

## Introduction

The governments in developing countries heavily rely on public debt to meet their development requirements. It is an admitted fact that if these borrowed resources are used effectively and productively then income will be generated and the country will be able to repay its debt obligations. In this case, debt will be fruitful for economic growth. But if these borrowed funds are spent on unproductive uses then they turned into a debt burden and discourage growth. Public debt is considered to be the most important problem which the governments of South Asian countries are facing. A lot of studies have been discussed the impact of foreign borrowings on growth and neglecting the effect of internal borrowings.

Like external debt, domestic debt is also very important and requires the attention of researchers and policymakers. External debt has received attention in the past it deserves. Till the end of the 1990s, in South Asian countries the most debate remained confined to external debt but later on, it had been released that domestic debt is also very much important and occupied so many risks and challenges for the economy. Like external debt domestic debt is also growing day by day. The mounting budget deficits and ever-increasing expenditures always attract domestic and foreign borrowings. To generate funds through external sources is very much expensive and subject to so many conditionality's. The major objection raises against foreign debt is that lender countries and organizations interfere in the political and economic life of the debtor country. The recipient country has to devise its economic policies according to the wishes of the lenders whether they are feasible for the country or not.

Therefore, the easiest way to generate funds for the government is borrowing through internal sources i.e. banks and non-bank sources. Debt advocates give some arguments in favor of domestic debt. Firstly, it helps to bridge fiscal deficits. Secondly, domestic debt is used to uplift and expand the financial market. Internal debt is also having a harmful impact on economic growth. Interest payments on domestic debt swallow a considerable part of

public revenues and decrease the availability of funds for development projects. Moreover, funds garnered through domestic borrowings increase the supply of money which creates an inflationary spiral in the country and sabotage the process of economic development. Growing domestic debt also increases the cost of public spending in terms of increasing interest payments. There is not much work had been done regarding the impact of internal borrowings on growth from the SAARC perspective. The study aims to fill this gap.

Table 1

Public Debt (PD), External Debt (ED) and Domestic Debt (DD) trends in SAARC Countries (US Billion \$)

YEAR	BANGLADESH			BHUTAN			INDIA			NEPAL		
	PD	ED	DD	PD	ED	DD	PD	ED	DD	PD	ED	DD
1990	15.80	10.61	5.19	0.15	0.08	0.07	226.34	83.80	142.54	0.07	0.06	0.01
1995	18.59	16.77	1.82	0.12	0.11	0.02	247.77	93.73	154.04	0.19	0.15	0.04
2000	24.76	16.21	8.55	0.18	0.12	0.06	340.14	96.39	243.75	0.25	0.20	0.05
2005	32.57	19.29	13.28	0.79	0.25	0.54	654.40	134.00	520.40	0.43	0.36	0.07
2010	37.24	20.34	16.90	1.06	0.84	0.22	1118.22	260.94	857.28	1.27	0.92	0.36
2015	54.04	23.90	30.14	2.04	1.50	0.54	1461.16	474.68	986.49	1.96	0.97	0.99
2016	61.33	26.31	35.02	2.62	1.90	0.72	1582.86	485.83	1097.03	2.37	1.16	1.21
2017	67.68	28.57	39.11	2.73	2.26	0.47	1784.48	495.70	1288.78	2.71	1.19	1.52
2018	89.50	54.73	34.77	3.08	2.67	0.41	2009.48	529.70	1479.78	3.01	1.30	1.71
	MALDIVES			PAKISTAN			SRI LANKA					
	PD	ED	DD	PD	ED	DD	PD	ED	DD			
1990	1.91	1.63	0.28	32.75	15.20	17.55	7.76	5.87	1.89			
1995	2.91	2.41	0.50	47.31	21.74	25.57	12.40	8.40	4.01			
2000	3.49	2.88	0.61	59.13	28.46	30.66	15.82	9.25	6.57			
2005	4.17	3.19	0.98	70.77	34.18	36.60	22.11	11.30	10.81			
2010	5.36	3.79	1.57	105.71	51.08	54.63	40.62	21.68	18.93			
2015	5.42	4.14	1.28	169.13	50.42	118.70	62.59	43.93	18.67			
2016	5.43	4.25	1.18	187.82	57.76	130.07	64.45	46.61	17.84			
2017	6.56	5.95	0.61	203.00	62.13	140.87	67.65	47.80	19.85			
2018	8.77	8.09	0.68	212.89	95.10	117.79	69.70	53.50	16.20			

Source: International Debt Statistics, various databases.

## Objectives of the Study

The main objectives of the study are

- To examine the dynamics of domestic debt and its implication on economic growth in SAARC countries
- To give some policy recommendations based on the findings.

## Theoretical Issues

To attain sustainable economic growth is the ultimate goal of every government. Economic growth is a long-run phenomenon and depends on different socio-political and economic factors. To examine the negative and positive effects of domestic debt on economic growth two different views had been presented in economic literature i.e. traditional view and the Ricardian proposition. According to the traditional view regarding debt, any reduction in tax that is bridged through public borrowing has a deleterious effect on growth. Its immediate effect would be to stimulate private spending. The increased expenditures have a SR and LR impact on the economy. It increases the demand and ultimately level of output and employment in the country. When demand for money increases the interest rate also increases.

The increase in interest rate increases the flow of foreign capital through FDI. In the LR, the increased interest rate crowds out private investment. Therefore, lower investment decreases capital accumulation and output. Thus, the overall effect of debt considering both short and long-run impacts is ultimately a decrease in consumption and economic welfare. As per the Ricardian viewpoint, public debt is equal to future taxes (Barro, 1974). A rational consumer considers the present tax cut equal to the future tax. It will bring a temporary increase in income which is taken away by the government in the future to finance the budget deficits. So consumption is insensitive to growing government debt.

## Literature Review

Fry (1997) examined the effect of domestic borrowings on economic performance in 66 low-income countries. For this purpose 15 years of data from 1979 to 1993 had been used. The results indicated that domestic debt was a cheaper source of financing budget deficits than external debt. The study concluded that all the methods of financing fiscal deficits discourage growth, domestic savings, and generated inflation. Singh (1999) examined the debt growth relationship in India. The 36 years of data from 1959 to 1995 had been used. Cointegration and Granger Causality tests had been used for the estimation of results. The results obtained indicated that domestic debt and economic were not cointegrated with each other in India. Kemal (2001) saw the association among internal debt, growth, and poverty in Pakistan. The results showed that both external and domestic debt adversely affected growth and the poor. Uzochukwu (2003) investigated the impact of internal and foreign borrowings on the growth and poverty in the Nigerian economy from 1970 to 2002. Results obtained indicated that both domestic and external debt retarded growth and increased poverty. Schlarek (2004) found an association between public debt and growth. For this purpose sample of 24 developed industrial countries had been taken. No significant relationship had been witnessed between public debt and growth in these economies. Maana et al (2008) analyzed the impact of internal borrowings on the economic performance of Kenya. The data for the period of 12 years from 1996 to 2007 had been used. The results exhibited that internal borrowings did not crowd out private investment. Muhdi and Sasaki (2009) analyzed the debt and growth relationship in Indonesia. For this purpose, 16 years of data from 1991 to 2006 had been used. The outcomes indicated that domestic debt had become a central policy to bridge fiscal deficits. They further explained that the policy of financing budget deficits led to currency depreciation. Consequently, domestic debt crowd out private investment and decreased stock of capital and productivity. Adoufu and Abula (2009) examined the debt and

growth relationship in Nigeria from 1986 to 2005. The result obtained indicated that mounting fiscal deficits, low productivity, increased public expenditures, rising inflation, and low revenues were the factors that caused domestic debt to increase. The results further revealed that domestic debt discouraged growth. Abbas and Christensen (2010) analyzed debt and growth nexus in 93 low-income countries from 1975 to 2004. Granger Causality test had been applied to obtain the results. The results showed that a reasonable level of domestic borrowings had stimulated growth but when the debt level exceeded 35% of bank total deposits, its effect became negative. Checherita and Rother (2012) investigated the debt and growth relationship in 12 euro area countries from 1970 to 2009. The study results revealed that domestic debt had a mixed impact on economic growth. Izedonmi and Ilaboya (2012) examined the debt and growth relationship in Nigeria from 1980 to 2010. For analysis Johanson Cointegration and error correction (EC) econometric techniques had been applied. The results exhibited a negative affiliation between debt and growth. Umaru et al. (2013) examined the impact of external and domestic borrowings on the economic performance of Nigeria from 1970 to. For the sake of analysis, the OLS method had been applied. Results obtained indicated that both foreign borrowings and domestic borrowings stimulated growth. Hassan et al. (2015) found debt and growth association in Nigeria from 1986 to 2013. For the sake of estimation, the OLS method was applied. The results obtained indicated that debt had a negligible effect on growth. Titus et al. (2016) saw the effect of domestic borrowings in Nigeria from 1980 to 2015. To estimate the model, ECM had been applied. The result obtained indicated that both domestic and external loans positively influenced growth. Fernando et al. (2017) explored how public indebtedness affected growth in Sri Lanka from 1960 to 2015. The study had used the ARDL approach to estimate the results. Public debt was found to have been negatively associated with growth. Isibor (2018) explored the impact of public indebtedness on the growth performance of Nigeria from 1982 to 2017. For analysis

of data, two-stage least square (2SLS) method had been applied. The result exhibited a negative association between debt and growth. Moses (2019) empirically investigated the factors contributing to rising domestic debt in Nigeria from 1970 to 2015. The results indicated that bi-directional causality existed among internal debt and fiscal deficits, internal debt and foreign debt and internal debt and economic performance.

### **Model Specification**

In the model real GDP per capita is used as a proxy to measure economic growth. This proxy to measure economic growth is used by (Barro, 1991; Pervaiz & Chaudhary, 2015; Matandare & Tito, 2018; Herndon et al., 2014; Mencinger et al., 2014). The initial level of income is included in the model as an explanatory variable to check the convergence among countries. The initial GDP is used as a proxy to check the convergence among countries (Caselli et al., 1996; Del Bo et al., 2010; and Levine and Renelt, 1992). Investment proxies by gross fixed capital formation is taken as an independent variable. Gross fixed capital formation as a proxy for investment is used by (Munnell, 1992; De Long & Summers, 1991; and Nazmi & Ramirez 1997). Secondary school enrollment rate (SSER) is used as a proxy for human capital. This proxy for human capital is used by (Levine & Renelt, 1992; Mankiw et al., 1992; and Abbas & Nasir, 2001). FDI is used as an independent variable in the model.

Trade openness measures as export plus import divided by GDP is also included in the model to see the impact of trade liberalization on growth. Financial development measures as domestic credit as a share of GDP is used as an independent variable in the model. Financial development increases the returns from capital by enhancing the efficiency of investment. Domestic debt is used as an independent and major policy variable in the model. Domestic debt also has a deleterious effect on economic growth. Domestic debt



consumes a significant part of government revenues. It compels the government to spend less on development activities which deter growth (Sheikh et al. 2010; Maana et al., 2008).

### The Model

$$EG_{it} = \beta_0 + \beta_1 Initial\ GDP_{it} + \beta_2 INV_{it} + \beta_3 SCH_{it} + \beta_4 FDI_{it} + \beta_5 OPENN_{it} + \beta_6 FD_{it} + \beta_7 DOMESTIC\ DEBT_{it} + \mu_{it} \text{ -----(1)}$$

Where

$\alpha_0$  = Intercept

$i$ = Cross section dimensions.

$t$ = Time-series dimensions.

**EG<sub>it</sub>** = Real GDP Per Capita

**Initial GDP<sub>it</sub>** = Initial level of income

**INV<sub>it</sub>** = Investment as a share of GDP

**SCH<sub>it</sub>** = Secondary school enrollment rate

**FDI<sub>it</sub>** = Foreign direct investment as a share of GDP

**OPENN<sub>it</sub>** = Trade openness as a share of GDP

**FD<sub>it</sub>** = Financial development

**DOMESTIC DEBT<sub>it</sub>** = Domestic debt to GDP ratio

### Methodology

The study uses the following methodologies

1. Hausman Test
2. Fixed Effect Model
3. Panel Unit Root Test
4. Panel ARDL Approach

## Data Source

For analysis 31 years of data SAARC countries from 1990 to 2020 has been used. The data has been taken from IMF, WDI, and International debt statistics (IDS) various databases.

## Empirical Findings and Interpretation of Results

### Hausman Test Results

The results given in Table 2 reject the null hypothesis and conclude that the fixed effect model is appropriate for the estimation of the model.

Table 2

Hausman Test Results

Chi-Sq. Statistic	Chi-Sq. d.f.	Prob.
21.356755	7	0.0033***

\*\*\*Null Hypothesis rejected at 1%.

### Fixed Effect Model (FEM) Results

The results given in Table 3 show that the initial GDP has a negative relationship with economic growth (EG) which indicates convergence among countries. Investment increases EG in the economy. The variables schooling, FDI, and Openness stimulated growth positively.

Table 3

Target Variable: Economic Growth (EG)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
<b>Initial GDP</b>	-1.211796	0.251953	-4.809620***	0.0000
<b>INV</b>	0.264691	0.130585	-2.026961**	0.0442
<b>SCH</b>	0.005030	0.002026	2.482281***	0.0140
<b>FDI</b>	2.327677	1.628195	1.429606	0.1547
<b>OPENN</b>	0.000589	0.000202	2.908187***	0.0041
<b>FD</b>	1.293219	0.197553	6.546195***	0.0000
<b>DOMESTIC DEBT</b>	-0.076756	0.020870	-3.677711***	0.0135
<b>C</b>	4.458991	0.640768	6.958821***	0.0000

\*\*\* Significant at 1%. \*\* at 5%.\*.

Domestic debt has an adverse association with economic growth. Internal debt servicing swallows a significant share of government receipts and squeezes the availability of funds for the government to finance its development expenditures. Reduction in development expenditures discourages growth in the economy (Abbas & Christensen 2010); Charles 2012) and Alshyab 2016).

### Panel Unit Root Test Results

The results presented in Table 4 indicate that Economic growth, Initial income, Schooling, FDI, and FD are stationary at the level. The other variables like Investment, openness, and Domestic debt are at first difference.

Table 4

### Panel Unit Root Test Results

Variables	ADF - Fisher Chi-square & PP - Fisher Chi-square				Levin, Lin & Chu Unit Root Test & I'm, Pesaran & Shin Unit Root Test			
	I(0)		I(1)		I(0)		I(1)	
	Intercept	Intercept & Trend	Intercept	Intercept & Trend	Intercept	Intercept & Trend	Intercept	Intercept & Trend
EG	15.3408	34.1173*	101.951**	80.6862**	-0.42124	-0.61898	-9.24543**	-7.21780**
	(0.3553)	(0.0020)	(0.0000)	(0.0000)	(0.3368)	(0.2680)	(0.0000)**	(0.0000)
	45.4848*	89.7759*	285.529**	1280.84**	-0.57002	2.24759*	-9.99173	-5.55664**
Initial GDP	(0.0000)	(0.0000)	(0.0000)	(0.0000)	(0.2843)	(0.0123)	(0.0000)	(0.0000)
	2.25745	28.1475*	64.7321**	98.8194**	3.97954	-0.89090*	-10.9359**	-10.0583**
	(0.9998)	(0.0136)	(0.0000)	(0.0000)	(1.000)	(0.1865)	(0.0000)	(0.0000)
INV	3.27814	25.7654	135.134**	375.271**	4.97456	-0.83238	-9.13817**	-9.02429**
	(0.9985)	(0.0277)	(0.0000)	(0.0000)	(1.0000)	(0.2026)	(0.0000)	(0.0000)
	14.3569	10.7768	58.0380**	41.8792**	-0.93251	0.19471	-3.36381**	-1.82436**
SCH	(0.4235)	(0.7035)	(0.0000)	(0.0001)	(0.1755)	(0.5772)	(0.0004)	(0.0340)
	11.0762	6.07604	98.0147**	80.9612**	0.10167	-0.84977	-5.63140**	-4.15617**
	(0.6800)	(0.9645)	(0.0000)	(0.0000)	(0.5406)	(0.1977)	(0.0000)	(0.0000)
FDI	8.48107	18.5705	46.8601**	35.9731**	-0.61701	-0.19714	-2.41953**	-1.63831**
	(0.8628)	(0.1820)	(0.0000)	(0.0011)	(0.2686)	(0.4219)	(0.0078)	(0.0507)
	7.17715	43.3847*	79.6024**	311.025**	2.11146	0.34865	-4.13785**	-1.16291**
FD	(0.9277)	(0.0001)	(0.00000)	(0.0000)	(0.9826)	(0.6363)	(0.0000)	(0.1224)
	39.9213*	33.9051*	106.797**	83.0056**	-2.12924*	-1.43917*	-6.86023**	-5.68908**
	(0.0003)	(0.0021)	(0.0000)	(0.0000)	(0.0166)	(0.0751)	(0.0000)	(0.0000)
OPENN	46.1231*	47.8958	177.022**	550.030**	-3.12094*	-5.3434*	-9.83286**	-5.24242**
	(0.0000)	(0.0000)	(0.0000)	(0.0000)	(0.0009)	(0.0002)	(0.0000)	(0.0000)
	12.5340	17.6877	73.9535**	55.9845**	0.68512	-0.49804	-7.92743**	-7.00138**
FD	(0.5635)	(0.2214)	(0.0000)	(0.0000)	(0.7534)	(0.3092)	(0.0000)	(0.0000)
	12.4420	10.1667	109.979**	98.2954**	0.7559	-0.07977	-7.01743**	-4.80455**
	(0.5709)	(0.7499)	(0.0000)	(0.0000)	(0.7751)	(0.4642)	(0.0000)	(0.0000)
FD	39.9213*	33.9051*	106.797**	83.0056**	-2.12924	-1.43917*	-6.86023**	-5.68908**
	(0.0003)	(0.0021)	(0.0000)	(0.0000)	(0.0166)	(0.0751)	(0.0000)	(0.0000)

	46.1231*	47.8958*	177.022**	550.030**	-3.12094*	-3.53434*	-9.83286**	-8.18007**
	(0.0000)	(0.0000)	(0.0000)	(0.0000)	(0.0009)	(0.0002)	(0.0000)	(0.0000)
<b>DOMESTIC DEBT</b>	16.1067	7.63073	64.3910**	51.0048**	-0.20243	0.63739	-2.81548**	-1.54016**
	(0.3069)	(0.9077)	(0.0000)	(0.0000)	(0.5802)	(0.7381)	(0.0024)	(0.0618)
	18.6592	12.7434	131.685**	132.982**	-0.11036	1.41776	-5.98026**	-4.90776**
	(0.1784)	(0.5468)	(0.0000)	(0.0000)	(0.4561)	(0.9219)	(0.0000)	(0.0000)

Values in Parentheses are p-values. \* Stationary at a level. \*\* At first difference

### Panel ARDL Results

The Panel ARDL results given in Table 5 explain that the coefficient of initial GDP is negative and significant which reflects convergence among countries. Investment stimulates economic growth in the long-run. The variable schooling has a positive association with economic growth. Foreign direct investment also enhances economic growth.

Trade openness also accelerates economic growth, which indicates that the more open economies enjoy a higher growth rate. Financial development has a positive but insignificant relation with EG in the LR. Domestic borrowings have been negatively related to economic growth in SR and LR. Initial GDP deters economic growth in SR. Investment also stimulates economic growth in SR. Schooling, and FDI exhibit insignificant relation with economic growth in SR.

Table 5

Target Variable: Economic Growth (EG)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
<b>Long Run Equation</b>				
<b>Initial GDP</b>	-2.053561	0.398913	-5.147889***	0.0000
<b>INV</b>	0.137060	0.207222	-0.661415	0.5098
<b>SCH</b>	0.005343	0.002154	2.479860***	0.0147
<b>FDI</b>	5.200617	2.033337	2.557676***	0.0119
<b>OPENN</b>	-0.003444	0.001321	-2.607839***	0.0104
<b>FD</b>	0.143501	0.280752	0.511131	0.6103
<b>DOMESTIC DEBT</b>	-0.208781	0.254908	-8.190445***	0.0146
<b>Short Run Equation</b>				
<b>COINTEQ01</b>	<b>-1.002967</b>	<b>0.132853</b>	<b>-7.549463***</b>	<b>0.0000</b>
<b>D(Initial GDP)</b>	-0.001371	1.392110	-0.000985	0.9992
<b>D(INV)</b>	1.455649	0.799276	1.821210*	0.0714
<b>D(SCH)</b>	0.006780	0.016388	0.413711	0.6799
<b>D(FDI)</b>	-2.994687	4.627208	-0.647191	0.5189
<b>D(OPENN)</b>	0.519592	0.561335	0.925637	0.3567
<b>D(FD)</b>	-2.783660	1.267744	-2.195759**	0.0303
<b>D(DOMESTIC DEBT)</b>	-1.515031	0.903540	-1.676772**	0.0550
<b>C</b>	6.678686	0.880453	7.585514***	0.0000

\*\*\* Significant at 1%. \*\* at 5%. \* at 10%.

## **Conclusion and Policy Recommendations**

The prime objective of the study is to examine the impact of domestic debt on economic growth in SAARC countries from 1990 to 2020. The study finds that domestic debt has a negative impact on economic growth both in the LR and SR. It indicates that the borrowed funds have not been utilized properly and productively. Growing domestic debt increases government expenditures in the form of domestic interest payments, squeezing the availability of resources for development needs which in turn depresses economic growth. Investment accelerates economic growth in the economy. Human capital has a positive impact on economic growth. Openness and FDI also stimulate economic growth. The study recommends that efforts will be made to minimize the fiscal deficits. For this purpose tax based should be extended and non-development expenditures will be curtailed. The government should make efforts to settle down domestic debt. It will help in using monetary and fiscal policies effectively in the economy.

## References

- Abbas, Q., & Nasir, Z. M. (2001). Endogenous Growth and Human Capital: A Comparative Study of Pakistan and Sri Lanka. *The Pakistan Development Review*, 40(4), 987-1007.
- Abbas, S. A., & Christensen, J. E. (2010). The Role of Domestic Debt Markets in Economic Growth: An Empirical Investigation for Low-Income Countries and Emerging Markets. *IMF Staff Papers*, 57(1), 209-255.
- Abbas, S. A., & Christensen, J. E. (2010). The Role of Domestic Debt Markets in Economic Growth: An Empirical Investigation for Low-Income Countries and Emerging Markets. *IMF Staff Papers*, 57(1), 209-255.
- Adofu, I., & Abula, M. (2010). Domestic debt and the Nigerian economy. *Current Research Journal of Economic Theory*, 2(1), 22-26.
- Alshyab, N. (2016). Domestic versus External Public Debt in Jordan: An Empirical Investigation. *Jordan Journal of Economic Sciences*, 3(1), 81-98.
- Barro, R. J. (1991). Economic Growth in a Cross-Section of Countries. *The Quarterly Journal of Economics*, 106(2), 407-443.
- Caselli, F., Esquivel, G., & Lefort, F. (1996). Reopening the Convergence Debate: a New Look at Cross-Country Growth Empirics. *Journal of Economic Growth*, 1(3), 363-389.
- Charles, O. (2012). Domestic Debt and the Growth of the Nigerian Economy. *Research Journal of Finance and Accounting*, 3(5), 45-56.
- Checherita-Westphal, C., & Rother, P. (2012). The Impact of High Government Debt on Economic Growth and its Channels: An Empirical Investigation for the Euro Area. *European Economic Review*, 56(7), 1392-1405.
- De Long, J. B., & Summers, L. H. (1991). Equipment Investment and Economic Growth. *The Quarterly Journal of Economics*, 106(2), 445-502.

- Del Bo, C., Florio, M., & Manzi, G. (2010). Regional Infrastructure and Convergence: Growth Implications in a Spatial Framework. *Transition Studies Review*, 17(3), 475-493.
- Fernando, P. J. S., De Silva, H. N., Naranpanawa, A., & Gunasinghe, C. (2017). Revisiting the Debt-Growth Nexus: Empirical Evidence from Sri Lanka. Griffith University, Department of Accounting, Finance and Economics. ISSN 1837-7750.
- Fry, M. (1997). *Emancipating the Banking System and Developing Markets for Government Debt*. Routledge.
- Hassan, O. M., Sule, A., & Abu, J. (2015). Implications of External Debt on the Nigerian Economy: Analysis of the Dual Gap Theory. *Journal of Economics and Sustainable Development*, 6(13), 238-248.
- Hausman, J.A. (1978). Specification Tests Econometrics. *Econometrica: Journal of the Econometric Society*, 46(6) 1251-1271.
- Herndon, T., Ash, M., & Pollin, R. (2014). Does High Public Debt Consistently Stifle Economic Growth? A Critique of Reinhart and Rogoff. *Cambridge Journal of Economics*, 38(2), 257-279.
- Isibor, A. A., Babajide, A. A., Akinjare, V. A., Oladeji, T., & Osuma, G. (2018). The Effect of Public Debt on Economic Growth in Nigeria: An Empirical Investigation. *International Business Management*, 12(6), 436-441.
- Izedonmi, F. I. O., & Ilaboya, O. J. (2012). Public Debt-Growth Dynamics: The Nigerian Experience. *Journal of Research in National Development*, 10(3), 252-260.
- Kemal, A. R. (2001). Debt Accumulation and its Implications for Growth and poverty. *The Pakistan Development Review*, 40(4), 263-281.
- Levine, R., & Renelt, D. (1992). A Sensitivity Analysis of Cross-Country Growth Regressions. *The American Economic Review*, 83(4), 942-963.

- Maana, I., Owino, R., & Mutai, N. (2008). Domestic Debt and Its Impact on the Economy—The Case of Kenya. In *the 13<sup>th</sup> June Annual African Econometric Society Conference in Pretoria, South Africa*.
- Maana, I., Owino, R., & Mutai, N. (2008, June). Domestic Debt and its Impact on the Economy—The Case of Kenya. In *13th Annual African Econometric Society Conference in Pretoria, South Africa from 9th to 11th July*, (Vol. 40, No. 346-598).
- Mankiw, N. G., Romer, D., & Weil, D. N. (1992). A Contribution to the Empirics of Economic Growth. *The Quarterly Journal of Economics*, 107(2), 407-437.
- Matandare, A.M., & Tito, J. (2018). Public Debt and Economic Growth Nexus in Zimbabwe. *Journal of Economics and Sustainable Development*, 9(2), 84-89.
- Mencinger, J., Aristovnik, A., & Verbic, M. (2014). The Impact of Growing Public Debt on Economic Growth in the European Union. *Anfiteatro Economic Journal*, 16(35), 403-414.
- Moses, A. A. (2019). Determinants and Analysis of Domestic Debt in Nigeria: 1970-2015. *Acta Universitatis Danubius: Oeconomica*, 15(2), 275-287.
- Muhdi & Sasaki, K. (2009). Roles of External and Domestic Debt in Economy: Analysis of a Macro Econometric Model for Indonesia. *Interdisciplinary Information Sciences*, 15(2), 251-265.
- Munnell, A. H. (1992). Policy Watch: Infrastructure Investment and Economic Growth. *Journal of Economic Perspectives*, 6(4), 189-198.
- Nazmi, N., & Ramirez, M. D. (1997). Public and Private Investment and Economic growth in Mexico. *Contemporary Economic Policy*, 15(1), 65-75.
- Pervaiz, Z., & Chaudhary, A. R. (2015). Social Cohesion and Economic Growth: An Empirical Investigation. *Australian Economic Review*, 48(4), 369-381.



- Schclarek, A. (2004). Debt and Economic Growth in Developing Industrial Countries, Mimeo, available on-line [http://www.nek.lu.se/publications/workpap/Papers/WP05\\_34.pdf](http://www.nek.lu.se/publications/workpap/Papers/WP05_34.pdf)
- Sheikh, M. R., Faridi, M. Z., & Tariq, K. (2010). Domestic Debt and Economic Growth in Pakistan: An Empirical Analysis. *Pakistan Journal of Social Sciences (PJSS)*, 30(2), 373-387.
- Singh, charan (1999). Domestic Debt and Economic Growth in India. *Economic and Research Journal of Economic Theory*, 2(1), 22-26.
- Titus, O. A., Chidi, O. T., Tochukwu, O. R., & Babatunde, O. O. (2016). Domestic debt and Economic growth in Nigeria: Data-based Evidence. *Greener Journal of Economics and Accountancy*, 5(1), 1-12.
- Umaru, A., Hamidu, A., & Musa, S. (2013). External Debt and Domestic Debt Impact on the Growth of the Nigerian economy. *International Journal of Educational Research*, 1(2), 70-85.
- Uzochkwus, Amakom (2003). Nigeria Public Debt and Economic Growth: An empirical Assessment of Effects on Poverty. *African Institute for Applied Economics Enugu Nigeria*.



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-24>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Nexus between China-Pak Business Cycle Synchronization and Human Development in Pakistan</b>
<b>Author(s):</b>	Ali Abbas Ph.D. Scholar, Department of Economics, National College of Business Administration and Economics, Lahore
	Dr. Zahid Pervaiz Associate Professor, Department of Economics, National College of Business Administration and Economics, Lahore
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Abbas, Ali & Zahid Pervaiz. (2020). "Nexus between China-Pak Business Cycle Synchronization and Human Development in Pakistan" <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 445–468, <a href="https://doi.org/10.36968/JPDC-V04-I03-24">https://doi.org/10.36968/JPDC-V04-I03-24</a>
<b>Author(s) Note:</b>	Ali Abbas is a Ph.D. Scholar at Department of Economics, National College of Business Administration and Economics, Lahore <a href="mailto:alisadhu11@yahoo.com">Email: alisadhu11@yahoo.com</a>
	Dr. Zahid Pervaiz is serving as Associate Professor at Department of Economics, National College of Business Administration and Economics, Lahore

## Abstract

This study has examined the potential impact of China-Pak business cycle synchronization on human development in Pakistan. Data covered the time span of 1975-2017. Other independent variables include inflation, GDP per capita, external debt and FDI. Results of unit root test showed that all variables were stationary with mixture of level and first difference. F-bounds test confirmed the presence of long run relationship among the variables. ARDL technique was applied to obtain long run coefficients. The study found that FDI and GDP per capita had positive and significant impact on human development while China-Pak business cycle synchronization, inflation and external debt had negative and significant relationship with human development in Pakistan. Results showed the value of error correction term -0.16 with 1 percent level of significance which confirmed the presence of short run equilibrium in the model. All independent variables had significant relationship with human development in the short run. CUSUM and CUSUMSQ stability tests showed that parameters of the model were stable. The study suggested that government should focus critically China-Pak business cycle synchronization to uplift human development in Pakistan for which domestic production should be promoted to facilitate domestic producers that might be helpful to improve employment level which finally can raise human development. Control on inflation is significant for the sake of human development. Policy makers should take steps for improvement in GDP per capita and FDI to encourage human development in Pakistan.

**Keywords:** Business Cycle Synchronization, Human Development, Foreign Direct investment and Gross Domestic Product

## Introduction

Sustainable economic growth is possible to achieve by uplifting human development (Mustafa et al., 2017). Bidirectional causality between economic growth and human development was confirmed by Suri et al. (2011). Based on conventional economic approach, globalization and trade openness help in poverty alleviation, economic growth and human development while skeptical view point is that globalization has exploiting impact particularly in developing countries development (Dagdemir and Acaroglu, 2010). Although globalization had poured positive contribution worldwide but its consequences for firms in developing countries remained challenging as results of globalization mainly depends upon competitive capability of companies and institutional quality. Julien and Joyal (1994) argued that globalization had significant positive impact on economic growth and human development through lower cost of production, massive excess towards foreign markets and increase in competitiveness necessity. Contrarily, globalization had harmful impact for developing countries as inflow of products from developed countries to developing countries discourages demand for domestic products in local markets and such situation deteriorate economic growth and human development in developing economies (Goriwondo et al., 2012). Developing countries faced challenging implications of globalization and trade openness for economic growth and human development.

The volume of total world trade as percentage of world GDP has become tripled since 1960. World trade as share of world GDP lifted up from 24.12 percent in 1960 to 59.36 percent in 2018 (World Development Indicators, 2019). These facts and figures indicated a vital momentum behind world globalization and trade volume. Such growth has raised regional economic associations. Flow of capital, goods and services intensified worldwide in the presence of liberalization and globalization in the beginning of 1980s where globalization represents higher degree economic integration among economies worldwide and

liberalization shows removal of trade barriers particularly rules by government imposed on political, social and economic matters Erden and Ozkan (2014). Process of globalization does not include only economic dimensions but political, environmental and cultural dimensions are also important parts of globalization Eriksen (2014). World KOF globalization index value was 39.69 percent in 1970 while 62.1 percent in 2017 and presented three dimensions of globalization, which covered political globalization, social globalization and economic globalization.

Changed production structure and reduced trade barriers led to higher international trade. The growing share of trade across borders suggests that international trade can influence potentially on business cycle fluctuations. Business cycle fluctuations are defined as the periodic rise or fall in macroeconomic variables which includes investment, consumption, employment and GDP etc. Past statistical experiences of macroeconomic variables do not show any smooth movement but fluctuating periodically. The major determinant of business cycle synchronization is trade as shown in literature that more bilateral trade will lead to higher business cycle correlations presented by Frankel and Rose (1998).

This study has examined the implications of such business cycle synchronization on human development in Pakistan. HDI value of Pakistan is 0.562 during 2017 with ranking of 150 out of 189 countries worldwide. To analyze the empirical implications of business cycle synchronization in Pakistan, top one major trading partner China has been selected. China has become 1<sup>st</sup> largest import market with 27 percent share of total imports and 2<sup>nd</sup> largest export market with 9 percent share of total exports (Economic Survey of Pakistan, 2017-18). China-Pakistan Economic Corridor (CPEC) era has been considered an optimistic initiative for economy of Pakistan. This aspect has provided further support for selection of China to capture economic implications of business cycle synchronization through time series analyses

in the case of Pakistan. Objectives of the current study include examining the empirical impact of China-Pak business cycle synchronization, inflation, FDI external debt and GDP per capita on human development in Pakistan.

## Literature Review

Kwan and Yan (2009) examined the business cycle correlation between China and her trade partner countries. Correlations of business cycles of all country wise pairs were measured through Hordrik Prescott filter. Study included 10 Trading partners of China and data was taken for the time period 1971-2007. Further determinants of business cycle correlation were measured. Results showed no common factor for trading partners. Trade intensity showed negative impact on business cycle correlation for the UK, the USA and three ASEAN countries. Fiscal policy coordination showed positive impact on business cycle co-movement in the case of Korea, the US and the UK.

Paul (2010) investigated the role of monetary policy and trade for co-movement of business cycles between India and USA. The study conducted GARCH models, correlations, impulse response function and variance decomposition to analyze the model of business cycle co-movement. The analyses was divided in pre-liberalization and post-liberalization time period for both economies. Results showed much higher impact of economic integration on synchronization during post-liberalization phase as compare to pre-liberalization between both countries.

Fidrmuc and Korhonen (2010) analyzed business cycles response to global financial crises for Asian emerging economies. Quarterly data used for India and China, covered the time period of 1993-2008. According to results degree of co-movement of business cycle was low between OECD countries and Asian emerging countries. On the other hand, economic development got significant impact of financial crises in Asian emerging countries. Indian and Chinese business cycles were found moving close towards the business cycles of OECD

countries. Finally results showed significant nexus between dynamic correlations of GDP growth rates and trade ties in OECD countries and Asian emerging economies.

Hussain et al. (2010) analyzed the influence of balance of trade, GDP growth rate and FDI on human development index in Pakistan. The study used time series data covering time period of 1975-2008. Results showed positive and significant impact of FDI on HDI while real GDP was observed insignificant for HDI. Balance of trade showed positive impact on HDI that improvement in trade balance would enhance HDI. Stability of the model was checked and confirmed through CUSUM and CUSUM square stability tests.

Allegret and Essaadi (2011) considered Asian countries to investigate the impact of bilateral trade on business cycle synchronization. Seasonal adjusted quarterly data for GDP was collected for the time period of 1975 to 2007. Cohesion statistics was estimated to examine synchronization. Results showed long-run co-movement of business cycles among East Asian economies as a result of more bilateral trade within the region. Short-run co-movement was contributed by internal shocks and economic policy responses. The study concluded that policy similarity and improved bilateral trade were major explanatory factors of business cycle co-movement among East Asian countries.

De and Pal (2011) investigated the relationship among globalization, GDP growth and human development in 75 countries during 1970 to 2008. Results depicted positive association between social globalization and GDP growth, negative linkage between political globalization and GDP growth and negative impact of economic globalization on GDP growth due presence of income factor. All three components of globalization social, political and economic were found significant and positive determinants of HDI.

Wu et al. (2011) investigated the relationship between FDI and business cycle synchronization in 15 host countries and G7 countries based on 77 pairs for the time period of 1988 to 2002. Similarity and trade were also taken as explanatory variables of the model.

EC3SLS was employed to conclude results of the model. Results confirmed FDI as positive and significant contributor of business cycle synchronization among countries. Countries with different industrial structure were found with higher bilateral trade. The study showed that FDI was more efficient to explain the synchronization of business cycles among countries than similarity and bilateral trade.

Rana et al. (2012) explained the impact of intra-industry trade on output co-movement in economies of Europe and Asia. Annual data for 15 European and 10 East Asian countries was used during 1986 to 2007. Results of panel regression analysis with fixed and random effect showed bilateral trade as positive and significant factor of output co-movement with fixed effect but positive and insignificant with random effect while intra industry trade proved as positive and significant determinant of output co-movement. With panel regression jointly fixed and random effect with combined variables, bilateral trade was insignificant but intra-industry trade was significant for output co-movement in both regions.

Blonigen et al. (2014) examined the impact of trade intensity on cyclical and trend component of GDP during the time period of 1980 to 2010. The study concluded that trade had important role for both components but the contribution of trade was weaker in trend component as compare to cyclical component in all G7 economies. Results showed transitory impact of cyclical component on level of output in the long term but persistent impact of trend component on output levels. Impact of trade on business cycle co-movement was found insignificant for countries other than G7.

Sethapramote (2015) investigated the impact of similarity of economic policy on business cycle synchronization for Southeast Asian Nations (ASEAN). The study used the data for the time horizon of 2000 to 2012. Correlations among policy and macroeconomic variables were estimated. Dynamic conditional correlation method and VAR were used to attain pattern of synchronization. Results showed inflation, GDP, exchange rate as significant



macroeconomic determinants of business cycle co-movement among all countries while policy similarity was associated with co-movement of business cycle, only in few countries.

Antonakakis et al. (2016) investigated empirically the phenomenon of business cycle synchronization among 27 developing and developed nations. Data for GDP of all countries was used for 139 years during 1875 to 2013. Threshold–Minimum Dominating Set and novel complex network Approach were used for analyses. Results confirmed the era of Gold Standard as de-synchronization but synchronized during Great Depression. Lower synchronization was present during era of Bretton Woods. Recent few decades were faced with high business cycle correlations in the presence of floating exchange rate.

Duval et al. (2016) analyzed the impact of value-added trade on synchronization of business cycles of 63 emerging and developed economies for the time period of 1995 to 2013. Through panel econometric technique results were obtained and proved that trade was most significant factor of business cycle co-movement. The study concluded that contribution of value-added trade towards the business cycle jumped up with increase in intra-industry trade. Financial integration and similar production structure were also found with significant linkage for business cycle synchronization among countries.

Mustafa et al. (2017) investigated the nexus among trade openness, economic growth and human development. The study was conducted for 12 developing Asian countries during 1970-2011. Results did not show significant impact of economic growth on human development but human development showed positive impact on economic growth. Thus, unidirectional linkage between economic growth and human development was found. The study confirmed that sustainable economic growth was possible through achieving human development and for this instance results concluded that trade openness was important factor to improve both the economic growth and human development simultaneously.

Crowley and Hallett (2018) used Classical monetary models and New Keynesian model and explained the mechanism of transfer of volatility from high frequency business cycles to low frequency business cycles in United States. Results concluded that transition of shorter cycles to longer cycles was mainly encouraged through decrease in inflation and reduction in output stability. The study showed that severe recession phase was caused by long term smooth expansion phase of economic stability.

Mihalache-O'Keef (2018) investigated the nexus between FDI and internal civil conflict for host countries. Independent variables of the model were FDI for primary sector, FDI for manufacturing sector, FDI for service sector, trade, ethnic fractionalization and GDP per capita. Results showed that primary sector FDI and Manufacturing sector FDI were causing political violence in the host countries due to many socioeconomic externalities while FDI for service sector was found as discouraging factor for internal civil conflicts.

## Data and Methodology

This study captured the potential impact of China-Pak business cycle synchronization on human development in Pakistan. Human development index is dependent variable while China-Pak business cycle synchronization, inflation, gross domestic product, foreign direct investment and external debt are independent variables in the model. Data for variables was obtained from world development indicators (World Bank, 2018) for the time span of 1975-2017. Functional form of the model is given below in equation 1.

$$\text{HDI}_t = \beta_0 + \beta_1 \text{CPBCS}_t + \beta_2 \text{INF}_t + \beta_3 \text{GDPPC}_t + \beta_4 \text{FDI}_t + \beta_5 \text{DEBT}_t + \varepsilon_t \dots \dots \dots \text{(Eq. 1)}$$

Where,

HDI = Human Development Index

CPBCS = China-Pak Business Cycle Synchronization

INF = Inflation Rate

GDPPC = Gross Domestic Product

FDI = Net Foreign Direct Investment

DEBT = External Debt

Equation 2 is shows error correction version of ARDL.

$$\Delta HDI_t = \alpha_0 + \sum_{i=1}^r b_i \Delta HDI_{t-i} + \sum_{i=1}^s c_i \Delta CPBCS_{t-i} + \sum_{i=1}^u d_i \Delta INF_{t-i} + \sum_{i=1}^p e_i \Delta GDPPC_{t-i} + \sum_{i=1}^q f_i \Delta FDI_{t-i} + \sum_{i=1}^v g_i \Delta DEBT_{t-i} + \delta_1 HDI_{t-1} + \delta_2 CPBCS_{t-1} + \delta_3 INF_{t-1} + \delta_4 GDPPC_{t-1} + \delta_5 FDI_{t-1} + \delta_6 DEBT_{t-1} + \varepsilon_t \dots (Eq.2)$$

In equation 2,

- $\Delta$  is operator of first difference.
- In the above four equations  $b_i$ ,  $c_i$ ,  $d_i$ ,  $e_i$ ,  $f_i$  and  $g_i$  show the dynamics in the short run. While,  $\delta_1$ ,  $\delta_2$ ,  $\delta_3$ ,  $\delta_4$ ,  $\delta_5$  and  $\delta_6$  presents long run coefficients.
- The white noise error term is shown by  $\varepsilon_t$ .
- Null hypothesis is that  $\delta_1 = \delta_2 = \delta_3 = \delta_4 = \delta_5 = \delta_6 = 0$  which indicates that long run relationship does not exists.
- Alternative hypothesis is that  $\delta_1 \neq \delta_2 \neq \delta_3 \neq \delta_4 \neq \delta_5 \neq \delta_6 \neq 0$  which indicates that long run relationship exists.

Equation 3 is used to estimate long run coefficients.

$$HDI_t = \alpha_0 + \sum_{i=1}^r \beta_1 HDI_{t-i} + \sum_{i=0}^s \beta_2 CPBCS_{t-i} + \sum_{i=0}^u \beta_3 INF_{t-i} + \sum_{i=0}^p \beta_4 GDPPC_{t-i} + \sum_{i=0}^q \beta_5 FDI_{t-i} + \sum_{i=0}^v \beta_6 DEBT_{t-i} + \varepsilon_t \dots (Eq.3)$$

After estimations of long run coefficients, following equation 4 for ECM is formulated to obtain short run coefficients.

$$\Delta HDI_t = \alpha_0 + v_1 (ECM_{t-1}) + \sum_{i=1}^r \beta_1 \Delta HDI_{t-i} + \sum_{i=0}^s \beta_2 \Delta CPBCS_{t-i} + \sum_{i=0}^u \beta_3 \Delta INF_{t-i} + \sum_{i=0}^p \beta_4 \Delta GDPPC_{t-i} + \sum_{i=0}^q \beta_5 \Delta FDI_{t-i} + \sum_{i=0}^v \beta_6 \Delta DEBT_{t-i} + \varepsilon_t \dots (Eq.4)$$

## Hypotheses of Regression Model

Null and alternative hypotheses regarding China-Pak business cycle synchronization and other variables in the model, on human development index in Pakistan are given below.

### Hypothesis 1

**H<sub>0</sub>:** China-Pak Business Cycle Synchronization has no significant relationship with human development in Pakistan.

**H<sub>1</sub>:** China-Pak Business Cycle Synchronization has significant relationship with human development in Pakistan.

### Hypothesis 2

**H<sub>0</sub>:** Inflation Rate has no significant relationship with human development in Pakistan.

**H<sub>1</sub>:** Inflation Rate has significant relationship with human development in Pakistan.

### Hypothesis 3

**H<sub>0</sub>:** GDP per capita has no significant relationship with human development in Pakistan.

**H<sub>1</sub>:** GDP per capita has significant relationship with human development in Pakistan.

### Hypothesis 4

**H<sub>0</sub>:** Net Foreign Direct Investment has no significant relationship with human development in Pakistan.

**H<sub>1</sub>:** Net Foreign Direct Investment has significant relationship with human development in Pakistan.

### Hypothesis 5

**H<sub>0</sub>:** External Debt has no significant relationship with human development in Pakistan.

**H<sub>1</sub>:** External Debt has significant relationship with human development in Pakistan.

## Results and Discussion

This section contains the results and discussion of the model to explain impact of China-Pak business cycle synchronization on human development index in Pakistan. This

section explains the results of ADF and PP unit root tests, descriptive statistics, F-bounds test, ARDL long run estimates, ECM regression and stability tests. Dependent variable in this model is HDI while independent variables are China-Pak business cycle synchronization, inflation, GDP per capita, FDI and total external debt. Descriptive statistics of whole series is presented in Table 1.

### Unit Root Tests

ADF and PP unit root tests are used to check the stationarity of variables and results are shown in Table 2. Probability value is presented in parentheses. Human development index (HDI) is dependent variable and results of both unit root tests showed that HDI was stationary at first difference with 1 percent level of significance. China Pak business cycle synchronization (CPBCS) was also found stationary at first difference with 1 percent level of significance in both tests. Inflation (INF) was stationary at level as well as first difference at 1 percent level of significance. GDP per capita (GDPPC) was found stationary at first difference in both tests at 1 percent level of significance. Foreign direct investment (FDI) was stationary at level and first difference in ADF test while at first difference with 1 percent level of significance in PP unit root test. External total debt (DEBT) was stationary at first difference in ADF test with 1 percent level of significance and also at first difference with 1 percent level of significance in PP test but at 10 percent level of significance with intercept and trend. Results concluded that whole series was stationary with mix of level and first difference. Results of both unit root tests were found matching with each other.

### F-Bounds Test

F-bounds test was used to verify long-run relationship of all variables in the model. Results are shown in Table. 3. Value of F-statistics was 5.962 while for K=5 critical value of lower bound and upper bound were 3.06 and 4.15 respectively at 1 percent level of significance. Null hypothesis of no long-run relationship was rejected while alternative

hypothesis of long-run relationship presence was accepted because calculated value of F-statistics was greater than critical value of upper bound with 1 percent level of significance.

**Table 1***Descriptive Statistics*

	<b>HDI</b>	<b>CPBCS</b>	<b>FDI</b>	<b>DEBT</b>	<b>GDPPC</b>	<b>INF</b>
<b>Mean</b>	0.444613	0.406255	0.839754	3.20E+10	626.3222	8.438082
<b>Median</b>	0.452662	0.986121	0.612998	3.01E+10	470.2489	7.844265
<b>Maximum</b>	0.558000	0.999999	3.668323	8.45E+10	1547.853	20.90451
<b>Minimum</b>	0.331285	-0.999594	0.061630	5.75E+09	169.7912	2.529328
<b>Std. Dev.</b>	0.072403	0.778686	0.804819	2.06E+10	392.5785	4.159261
<b>Skewness</b>	-0.065223	-0.799638	2.134731	0.725990	1.003150	0.997165
<b>Kurtosis</b>	1.711484	1.891671	7.316395	2.598385	2.657771	4.292822
<b>Jarque-Bera</b>	3.005142	6.783383	66.04007	4.066260	7.421726	10.12066
<b>Probability</b>	0.222557	0.033652	0.000000	0.130925	0.024456	0.006343
<b>Sum</b>	19.11835	17.46897	36.10941	1.37E+12	26931.85	362.8375
<b>Sum Sq. Dev.</b>	0.220170	25.46677	27.20481	1.78E+22	6472952.	726.5770
<b>Observations</b>	43	43	43	43	43	43

Author's calculations

**Table 2***Unit Root Tests*

<b>Variables</b>	<b>ADF Test at Level</b>		<b>ADF Test at 1<sup>st</sup> difference</b>	
	<b>Intercept</b>	<b>Trend and Intercept</b>	<b>Intercept</b>	<b>Trend and Intercept</b>
<b>HDI</b>	-0.464 (0.887)	-2.349 (0.399)	-4.890*** (0.000)	-4.815*** (0.001)
<b>CPBCS</b>	-2.382 (0.152)	-1.406 (0.146)	-8.530*** (0.000)	-8.387*** (0.000)
<b>INF</b>	-4.008*** (0.004)	-3.994** (0.018)	-9.522*** (0.000)	-9.351*** (0.000)
<b>GDPPC</b>	-0.606 (0.858)	-1.708 (0.729)	-5.394*** (0.000)	-5.315*** (0.000)
<b>FDI</b>	-2.766* (0.072)	-5.321*** (0.000)	-4.168*** (0.002)	-4.566*** (0.005)
<b>DEBT</b>	-1.087 (0.711)	-2.691 (0.245)	-4.520*** (0.000)	-4.475*** (0.005)

Variables	PP Test at Level		PP Test at 1 <sup>st</sup> difference	
	Intercept	Trend and Intercept	Intercept	Trend and Intercept
<b>HDI</b>	-0.167 (0.934)	-2.268 (0.441)	-4.888*** (0.000)	-4.810*** (0.002)
<b>CPBCS</b>	-2.382 (0.152)	-1.757 (0.706)	-9.732*** (0.000)	-5.00*** (0.001)
<b>INF</b>	-4.542 (0.000)	-4.460*** (0.005)	-9.532*** (0.000)	-9.373*** (0.000)
<b>GDPPC</b>	-0.629 (0.853)	-1.987 (0.591)	-5.394*** (0.000)	-5.315*** (0.000)
<b>FDI</b>	-2.161 (0.222)	-2.252 (0.448)	-4.168*** (0.002)	-4.172*** (0.011)
<b>DEBT</b>	-1.620 (0.463)	-2.715 (0.235)	-3.684*** (0.008)	-3.315* (0.078)

\*, \*\*, \*\*\* significant at 10%, 5% and 1% level respectively

**Table 3**

*F-Bounds Test*

Null Hypothesis: No levels relationship		
Test Statistics	Value	K
<b>F-statistic</b>	5.962***	5
Critical Value Bounds		
Significance	I(0) Bound	I1 Bound
<b>10%</b>	2.08	3
<b>5%</b>	2.39	3.38
<b>2.5%</b>	2.7	3.73
<b>1%</b>	3.06	4.15

\*, \*\*, \*\*\* significant at 10%, 5% and 1% level respectively

**Results of ARDL Model**

Table 4 shows long run results of the model with dependent variable HDI and remaining variables as independent variables which include China-Pak business cycle synchronization, inflation, GDP per capita, FDI and external debt. Results showed negative impact of CPBCS on human development index. Coefficient value was -0.02 for this nexus between CPBCS and HDI with 5 percent level of significance. Dagdemir and Acaroglu

(2010) explained that impact of globalization and trade openness remained challenging as fruits from synchronizing with other economies depend upon institutional quality and capability of companies of an economy. So, negative impact of CPBCS on HDI demands for further economic and institutional improvements to get appreciable results from CPBCS for human development in the case of Pakistan. Negative impact of inflation for HDI was found with -0.001 coefficient value which was very minor. Results were similar with Kasidi and Mwakanemela, (2013) which explained that control over inflation is important to uplift human development index. Probability value was 0.140 which showed inflation and HDI nexus was not significant even at 10 percent level of significance. This was concluded that in the long-run inflation was not much crucial matter regarding HDI. The study used GDP per capita instead of GDP to capture more real outcomes. Results showed positive influence of GDP per capita on HDI having 0.15 coefficient value with 1 percent level of significance as p-value was 0.000. This outcome was matching with findings of Khodabakhshi (2011) which suggested that to increase in GDP per capita can play vital role for improvement of HDI. FDI was also among significant factors to improve HDI in Pakistan with 1 percent level of significance and 0.023 coefficient value. External debt had negative impact on HDI in the long-run with -0.148 coefficient value and 1 percent level of significance. Results conclude that except inflation all other independent variables were found as significant long-run determinants of HDI in the case of Pakistan.



**Table 4***Long Run Estimates of ARDL*

Dependent Variable = HDI				
Selected Model: ARDL(3, 3, 3, 3, 3, 1)				
Variables	Coefficients	Standard Error	t-Statistics	Probability
CPBCS	-0.024875	0.009819	-2.533314	0.0208**
INF	-0.001182	0.000766	-1.543359	0.1401
GDPPC	0.150432	0.035730	4.210309	0.0005***
FDI	0.023051	0.006235	3.696850	0.0017***
DEBT	-0.148702	0.025143	-5.914364	0.0000***
C	-1.635127	0.341545	-4.787441	0.0002***
*, **, *** significant at 10%, 5% and 1% level respectively				

**Short-Run ECM Regression**

Relationship of all independent variables with HDI in the short run was estimated through ECM regression and results are presented in the Table 5. CPBCS was significantly associated with HDI in the short run and CPBCS had negative impact towards the HDI with 1 percent, 5 percent and 10 percent level of significance at all 3 lags respectively. Such level of significance showed that small lag had more significant impact than farther lags. Impact of inflation on HDI was found positive in short run with 3 lags. Level of significance was 10 percent at first lag while 1 percent at 2<sup>nd</sup> and 3<sup>rd</sup> lags which indicated that farther lag had more significant impact in the short run. GDPPC had positive impact on HDI where 1<sup>st</sup> lag was not significant but coefficients at 2<sup>nd</sup> and 3<sup>rd</sup> lags were significant with 1 percent level of significant. Results indicated that GDPPC had higher and more significant impact on HDI with 2<sup>nd</sup> and 3<sup>rd</sup> lags instead of 1<sup>st</sup> lag. FDI also had positive impact on HDI in the short run and results were significant at 1 percent level of significance for 1<sup>st</sup> and 3<sup>rd</sup> lag while coefficient of 2<sup>nd</sup> lag was insignificant. Debt had negative impact on HDI in the short run with 1 percent level of significance and it included only first lag.

**Table 5***Short-Run ECM regression results*

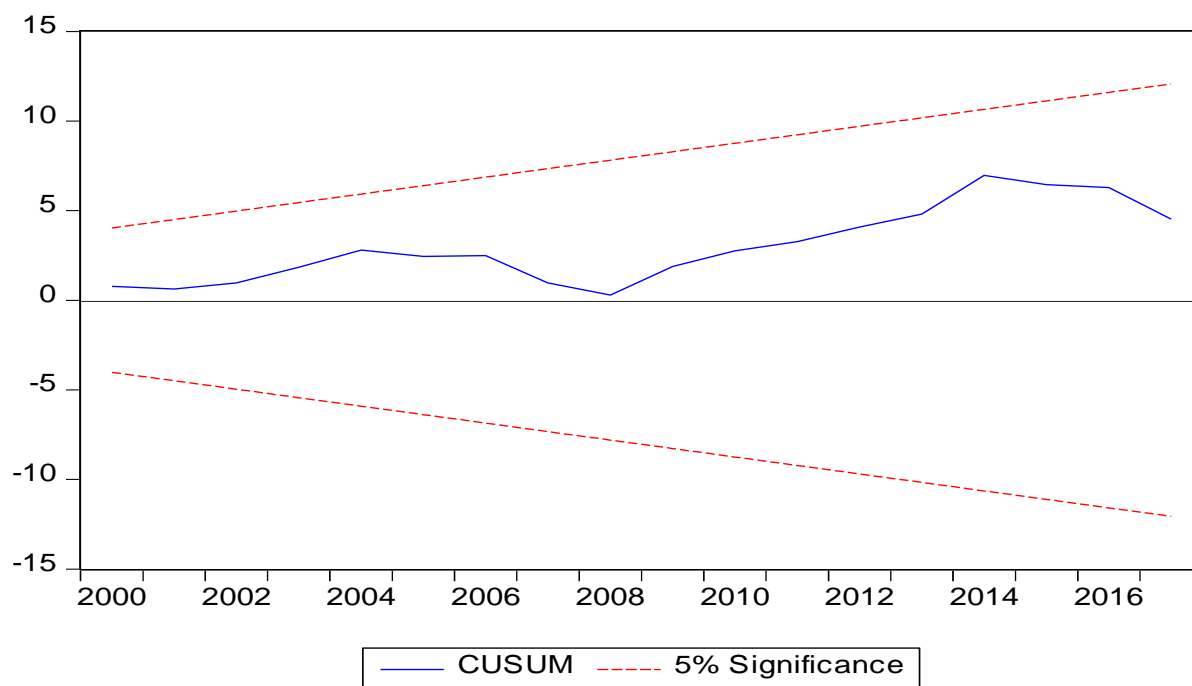
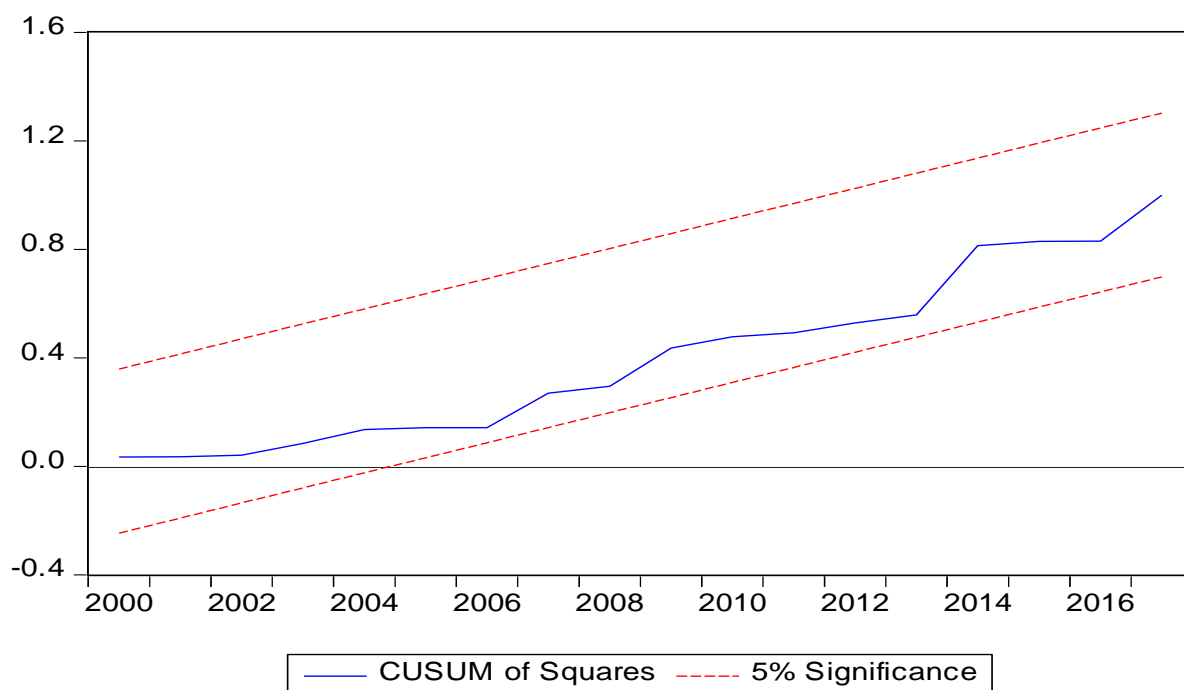
<b>Dependent Variable = D(HDI)</b>				
<b>Selected Model: ARDL(3, 3, 3, 3, 1)</b>				
<b>Variable</b>	<b>Coefficient</b>	<b>Std. Error</b>	<b>t-Statistic</b>	<b>Prob.</b>
C	-0.240408	0.036900	-6.515187	0.0000***
D(HDI(-1))	-0.324151	0.104785	-3.093474	0.0063***
D(HDI(-2))	-0.322575	0.100118	-3.221933	0.0047***
D(CPBCS)	-0.001447	0.000632	-2.287910	0.0345**
D(CPBCS(-1))	-0.001113	0.000586	-1.901162	0.0734*
D(CPBCS(-2))	-0.003256	0.000590	-5.522240	0.0000***
D(INF)	0.000197	0.000103	1.906074	0.0727*
D(INF(-1))	0.000507	0.000108	4.696806	0.0002***
D(INF(-2))	0.000344	9.28E-05	3.712409	0.0016***
D(GDPPC)	0.003009	0.010766	0.279521	0.7830
D(GDPPC(-1))	0.043658	0.011375	3.838035	0.0012***
D(GDPPC(-2))	0.079587	0.009756	8.157709	0.0000***
D(FDI)	0.006450	0.000938	6.879283	0.0000***
D(FDI(-1))	0.000550	0.000840	0.654558	0.5210
D(FDI(-2))	0.002575	0.000808	3.184525	0.0051***
D(DEBT)	-0.061185	0.014085	-4.343862	0.0004***
CointEq(-1)*	-0.167757	0.024813	-6.760985	0.0000***
R-squared	0.874849	<b>Mean dependent var</b>		0.005411
Adjusted R-squared	0.787787	<b>S.D. dependent var</b>		0.003490
S.E. of regression	0.001608	<b>Akaike info criterion</b>		-9.731261
Sum squared resid	5.95E-05	<b>Schwarz criterion</b>		-9.013487
Log likelihood	211.6252	<b>Hannan-Quinn criter.</b>		-9.471737
F-statistic	10.04862***	<b>Durbin-Watson stat</b>		2.345470
Prob(F-statistic)	0.000001			

\*, \*\*, \*\*\* significant at 10%, 5% and 1% level respectively

Negative ECM value indicates speed of adjustment from disequilibrium of previous year to equilibrium of present year while positive ECM value has vice versa interpretations. ECM value estimated in this model was -0.061 with 1 percent level of significance which showed 6 percent speed of adjustment towards the equilibrium in one year. Probability value of ECM coefficient was 0.000 which indicated that ECM value was significant at 1 percent level of significance. R-square value indicates the magnitude of variation in the dependent variable due to independent variables which are included in the model. Value of r-square in this model was 0.874 which showed that 87 percent changes in HDI were captured through included explanatory variables. F-statistics was 10.048 with 1 percent level of significance which confirmed the significance of the model. Value of D.W was 2.345 which showed that that there was no auto correlation in the model.

### **Stability Tests**

Stability of the model was confirmed through CUSUM and CUSUMSQ introduced by Brown et al. (1975). Results of CUSUM are shown in the Figure 1 and CUSUMSQ in Figure 2.

**Figure 1***CUSUM Test***Figure 2***CUSUM SQUARE Test*

CUSUM statistic shown in Figure 1, was within the lower and upper bounds of standard deviation. The null hypothesis that parameters had no stability was rejected as

recursive residual inside of the critical boundaries with 5 percent level of significance. Alternative hypothesis was accepted that parameters of the model had stability. Results of CUSUMSQ were presented in the Figure 2 which also indicated the similar outcomes with CUSUM and this confirmed the reliability of relationship of variables which were included in the model.

## Conclusion and Policy Recommendations

The study attempted to examine the potential impact of China-Pak business cycle synchronization on human development index in the case of Pakistan. Other independent variables in the model were inflation, GDP per capita, foreign direct investment and total external debt. ADF and PP unit root tests were used to check the stationary among the series of variables and both the techniques gave the same results. All the variables were stationary with mix of level and first difference which provided the base for suitability of ARDL approach for regression analysis. F-bounds test was employed to assess the presence of co-integration in the model and results confirmed it through significant value of F-statistic. Long run estimates of ARDL method showed that all the independent variables except inflation had significant impact on human development index in Pakistan. Short run ECM regression also confirmed the presence of significant impact of all explanatory variables. Value of ECM was 0.16 with 1 percent level of significance which indicated that model converged 16 percent from disequilibrium of previous year to equilibrium of the present year. Value of R-square was 0.787 which showed that 78 percent changes in the dependent variable HDI were due to included variables in the model. Durbin Watson value was 2.345 which confirmed the absence of autocorrelation in the model. SUSUM and CUSUMSQ stability test were used which proved the reliability of the parameters in the model. Impact of China-Pak business cycle synchronization on HDI in Pakistan was found negative which alerts the government to take steps for monitoring the trade trends of Pakistan with China. In the case when imports of

Pakistan to China will be much higher than exports, this can be harmful for domestic producer which can lower the economic ability of individuals to improve HDI. Government should follow steps to control inflation and external debt while uplift in FDI and GDP per capita is needed to enhance HDI in Pakistan.

## References

- Allegret, J. P., & Essaadi, E. (2011). Business cycles synchronization in East Asian economy: Evidences from time-varying coherence study. *Economic Modelling*, 28(1-2), 351-365.
- Antonakakis, N., Gogas, P., Papadimitriou, T., & Sarantis, G. A. (2016). International business cycle synchronization since the 1870s: Evidence from a novel network approach. *Physica A: Statistical Mechanics and its Applications*, 447, 286-296.
- Blonigen, B. A., Piger, J., & Sly, N. (2014). Comovement in GDP trends and cycles among trading partners. *Journal of International Economics*, 94(2), 239-247.
- Brown, R. L., Durbin, J., & Evans, J. M. (1975). Techniques for testing the constancy of regression relationships over time. *Journal of the Royal Statistical Society: Series B (Methodological)*, 37(2), 149-163.
- Crowley, P. M., & Hallett, A. H. (2018). What causes business cycles to elongate, or recessions to intensify?. *Journal of Macroeconomics*, 57, 338-349.
- Dagdemir, O., & Acaroglu, H. (2010). The effects of globalization on child labor in developing countries. *Business and Economic Horizons (BEH)*, 2(1232-2016-101130).
- De, U. K., & Pal, M. (2011). Dimensions of globalization and their effects on economic growth and Human Development Index. *Asian Economic and Financial Review*, 1(1), 1-13.
- Duval, R., Li, N., Saraf, R., & Seneviratne, D. (2016). Value-added trade and business cycle synchronization. *Journal of International Economics*, 99, 251-262.
- Erden, L., & Ozkan, I. (2014). Determinants of international transmission of business cycles to Turkish economy. *Economic Modelling*, 36, 383-390.
- Eriksen, T. H. (2014). *Globalization: The key concepts*. A&C Black.

- Fidrmuc, J., & Korhonen, I. (2010). The impact of the global financial crisis on business cycles in Asian emerging economies. *Journal of Asian Economics*, 21(3), 293-303.
- Frankel, J. A. & Rose, A. K. (1998). The Endogeneity of the Optimum Currency Area Criteria. *The Economic Journal*, 108 (449), 1009-1025.
- Goriwondo, W. M., Zimwara, D., Mutopa, S., Nkomo, C. T., Gutu, F., & Ngwenya, P. (2012). Challenges faced by manufacturing companies in sustaining conformance to ISO9001: 2008 in Zimbabwe: A Case Study of a textiles manufacturing company.
- Hussain, A., Majeed, S., Muhammad, S. D., & Lal, I. (2010). Impact of Globalization on HDI (Human Development Index): Case Study of Pakistan. *European Journal of Social Sciences*, 13(1), 46.
- Julien, P. A., Joyal, A., & Deshaies, L. (1994). SMEs and international competition: free trade agreement or globalization?. *Journal of Small Business Management*, 32(3), 52.
- Kasidi, F., & Mwakanemela, K. (2013). Impact of inflation on economic growth. *Asian Journal of Empirical Research*, 3(4), 363-380.
- Khodabakhshi, A. (2011). Relationship between GDP and human development indices in India. In *Society of Interdisciplinary Business Research (SIBR) 2011 Conference on Interdisciplinary Business Research*.
- Kwan, C. M., & Kun, K. Y. (2009). Business cycle synchronization among China and her trading partners. *Hong Kong Baptist University, Hong Kong, China*.
- Mihalache-O'Keef, A. S. (2018). Whose greed, whose grievance, and whose opportunity? Effects of foreign direct investments (FDI) on internal conflict. *World Development*, 106, 187-206.
- Mustafa, G., Rizov, M., & Kernohan, D. (2017). Growth, human development, and trade: The Asian experience. *Economic Modelling*, 61, 93-101.



- Paul, B. P. (2010). Liberalization and India's Business Cycle Synchronization with the US. *Indian Economic Review*, 159-182.
- Rana, P. B., Cheng, T., & Chia, W. M. (2012). Trade intensity and business cycle synchronization: East Asia versus Europe. *Journal of Asian Economics*, 23(6), 701-706.
- Sethapramote, Y. (2015). Synchronization of business cycles and economic policy linkages in ASEAN. *Journal of Asian Economics*, 39, 126-136.
- Wu, J. Y., Hsu, C. C., & Yau, R. (2011). Foreign direct investment and business cycle co-movements: The panel data evidence. *Journal of Macroeconomics*, 33(4), 770-783.



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-25>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Professional Development of Secondary School Leadership: Experiences and Expectations</b>
<b>Author(s):</b>	Dr. Abida Nasreen Associate Professor, Department of Secondary Education, Institute of Education and Research, University of the Punjab, Lahore, Pakistan
	Dr. Anjum Naz Associate Professor, Department of Science Education, Institute of Education and Research, University of the Punjab, Lahore, Pakistan
	Dr. Tariq Hussain Assistant Professor, Department of Technology Education, Institute of Education and Research, University of the Punjab, Lahore, Pakistan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Nasreen, Abida, et al. (2020). "Professional Development of Secondary School Leadership: Experiences and Expectations" <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 469–491, <a href="https://doi.org/10.36968/JPDC-V04-I03-25">https://doi.org/10.36968/JPDC-V04-I03-25</a>
<b>Author(s) Note:</b>	Dr. Abida Nasreen is serving as Associate Professor at Department of Secondary Education, Institute of Education and Research, University of the Punjab, Pakistan <a href="mailto:nasreen.ier@pu.edu.pk">Email: nasreen.ier@pu.edu.pk</a>
	Dr. Anjum Naz is serving as Associate Professor at Department of Science Education, Institute of Education and Research, University of the Punjab, Lahore, Pakistan
	Dr. Tariq Hussain is serving as Assistant Professor at Department of Technology Education, Institute of Education and Research, University of the Punjab, Lahore, Pakistan

**Abstract:**

This study is an attempt to explore the formal and informal professional training experiences of principals. The study also explored the barriers faced by them in the pursuit of professional development programs/training. This qualitative research study was based on interpretive paradigm. The data was collected through in-depth interviews. A thematic analysis approach was used to analyze data. The results revealed that the principals come across many negative and positive situations every day. Some of them were never given the opportunity for professional training. Others stated some professional and personal problems which generally create hurdles in the pursuit of professional development programs. They also emphasize the importance of teamwork. It was suggested that there should be a conduct of separate administrative trainings specifically designed for school principals/ heads and trainers/ resource persons should be highly qualified in the field of educational administration.

**Key words:** Secondary schools, Leadership, principal,

## Introduction

Education is the primary agent of transforming society into realities. Therefore, to provide quality education in school one must have good management, principals, teachers of high quality, and proper monitoring of the schools for necessary improvements to achieve quality parameters. Secondary education holds a fundamental position in the educational system of every country, for it is the terminal stage for most students and it also serves as a linkage stage between the elementary stage and higher education. Secondary Education is increasingly becoming an area of focus in developing countries, because Secondary Education acts as a bridge between primary and higher education.

Schools play important role in the development of individuals. The effective functioning of schools is also crucial to provide a conducive environment for learners.

## Literature Review

Principals play a central role in the overall development of schools and the teaching-learning process. Education is a process of bringing desirable changes in learners; education makes human beings a right thinker and a decision-maker. Education influences the individual and social development process as a whole. Education today shows its impact on each sector of society. The role of Secondary education is generally taken in two contexts. One is to establish a direct link with supplying manpower to the world of work, the other is to prepare inputs for higher education. If we want to be competitive in the future, we need to think about the quality of education that is being provided (Madu & Kuei, 1993). Good quality education means the involvement of many stakeholders with different perspectives on what quality is in education (Becket & Brookes, 2005; Scheerens, et al., 2011). However, since the overall responsibility for the effectiveness of a school is associated with the commitment and efficiency of the headteacher, its role in maintaining and raising the educational standard can therefore be affirmed.

School principals play multiple roles and have laborious tasks to perform. Nasreen and Odhiambo (2018) highlighted four key roles i.e. administrative role, academic role, problem solver, and community leader. Nasreen (2019) stated in her research that school principals' burdensome routines affect their mood. Consequently, changing moods and emotions affect their work environment. Their positivity brings positivity in the school environment. Their hostile attitudes become a reason for unhealthy, unfriendly, and non-cooperative school culture. A principal should be positive, enthusiastic, have his hand in the day-to-day activities of the school, and listen to what his constituents are saying. Therefore, school principals play a vital role in effective school functioning. According to Nasreen & Odhiambo (2018) the school principal position has become a multifaceted responsibility in a period of educational transformation and reform.

Many research studies confirmed the authenticity of the role of principals as instructional leaders in their schools but still, the gap exists in the theory and practice. It is recommended that the principals should have been provided a range of opportunities to practice instructional leadership during professional training courses by utilizing various means and resources. The advanced countries which had planned revolutionary change at school level and in the training of their school leader are exhibiting the best practices and ranked as number one in the world ranking (Liu & Liao, 2019). The main features of service training are; acquirement of skills (Postholm, 2019), cooperative action and an exceptional experience of the learning process itself (Raelin, 2000). Professional development is a form of mentoring which is aimed to develop attitudes and leadership style among emerging leaders (McChesney & Aldridge, 2019).

Day and Leithwood, (2007) had enlisted some important steps of professional development such as; identification of deficiency, establishing the readiness, individualistic instruction, the opportunity of equal participation and decision making and must be based on

mutual respect and be compatible with the learning styles and the outcomes of training should be improved confidence, self-awareness, and motivated attitude. In nutshell professional development program of the principals is a means to achieve the necessary wisdom to perform efficiently in the schools. The forms of training are; direct instruction, demonstration, conferences, single-session activities, short courses, formal meetings or seminars, etc.

### **Research Objectives**

The key objectives of this study were to:

1. Explore the changing nature of the experiences of school principals.
2. Examine their views about their professional development activities.
3. Discover the hurdles or barriers they are facing in the pursuit of professional development programs/training
4. Obtain their suggestions for prospective teachers in the light of their experiences and expectations.

### **Research Questions:**

The in-depth interviews were conducted to gather information about their work lives and experience. Four initial prompts or questions were asked to each principal interviewed.

1. What is the nature of the experiences of school principals? How their experience and expectations as a principal has changed over the past few years?
2. What are their views about their professional development activities?
3. What are the hurdles or barriers they are facing in the pursuit of professional development programs/training?
4. What kind of experiences and expectations they suggest for prospective principals?

## Research Methodology

This is a qualitative research study based on a naturalistic perspective and interpretive understanding of human experience (Burns, 2000; Creswell, 2003; Silverman, 2005). The research came under the interpretivism paradigm because qualitative research is grounded in interpretivism (Greene, 2007). This research allowed the participants to express their experiences and related problems. It developed textual data which is why this research was appropriated to the qualitative research. The sample was selected through the purposive sampling technique from the principals participating in the training arranged by Quaid-e-Azam Academy for Educational Development (QAED) Punjab. Only secondary school principals were selected for the sample. Nine school principals from nine different districts of the province of Punjab were the sample of the study. There were more than one participant principals from each district but for the purpose of this study only one principal from one district who volunteers to give interview was selected as a sample of the study. Their profiles are given below:

Table 1:

### *Teacher's profile*

Teacher's code	Gender	Age	Highest Qualification	Teaching Experience	Years of service in present school
P1	Male	42	Bachelor of Education	10 years	8 years
P2	Female	52	Bachelor of Arts	8 years	13 years
P3	Female	27	Bachelor of Science	2 years	7 years
P4	Male	45	Bachelor of Education	12 years	7 years
P5	Female	39	Bachelor of Physics	9 years	5 years
P6	Female	49	Master of Islamic Education	4 years	1 year
P7	Female	48	Masters of Economics	11 years	6 years
P8	Female	41	Master of Urdu	3 years	3 years
P9	Male	34	Master of Pol. Science	7 years	4 years

Given the numbers involved and the fact that they were based in nine different districts, the interview protocol was considered the most suitable tool to collect in-depth information about the phenomena of the study. According to Cohen et al. (2011) in-depth interviews ask questions that the respondents may answer as they like. The interviews were audio-recorded. During the listening time, memos were made about what was heard from the data, and cautious ideas were generated. Notes were also taken all through the interview process to have a better understanding of the concept. A thematic analysis approach was used to analyze data. The researchers first read and re-read the transcription of interview data. Patterns across the data were identified and coded. These codes were then assembled into themes. Finally, the finding was reported under these themes.

Trustworthiness was obtained through a process of testing the data analysis findings and conclusions and obtaining how credible the data is (Nieuwenhuis, 2016). To ensure credibility, participants were asked to read their transcripts to verify the information was transcribed accurately. Further, the interviews were coded and analyzed and themes were developed to finalize the research findings.

### **Findings of the Study**

A rich body of research attests that school leaders influence the conditions needed to create a positive learning culture (Day and Leithwood, 2007; Day et al., 2010). To bring change in a school learning environment, continuous learning of school principal is also crucial. This study is also an attempt to explore the experiences of principals. Following are theme wise findings of this research study:

1. nature of experiences and expectations of school principals
  - 1.1 Negative experiences
  - 1.2 Positive experiences
2. Engagement of school staff in the professional development programs.



- 2.1 Formal and Informal activities arranged by school principals
- 2.2 Formal in-school Professional activities arranged by Government
- 3. hurdles or barriers faced by them in the pursuit of professional development programs/ training.
- 4. expectations and suggestions for prospective principals.

### **1. Nature of experiences and expectations of school principals.**

Two types of experiences were described by the school principals:

- 1.1 Negative experiences
- 1.2 Positive experiences

The principals were of the opinion that they come across many negative and positive situations. A single day in school is full of new learning. The following responses are representative of these two categories of response:

Being principal is just like a driver. I cannot say that I know each and everything because on each turning there is a new learning. The driver can't say that he has command on brakes because at any moment any animal-like dog or cat can come on the road that needs an urgent pressing the lever of brake. I think a school principal is also like a driver. She/he should be extremely careful in managing the people working under his/her command. I believe in collaboration while managing my school affairs. (P2)

Many school principals confirm that their basic qualification helps them but experience, in-depth knowledge about rules and regulations, application of these rules on routine school issues made them more comfortable to handle teachers, staff, and students with more expertise and with more confidence. A principal described the day in this way:

I start my day by checking the attendance of school teachers and other staff ....and after that, checking students' attendance registers is a time taking job. I check that peons, sweepers and gardeners are doing their duties or not. Lesson planning by the teachers is also checked...

....Urgent official correspondence through different ways also takes time. Some matters need urgent response and I try to solve as urgently as possibly. Sending emails and responding to postal letters (official and other correspondence). I guide and advise clerical staff to do different things and assign them duties on various issues. There are many problems related to students, staff, parents, community, and school. Dealing with different types of parents is another hectic job. All these things last till the school closes down. (P1)

Almost all the principals described their learning through trial and error. They learned generally with different negative and positive experiences. Some illustrations are given below:

At the time of my joining I was not so experienced but now I have experience of many years. You should ask my subordinates about the change. From my school days, I was involved in co-curricular activities and those experiences were further polished by my father and teachers. (P2)

From the past few years, I attained maturity and learned more about the rules and regulations. With the passage of time I am in much better relationship with the office and know each other very well now. Everybody carries a reputation and I also carry a reputation people know that I am hardworking so they also give me respect and that is what I have earned through my career. (P6)

They further highlighted the importance of new techniques of communication:

Now our mode of communication has been very fast. in earlier days we wrote letters and it took a long time to convey to other people .but now new techniques have been introduced like Facebook, WhatsApp, email, etc. all these applications save our time to conveys messages to other people. All these things were not in past few years. (P7)

One of the Principals stated the harsh fact that less people want to become teachers by their choice or want to work as a school staff. The reason may be the low earnings of school

personnel. Generally, those people who do not get any other job of their choice come to this profession. She reported in the following words:

Mostly all educationists come in this profession accidentally. We don't come by planning because most of the students take science subjects and want to become doctors and if they don't get admissions then they get the degrees of B.Sc. and M.Sc. When they don't get jobs then they apply for professional qualification to become teachers it's our luck through which we came here were different stages of the principalship. Head of primary school has a different status and head of high school has a different status. We are introduced as headmasters, not as a principal. when I started my job as a principal, I had no experience. I faced many problems but with the passage of time, I overcame these problems. (P8)

The principals were handling their problems with the help of their families, community support and students' family support. One of them said that "We are facing electricity problem and now we have purchased solar panels for school to solve this problem. This problem was solved with the help of the community living there". (P1)

## **2. Engagement of school staff in the professional development programs.**

All the school principals described two types of professional development programs:

2.1 Formal Professional activities arranged by Government

2.2 Formal and Informal activities arranged by school principals

These programs include in-school and out-of-school training. The training arranged by the government mostly takes place at Quaid-e-Azam Academy for Educational Development (QAED). These trainings include:

1. Induction training
2. Post induction trainings
3. Promotion linked trainings
4. Specialized training

### 5. Training requests from others.

While all those training managed by principals include educational visits, workshops, and lectures at schools. Various assignments given to groups of teachers by the principals also included in the formal and informal activities arranged by the school. They said that they learn not only by these in-house activities but also by interaction with their staff and teachers on daily basis. The school principals highlighted the importance of professional development for school staff. The school heads were sensitive enough to understand the importance of updated knowledge for everyone at school. They not only try to plan their staff's professional training at school but also facilitate them in getting knowledge from any source. Some extracts of their interview responses are given below:

The most important is the international connecting classes. Only a few schools were chosen for this activity in Punjab and my school was one of them. It was a very hectic, very informative, and difficult task assigned to us. As far as the students are concerned it was a knowledgeable, activity-based learning process. I shared every detail of learning about this activity. They are happy to know. These are internationally connected classes. Computers are used for this purpose. Students and teachers of Srilanka, Singapore, etc. are directly linked and their teachers and our teachers, their students and our students are directly interlinked on Skype. This was a very healthy activity done at my school. DSD is also happy with this school level cultural activity..... (P2)

The following remarks are indicative of the range of responses:

In 2009 one of my friends was working in America as a trainer in mathematics I found that our teachers are weak in mathematics and I asked him to train my school teachers. He gave one-week training to our staff and teachers. Our teachers were fascinated by this..... We also encourage our teachers to learn religious knowledge, for example,

understanding the meaning of the holy Quran. And if teachers know about it then they can deliver this wisdom to students (P3)

Mostly principals were of the opinion that and the role of the head increases manifold because she has to perform multiple instructional and administrative works besides the continuous training. They also emphasize the importance of teamwork. Some comments are quoted here for reference:

I think this professional development activity is a very essential ingredient of our school. We arrange activities for continuous training in the school for our teacher and I take it very personally and consciously and I keep on indulging teachers and myself in a process where we continuously keep on learning and training interactively we are a team and always try to work cohesively (P6)

The following examples typify the further divergent replies:

I am lucky enough that before becoming principal, I had been a master trainer..... I have trained DDOs who are responsible for financial resources. I have also trained EST and SST. I have also done a management course. The biggest problem is mismanagement. There is so much pressure of work on teachers and institutions for example admission, timetable, classes, paper duties, officially assigned duties, students' results, daily duties, etc. people who work in the board office have no interest in the institution and some teachers perform their duty in the board office too. If teachers refuse to perform their duty then board office personnel said that they don't want to perform their duty of invigilation and checking papers. I mean to say that if we want that teachers should be trained and their students should learn at their best then we should not assign them other duties. Teachers get paid for these duties but school results suffer a lot and people blame the head of the school for this many heads have been hospitalized because of work pressures but I have strong nerves. There are also many

security issues which we have to deal with. Therefore, we learn by doing all these activities on daily basis. (P8)

When I learn anything from any professional development activity then I share it formally and informally with teachers. I developed a team and I shared my knowledge and skills with my teachers..... (P9)

### **3. Hurdles or barriers in the pursuit of professional development programs/training.**

There were diverse responses when they were asked about the hurdles and barriers they face in the pursuit of professional development programs. Some of the principals were of the opinion that mostly such training are designed by the government and when they are nominated then they cannot refuse without having serious problems. Some of them said that they were never given any such opportunity for training. Others stated some professional and personal problems which create hurdles in the pursuit of professional development programs. One of them said that “There are no hurdles as we have to attend all the training courses in which we are nominated by the Government. This is something mandatory.....” (P2). Another responded in these words:

“Usually, we have to follow the orders and whenever they [Authorities] call for a meeting, we have to go at every cost in the meeting. Many problems come but I think we should be self-efficacious as principals otherwise, we would not be able to handle the situation” (P8)

One of the principals was of the opinion that professional training is never been conducted according to the needs of school administrators. The training should be conducted separately for school principals and trainers should be highly qualified in the field of educational administration. He stated:

I don't believe that the teachers and head teachers are learning from the professional development programs designed by our government. Continuous feedback should be taken

from the teachers and principals. Head teachers should be asked about weak areas and subjects. Generally, the professional development programs are arranged when funding from some national and international source came. The training content is decided by administrators and no one consult with school personnel. Furthermore, Head teachers and teachers got the same training. In my opinion, separate trainings for school heads and principals should be conducted by the authorities. This training should be conducted by the teacher education institutions because they have skilled and highly qualified staff. In these universities/ institutions research should be linked to exploring our school needs, problems, and prospects. (P3)

Another principal reported that there are hurdles but she is personally enthusiastic to overcome these barriers and she try to professionally develop her by attending paid training programs organized by public and private organizations. She was of the view that such training helps her a lot in understanding her duties as a school leader. She further suggested training new head teachers under the mentorship of experienced head teachers. She reflected in these words. Barriers and hurdles are always there. I did not only rely on the department to give me the training. I take part in many training programs because of my own interest in public and private institutions. I have attended a one-month training program from Karachi for which I gave 40,000 rupees hurdles are there because the department doesn't motivate and encourage you to attend such programs. They do not provide opportunities to enhance the knowledge and skills of school administrators. This is what I have done on my own because of my personal interest. I think the department should consciously remove the barriers and arrange such trainings which is not only related to your job experience or rules and regulations but apart from this, there should be some trainings or some courses where you can increase your knowledge and where you can indulge yourself in activities and learn through interaction and communication. Before inducting a teacher as principal, he/ she should be

sent to any other school for training under the mentorship of a reputed and senior head teacher/ principal. In this way new principals can learn practically and effectively. (P6)

#### **4. Expectations and Suggestions for prospective principals**

The school principals also shared their expectations and suggestions for the prospective principals. They were in favor of using modern technology in schools. The following examples illustrate the range of responses:

It should be mandatory to attend training programs before starting their job as principal because it is necessary to learn different aspects of educational administration. As a manager one should be physically, mentally, and psychologically strong to handle many types of situations in school. They should be aware of using a computer and the internet to enhance their capabilities. It would have been helpful in many ways....they should interact with successful principals for gaining excellence in their field. (P1)

I think that the latest knowledge and skills should be taught to future principals like the use of information technology and managerial skills. Principals should use internet resources for their professional development. I think that the techniques which we use today if these were available 5 years before then Pakistan would have been very successful. We should keep on learning at every stage of life. (P7)

Their learning process should be according to the new techniques. Only the university and college teachers and administrators go abroad for training but I would suggest that school personnel should be sent abroad for training.... I feel today's technological advancements made things better for everyone..... (P5)

Some principals expressed their views on the induction of fresh candidates as principals. They opined that such inductees should have spent some time in learning management skills and should also consult with experienced school principals. Their views are given below:



An experienced and knowledgeable person would be a suitable person to design training programs for the principals before training school principals; they should have feedback and suggestions from them to design need-based training. The weak areas should be identified, for example, the new principal is generally unaware of his/ her authority and the training content should be according to the suggestions of principals there are so many modules available online. They can learn from those modules..... (P3)

We should be very careful in handing over schools to inexperienced heads/ principals. If the leader will be going in the right direction, the whole school will follow him/her. If he/she does not know what to do then whole the school will be messed up the government should select new principals with the condition that they should spend at least six months with experienced principals and should learn from their experiences. The principal should be a good learner and researcher who could work cooperatively. I think heads should be given a short course on how to conduct the research to analyze and explore various problems at schools. They should be able to know their weaknesses and good points and keep on shifting and removing the weaknesses both formal and informal programs could be arranged for this purpose. The heads should informally and formally collaborate and this is possible through meetings, training, short courses, seminars, etc. (P6)

They further illustrated that the principal should be a good human being. They should be sincere with their job. One of the principals responded that “you can see my record I did not avail too many vacations I always try be regular. In my opinion, if we do our work sincerely then we have no fears.” (P9). Another said that “they should be dedicated and true professionals with passion and commitment. The training should be activity-based. The future principals should be personality maker, mentally and physically enriched with good

citizenship behavior. There should be networking among schools to learn from mutual experiences.” (P2)

## **Conclusion and Discussion**

Many research studies suggest that school leaders generally control the conditions needed to create a positive learning culture (Day and Leithwood, 2007; Day et al. 2010). They are considered to be responsible for maintaining the whole school discipline. The school manager’s role is to train, inspire, direct and synchronize group and individuals to reach designated tasks and organizational goals (Dawson, 1993:117). The school principals are trained with educators and sometimes got an opportunity to attend exclusive training which is being designed to train them but what is the effectiveness and relevance of this endeavor is an important question.

Generally, principals are acting as facilitators and trying hard to create a conducive learning environment within the schools. This study confirms that school principals want to change existing practices to bring positive change in schools.

The principals reported that they come across many negative and positive situations every day. A single day in school is full of new learning. Many school principals confirm that their basic qualifications help them but experience, in-depth knowledge about rules and regulations, application of these rules on routine school issues made them more comfortable to handle teachers, staff, and students with more expertise and with more confidence. Almost all the principals described their learning through trial and error. They learned generally with different negative and positive experiences. One of the Principals stated the harsh fact that fewer people want to become teachers by their choice or want to work as school staff. The reason may be the low earnings of school personnel. Generally, those people who do not get any other job of their choice come to this profession. However, they learn many important lessons from their experience. Their training programs are equipping them to use modern

technology in the workplace to be efficient. The professional development program should have been planned after need analysis to enhance the validity of the training. According to Nasreen, Naz, and Fatima (2018) school principals want to bring positive change in the schools by efficiently equipping training programs with modern technology. They further suggested conducting a thorough need analysis to enhance the validity of the training programs.

All the school principals described two types of professional development programs i.e. Formal Professional activities arranged by Government, and Formal and Informal activities arranged by school principals. These programs include in-school and out-of-school training. The training arranged by the government mostly takes place at Quaid-e-Azam Academy for Educational Development (QAED). These training include; induction training, post induction trainings, promotion linked trainings, specialized training, and training on requests from others. While all those training managed by principals include educational visits, workshops, and lectures at schools. Higgs & Higgs (1994) also described three kinds of professional training i.e. pre-service, in-service, and occasional academic learning opportunities e.g. seminars, lectures, workshops, and conferences, etc. They also emphasize the importance of teamwork. Werner (2002:373) opined that group consistency and teamwork greatly contribute to work performance. It is well-known that effective principals give power to teams working under their leadership by delegating to them as much authority as possible. It appears that a variety of activities should be managed to augment the effectiveness of the school's staff in job performance (Mabale, 2004).

Diverse responses were provided about the hurdles and barriers they face in the pursuit of professional development programs. The principals opined that mostly in such training arranged by the government they are nominated by the department and cannot refuse without having a serious reason. Some of them were never given the opportunity for

professional training. Others stated some professional and personal problems which generally create hurdles in the pursuit of professional development programs.

There were some serious concerns on the quality of the training program, its content, and trainers/ resource persons. It was revealed that professional training is never been conducted according to the needs of school administrators. It was suggested that the training should be conducted separately for school principals and trainers should be highly qualified in the field of educational administration. It was further suggested that such training should be arranged by the teacher training institutions of universities who have a well-qualified staff. Furthermore, one of the principals reported that there are hurdles but she is personally enthusiastic to overcome these barriers and she try to professionally develop her by attending paid training programs organized by public and private organizations. She suggested training new head teachers under the mentorship of experienced head teachers. The importance of networks of teachers and head teachers/ principals was also recognized. Pernell and Firestone (1996:47) also stated that networks effectively engage educators to get learners more actively involved in learning, while Lieberman and Grolnick (1996:8) found networks to have positive effects on educators' professional development.

### **Recommendations:**

Following are the recommendations of this study:

1. There should be separate administrative training specifically designed for school principals/ heads and trainers/ resource persons should be highly qualified in the field of educational administration.
2. Networking of school principals can have positive effects therefore, Formals and informal networks of principals should be encouraged by the government and school principals should also be engaged in workshops continuously.

3. Latest knowledge and skills should be taught to future principals like the use of information technology and managerial skills. Principals should use internet resources for their professional development. They should also be able to guide their teachers to use internet resources to learn new knowledge and skills.

## References

- Becket, N., & Brookes, M. (2005). Analyzing quality audits in higher education. *Brookes e-Journal of Learning and Teaching*, 1(2), 1-12.
- Burns, J. (1998). *Redefining the roles responsibilities and authority of school principals*. New York: Amacom.
- Cohen, L., Manion, L., & Morrison, K. (2011). *Research methods in education*. (7th ed.). London: Routledge.
- Creswell, J. W. (2003). *Research design: Qualitative, quantitative, and mixed methods approaches* (2nd ed.). Thousand Oaks, CA: Sage.
- Dawson, T. (1993). *Principles and Practice of Modern Management*. Hodder & Stoughton.
- Day C, Leithwood K, (eds)(2007) *Successful Principal Leadership in Times of Change: An International Perspective*. Dordrecht, The Netherlands: Springer
- Day C, Sammons P, Hopkins D, Harris A, Leithwood K, Gu Q and Brown E (2010). *10 Strong Claims about Successful School Leadership*. Nottingham, UK: NCSL.
- Greene, J.C. (2007). *Mixed methods in social inquiry*. San Francisco: John Wiley & Sons.
- Higgs P & Higgs LG (1994). University education in post-apartheid South Africa. *Professional development 539 Educare*. 23:42-44.
- Silverman, D. (2005). *Doing Qualitative Research: A Practical Handbook*. Thousand Oaks, CA: Sage.
- Lieberman, A. & Grolnick, M. (1996). Networks and reform in American Education. *Teachers College Records*, 98:7-45.
- Liu, Y. Liao, W. (2019) Professional development and teacher efficacy: evidence from the 2013 TALIS. *School Effectiveness and School Improvement* 30:4, pages 487-509.

- Mabale, J.B. (2004) . *Optimisation of educators' potential in primary schools with a particular focus on performance management in Bojanala West Region*. [Unpublished MEd dissertation. Mafikeng: North West University
- Madu, C. N. & Kuei, C., (2004). *ERP and Supply Chain Management*. Chi Publishers: Fairfield, CT.
- McChesney, K. Aldridge, J.M. (2019) What gets in the way? A new conceptual model for the trajectory from teacher professional development to impact. *Professional Development in Education* 0:0, pages 1-19.
- Nasreen, A. (2019). The World of a School Principal: A Qualitative Study of Secondary School Principals' Selection, Capability, and Current Practices in the Province of Punjab. *Bulletin of Education and Research*. 41(2), 259-280.
- Nasreen, A.,& Odhiambo, G. (2018). The continuous professional development of school principals: Current practices in Pakistan. *Bulletin of Education and Research*. 40(1), 259-280
- Nasreen. A. Naz, A. Fatima, Z. (2018) Principals' Perspectives on Relevance of Professional Training to Characterize their Role and Capabilities within Secondary Schools in Punjab, Pakistan. *Pakistan Social Sciences Review*. Vol. 2, No. 1, 220-233, june, 2018. DOI: 10.35484/pssr.2018(2-1)18
- Nieuwenhuis, J. (2016). *Analysing Qualitative Data*. In: Maree, K. ed. First Steps in Research. Pretoria: Van Schaik Publishers. pp. 50-126
- Pernel, J. & Firestone, W.A. (1996). Changing classroom practice through teacher networks: model features with teacher characteristics and circumstances. *Teachers College Records*, 98:46-76.
- Postholm, M. B. (2019) The school leader's role in school-based development. *Educational Research* 61:4, pages 437-450.

Raelin, J. A. (2000). *Work-based learning: new frontiers of management development*. Upper Saddle River: Prentice-Hall.

Scheerens, J., Luyten, H., & Ravens, J. (2011). *Perspective on educational quality: Illustrative outcomes on primary and secondary schooling in the Netherlands*. Dordrecht: Springer.

Werner, A. (2002). *Human Resources Management and leadership*. London: Oxford.





Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-26>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Role of Key Stakeholders in the Awareness Campaign of Right to Information (RTI) Act, Punjab</b>
<b>Author(s):</b>	Dr. Zaeem Yasin Assistant Professor, Department of Mass Communication, Lahore College for Women University, Lahore
	Hibba Hassan BS Mass Communication, Department of Mass Communication, Lahore College for Women University, Lahore
	Aqdas Waheed Lecturer, Department of Mass Communication, Minhaj University, Lahore
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Yasin, Zaeem, et al. (2020). "Role of Key Stakeholders in the Awareness Campaign of Right to Information (RTI) Act, Punjab" <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 492–511, <a href="https://doi.org/10.36968/JPDC-V04-I03-26">https://doi.org/10.36968/JPDC-V04-I03-26</a>
<b>Author(s) Note:</b>	Dr. Zaeem Yasin is serving as Assistant Professor at Department of Mass Communication Lahore College for Women University, Lahore <a href="mailto:zaeem74@hotmail.com">Email id: zaeem74@hotmail.com</a>
	Hibba Hassan is a BS Mass Communication at Department of Mass Communication, Lahore College for Women University, Lahore
	Aqdas Waheed is serving as Lecturer at Department of Mass Communication Minhaj University, Lahore

### **Abstract**

The study aims to check the awareness level of people towards Right to Information Act 2013 and also examines the role of key stakeholders in RTI Act Awareness Campaign. The study further investigates the barriers to effective awareness campaign of RTI Act 2013. A mix method research design has been adopted (Survey and intensive interview) to collect data. The study implies Democratic and Social Responsibility theory by Michael Laurence & Siebert, Peterson and Schramm.

Purposive sampling method was used for conducting survey. Intensive interviews were taken from bureaucrats, politicians and the leaders of civil society from Pakistan. Findings showed few significant perspectives. Punjab Government enacted Right to Information as a bargain for aid from international community which reflects government's disinterest and lack of concern for RTI's effective implementation and awareness of general public.

**Keywords:** RTI (Right to Information) Act, stakeholders, bureaucrats, society, information

## Introduction

In the light of Article 19-A of the Constitution of Pakistan, which guarantees every citizen the right to have access to information in all matters of public importance, Punjab Government has enacted RTI Act on December 16, 2013. As per **the 1973 Constitution of Pakistan** **“every citizen shall have the right to have access to information in all matters of public importance subject to regulation and reasonable restrictions imposed by law” (p.121).**

RTI is a step towards making Punjab truly democratic by allowing citizens to not only keep track of the government’s actions but also make it accountable for its services. The basis of RTI is that government information belongs to the citizens, since it affects the citizens directly or indirectly.

This study analyzes the role of key stakeholders i.e. media, bureaucracy, political parties, civil society and general public. Though all key stakeholders have contributed in RTI Awareness Campaign but proactive efforts by stakeholders are yet to be made. The fact that so little attention is being given to bringing Right to Information Act into effect is disturbing, especially in times when Pakistan faces political turmoil, every day, in the name of democracy. In order to bridge the gap between the general public and the government functionaries, it is critical that all key stakeholders endeavor, collectively or separately, to set a precedent of its kind by creating awareness among general public regarding RTI Act in an attempt to pay respect to the citizens’ constitutional right to information.

## Significance of the Study

The notion of freedom of information is orthodox and documented by so many other countries of the world. Good governance is not possible in any society without the emphasis on the implementation of freedom of information. Citizens of other countries (for e.g. Nepal

& India) with strong RTI legislations have been successfully using this law to receive public information and highlight areas for strengthening accountability of public services.

In times when relishing ultimate superiority with defunct accountability, corruption and biasness has become one of the most prominent issues, defining RTI as necessary for democracy is correct. When the Constitution of Pakistan allows citizens the liberty to seek information, ask questions and demand for answers, then any kind of indifference in provision of information by the government, judiciary or bureaucracy shall be taken as a violation of law. The key stakeholders of the act, both at the giving end, and at the receiving end of the fence, should realize the significance of Transparency and Right to Information Act. Media, civil society and the government should and make it their responsibility to create awareness in the general public. On the other hand, it is the duty of the citizens to keep them self well-informed about the laws and legislation passed in the name of citizens' betterment. After all, a law is just a piece of skillful writing unless it used and practiced.

### **Rationale of the Study**

Rationale for selecting RTI Act the rising trend of freedom of information in Pakistan cannot be neglected as all four provinces have now united the Freedom of Information (FOI) legislations in the form of acts, RTI Act 2013 being one of them. By revealing corruption and ensuring transparency in the society, this act is in fact, the foundation stone under which democracy will nurture. Punjab Transparency and Right to Information Act is a legitimate effort to emancipate society by authorizing every citizen, **a)** access to governmental information, and **b)** the prerogative to question the services of their government. Although every law passed by the provincial or federal assemblies is concerned with the welfare of the general public, but RTI is so deeply and directly addressed to the basic human right of the people, the right to question, that it becomes essential to talk about it.

### **Objectives of the study:**

- Check the awareness level of people towards Punjab Transparency and RTI Act 2013.
- Examines the role of key stakeholder.
- Investigates the barriers to effective awareness campaign of Punjab Transparency and RTI Act 2013.

## Literature Review

Baig (2014) states that Pakistan passed its first FOI law in 2002 named as Freedom of Information Ordinance and later on was passed by the assemblies of Balochistan, Sindh, Khyber Pakhtunkhwa and Punjab. Taking into consideration the Article 19-A of the Constitution of Pakistan, Freedom of Information (FOI) is also worded as Right to information (RTI). One as well the other terminology has the similar connotation which exhibits that information should appear to the people straightforwardly and without any efforts. The total number of FOI laws in Pakistan is reached to five; four at provincial levels and one at Centre level. Current research assesses the implementation of passing of FOI laws at both the provincial and the federal level. It also examines the responsibility of civil society and media institutions to reinforce the FOI in Pakistan. In addition current research also establishes the core developments of FOI since 2002 and highlights the role of media, civil society and opinion leaders for its improved and better implementation. Current research also emphasizes on the methodologies and invasions required for the needed improvement of this law.

Berlin (2014) stated that transparency is the key to better and improved governance (Florini 2007; Hood and Heald 2006; Stiglitz 1999). Accessibility of information regarding definite rules, regulations and undertaking activities can empower general public and media correspondents, limit the power of politicians, and reveal corruption and dishonesty. Yet in particular these ground reasons, transparency is extremely political. The majority of political personals gives liking to confidentiality in openness and be in opposition to constraints on

their personal dealings. For those who mistreat public organization for personal accomplishment, for this purpose transparency increases the threat of exposing and lessens predictable profits to future fraud and corruption. The key policies meant to increase transparency in Freedom of Information (FOI) laws, which have been accepted and approved by over 80 nations around the world. FOI laws incorporate into system transparency by generating lawful guarantees of the right to demand information about government. They have been motivated for escalating transparency, liability, and trust (Banisar 2006; Birkinshaw 2006; Florini 2007). So far politicians usually find these laws to be a blackthorn in their selves. For instance Former British Prime Minister Tony Blair, publically spoken regret over passage of the Freedom of Information Act (2000). In his biography, he cited himself a “naive, foolish, irresponsible nincompoop” (Blair2010, 511). For the purpose of formulation and implementation of this law, journalists started to inspect government proceedings and expose scandals. Foreseeing such costs, political actors in many states have hold out against and postponed FOI passage for years, even in front of national and international campaigns.

According to Bhattacharyya (2014) RTI is a necessary step in securing transparency and accountability in governmental procedures and processes. When the government of the country is transparent, there are fewer chances for corruption and negligence in country's resources and that government is supposed to be more answerable to its people. This is the key reason of increase in importance of RTI and therefore in this day and age fetching the standard in international ground. RTI usually understood basically the right to contain access to information held by community authorities. It is not just a requirement of the public but it is a state of antecedent to a good and transparent government. To be more precise, RTI makes democracy additional vigorous, collaborative and significant and allows people to contribute in the practice of governance of the state. That is to say, it can be declared that the Right to

Information in true sagacity of the word empowers the common and the poor citizens or known as mango people of the country mainly them who lives primarily in the rural areas of our country (p. 258).

Borah (2013) stated that information is a basic right of every individual. In a democratic state every person has the right to freedom of beliefs and expression. This right comprises the right of ownership in public opinion and to inquire about, accept and pass on information and thoughts from the public authorities. The presented and appropriate information assist people to live a venerable life in a sophisticated society. Furthermore there is closeness among RTI and good governance. Good governance is distinguished by transparency, liability and receptiveness. For that reason, the right of citizen to information is more and more being accepted as an significant technique to endorse honesty, transparency and accountability in government organization. Simply citizens are the component in a representative structure of government organization. That's why it is necessary that they should have to identify all the performance of government actions to make a useful administration of good governance in organizational procedures (p. 11). RTI act is a pathway for creating legislation which reveals the confidentiality of administration of the government. It is a successful means to endorse democratic ideology. The act is very influential instrument to brawl against corruption and dishonesty. By realizing the importance of this act the Second Administrative Reform Commission had organized a comprehensive design for revamp the public administrative structure. The second Administrative Reform Commission, India's government published its initial report in "Right to Information: Master key to good governance." in the course of this report the commission straightforwardly declared that access to information can allow the poor and feeble sectors of society to claim the government information about civic policies and procedures, by this means led to wellbeing of all (Borah, 2013, p. 17).

Singh and Karn stated (2012) in India, RTI Act is considered as the base of democracy as it has created a new way of creating openness and accountability in public Institutions. In short, RTI is making a type of system that is easily approach by every individual. This Act is not evenly implemented in all cities of India. Even after seven years of implementation, it is not properly executed as it was actual prepared. The current study is focused on the implementation of this Act on Jharkhand , a state of India . And it was found that people did not have much awareness about this Act.

Banisar (2011) explains the Right to access information and the Right of Information as they are irreconcilable. RTI law gives every individual to have access to the Government bodies. On the other hand RTI law provides protection and security to any kind of personal information held by govt. or Private sector. On the other hand, they are quite same. They both act as a way to protect the rights of individual and promote government responsibility. RTI says that everyone has the equal right to demand information from govt. bodies. This comes under freedom of expression to Seek and receive information and human right is worldwide acceptable. By this Law, every individual can request for getting information unless there is a legal reason to reject that request. In Rajistan , India , this policy is used to make sure proper distribution of food among people. (Celland & Tillay 2001 AS CITED IN Banisar , 2011) . It is used in non Government agencies as well.

### **Theoretical Framework**

The study implies Democratic and Social Responsibility theory by Michael Laurence (2017) & Siebert, Peterson and Schramm (1949). Democratic theory analyzes the role of media in allowing transparency in the system which would ultimately take it to stronger democracy. The article has also focused on the role of media and other stakeholders to guarantee accountability of the functioning of government department. It can only be done through the successful execution of Freedom of Information Laws that a society can get the



status of actual democracy. Social Responsibility Theory includes the major role of media in promoting the issue of Right to Information and making other institutions, such as government and bureaucracy, evaluate their role as well. In order to guarantee accountability in the government departments and effective implementation of RTI Act, all stakeholders need to perform their social responsibility of society's progress and emancipation.

### **Research Methodology**

A mix method research design has been adopted (Survey and intensive interview) to collect data.

Purposive sampling method was used for conducting survey of 200 people. Intensive interviews were taken from bureaucrats, politicians and the leaders of civil society from Pakistan.

### **Hypotheses**

- **H1:** Key stakeholders are not playing proactive role in RTI Awareness Campaign
- **H2:** General public is not fully aware of the Punjab Transparency and RTI Act 2013

### **Findings of Interviews**

**Hussain Naqi** (Former Joint Director,(HRCP) as a journalist; he considers free flow of information necessary for the regulation of an effective media. He said that it is every citizen's right and duty, at the same time, to know what is going on in his/her country. However, according to him Right to Information Act only addresses the literate population of Pakistan. In order to invoke an application under RTI, the applicant must come from an educational background. More than a common man, RTI provides benefits to academics, researchers or media probing a story in depth – anyone in search of a relevant and particular piece of information. However, information can reach general public through these sources, establishing an indirect yet relevant relation between the Right to Information Act and common men. He was of the view that RTI Act is a step ahead in the way to democracy. The

basis of democracy, according to him, lies in knowing that we have a right to 'know' which is strengthened by laws such as RTI. Agreeing to the fact that majority of the population is still unaware of RTI's significance and what powers it brought, he had two facets to discuss. Firstly, he criticized the government for never publicizing this act or any other on a massive level. He highlighted that Punjab government enacted RTI Act under pressure from the international aid providing organizations, which explains half of the lack of government's interest in creating awareness regarding it. To add, he stated that Pakistan has been paralyzed by a corrupt government and domineering bureaucracy for ages. Acts like Right to Information, which feature the power to expose corruption and financial malfunctions, remain a threat to their world of secrets. Bureaucrats and government will forever try to hold people away from information regarding their actions and decisions for as long as they can. The ties and relationships of Punjab Information Commission (PIC) with the government is a reason that fervent decisions of punishment are not taken by PIC, which is a severe violation of law in itself. He also commented on the role of media, as a stakeholder to creating awareness, and the way it functions these days. He stressed that it is extremely unfortunate for any nation when the media stops playing an objective role, preferring finances over professional responsibilities. Secondly, he emphasized that our society needs to change altogether. If bureaucrats, media, government and any other sources are responsible for creating awareness, general public is as equally responsible to strive for consciousness of their own rights.

**Zahid Abdullah** Program Manager – RTI, Center for Peace and Development Initiatives (CPDI) explaining the legal framework of RTI or someone unfamiliar with legitimate language, He defines Right to Information Act to be a basic human right. Democracy is not all about casting a vote, it means that citizens have the prerogative to analyze and question the actions of people they elected and the performance of public serving

institutes. Every commodity you pay for, every service you use – it makes you a tax payer. No matter how rich or poor, we are all paying our share which multiplies to produce millions and billions of money. RTI Act, to comprehend, allows you to keep a check on where your money is used. In more than 100 hundred countries, laws have been promulgated in order to empower a common citizen with the right to first know, acquire information and then hold government or public bodies accountable on the basis of that information. Talking about the awareness of general public in terms of existence and significance of Right to Information Act, Abdullah said that Punjab is a province with more than a population of hundred million, where 70% of the people come from uneducated backgrounds. He stated that this fact alone is a major reason why people are still unaware of RTI. According to him, Punjab Information Commission has been recently granted funds for setting up proper offices and equipment which make him hopeful that very soon RTI Awareness Campaign will take a huge leap. The constraint that we face in terms of effective awareness campaign is our long standing history of public bodies and bureaucrats to work furtively, behind closed doors, considering themselves all-so-powerful. It is formidable for the government to justify to a common citizen the budget for Metro Bus Project when people are dying at government hospitals, every day, due to the lack of equipment and doctors. It would take tenacious efforts by the society to bring behavioral change to these attitudes. Elucidating the significance of RTI, he was of the view that earlier it was out of question for a citizen to demand accountability from public bodies – but with the advent of RTI we have at least managed to bring bureaucracy or the government to a place where they seek refuge behind unconvincing excuses and deliberate delays. With enduring perseverance and perpetual pressure we can take this a step further. He also said that a law is just a piece of writing unless it is not excessively practiced. Making a law to access information does not mean that information will get to you itself.

**Khawar Naeem Hashmi** - Bureau Chief Lahore, BOL TV suggests, Right to Information is an act that empowers citizens by giving them the right to know, to seek out information. Further it states that this information will be regarding public bodies, their employees and government officials. Awareness regarding political decisions or legislations takes place at two levels; i) by the government and ii) by media. As part of the media fraternity, He has a view that government and media have deliberately and consciously never tried to create awareness regarding RTI amongst general public. While government's reasons to hold back information regarding its actions and performance are vivid, question rises on the role of media. Elucidating his argument, Hashmi stated that since Zia-ul-Haq's regime, Pakistani media has become habitual of being financially dependent on the government and never endeavors to stand against it. The dilemma that Pakistani media faces is unqualified and inexperienced ownership that cares more about making money than the role they need to play as media professionals. Licenses have been distributed like flyers to anyone and everyone, void of any rules and regulations, for setting up media houses which consequently led us to an insensitive and unprofessional media. RTI Act is like telling a blind-folded man, who cannot even hear or speak, that you are free to ask and act. We are a nation where justice is given in exchange for money, where green-plated cars are never fined for breaking rules and where the poor dies on a hospital bed, untreated, because he does not have money to pay for it. Denial of information is punishable under the law, yet no grave steps have been taken by PIC because be it the government, judiciary or media, they are all tied up against the people of Pakistan. So, it is unwise to expect an act such as RTI to flourish without difficulty. Though journalistic community has a lot of reservations on the legal framework of this act but the point of amendment is too far away when the government has not yet been able to implement the existing law properly. The only hope we have is our youth – young, passionate blood full of determination is our only chance at breaking walls.

**Faiza Malik** - MPA, PPP said that these days mostly acts are made under international pressure or to keep up with the UN Charter. This reflects government's lack of will and self interest in effective implementation of a lot of laws. Right to Information Act is a law directly concerned with the citizens, giving hope to alter the years old practices of keeping general public away from all sorts of public information. Before RTI, citizens had no route to public departments and their information, accountability was just word in the air and we could only wonder why the bureaucracy is not performing in accordance to the facilities it is being provided with. Bureaucrats have a habit of playing around with information and giving unauthentic answers, even the seekers are members of the assembly. It is however appalling that these behaviors tend to persist even after RTI has been promulgated. Sadly, RTI was passed but it has never been implemented in true sense because government fears to go against bureaucracy, though it is the government's responsibility to remove all barriers and focus on the effective implementation of a law. Punjab government's intents are only to construct monumental infrastructure and they do it no matter what comes in the way. If they have the same level of determination and interest in creating social difference, making education and health sector better, they can surely bring about change. Government has never run any awareness campaign on RTI while the papers and news channels are full of Metro Bus and Ramadan Sasta Bazar advertisements. Seeing this, all that could be said is that government is threatened to let people have access to information because it would mean for them to prepare a long list of clarifications and answers. If the government endeavors to let people know about the law and its significance, before it is made and of course after it comes into effect, it would save parliament from humiliation and embarrassment.

**Saadia Tehreem** – PAS Officer accepted that bureaucrats, majorly, are unaware of the Right to Information Act, Punjab. She said that government needs to start a trickle-down process in order to educate bureaucrats and office staff at grass root levels. It is extremely

wrong for the government or any other organization to blame bureaucracy for being hurdle in the way of democracy. Sadia brought to notice that whenever government sends a notification in order to implement a law or a new policy, bureaucrats have to do it, compulsorily. Lack of awareness in public bodies about RTI reflects government's personal disinterest and apathy towards implementing RTI Act. Bureaucrats have nothing to reveal neither do we fear trial. Only a person who is corrupt or involved malpractices will be afraid of RTI and that can come from media, government, it does not necessarily have to be a bureaucrat. It is appalling to see how easily governments shrugs off its responsibility and puts the blame on bureaucracy when this country is actually run and managed by the hard work of bureaucrats. Let's assume that bureaucrats, from top to bottom, get profound knowledge of RTI, even then it is impossible for them to effectively and readily carry out the details stated in RTI Act. It requires labor, time and equipment to answer to hundreds of applicants asking for information. When government machinery is not getting enough of the three for their routine tasks how can government or people or anyone expect bureaucrats to provide them with information in blink of eye. Public official do not deny to applications or deliberately delay the process, it is just workload that keeps them from efficiently carrying out the task. Brining another aspect of the problem to discussion, Sadia said that people do not only need to get aware of RTI and their right to know. This process should also involve sensitizing people as to what are their limits and extent to which they can ask for information. One of the major reasons resulting delays is the time taken to filter applications. Public official have a duty to make correct decisions – RTI has led people to exploit information which is why process of information giving goes through a lot of sieving and filtration. It is, however, tiring, lengthy and sometimes irate for bureaucrats to distinct between pseudo and genuine applications. Government is not only responsible for making laws; it should also devise proper

mechanisms for the effective implementation of those laws. Only then we can cooperate and contribute for change.

### **Survey Findings**

The survey revealed that out of 200, 64.5% people never even heard of Right to Information while out of 35.5% who did come across RTI; only 11% knew what the law actually entails. Segmenting population of Lahore on educational bases, leads us to a very small proportion of knowledgeable (at least till matriculation) people. However results revealed by this survey reflected that even the educated segment, highly expected to be well informed and fully aware of their rights do not have knowledge about Right to Information Act. One and a half year has passed since Right to Information Act was promulgated in Punjab – these results augment a lot of questions and skepticism with respect to the role media, bureaucrats, political parties and civil society have played for creating consciousness about RTI in past months.

Where 8% RTI literates said that they have been informed by media, 3% through seminars, 2.5% by political leaders and 19.5% were advantaged through grapevine process, there still was a quotient of 67% who were absolutely uninformed. With that, these statistics portray that civil society has been most active in informing people in comparison to rest. 61.5% people regarded right to information and accountability as democratic, desired and essential for bringing change. If 75% people say yes to have the right to question government actions and decisions, it is inevitable that if informed about Right to Information, people will surely advantage from it.

When people were asked to name one stakeholder they most expect to inform them about news, information and reports of public significance, 64.5% decided on 'media'. It is evident from these figures that society majorly depends on media for their information. However, previously stated results showed that only 8% people got to know about RTI

through media. With this, it could be concluded that media has not played its role as effectively and responsibly as people look forward to, particularly with reference to Right to Information Awareness Campaign.

69% people want to witness change in Pakistan's political scenario, mirroring general public's distrust in recent governance which is why 39% people said a definite yes to using Right to Information before casting votes in future elections for which 60% people made sure that they will make efforts to increase their knowledge regarding RTI. These results depict that general public's lack of awareness is mainly due to stakeholders' inefficient roles rather than self-disinterest.

54% people preferred to gain information through print and electronic media while 39% went with internet. Thus, it can be said that media has to play the most important and objective part in creating social awareness at all levels.

### **Findings & Conclusions**

Through the interviews conducted during research, researcher inferred a few significant perspectives. Punjab Government enacted Right to Information as a bargain for aid from international community which reflects government's disinterest and lack of concern for RTI's effective implementation and awareness of general public. Though the government claims to have made fruitful endeavors in implementing Right to Information, the truth is it has not once been put into practice since its enactment.. Making bureaucracy's reputation as corrupt, arrogant and stubborn, government conveniently finds excuse for its lack of action and will in enforcing Right to Information in its true spirit. As for the rest of the political parties, our politicians have become habitual of playing the 'blame game'. They accept government's indifference toward social development but put forward their stories of being shun and helpless when it comes to their role as opposition force.



Bureaucracy is blamed to be hindering the process of delivering information under RTI Act. This may be true to a certain extent, the facts however state that those bureaucrats are not yet aware of Right to Information or its procedures, completely. They demand for a proper mechanism to mark the extent to which information can be shared and made accessible for general public. Secondly, bureaucracy describes itself as ‘servants to the government and people’. They say that if bounded by government, no bureaucrat can go against law. If bureaucrats are liable for creating obstacles in way of democracy, government has every right to take strict actions against them. The truth been told is that government has made no serious or severe attempts to force bureaucracy into following Right to Information.

The most important aspect of the whole situation was general public’s lack of awareness. Key stakeholder’s ineffective role cannot be denied but another perspective has to be brought forward. People in our society have grown to remain deliberately unaware of their social rights and responsibilities, making it a point to critique and complain but never going ahead with solutions. It is rightly said that ignorance of law is no excuse and this goes for the educated, qualified stratum of society. We, as a society, do not strive for our own welfare and emancipation. Societal issues, community problems, social evils, no matter how significant, never succeed to grasp people’s attention unless they come face to face with one of them. It is high time that we think like a nation, and not individuals. It is our responsibility to know about laws and legislations made in assemblies in the name of citizens’ welfare. Moreover, knowing about a law does not mean things will change on their – a law must be practice, time and time again, for it to prove productive or futile.

During the research, many new dimensions were added to the study. Therefore it was observed that stereotypical attitudes and clichéd behaviors of society, as a whole, were obstruction to Right to Information’s successful awareness campaign. Politician’s sole interest in making and passing laws without keeping tabs on their implementation,

bureaucrats' impertinence in abiding by the laws, media's lack of concern towards social developments and civil society's (including general public) indifference in trying to know and keeping themselves informed our barriers to not just RTI's but to any awareness campaign.

Thus, these inferences support researcher's hypotheses that:

- i) Key stakeholders are not playing effective role in RTI Awareness Campaign
- ii) General public is not fully aware of the Punjab Transparency and RTI Act 2013

For RTI Act, specifically, and every other law generally, it is essential that government, media and civil society work together, sincerely and honest intentions to save parliament from humiliation and to prove supremacy of law. General public's role in any awareness campaign is equally questionable – answers are given when questions are asked. Without seeking information or knowledge, neither would be delivered at public's doorstep. If government, bureaucracy, judiciary and even the media make you feel insecure and helpless, unite as a society and fight for your rights. There is no element more forceful and formidable than a group of literate, aware and determined people, ready to win the battle of justice. Right to Information envisages true democracy with informed individuals collectively making an empowered society, but the vision of this law demand sheer determination, interest and resolve from each and every stakeholder for bringing change and developing better society.

## References

- Abbasi, W. (2015, January 08). *Top Punjab Bodies yet to Enforce RTI Law*. Retrieved January 08, 2015, from <http://www.thenews.com.pk/Todays-News-2-294792>.
- Baig, A. (2014). *Critical Study of Freedom of Information (FOI) Laws in Centre and Provinces*. Unpublished Master's Thesis, Beaconhouse National University, Lahore, PK.
- Banisar, D. (2006). Freedom of Information around the World 2006: A Global Survey of Access to Government Information Laws. *Privacy International*. London, UK.
- Banisar, D. (2011). The Right to Information and Privacy: Balancing Rights and Managing Conflicts. *Governance Working Paper Series*. The World Bank, Washington DC, USA.
- Berliner, D. (2014). The Political Origins of Transparency. *The Journal of Politics*, 76(2), 479-491. University of Minnesota, Minneapolis, USA.
- Bhattacharyya, R. (2014). An Indian Perspective of Right to Information and its Application. *International Journal of Research*, 1(5), 258-281. Gauhati University, Assam, Ind.
- Borah, S. K. (2013). Right to Information Act: a Key to Good Governance. *International Journal of Humanities and Social Science Invention*, 2(2), 11-22. Gauhati University, Assam, Ind.
- Dokeniya, A. (2013). Implementing Right to Information: Lessons from Experience. *Governance Working Paper Series*. The World Bank, Washington DC, USA.
- Emerson, T. I. (1976). Legal Foundations of the Right to Know. *Symposium: The First Amendment and the right to Know*, 1976(1). Washington University, Washington DC, USA.

- Feiser, C. D. (1999). Privatization and the Freedom of Information Act: An Analysis of Public Access to Private Entities under Federal Law. *Federal Communications Law Journal*, 52(1), 21-62. Holland & Knight, Florida, USA.
- Junaidi, I. (2014). *Article 19 – A – Freedom of Information ‘on Paper, not in Practice’*. Retrieved November 2<sup>nd</sup>, 2014, from <http://www.dawn.com/news/1141973>.
- Singh, S., & Karn, B. (2012). The Implementation of Right to Information Act, 2005 in India. *Journal of Law, Policy and Globalization*, 4, 22-27. Birla Institute of Technology, Jharkhand, India.
- Srivastava, S. (2010). The Right to Information in India: Implementation and Impact. *Afro Asian Journal of Social Sciences*, 1, 1-18. St. John’s College, Agra, India.
- Yaseen, F. (2013). Social Accountability in Pakistan: Challenges, Gaps, Opportunities and the Way Forward. *Research Article by Sustainable Development Policy Institute*. Islamabad, Pk.
- Government of the Punjab. (2013) *The Punjab Transparency and Right to Information Act 2013*. Retrieved July 5<sup>th</sup>, 2015, from <http://www.punjabcode.punjab.gov.pk/>.



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-27>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Awareness of Rules Given in Punjab Education Code at Secondary School Level: A Case Study of Head Teachers in the District Sheikhpura</b>
<b>Author(s):</b>	Muhammad Kamran Ph.D. Scholar, Institute of Education and Research (IER), University of the Punjab, Lahore - Pakistan
	Dr. Abida Nasreen Associate Professor & Chairperson, Department of Secondary Education, Institute of Education and Research, University of the Punjab, Lahore - Pakistan
	Ambreen Iftikhar Ph.D. Scholar, Institute of Education and Research, University of the Punjab, Lahore, Pakistan
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Kamran, Muhammad, et al. (2020). "Awareness of Rules Given in Punjab Education Code at Secondary School Level: A Case Study of Head Teachers in the District Sheikhpura" <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 512–531, <a href="https://doi.org/10.36968/JPDC-V04-I03-27">https://doi.org/10.36968/JPDC-V04-I03-27</a>
<b>Author(s) Note:</b>	Muhammad Kamran is a Ph.D. Scholar at Institute of Education and Research (IER), University of the Punjab, Lahore - Pakistan <a href="mailto:kamran.soc23@yahoo.com">kamran.soc23@yahoo.com</a>
	Dr. Abida Nasreen is serving as Associate Professor & Chairperson, Department of Secondary Education at Institute of Education and Research, University of the Punjab, Lahore - Pakistan
	Ambreen Iftikhar ia a Ph.D. Scholar at Institute of Education and Research, University of the Punjab, Lahore, Pakistan

### **Abstract**

The general purpose of the research is to investigate the school head teachers' awareness level about rules related to Punjab Education Code. The nature of the study is descriptive and a cross-sectional survey design has used for this study. The sample consists of 100 head teachers of secondary schools in the district of Sheikhpura. The sample was selected using a stratified random sampling technique. To measure the awareness level about the Punjab Education Code a questionnaire is used to collect the mandatory information. The questionnaire is comprised of the items related to head teachers' awareness level of rules given in the Punjab education code. The data produced by the instrument is tabulated and analyzed through the Statistical Package of Social Sciences (SPSS). According to the research questions, descriptive statistical techniques are applied. The results of this study are showed that most of the head teachers are not having complete awareness of the rules given in the Punjab Education Code.

*Key words: Head teacher, Secondary school, Punjab Education Code, Awareness*

## **Introduction**

Law has real importance for a society that helps as a code of ethics for nations. Laws are bounded to exhibit suitable managing rules and change the behavior of people and society toward thoughtfulness and effectiveness. It manages the equalization and gives orders to maintain law and order stable. The laws guide the common individuals of society for its better and smooth functioning. No one can live smoothly without the implementation of the law (D'Souza, 2013). For the proper functioning of the social institutions, laws should be made, supported, and organized under specific rules and regulations. These rules and regulations may be produced from norms, principles, or from state policies. The spirit of presenting legal order into the education system is to maintain and regulate the education system and the behavior of participants (Durosaro, 1998).

## **Bases of Educational law**

Every government makes laws for the proper functioning of its institutions. Similarly, every government makes educational laws so that the functioning of the educational institutes goes smooth. These laws are helpful to control both public and private school functioning. Moreover, every government of a country has a lawful provision in the educational context that makes education obligatory, (Fischer & Sorensen, 1996). The main foundation of education is legal law. Law has powers to control the institutions of the governments. The second foundation of education is the design of educational law that comprises jurisdictional decisions of judges. The third foundation of law is the custom law which involves the decision-making process about the school system (Alexander & Alexander, 2001).

## **Purposes and Significance of Educational Law**

There was a couple of laws on school training. Currently, there are different types of laws in school education. The eruption of school law everywhere throughout the nation has provoked troubles, non-enforceability, pointlessness, and the end of equity. Such

laws were modified and merged into a number of overwhelming laws, bringing clarity and consistency in goals, structures, methodology, and systems (Singhal, 1990). Australia is a developed country that has many laws on school education as compared to America. Similarly, in Pakistan certain educational laws exist. Nonetheless, there are many cases that have become debatable in the education system. It is an identified area of awareness for both law and educational experts (Birch, 1990).

### **The Head Teacher and School Law**

For better administration, the head of any educational institute is to know the School laws. It is the responsibility of the head of the institute to seek out legal works daily. The teachers and learners can perform the school roles resourcefully and efficiently only if head teachers are aware of rules and implement the school law. Furthermore, school heads are not only educational administrators, but now must be litigious educational administrators providing specialized development for their staff with respect to administration (Taylor, 2001). Shoop and Dunklee (2002) stated that school law has converted into a very complex process. Educators require training to learn school laws and present lawful conclusions. Educators' disappointment to understand the law will not give them shelter from the complications of an inappropriate decision. To improve on their knowledge of school law and existing lawful decisions, managers should inaugurate a procedure to train their staff on school law and then a calendar to continue updating and recapping them with respect to do the process and requirements of administration. School leaders have a moral and a lawful duty to be well-versed with rules and regulations related to the processes of their schools. It is significant for school managers to know the legal and specialized rules regarding suitable exercises within a school (Bogle, 2003). The head teacher has to confront different lawful problems associated with the self-control of students, firing of teachers, and giving indistinguishable provision to the services of schools (Luce, 1994).



### **School Law and Educational Research**

Findlay (2007) has been directed various studies to observe the information and awareness level of school managers and leaders regarding school law and lawful information. She is of the view that school managers and leaders have a normal and below-average awareness level regarding lawful knowledge and laws for their assistants and students or staff. She concluded that the school managers with more managerial experience were more aware than the less experienced school managers. Though, correct answers to questionnaire items were not more than 50%, so they learned only a few things from experience. Although, the managerial experience is appreciated and provides ability regarding decision making during school management and managing lawful problems connected to the school. It has been perceived that even honest and diligent school managers see themselves puzzled and make pitiable decisions at times due to little awareness of lawful knowledge and information about school law.

There are numerous studies about head teachers' information and awareness regarding school laws and other features of school management. Caldwell (1986) studied 298 Virginia school head teachers and inspected their lawful information and knowledge. They were to respond to 40 statements about school laws. The data indicated that normal scores were 78% and the distribution of scores ranged from as high as 95% to as low as 47.5%. She concisely concluded that head teachers/principals have normal information, knowledge and awareness of school law. She further stated that there was no significant difference between knowledge and awareness of school law, training, and education of school law, newly qualified and head teachers/ principals educated over the span of ten years, the educational accomplishment level of the head teachers/principals and their test marks, among provinces and districts in the country and information and awareness of school law and administrative experience.

## Statement of the Problem

School laws are developed to fulfill the needs of society and schools as well. In a school, head teachers cannot ignore the law, education code, rules, and regulations, because they are a source of guidance for the head teachers in school management and decision making process. A head teacher's awareness of law issues and legal decision-making is indispensable to provide efficient feedback for effective school functioning. Their decisions must be based on these rules and authorized orders. Head teachers should know the Punjab Education Code as it applies to their working in the schools. It is also essential to have awareness of operation of the education system in order to make them aware of their rights, obligations, and responsibilities, and to be able to perform efficiently in decisions making in their managerial activities. Therefore, this study was aimed to investigate the head teachers' awareness level regarding Punjab Education Code at secondary school levels in the district Sheikhpura.

## Research Objective

The study objective was to:

1. Investigate the awareness level of the secondary schools' head teachers about the rules given in Punjab Education Code in district Sheikhpura.

## Research Question

1. What is the awareness level of the secondary schools' head teachers about the rules given in Punjab Education Code in district Sheikhpura?
  - 1.1 What is the awareness level of the secondary school' head teachers about fees and scholarship rules?
  - 1.2 What is the awareness level of the secondary school' head teachers about grants and financing rules?

## Significance of the Study

This study will be helpful for the school administration in attending to the issues with respect to the awareness of instructive laws and Punjab Education Code in the education system. The study will be significant to minimize the gap that exists between rules and actual practices. The study is important for the head teachers as it will provide knowledge about awareness of the Punjab Education Code at the secondary school level.

### Delimitations of the study

Due to limited resources and time constraints, the study was delimited to head teachers of government secondary schools located in district Sheikhupura.

### The methodology of the Study

The nature of the research was descriptive and the survey method was used. The population of the current study was the head teachers of secondary schools in the district of Sheikhupura. District Sheikhupura comprises 146 secondary schools that include 78 schools for boys and 68 for girls. The sample consisted of 100 head teachers of secondary schools in the district of Sheikhupura. The sample was selected using a stratified random sampling technique.

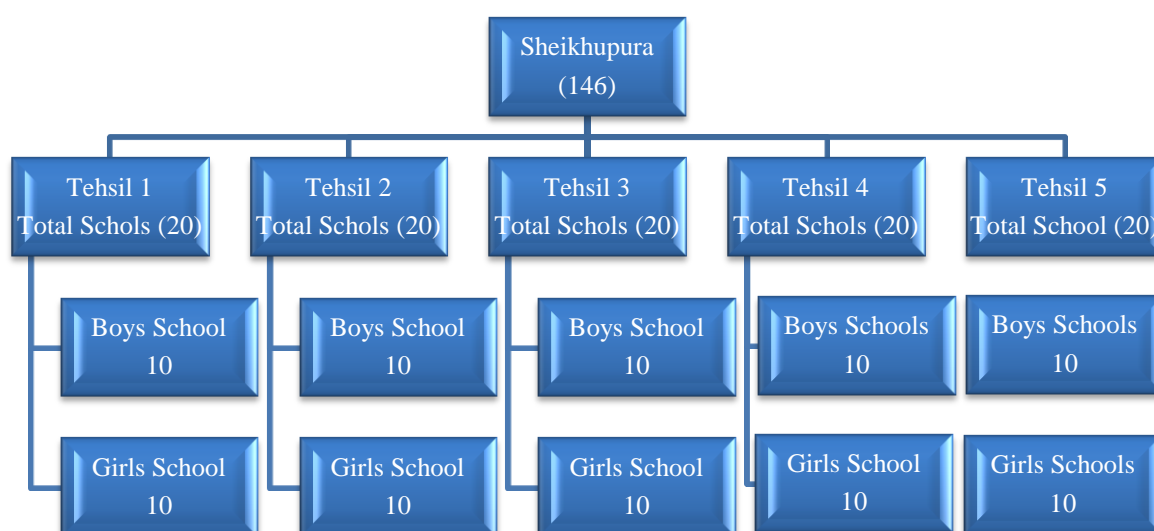


Figure 1: Sampling procedure

Source: Government of the Punjab (2019)

### **Instruments of the Study**

For this study questionnaire was developed by (Aslam, 2015) which was utilized to gather the required data. There was one questionnaire used for the current study namely “Questionnaire for the Awareness of Head Teachers Regarding Punjab Education Code”. Likert type scale with five options on every item (definitely false, probably false, unsure, probably true, and definitely true) was used to get information from the respondents. The calculated reliability of the “Questionnaire for Awareness of Head Teachers Regarding Punjab Education Code” was .81.

### **Data Collection and analysis**

For the purpose of the data collection, the researchers visited the schools to collect data by themselves. The questionnaires were distributed to the head teachers. Clear instructions were given to the respondents for filling in the questionnaires. Information was arranged and tabulated by using Statistical Package for Social Sciences (SPSS). The analysis was presented by applying descriptive statistics in terms of frequencies, mean, and standard deviation.

### **Data Analysis and Interpretation**

The entire information was arranged and planned for understanding and interpretation of the quantitative investigation. The analysis is being presented in terms of frequencies, mean scores, and standard deviation.

Table 1:

*Demographic Profile about Awareness of Head Teachers (N = 100)*

Variables	Percentage (%)
<b>Experience</b>	
4-6 years	42
7-9 years	48
Above 9 years	10
<b>Academic Qualification</b>	
Masters	45
M.Phil.	19
<b>Professional Qualification</b>	
B.Ed.	71
M.Ed.	29

According to the demographic information, the majority (48%) of the respondents had 7-9 years of teaching experience. The respondents that had 4-6 years of teaching experience were 42% and 10% had above nine years of teaching experience. The analysis of academic qualifications of respondents shows that 81% respondents had masters' degrees. The respondents with MPhil degree were 19%. It was further revealed that majority of the respondents (71%) had B.Ed. degree. While the respondents that had M.Ed. qualifications were 29%.

Table 2:

*Frequency Distribution about Uniform, Private Tuition, Duties of Head Teacher and Fine for Breach of School Discipline Rules*

Statements	Definitely False %	Probably False %	Unsure %	Probably True %	Definitely True %	Mean	SD
1. Uniform rule	12	7	9	42	30	3.71	1.297
2. Private Tuition	3	5	16	68	8	3.73	.679
3. Duties of Head Teacher	6	22	26	7	39	3.60	1.17
4. Fine for Breach of School Discipline Rule	11	23	21	30	15	3.72	.877

Table 2 shows that most of the respondents (72%) had awareness about prescribed uniform rules. Some of the respondents (28%) were unaware of these rules. The results indicate that most of the respondents (76%) had no awareness about prescribed private tuition rules. Only 24 % of respondents had awareness about the private tuition fee rules. Further, it was revealed that most of the respondents (54%) had awareness about the prescribed duties of the head teachers according to rules. However, 46% head teachers were not aware of the prescribed duties of the head teachers according to rules. The above table also illustrates that most of the respondents (55%) had awareness about the prescribed fine for the breach of school discipline rules but many respondents (45%) were not aware of these rules.

Table 3:

*Frequency Distribution and Percentage of the Awareness of the HTs about Expulsion, Co-curricular Duties, School Hours, and Time Table Rules*

	Statements	Definitel y False %	Probably False %	Unsure %	Probably True %	Definitel y True %	Mean	SD
1.	Student expulsion rule on misconduct	20	20	17	28	15	2.98	1.378
2.	Staff member's co-curricular activities.	11	18	13	48	10	3.28	1.198
3.	Opening and closing time under particular circumstances.	14	25	15	36	10	3.03	1.259
4.	Proper time for routine work	2	17	13	44	24	3.71	1.076

Most of the respondents (57%) had no awareness about the prescribed expulsion rules. While on the other hand 43% had awareness. Fifty-eight percent had awareness about prescribed co-curricular activities rules while 42% showed no awareness about this. According to the table, 56% head teachers did not know about the prescribed school hours rule and 46% had this awareness. The above table further illustrates that most of the respondents (68%) had awareness because head teachers know about the prescribed time

table rule. A considerable number of respondents (32%) had no awareness of the prescribed time table rule.

Table 4:

*Frequency Distribution and Percentage of the Awareness of the HTs about Grant of Leave, Number of Students in Class, Payment of Dues and First Admission Rules*

	Statements	Definitely False %	Probably False %	Unsure %	Probably True %	Definitely True %	Mean	SD
1.	Approval of the students leave	12	23	17	36	12	3.13	1.244
2.	Size of the class no exceed more than 45 students	22	29	8	28	13	2.81	1.398
3.	Payment of the funds on every October	18	38	15	23	6	2.61	1.197
4.	Parents signature on admission application	11	5	4	62	18	3.71	1.57

Almost half of the respondents had no awareness of the prescribed rules for leave. The other half percent head teachers had awareness about the prescribed grant of leave rule. Fifty-nine percent of respondents were not aware of the prescribed strength of students in the class rule. Some of the respondents (41%) had awareness about this. Results indicate that most of the respondents (71%) had not aware of the prescribed payment of dues rule. Moreover, the majority of the head teachers (80%) had awareness about the prescribed first admission rule.

Table 5:

*Frequency Distribution and Percentage of the Awareness of the HTs about**Age Limit, Vacation in Schools, Admission to Schools and Re-admission after Failure Rules*

	<b>Statements</b>	<b>Definitely False %</b>	<b>Probably False %</b>	<b>Unsure %</b>	<b>Probably True %</b>	<b>Definitely True %</b>	<b>Mean</b>	<b>SD</b>
1.	Age limit for admission	41	26	11	14	8	2.22	1.330
2.	Change in vocation schedule by the government	43	27	5	18	7	2.19	1.346
3.	Admission on merit	38	14	3	21	24	2.79	1.678
4.	Compulsory for candidate to pass public exam even then he or she cannot sit in the same class	43	28	13	10	6	2.08	1.228

Table 5 indicates that most of the respondents (78%) had no awareness about prescribed age limit rule. The rest of the head teachers were aware of these rules. Seventy five percent head teachers did not know about prescribed vacation in schools rule. The table indicates that 55% head teachers had no awareness about prescribed admission to school rule. While on the other hand 45% respondents had awareness about these rules. Furthermore, majority of the respondents (84%) had no awareness about prescribed re-admission after failure rule.

Table 6:

*Frequency Distribution and Percentage of the Awareness of the HTs Regarding Duration of Teaching Period, Conduct Register, Morning Assembly and Prayers Rules*

	<b>Statements</b>	<b>Definitely False %</b>	<b>Probably False %</b>	<b>Unsure %</b>	<b>Probably True %</b>	<b>Definitely True %</b>	<b>Mean</b>	<b>SD</b>
1.	60 minutes class period duration	46	19	12	17	16	2.18	1.336
2.	Clerk control over conduct register	58	14	6	12	10	1.74	1.330
3.	Morning assembly	51	31	12	6	20	1.79	1.066
4.	Prayers Arrangement	56	10	14	12	8	2.06	1.384



Table 6 indicates that most of the respondents (67%) did not know about prescribed duration of teaching period rule. Some of the respondents (33%) had awareness about the prescribed duration of the teaching period rule. Most of the respondents (78%) had no awareness about prescribed conduct register rules. Moreover, 74% of head teachers did not know about the prescribed morning assembly rule. While 80% head teachers did not know about the prescribed prayer rule.

Table 7:

*Frequency Distribution and Percentage of the Awareness of the HTs about Religious Education, Liability to Inspection and Parent-teacher Association Rules*

	Statements	Definitely False %	Probably False %	Unsure %	Probably True %	Definitely True %	Mean	SD
1.	Co-curricular activities for the non-Muslims students	39	20	14	19	8	4.30	1.020
2.	Record for inspection	13	26	14	29	18	3.13	1.338
3.	School council arrangement	4	3	52	41	0	4.30	.718

Most of the respondents (73%) had no awareness about prescribed religious education rules and 53% of head teachers did not know about prescribed liability to inspection rule. Results further revealed that 59% of head teachers had no awareness about prescribed parent-teacher association rule.

Table 8:

*Frequency Distribution and Percentage of the Awareness of the HTs about Fees Rules*

	Statements	Definitely False %	Probably False %	Unsure %	Probably True %	Definitely True %	Mean	SD
1.	Tuition fee in government schools	6	13	3	37	31	4.04	1.004
2.	Entrance fee for admission	20	11	12	41	16	3.52	1.186
3.	Fee conditions for Scholarship	40	6	3	5	46	4.29	.856
4.	Compulsory for students to pay all the due to sit in public exam	18	24	18	35	5	2.85	1.226

Table 8 shows that most of the respondents (68%) had awareness about the tuition fee rule and 57% had awareness about the prescribed entrance fee rule. Additionally, 51% of heads had awareness about the prescribed fee concession rule. The data further indicates that 60% of head teachers did not know about the prescribed examination fee payment rule.

Table 9:

*Frequency Distribution and Percentage of the Awareness of the HTs Regarding Scholarship Rules*

	Statements	Definitely False %	Probably False %	Unsure %	Probably True %	Definitely True %	Mean	SD
1.	District Education Officer (DEO) commanding authority over scholarship.	18	27	19	14	22	2.95	1.424
2.	50% scholarship purely on merit.	7	24	17	26	26	3.40	1.295
3.	Parents Punjab domicile condition for scholarship	19	36	14	11	20	2.22	1.382
4.	Scholarship duration	16	39	11	18	16	2.79	1.351
5.	Scholarship award for the regular students.	4	9	11	50	26	3.85	1.038

Table 9 indicates that most of the respondents (64%) did not know about prescribed scholarship authority rule. Fifty two percent respondents had awareness about the prescribed scholarship merit rule. While on the other hand, 69% of the respondents had no awareness about prescribed Punjab domicile scholarship rules. Most of the respondents (66%) did not know about the prescribed scholarship duration rule. It further shows that the majority of the respondents (76%) had awareness about the prescribed regular student scholarship award rule.

Table 10:

*Frequency Distribution and Percentage of the Awareness of the HTs about Grants Rules for Schools*

	Statements	Definitely False %	Probably False %	Unsure %	Probably True %	Definitely True %	Mean	SD
1.	Grants permission from the Director of Public Instruction (DPI).	2	13	40	45	0	4.28	.766
2.	Grants installments.	18	27	19	14	22	2.95	1.424
3.	Grants addressable to District Education Officer	21	6	2	25	46	4.29	.856
4.	50 percent grant for the outstanding institutions	18	24	18	35	5	2.85	1.226

Table 10 indicates that 55% of head teachers did not know about prescribed grants permission from Director Public Instruction rule. While 64% of head teachers did not know about prescribed grants from provincial revenue and its installment rule. It further illustrates that 29% of respondents had not awareness about prescribed grants rules of schools are addressable to District Education Officer (DEO) while, 71% knew about it. Furthermore, 60% of respondents were unaware of this rule in which outstanding institutions were given a 50% grant.

Table 11:

*Frequency Distribution and Percentage of the Awareness of the HTs about Grants and Financing Rules for Schools*

	Statements	Definitely False %	Probably False %	Unsure %	Probably True %	Definitely True %	Mean	SD
1.	Grant refusal for inappropriate functioning of the school	13	26	14	29	18	3.13	1.338
2.	Grant reeducation by the government in certain situations	10	11	12	51	16	3.52	1.85
3.	Government right for refusal of the grant	11	23	39	17	10	3.72	.877
4.	Determine contingencies rate by the government	19	36	14	11	20	2.22	1.382

The results revealed that 53% of head teachers did not know about the rules of grant refusal on the inappropriate functioning of the school. However, the majority of the respondents (67%) had awareness about grant reduction in case of shortage of funds statement. It was revealed that 73% of head teachers did not know about the prescribed government right to refuse any grant statement. The table further shows that most of the respondents (69%) had not aware of prescribed contingencies rates reversion by the government statement.

### **Findings**

Following are the findings of the study.

#### **Awareness about general rules:**

The results of this study indicate that the majority of head teachers had not complete awareness regarding Punjab Education Code; only 30% of head teachers showed awareness about the rules of the Punjab Education Code. The majority of head teachers had attained an average mean score and their responses ranged in between 30% to 40% mostly. They could hardly reach the average level of awareness but could not approach the high level of awareness because they answered 21.7% rightly to general rules of schools wrote in Punjab Education Code. It was also concluded that the head teachers who had managerial experience had more awareness about general rules of schools written in the Punjab Education Code as compared to the awareness of head teachers who had less managerial experience. On the basis of academic qualification, it was found that the head teachers with a master's degree had more awareness about general rules of schools written in Punjab Education Code as compared to the awareness of head teachers with M.Phil. degree. Moreover, it was found that the head teachers having B.Ed. and M.Ed. degree as professional qualification had more awareness about general rules of schools written in Punjab Education Code as compared to the awareness of head teachers without having professional qualification.

**Awareness about fee and scholarship rules:**

The results of this study lead to the conclusion that the secondary school head teachers had an average level of awareness about the fee and scholarship rules of schools mentioned in Punjab Education Code. This was concluded on the basis of their average mean scores and percentage of right responses. A considerable number of head teachers of secondary schools (55.5%) reported their awareness of rules related to fee and scholarship which were written in Punjab Education Code. Further, it was concluded that the head teachers who had 4-6 and above 9 years' experience had more awareness about fee and scholarships rules of schools written in Punjab Education Code as compared to the awareness of head teachers with 7-9 years' experience. On the basis of qualification it was found that the head teachers having higher academic qualification had more awareness about fee and scholarship rules of schools written in Punjab Education Code as compared to the awareness of head teachers having a master degree. Moreover, the head teachers having B.Ed. and M.Ed. professional qualification had more awareness of given rules as compared to the awareness of head teachers without professional qualifications.

**Awareness about grants and financing rules:**

It was revealed that the secondary school head teachers had a low average level of awareness about grants and financing rules of schools written in Punjab Education Code. Only 25% head teachers of secondary schools showed their knowledge about grants and financing rules of schools written in Punjab Education Code. It was also concluded that the head teachers who had more experience had more awareness regarding grants and financing rules of schools written in Punjab Education Code as compared to the awareness of head teachers with less experience. The head teachers who had an MA/MSc degree as an academic qualification and B.Ed. and M.Ed. degree as a professional qualification had more awareness regarding grants and financing rules of schools written in Punjab Education Code

as compared to the awareness level of those heads who had MPhil degrees and without professional qualification.

### **Recommendations**

Following are the recommendations of the study:

1. It is recommended that laws, rules, and regulations should be provided to head teachers at the time of their appointment.
2. It is suggested that pre-service and in-service teachers should be provided maximum information during their training regarding educational laws, rules, and regulations.

## References

- Aslam, M. (2015). *Study of head teachers' awareness and implementation of Punjab education code at secondary school level in Punjab*. [Unpublished M.Phil.thesis]. Institute of Education & Research, University of the Punjab. Lahore.
- Alexander, K. & Alexander, M .D. (2001). *American public school law (5th Ed.)*. Belmont: West- Thomson Learning.
- Bogle, J. P. (2003). *A torto liability knowledge assessment of selected Missouri principals*. Unpublished doctoral dissertation, Saint Louis University, St. Louis, MO.
- Birch, I. K. (1990). *Comparative school law*. New Yark: Pergamon Press.
- Caldwell, M. T. (1986). *Virginia principals and school law*. [Unpublished doctoral dissertation]. Virginia Polytechnic Institute and State University, Blacksburg, Virginia.
- D'Souza, A. A. (2013). *The importance of law to the society: Need of the hour*. Mangalore, India. Retrieved from <http://www.Mangalorean.Com>
- Durosaro, D.O. (1998). "Education laws in Nigeria", management of Nigerian education, law, structures and responsibilities. *A Journal of the National Institute for Educational Planning and Administration*, 11-28.
- Findlay, N.M. (2007). In-school administrators' knowledge of education law. *Education and Law Journal*, 17(2), 177-202.
- Fischer, L., & Sorensen, G. P. (1996). *School law for counselors, psychologists, and social workers (3rd Ed.)*. White Plains: Longman Publishers.
- Government of the Punjab (2019). *The Punjab School Education Department*. Retrieved from <http://schools.punjab.gov.pk>.
- Luce, W. M. (1994). Principles for principals. *The Executive Educator*, 16(8), 23-25.

Shoop, R., & Dunklee, D. (2002). *The principal's quick reference guide to school law*. New York: Corwin Press.

Singhal, A. (1990). *Entertainment-education communication strategies for development*.

[Unpublished doctoral dissertation]. University of Southern California, Los Angeles.

Taylor, K. R. (2001). What about Legal Literacy? *Principal Leadership*, 2(2), 66-70.





Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-28>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Nexus between Level and Factors of Job Satisfaction in Nurses of Multan City (Pakistan): A Study of Public Hospitals</b>
<b>Author(s):</b>	Sidra Hussain M.Phil Scholar, Department of Sociology, Bahauddin Zakariya University, Multan, Pakistan
	Saima Afzal Assistant Professor, Department of Sociology, Bahauddin Zakariya University, Multan, Pakistan
	Adeela Manzoor Ph.D. Scholar, Department of Rural Sociology, University of Agriculture, Faisalabad
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Hussain, Sidra, et al. (2020). "Nexus between Level and Factors of Job Satisfaction in Nurses of Multan City (Pakistan): A Study of Public Hospitals" <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 532–555, <a href="https://doi.org/10.36968/JPDC-V04-I03-28">https://doi.org/10.36968/JPDC-V04-I03-28</a>
<b>Author(s) Note:</b>	Sidra Hussain is a M.Phil Scholar at Department of Sociology, Bahauddin Zakariya University, Multan, Pakistan
	Saima Afzal is serving as Assistant Professor at Department of Sociology, Bahauddin Zakariya University, Multan, Pakistan <b><u>Corresponding Author's Email: <a href="mailto:saimaafzal@bzu.edu.pk">saimaafzal@bzu.edu.pk</a></u></b>
	Adeela Manzoor is a Ph.D. scholar at Department of Rural Sociology, University of Agriculture, Faisalabad

### Abstract

The present study was intended to determine the level and factors of nurse's job satisfaction working at public hospitals of Multan city, Pakistan. A cross-sectional survey was employed to collect data (March, 2019-May, 2019) from 441 nurses by utilizing a disproportionate sampling technique. Data collection was done by the application of a self-administered questionnaire *e.g.* McCloskey/ Mueller Satisfaction Scale. (MMSS). The level of J.S was measured by correlation analysis and to determine the most prevalent factor of J.S regression analysis was done. Correlation coefficient value of socio-demographic variables described that cadre, shiftwork, work experience, marital status, no of children, and working hours demonstrated a significant relationship with J.S. However, regression analysis of MMSS demonstrated a strong positive association with J.S. Nurse's satisfaction could be improved through cultivating a positive work environment, increase in remuneration, decrease in workload, and maintaining work/family balance.

**Keywords:** Job satisfaction, Nurses, Public Sector Hospital, MMSS, Multan (Pakistan).

## Introduction

Job satisfaction is considered a multi-facets phenomenon. It entails the behaviors, skills, value systems, and beliefs of an individual. And it is the most vital factor which defines human resource productivity and efficiency. Job satisfaction enhances not only an employee's passion but also lower down the turnover rates and higher the quality of services (Hussain et al., 2019).

J.S is significantly important for nurse employees because it is linked to the outcome of the patients and also influences the performance of the nurse. Different studies explored a correlation between nurse's J.S and quality care and patient satisfaction (Choi et al., 2016). Although work dissatisfaction led to the shortage of nurses, other than this it could be a possible result for nurses to turn over (Burtson and Stichler, 2010).

The shortage of nurses is a global dilemma. Job dissatisfaction among nurses is a potential result of a lack of nurses. Now, nurse turnover has been becoming a growing problem that needs to be addressed. A report by WHO (2011), stated that "about a quarter of Pakistani nurses work outside the country." Yet, the average commended nurse to doctor ratio is 4:1, however, in Pakistan nurse ratio to doctor ration is reversed with 2:7. Being an active member of the healthcare system, retaining nursing staff is very important by improving awareness of causes that have led to their JS as well as through encouragement at work.

Lorber and Savic (2012) stated that various studies demonstrated different levels of job satisfaction for nurses, but predictors of satisfaction are relatively similar, including promotion, workplace conditions, relationship with supervisors and colleagues, compensation, job safety, responsibility, and work hours.

Bahalkani et.al, (2011) indicated a lower level of satisfaction in registered nurses doing a job at Pakistan's government sector hospitals. According to the author, the predictors of low satisfaction were poor wages, lack of respect, inadequate work environment, and

unpredictable roles with less overall power, time stress, patient carefulness, and lack of professional growth opportunities. A study of South West Ethiopia by Dagget, Molla, and Belachew (2016) found low job satisfaction among the approximately two-thirds of a hospital serving nurses. Help from managers and a lack of communication from colleagues predicted the variable result.

Existing Literature has shown that there are fewer studies on the subject of nurse's J.S, especially in the Pakistani context. So, there is a need for conducting a study that finds out the level of satisfaction and determines related factors of J.S among RN working in public sectors. The present study seeks to document the level and factors of J.S among nurses serving in Public health care settings. The current study also strives to overcome the methodological gap by the application of MMSS in Public sector hospitals of Pakistan. Moreover, it may also be beneficial for recruitment and retention strategies regarding nurses.

### **Research Objectives**

Main objective of the current study was to investigate level and factors of J.S in nurses and to find out correlation between the demographic variables and overall J.S.

### **Research questions**

Present study has following research questions:

- i. What is the level of job satisfaction among nurses?
- ii. What is the association between socio-demographic characteristics and nurse's overall job satisfaction?
- iii. What are the factors that influence nurse's job satisfaction?

### **Literature Review**

For a century, employee's job satisfaction has been examined. Job satisfaction is defined as, "an expression of positive attitude by employees toward their jobs" (Alberts,

2015). Substantial evidence is claiming that a satisfied working force is favorable for the organization as well as for the society (Lu et al., 2016).

Job satisfaction is considered significantly important for nurses because it is not only allied with the Patient's outcome but also influence a nurse's performance. The literature revealed the association of J.S with nurse's performance, patient satisfaction, and quality care services. Studies have also been demonstrated the association of J.S with burnout, intent to leave, and absenteeism among nurses (Burtson and Stichler, 2010).

Researchers identified numerous factors that are responsible for job satisfaction/dissatisfaction in nurses. Factors which were identified as satisfier are appreciation and recognition from colleagues and patients, salary, holidays, bonuses, communication opportunities, job security, and autonomy, etc. The factors of dissatisfaction include lack of resources, more workload, job anxiety, and bad relationship with colleagues (Hayes, Bonner, and Pryor, 2010).

It was reported that the level of Job satisfaction varies among nurses; however, predictors of J.S are comparatively the same (Lorber and Savic 2012). According to McGlynn, Griffin, Donahue, and Fitzpatrick (2012) level of JS be contingent on the differences between what an employee is expected from their job and what they gain. Few studies identify factors and level of JS in nurses, so it is essential to carry out such a study that identify level and factors of J.S in nurses and hence fill the literature gap.

## **Methods**

The current study employed a quantitative, cross-sectional approach. The quantitative approach not only differs from qualitative on the basis of methods of measurements but also the both types have different epistemological grounds (Walliman, 2015). The study was conducted between a time interval of three months (March, 2019-May, 2019). Data was

collected after taking formal permission from respective authorities. This section explains the methods adopted to collect and analyze the data as follows:

### **Population and Sample**

The study was carried out in Multan city due to the prime importance of city Multan in South Punjab. Data were collected from all the public hospitals of Multan City because the present study was based on public sector hospitals and the total population was known e.g. nurses working at all public hospitals.

The sample was selected by utilizing a disproportionate sampling technique on the bases of the information given by administration offices of respective public setting hospitals. Both permanent and contract base nurses serving in various departments e.g. outdoor patient department, operating room (O.R), laboratory and specialized unit, intensive care unit (I.C.U.) were included in the sample. While nurses who are studying and serving as trainees or having less than one year of job experience were excluded from the sample. Data was collected from six government hospitals of Multan, that includes, NMH (Nishtar Medical Hospital,  $n=214$ ), CHM (Children Hospital Multan,  $n=161$ ), MIC (Multan Institute of Cardiology,  $n=150$ ), and Shabazz Sharif District Hospital, the hospital is divided into two sub-campus e.g. (Civil District Hospital and Fatima Jinnah Hospital,  $n=26$ ). Respondents were chosen from each stratum by the application of a disproportionate technique, while the size of sampling was identified by ensuring the above-cited criteria. To this extent, ( $n=551$ ) respondents constituted the sample size for the present study.

A total of 551 questionnaires were disseminated by the researcher. Few of the nurses pull-out in the mid of the process. Whereas some questionnaires were not filled properly and hence having missing values. Therefore, these questionnaires were not included in the sample and the researcher used the remaining 441 questionnaire for further analysis. This yields 80% of response rate. While, during the situation of private invitation or correspondences at least

60% response rate is expected (Polit & Beck, 2015). By considering this claim cited above the current study has an adequate response rate for generalizing *i.e.* 80 %.

### **Research instrument**

Data collection was done by utilizing a self-administered questionnaire, having two parts; the first part contained questions regarding the Socio-demography profile of respondent while the second part was consist of an internationally reliable and valid inventory; namely, “McCloskey and Mueller Satisfaction Scale” developed by McCloskey/Mueller in (1974) to measure the level of J.S among nurses. MMSS is a 31-item three-dimensional (Social rewards, Safety rewards, and Psychological rewards) inventory that measures one construct e.g. ‘job satisfaction’ through eight different subscales. Subscales, rated on a five-point Likert scale (*Very Dissatisfied=1, very Satisfied= 5*). To produce a composite score for each of the dimensions of MMSS, respective items from each dimension were combined. Which constituted a score range of (*min=31, max=155*). All the 31 items were combined to determine total job satisfaction, as per instructions given by the MMSS developer (Mueller & McCloskey, 1990).

The reliability of the instrument was guaranteed by a pre-testing, the pre-test alpha coefficient of MMSS was ( $n=30$ , Alpha= .803). However, a panel comprised of 3 Ph.D. faculty members from the Department of Sociology and Chief Nursing Superintendent (NMH) ensured the validity of the questionnaire. Post-testing of MMSS was also done by calculating the Cronbach alpha ( $\alpha$ ) value. The Alpha coefficient value for 31-items was ( $\alpha =.94$ ,  $n=441$ ).

### **Variables of study**

The Job Satisfaction is dependent variable of the study. And Intrinsic and Extrinsic rewards, Scheduling Satisfaction, Family-work balance, Co-workers, Interaction, Professional Opportunities, Praise/recognition, and Control/Responsibilities are independent

variables. the measurement of these variables was made through the above described “McCloskey and Mueller Satisfaction Scale”. The conceptual definitions are gives as under.

### **1. Job satisfaction (DV)**

J.S is defined as how content an employee is with his/her job (Kumar, Khan, Inder & Sharma, 2013)

### **2. Extrinsic rewards (IV)**

Extrinsic factors may define as “hygiene or maintenance factors which if absent, cause dissatisfaction. Extrinsic factors includes income, job security, working environments, quality and level of supervision, organizational policy, management, and interpersonal relations (Saeed & Farooqi, 2014).

This variable measure how satisfied you are with hygiene factors. Operationalization of extrinsic rewards was done by the analysis of salary, vacation, financial benefits (including, retirement and insurance benefits).

### **3. Intrinsic Factors (IV)**

Intrinsic factors may define by internal derives of individual. According to Herzberg (1971), intrinsic factors are feelings of attainment, recognition, accountability, work nature, individual growth and advancement (Saeed & Farooqi, 2014).

## **Procedure**

The researcher personally took responsibility for the administration and gathering of the questionnaires. Formal approval was taken from nursing superintendents in the hospital administration of respective hospitals. Data was gathered after duty hours of nurses. A pre-notification was given by a telephone call to the respondents one day before the data collection. Moreover, the researcher confirmed all the rights pertained by the respondents.



## Statistical Analysis

Both descriptive and inferential analysis was done by using AMOS to fulfill the objectives of the present study. Socio-demographic variables were analyzed by descriptive analysis (percentage and frequency distribution). Pre-testing, post-testing, and scoring of MMSS factors were also done. To yield a composite score of MMSS dimensions, respective items from each of the dimensions were combined. Hence, the scoring range was (*minimum=31, maximum=155*). Lastly, all the (31-items) were combined to calculate total (over-all) job satisfaction. The correlation coefficient was calculated to measure the correlation between socio-demographic variables (IVs) and Job Satisfaction (DV). Association between various factors of MMSS and J.S was examined by the application of regression analysis.

## Results

Table (1) demonstrates that (n=178, 40%) respondents were between the age group of (26-30 years). The work experience of 209(47.4 %) respondents were (1-4 years) and to the extent of half (n=239, 54.2%) of the nurses were unmarried. Data confirmed that most respondents had 153(34.7 %) salary ranged from (41000-50000).

**Table 1**

***Socio-Demographic profile of respondents (n=441)***

<b>Variables</b>	<b>Frequency (%)</b>
<b>Age (in years)</b>	
21-25	126(28.6)
26-30	178(40.4)
31-35	107(24.3)
36-40	23(5.2)
>40	7(1.6)
<b>Salary (Rs.)</b>	
20000-30000	83(18.8)
31000-40000	65(14.7)
41000-50000	153(34.7)
51000-60000	117(26.5)
61000-70000	23(5.2)

<b>Experience (in years)</b>	
1-4 years	209(47.4)
5-8 years	121(27.4)
9-12 years	91(20.6)
13-16 years	14(3.2)
>16 years	6(1.4)
<b>Marital status</b>	
Married	201(45.6)
Unmarried	239(54.2)
Widow/Divorced/Separated	1(.2)

**Table 2**

*Descriptive statistics of McCloskey/Muller Satisfaction scale (MMSS) and Cronbach alpha value; (n=441)*

<b>Sr. No</b>	<b>Predictors</b>	<b>No of Items</b>	<b>Scores Mean <math>\pm</math> SD</b>	<b>Min</b>	<b>Max</b>	<b>Cronbach's <math>\alpha</math></b>
1	Extrinsic Rewards	3	2.13 $\pm$ 1.114	3	15	.80
2	Scheduling Satisfaction	6	2.83 $\pm$ 1.281	6	30	.86
3	Family/work balance	3	1.83 $\pm$ 0.886	3	15	.54
4	Co-workers	2	1.97 $\pm$ 0.843	2	10	.79
5	Interaction	4	2.21 $\pm$ 0.992	4	20	.90
6	Professional Opportunities	4	1.90 $\pm$ 0.961	4	20	.87
7	Praise/recognition	4	2.19 $\pm$ 0.899	4	20	.87
8	Control/Responsibilities	5	2.22 $\pm$ 1.071	5	25	.93
<b>Total</b>		<b>31</b>	<b>2.16<math>\pm</math>0.973</b>	<b>31</b>	<b>155</b>	<b>.94</b>

**Note:** S.D=Standard Deviation; Min=Minimum score; Max=Maximum score. Overall

satisfaction was calculated by the mean scores of eight predictors.

Table (2) presents the number of items, minimum maximum, and Cronbach alpha ( $\alpha$ ) value of each subscale. Table 2 mentions that MMSS contained 31 items with 155 maximum score and Total Cronbach's Alpha value of eight MMSS predictors yielded a very high and acceptable reliability value e.g. ( $\alpha$ =.94). It was also evident that each subscale verified high-reliability value except one subscale e.g. Family/work balance ( $\alpha$ =.54), these results were aligned with another study conducted by O'Neal (2012), who reported high

reliability of each subscale (MMSS) but very low reliability of subscale work/family balance. To determine the level of satisfaction concerning MMSS predictors, scoring of MMSS predictors was done and the results of the Likert scale were calculated by calculating Mean and Standard deviation. Mean score of Family/work balance (mean=1.83), Professional opportunities (mean=1.90), and co-workers (mean=1.97) exceeds slightly very dissatisfied (score 1) and approached moderately dissatisfied (score 2). Respondents were moderately dissatisfied (score 2) with predictors interaction (mean=2.21), Praise/recognition (mean=2.19), control/responsibility (mean=2.22), extrinsic rewards (mean=2.13). Regarding the scheduling predictor respondents shown neutral response (mean=2.83; score 3). Overall nurses were moderately dissatisfied (mean=2.16) with their jobs (score 2). It means that level of satisfaction among nurses was moderately dissatisfied.

**Table 3***Correlation coefficient of Socio-demographic variables (n= 441)*

Variables	J.S	(P)	Comments
	(r)		
Age (in years)	(.008)	(.868)	Non-Sig
Nature of job	(.037)	(.442)	Non-Sig
Cadre (rank)	(.230 <sup>**</sup> )	(.000)	Sig
Qualification	(-.064)	(.177)	Non-Sig
Work Shifts	(-.164 <sup>**</sup> )	(.001)	Sig
Work experience	(-.121 <sup>*</sup> )	(.011)	Sig
Marital Status	(-.163 <sup>**</sup> )	(.001)	Sig
No of children	(.174 <sup>**</sup> )	(.000)	Sig
Intent to quit in next five years	(.079)	(.096)	Non-Sig
working hours	(-.236 <sup>**</sup> )	(.000)	Sig
Salary	(-.024)	(.617)	Non-Sig

**Note:** Spearman correlation was applied for nominal/ordinal scale, Pearson correlation was applied for Interval/Ratio scale. J.S=Job Satisfaction (D.V); Sig=Significant; Non-sig=non-significant

**\*\* $P < 0.01$ , \*  $P < 0.05$**

Table (3) demonstrates result of correlation coefficient ( $r$ ) that was calculated to investigate the correlation between the response variable and socio-demographic variables. It was evident that the variable of “Cadre” demonstrated a positive weak correlation ( $r=.230$ ;  $p$  is less than 0.01). On contrast, both work in shifts and marital status indicated weak negative correlation ( $r=-.164$ ;  $p$  is less than 0.01) and ( $r=-.163$ ;  $p$  is less than 0.01) respectively. While variables like age, salary, nature of job, qualification and intent to left job demonstrated a non-significant result. These findings has been showing consistency with another study executed by Naguib, Baruffini & Maggi (2019), as they found not any clear indications that represent the effect of job nature and qualification level on J.S. Present study describes a negative correlation ( $r=-.236$ ;  $p$  is less than 0.01) of working hours and working experience ( $r=-.121$ ;  $p$  is less than 0.05) with J.S. These results show similarity with a study of United Kingdom, directed by Nassab (2008), According to Nassab (2008) long work hours reduced J.S of employee. However, the current study indicated that the variable “number of children” demonstrated a positive correlation with values ( $r=.174$ ,  $p$  is less than 0.01).

**Table 4*****Multiple Linear Regression Analysis of factors of MMSS (n=441)***

S.no	Factors	Std. Error	St. Coefficients ( $\beta$ )	(T)	(P)	Comments
1	ER	(.019)	(.080)	(3.78)	(.000)	Sig
2	SS	(.019)	(.090)	(3.67)	(.000)	Sig
3	FWB	(.021)	(.105)	(5.58)	(.000)	Sig
4	SC	(.029)	(.104)	(4.18)	(.000)	Sig
5	IO	(.026)	(.215)	(8.24)	(.000)	Sig
6	PO	(.023)	(.134)	(5.95)	(.000)	Sig
7	PR	(.026)	(.176)	(7.44)	(.000)	Sig
8	CR	(.024)	(.215)	(8.13)	(.000)	Sig

**Note:** Job satisfaction =D.V,  $\beta$  = Beta, Sig=Significance,  $R^2= (.923)$ ;  $F=(644.45)$ ,  $SE=.273$ ;  $P < 0.001$

ER=Extrinsic Rewards, SS=Scheduling Satisfaction, FWB=Family & work balance, SC=satisfaction with Co-workers, IO=Interaction opportunities, PO=Professional Opportunities, PR=Praise & Recognition, CR=Control & responsibility

Table (4) demonstrates results of multiple linear regression, intended to predict the factors that influence nurse's J.S in hospital settings. Model's 'Goodness of fit' was investigated before calculating multiple linear regression. Data demonstrates overall the regression model is a good fit. Moreover, the factors (eight subscales of MMSS inventory) exhibits variations in response variable ( $R^2 = .923$ ,  $F = 644.45$ ,  $p$  is less than 0.001).  $R^2$  represents a value of (.923), e.g. the model validates 92.3 % variance. Which means that IV's (independent variables) describe (92.3%) variability of dependent variable. Here, these results confirmed that a unit increase in factors of MMSS leads toward a unit increase in J.S. Findings cited above also indicates that all the factors of MMSS have been showing a significant positive relationship with J.S having  $p$  value less than (0.001), for example, Extrinsic rewards ( $\beta = .080$ ;  $t = 3.78$ ), Scheduling Satisfaction ( $\beta = .090$ ;  $t = 3.67$ ), Family & work balance ( $\beta = .105$ ;  $t = 5.58$ ), Co-workers ( $\beta = .104$ ;  $t = 4.18$ ), Interaction ( $\beta = .215$ ;  $t = 8.24$ ), Professional Opportunities ( $\beta = .134$ ;  $t = 5.95$ ), Praise & Recognition ( $\beta = .176$ ;  $t = 7.44$ ), and Control and responsibility ( $\beta = .215$ ;  $t = 8.13$ ).

## Discussion

Nursing staff shortage reduced expertise and excellence of medical outcomes, and it badly influences health-related services (Yarbrough et.al, 2017). Numerous studies featured the substantial outcomes of job satisfaction on nurse retention and turnover rates (Alotaibi, Paliadelis, and Valenzuela, 2016). For that reason, J.S is viewed as a probable subject for pledging an adequate nursing workforce and also guaranteeing better health care facilities. The present study was designed to investigate the level and factors of J.S among nurses.

Nurses from public setting hospitals of Multan city constituted the sample. Correlation and regression analysis was run to cover the said objectives of the present study.

Findings of the present study suggest that among demographic variables, these six variables were significantly correlated with J.S e.g. cadre, work in shifts, working experience, working hours, marital status, and no of children. While variables that have no significant relation with J.S were the age of respondent, Job nature, qualification, intent to leave, and salary. Zurmehly (2008) reported a significant relationship of education with J.S. whereas, in the current study non-significant relationship was found between education and J.S. Literature suggested that Shift work has been associated with nurse's low J.S (Labrague et.al, 2017). Work in night and day shifts both were investigated as very important predictors of J.S (Dall'Ora et.al,2015). And results of the current study verified the claim by investigating a significant positive relation between shift work and J.S. A negative-significant correlation relation was reported between work experience and J.S. Which signifies that the higher the work experience, the lower is the J.S. These findings have been contrasting with the findings of Zacher and Schmitt (2016), According to Zacher and Schmitt (2016), Workers having more job experience are more satisfied with the job than the workers having less job experience. Regarding marital status, an inverse correlation was investigated between marital status and JS of nurses that is contrasting with a study by (Atefi et al., 2015; Dawal et al., 2009), who narrated that married nurses have shown greater satisfaction with jobs as compare to unmarried nurses. Interesting findings were investigated by the researcher regarding the intent to quit, as a greater number of respondents have shown no intension to leave their jobs. However, these findings contradicted a study done by Larrabee et.al, (2010) and Al-Enezi et.al, (2009), who demonstrated that majority of nurse respondents were intended to leave. However, in the present research, it was evident that nurses have no intent to leave despite being low satisfied with their current job. Under the light of these findings, the researcher

concluded that having no intent to leave could be due to the fact of having good relationships with colleagues, short working hours, or due to young age. In the present study, in terms of the variable of age, data did not support the findings of other studies (Paggi and Jopp, 2015; Rose, 2018). As no significant relation was reported between age and J.S. Findings of the present study confirmed a statically significant positive correlation between J.S and cadre (Nurse's professional status). Hence, these findings are contrasting with the findings of Liu and Wang (2010), who reported a low level of satisfaction among nurses who hold a high professional status. A strong and positive correlation was investigated between the number of children and J.S. same findings were reported by Dilig-Ruiz et.al, (2018), as Dilig-Ruiz et.al, (2018) narrated that a high level of satisfaction was reported by nurses who have children than the nurses who have no children. The present study suggests that fewer job hours contributing to a greater level of satisfaction. As findings demonstrate a strong negative correlation between work hours and JS. These facts are aligned with the study of Nassab (2008), in the United Kingdom. The present study illustrates a non-significant relationship between job nature (Permanent and contract base) and job satisfaction. These outcomes have shown contrast with the outcomes of a Pakistani study accompanied by Bahalkani et.al, (2011). In the current study, the researcher investigated a non-significant relation between salary and J.S, contrary to the findings by De Coning, Rothmann, and Stander (2019), who found that income positively affects an employee's J.S (Table 3).

Findings (Table 2) illustrates that the overall level of satisfaction among nurse respondents was moderately dissatisfied (score 2). These facts are per a study of China by Lu et.al, (2016) and in Pakistan by Hamid et.al, (2014), who demonstrated that nurse respondents were dissatisfied with their jobs. A positive association demonstrates that all the eight predictors (from MMSS) significantly affect job satisfaction. Findings also reveal a low level of satisfaction e.g. "moderately dissatisfied" with all the predictors. The most prevalent

factors contributing towards a low level of satisfaction are extrinsic rewards, scheduling satisfaction, family and work balance, satisfaction with co-workers, interaction opportunities, professional opportunities, praise and recognition, and control and responsibility. These findings have shown consistency with the findings of Drake (2014) in the US.

A moderate dissatisfaction was reported with an extrinsic reward (score 2). This signifies that, according to Herzberg's Motivator-Hygiene theory, respondents were dissatisfied with hygiene factors (e.g. salary, vacations, and benefits). This claim was also confirmed by Pasaron (2013), who asserted that the absence of extrinsic rewards causes dissatisfaction among workers. Outcomes of the present research demonstrate work/family balance as another important interpreter of J.S. Nurse Employees who confirmed a high level of JS has less work-family conflict. In the present study, it was also evident that nurses were moderately dissatisfied with the variable work/family balance (maternity leaves, childcare facilities). Female workers having no childcare facilities at the workplace offend face with WFC (work-family conflict). These findings have been consistent with a previous study by Haar et.al, (2014), who also claimed that stability balance between work and family life has a positive influence on the personal life and J.S of an individual. However, the findings of the current study are contrasting with an Ethiopian study by Semachew et.al, (2017), as nurses were moderately dissatisfied with their workmates. There are numerous studies conducted on hospital settings highlighting the importance of interpersonal relationships regarding job satisfaction. Theoretical grounds also explained a nexus between Interaction and J.S. For example, the Symbolic interactionist perspective, view 'Interaction' as the most significant dimension of Job satisfaction, as cited by McGlynn et.al, (2012). Thus, the findings of the present research confirmed this theoretical assertion by demonstrating a significant positive association between interactional opportunities and J.S (Table-4). In the current study, it was evident that most nurses have shown dissatisfaction with professional opportunities due to



having fewer professional opportunities. However, Tasneem et.al, (2018) asserted professional opportunity as the most important predictor of J.S that assists in adding J.S through consuming complete potential. Furthermore, “praise/recognition” was also identified as a significant factor of J.S similar to the finding of Duffield et.al, (2011). Chaulagain and Khadka (2012) cited that, according to Herzberg’s two-factor theory, factors like “skill development” and “recognition” significantly improve J.S of employees. Given that, the findings of current research have theoretical implications by asserting that an increase in praise & recognition would significantly increase JS. It was also evident that employees feel dissatisfaction if they are not given a functional environment or autonomy (score 2; table: 2). The researcher also found a positive relation between J.S and “control and responsibility” (table 4). Another study by Chaulagain & Khadka (2012) revealed the same view, the absence of involvement in decision making produced dissatisfaction with variable “control and responsibility”.

## **Conclusion**

Job satisfaction among staff has been regarded as a predictor of quality health care services. While low job satisfaction is linked with high turnover as well as employee absenteeism. And it also influences the efficiency of medical services. Thus, the current study seeks to examine the level and factors of J.S among nurses serving in public sector hospitals. A low satisfaction level was found among nurses. Among demographic variables cadre, shifts work, marital status, working experience, working hours, and no of children were found as significant indicators of the low level of satisfaction. Findings also reveal a low level of satisfaction e.g. “moderately dissatisfied” with all the predictors of MMSS. The most prevalent factors contributing towards a low level of satisfaction were extrinsic rewards, scheduling satisfaction, family-work balance, satisfaction with co-workers, interactional opportunities, professional opportunities, praise and recognition, and control and

responsibility. Under the light of the above-cited findings, researchers conclude that the satisfaction of nurses can be enhanced through cultivating a positive work environment e.g. increasing salaries, reducing workload, establishing balancing between work and family life. Moreover, management could utilize these facts for the purpose to retain and increase nurse's J.S.

### **Implications**

The strengths of the present study propose a lot of implications. The present study pays attention to public hospitals. Public setting hospitals are the most deprived areas in terms of economic funding for health care workers. Furthermore, the study employed MMSS that has very high validity and reliability. The psychometric analysis is another vital addition that serves to enhance the soundness and validity of data collection. The study also provides empirical evidence to the administration for policymaking beneficial for nursing welfare. Findings of the present study also beneficial for researchers for future research in the health care sector.

### **Limitation and Recommendation**

Limitations of present research comprehend the sampling size and sampling design. The small size of the sample limited the ability for generalizing greater or heterogeneous populations. It is also pertinent that cross-sectional designs lacking the capability for the creation of a causal model. The mood of respondents at the time of data collection could also prove another limitation of the study.

Based on the limitations cited above, the researcher suggests a triangulation method or longitudinal study to grasp the wholesome view regarding the issue. Under the light of the findings of the present study, researchers recommended that the Interactionist perspective is fruitful for policymakers. As policymakers could use the perspective in making and executing policies by paying focus on specific dimensions of J.S, for example, autonomy, shared

governance, a positive doctor-nurse relationship, interaction during work, and task requisite. Managers and nurse employers should take into consideration these dimensions while making policies. Systematic performance appraisal and assessment must be entrusted by the government to recognize the fields that require further development.

## References

- Alberts, I. (2015). Job satisfaction of occupational health nurses at a private occupational health service provider in South Africa (Doctoral dissertation).
- Al-Enezi, N., Chowdhury, R. I., Shah, M. A., & Al-Otabi, M. (2009). Job satisfaction of nurses with multicultural backgrounds: a questionnaire survey in Kuwait. *Applied Nursing Research*, 22(2), 94-100.
- Alotaibi, J., Paliadelis, P. S., & Valenzuela, F. R. (2016). Factors that affect the job satisfaction of Saudi Arabian nurses. *Journal of nursing management*, 24(3), 275-282.
- Atefi, N., Lim Abdullah, K., Wong, L. P., & Mazlom, R. (2015). Factors influencing job satisfaction among registered nurses: a questionnaire survey in Mashhad, Iran. *Journal of nursing management*, 23(4), 448-458.
- Bahalkani, H. A., Kumar, R., Lakho, A. R., Mahar, B., Mazhar, S. B., & Majeed, A. (2011). Job satisfaction in nurses working in tertiary level health care settings of Islamabad, Pakistan. *Journal of Ayub Medical College Abbottabad*, 23(3), 130-133.
- Burtson, P. L., & Stichler, J. F. (2010). Nursing work environment and nurse caring: relationship among motivational factors. *Journal of advanced nursing*, 66(8), 1819-1831.
- Chaulagain, N., & Khadka, D. K. (2012). Factors influencing job satisfaction among healthcare professionals at Tilganga eye centre, Kathmandu, Nepal. *International journal of scientific & technology research*, 1(11), 32-36.
- Choi, S. L., Goh, C. F., Adam, M. B. H., & Tan, O. K. (2016). Transformational leadership, empowerment, and job satisfaction: the mediating role of employee empowerment. *Human resources for health*, 14(1), 73.

- Dagget, T., Molla, A., & Belachew, T. (2016). Job related stress among nurses working in Jimma Zone public hospitals, South West Ethiopia: a cross sectional study. *BMC nursing*, 15(1), 39.
- Dall'Ora, C., Griffiths, P., Ball, J., Simon, M., & Aiken, L. H. (2015). Association of 12 h shifts and nurses' job satisfaction, burnout and intention to leave: findings from a cross-sectional study of 12 European countries. *BMJ open*, 5(9),
- Dawal, S. Z., Taha, Z., & Ismail, Z. (2009). Effect of job organization on job satisfaction among shop floor employees in automotive industries in Malaysia. *International Journal of Industrial Ergonomics*, 39(1), 1-6.
- De Coning, J. A., Rothmann, S., & Stander, M. W. (2019). Do wage and wage satisfaction compensate for the effects of a dissatisfying job on life satisfaction? *SA Journal of Industrial Psychology*, 45(1), 1-11.
- Dilig-Ruiz, A., MacDonald, I., Varin, M. D., Vandyk, A., Graham, I. D., & Squires, J. E. (2018). Job satisfaction among critical care nurses: A systematic review. *International journal of nursing studies*.
- Drake, R. M. (2014). Job satisfaction and retention of Registered Nurses at a small rural hospital in Southeastern United States.
- Duffield, C. M., Roche, M. A., Blay, N., & Stasa, H. (2011). Nursing unit managers, staff retention and the work environment. *Journal of clinical nursing*, 20(1-2), 23-33.
- El-Jardali, F., Dimassi, H., Dumit, N., Jamal, D., & Mouro, G. (2009). A national cross-sectional study on nurses' intent to leave and job satisfaction in Lebanon: implications for policy and practice. *BMC nursing*, 8(1), 3.
- Haar, J. M., Russo, M., Suñe, A., & Ollier-Malaterre, A. (2014). Outcomes of work-life balance on job satisfaction, life satisfaction and mental health: A study across seven cultures. *Journal of Vocational Behavior*, 85(3), 361-373.

- Hamid, S., Malik, A. U., Kamran, I., & Ramzan, M. (2014). Job satisfaction among nurses working in the private and public sectors: a qualitative study in tertiary care hospitals in Pakistan. *Journal of multidisciplinary healthcare*, 7, 25.
- Hussain, S., Ishfaq, K., Aziz, M. T., & Maqsood, S. (2019). Job satisfaction and stress among doctors working at teaching hospitals Multan, Pakistan. *Rawal Medical Journal*, 44(2), 372-375.
- Hayes, B., Bonner, A. N. N., & Pryor, J. (2010). Factors contributing to nurse job satisfaction in the acute hospital setting: a review of recent literature. *Journal of nursing management*, 18(7), 804-814.
- Kumar, P., Khan, A. M., Inder, D., & Sharma, N. (2013). Job satisfaction of primary health-care providers (public sector) in urban setting. *Journal of family medicine and primary care*, 2(3), 227.
- Labrague, L. J., McEnroe-Petitte, D. M., Gloe, D., Tsaras, K., Arteche, D. L., & Maldia, F. (2017). Organizational politics, nurses' stress, burnout levels, turnover intention and job satisfaction. *International Nursing Review*, 64(1), 109-116.
- Larrabee, J. H., Wu, Y., Persily, C. A., Simoni, P. S., Johnston, P. A., Marcischak, T. L., ... & Gladden, S. D. (2010). Influence of stress resiliency on RN job satisfaction and intent to stay. *Western Journal of Nursing Research*, 32(1), 81-102.
- Liu, W. W., & Wang, Y. Y. (2010). Influence factors of health care staff satisfaction in tertiary hospital in domains of individual, working characteristics and organizational environment. *Chin Hosp*, 14, 47-50.
- Lorber, M., & Skela Savič, B. (2012). Job satisfaction of nurses and identifying factors of job satisfaction in Slovenian Hospitals. *Croatian medical journal*, 53(3), 263-270.

- Lu, Y., Hu, X. M., Huang, X. L., Zhuang, X. D., Guo, P., Feng, L. F., ... & Hao, Y. T. (2016). Job satisfaction and associated factors among healthcare staff: a cross-sectional study in Guangdong Province, China. *BMJ open*, 6(7), e011388.
- McGLYNN, K. A. R. E. N., Griffin, M. Q., Donahue, M., & Fitzpatrick, J. J. (2012). Registered nurse job satisfaction and satisfaction with the professional practice model. *Journal of Nursing Management*, 20(2), 260-265.
- Mueller, C. W., & McCloskey, J. C. (1990). Nurses' job satisfaction: a proposed measure. *Nursing research*.
- Nassab, R. (2008). Factors influencing job satisfaction amongst plastic surgical trainees: experience from a regional unit in the United Kingdom. *European Journal of Plastic Surgery*, 31(2), 55-58.
- O'Neal, A. D. (2012). The Effects of Work Schedule Flexibility on Job Satisfaction of Telephone Advice Nurses.
- Paggi, M. E., & Jopp, D. S. (2015). Outcomes of occupational self-efficacy in older workers. *The International Journal of Aging and Human Development*, 80(4), 357-378.
- Pasaron, R. (2013). Nurse practitioner job satisfaction: Looking for successful outcomes. *Journal of Clinical Nursing*, 22(17-18), 2593-2604.
- Polit, D. F., & Beck, C. T. (2015). Nursing research: Generating and assessing evidence for nursing practice. 9th Kor. Ed. Park JW, Kim J, Kim H, Park JH, Bae SH, Song JE, et al, translators. *Paju: Soomoonsa*, 1-48.
- Rose, P. (2018). Internships in China: exploring contextual perspectives. *Higher Education, Skills and Work-Based Learning*, 8(4), 438-450.
- Saeed, K., & Farooqi, Y. A. (2014). Examining the relationship between work life balance, job stress, and job satisfaction among university teachers (A case of University of

- Gujarat). *International Journal of multidisciplinary sciences and engineering*, 5(6), 9-15.
- Semachew, A., Belachew, T., Tesfaye, T., & Adinew, Y. M. (2017). Predictors of job satisfaction among nurses working in Ethiopian public hospitals, 2014: institution-based cross-sectional study. *Human resources for health*, 15(1), 31.
- Tasneem, S., Cagatan, A. S., Avci, M. Z., & Basustaoglu, A. C. (2018). Job satisfaction of health service providers working in a public tertiary care hospital of Pakistan. *The Open Public Health Journal*, 11(1).
- Walliman, N. (2015). *Social research methods: The essentials*. Sage.
- World Health Organization. (2011). WHO global code of practice on international recruitment of health personnel—draft guidelines on monitoring the implementation of the WHO global code. *Geneva: WHO*.
- Yarbrough, S., Martin, P., Alfred, D., & McNeill, C. (2017). Professional values, job satisfaction, career development, and intent to stay. *Nursing Ethics*, 24(6), 675-685.
- Zacher, H., & Schmitt, A. (2016). Work characteristics and occupational well-being: the role of age. *Frontiers in psychology*, 7, 1411.





Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-29>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Development of Doctrine of Frustration: Departure from Absolutism in Contracts</b>
<b>Author(s):</b>	Hafiz Muhammad Usman Nawaz Assistant Professor, Law, International Islamic University, Islamabad
	Mirza Shahid Rizwan Baig Assistant Professor, Law, Government College University, Faisalabad
	Dr. Rao Qasim Idrees Assistant Professor, Law, University of Gujrat, Gujrat
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Nawaz, Hafiz Muhammad Usman , et al. (2020). “Development of Doctrine of Frustration: Departure from Absolutism in Contracts” <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 556–573, <a href="https://doi.org/10.36968/JPDC-V04-I03-29">https://doi.org/10.36968/JPDC-V04-I03-29</a>
<b>Author(s) Note:</b>	Hafiz Muhammad Usman Nawaz is serving as Assistant Professor of Law at International Islamic University, Islamabad <a href="mailto:usman.nawaz@iiu.edu.pk">Email: usman.nawaz@iiu.edu.pk</a>
	Mirza Shahid Rizwan Baig is serving as Assistant Professor of Law at Government College University, Faisalabad
	Dr. Rao Qasim Idrees is serving as Assistant Professor of Law at University of Gujrat, Gujrat

### Abstract

Absolute liability in contracts or absolutism is traced back to seventeenth century. The famous case of *Paradine v Jane* (1647) laid down the basic rule of absolute liability in contracts. The rule stated that contracting parties are bound to fulfill their promises irrespective of circumstances. This case is considered as an authority in absolute liability in contracts. In order to excuse the party not performing his contractual obligations due to no fault on his part, doctrine of frustration of contract was developed. *Taylor v Caldwell* (1863) is generally considered a turning point in the application of absolute liability in contracts. It provided a new avenue for discharge of contracts on the ground of supervening impossibility. This article deals with the factors responsible for the development of doctrine of frustration of contract. Especially case laws will be discussed which had changed the doctrine of absolute liability in the performance of contracts and this new doctrine has been emerged.

**Keywords:** Frustration, Absolutism, Performance, Impossibility

## 1. Doctrine of Absolute Liability of Contracts

This is an old common law doctrine which makes the performance of the contract mandatory in *stricto sensu* whatever the circumstances may be. The famous case of *Paradine v Jane* (1647) created the doctrine of absolute liability of contracts where it was held that when a party creates a duty or charge upon himself, he is bound to make it good. Until the nineteenth century, the common law had adopted the rule of absolutism in performance of contractual obligations.

### 1.1. *Paradine v Jane* (1647)

The facts of this classical case are as under:

“Paradine (Plaintiff) sued Jane (Defendant) under a lease for three years for unpaid rent. Defendant pleaded that as a result of the invasion of an enemy of the King Defendant was forced out of possession of the property and was unable to take the profits. Defendant refused to pay Plaintiff rent for the time he was forced out of possession by the army. Plaintiff demurred and the plea was held to be insufficient.”

From the facts it is clear that the defendant could not make payment of rent due to invasion of enemy forces. Now the question arises whether the defendant was excused from performance of the contract on the basis of frustration of purpose or due to fundamental change in circumstances. If the performance of the contract was excused then what are those grounds on the basis of which it was happened. And if it was not so then what are the reasons behind this. This was addressed in the decision of the case as under:

“Defendant must pay the required rent to the Plaintiff. The law creates a duty, however, the law will excuse him of performance if the party was disabled to perform without any default in him and he has no other available remedy. When a party by his own contract creates a duty upon himself, he is bound to make it good notwithstanding accident because he could have provided against it in the contract.

Here, the rent is a duty created by the parties, and the Defendant must make it good, notwithstanding interruption by enemies, for the law would not protect him beyond his agreement. The Defendant lessee must run the burden of casual losses and cannot place the burden on the Plaintiff lessor. Therefore, the Defendant here remains liable for the unpaid rent” (Ibbetson, 1996, p.2).

This was the decision of the classical case establishing the doctrine of absolute liability in contracts. Here it was said that the law could not provide the mechanism for allocation of risk in case of loss due to invasion by outsiders. Once the risk has been allocated by the terms of the contract, now the impossibility of the contract will not void the contract and reallocation and redistribution of risk will not be possible. The argument which had been taken by the Council for the defendant is that ‘There should be no liability to pay rent if the lessee had not received the benefit of land’ (Ibbetson, 1997, p.3). But this argument was failed because in contract law it is an established rule that the obligations might be mutually independent.

It is also an established rule that contracts must be performed strict sensu according to the intentions of the parties. In other words, parties may become discharged or released by performance. In this regard classical approach of performance of contracts is useful i.e., the contracts must be performed precise and exact and payment can only be claimed if the entire contract is performed.

There are some case laws which explain this historical approach in a very good way. In *Cutter v Powell* (1795), damages have been paid due to non-performance of the contractual obligations irrespective of the change of circumstances. Another case law which represents the same principle of discharge by performance is *Bolton v Mahadeva* (1972), the plaintiff was refused to pay by the Court of Appeal due to poor performance and hence the plaintiff could recover nothing. These two decisions are representing the harsh rule which

may be known as absolute liability rule, according to which contracts must be performed irrespective of the circumstances.

### **1.2. Doctrine of Substantial Performance**

For the sake of justice between the contracting parties, the judges have recognized some doctrines. The famous doctrine of substantial performance is one of them. Under this doctrine, if exact or entire performance of contract is rendered but substantial part of the contract is performed, the aggrieved party has no right to repudiate the contract and cannot treat himself discharged from the liability of payment. However that party can claim set-off right to be compensated for incomplete performance (*Jacob & Youngs v Kent, 1921*).

### **1.3. Prevention of performance**

If one party prevents the other from performing his part of contract, the other party has a right to repudiate the contract and can claim damages for such act. Additionally he can claim remuneration on the basis of *quantum meruit* for part performance if any. The doctrine is well explained in the Contract Act, 1872. Section 53 of the Act provides:

#### **Liability of party preventing event on which the contract is to take effect:**

When a contract contains reciprocal promises, and one party to the contract prevents the other from performing his promise, the contract becomes voidable at the option of the party so prevented ; and he is entitled to compensation from the other party for any loss which he may sustain in consequence of the nonperformance of the contract.

This doctrine is still present in different legal systems to ensure the proper performance of contracts as well as to avoid any misuse of certain circumstances. This doctrine is also well explained in Chapter III the *California Civil Code, 2005*.

## 2. Changes in the Doctrine of Absolute Liability of Contracts

We have seen that the doctrine of absolute liability of contracts was in vogue and redistribution of risk was not permitted after the conclusion of the contract. Slowly and steadily this doctrine has been affected and subsequently changed with the introduction of doctrine of frustration. Judicial decisions and legislation have played an important role to introduce this new doctrine which has abolished the classical doctrine of absolute liability. What are significant developments which led towards the doctrine of frustration? These developments in the form of judicial decisions and legislation are following:

### 2.1. *Taylor v Caldwell (1863)*

This was a case of great importance with regard to the doctrine of absolute liability. In this case the doctrine of frustration was evolved. It is the point of evolution of this doctrine. The principle which was settled down by this case law is that if the performance of contract becomes impossible due to no fault of either party, contractual obligations will come to an end by frustration of contract (Atiyah, 1981, p.200). The facts of *Taylor v Caldwell (1863)* are as following:

“Caldwell (D) contracted to permit Taylor (P) the use of the Musical Hall at Newington. Caldwell was to retain possession of the hall and Taylor merely had the use of it for four days to present four concerts in exchange for 100 pounds per day. The contract stated that the Hall must be fit for a concert but there was no express stipulation regarding disasters. The Hall was destroyed by fire before the first concert was to be held and neither party was at fault. The concerts could not be performed at any other location and Taylor sued for breach and sought reimbursement for costs in preparing for the concerts.”

The close analysis of the facts of the case law shows that the performance of the contractual obligations became impossible due to no fault of either party. But the person

aggrieved by this non-performance went to the court for damages because specific performance could not be possible. Now the question arises that if we apply the doctrine of absolute liability or absolutism then the decision will go against that person who could not perform his contractual obligations whatever the circumstances may be. But this is not just and equitable. If any impossibility is happened due to no fault of any party then how they can be made liable. Now we see what the decision of the court is in this regard. The court had given decision against the plaintiff rejecting the doctrine of absolutism and creating an exception to that rule. It was said that the contract between the parties was dissolved due to impossibility of performance of the contract and no party will be liable for damages or for specific performance. In this way the court had introduced a new doctrine which is known as doctrine of frustration. This doctrine has minimized the difficulties about the issues of non-performance of contractual obligations. So we can say that this is the first case of frustration which had changed the dimensions of the law of contract.

## **2.2. *Krell v Henry (1903)***

This is the second most important case on the development of doctrine of frustration of contract. This case is helpful to know the theory of implied conditions in this doctrine. The facts of *Krell v Henry (1903)* are as:

“Krell offered to rent out his rooms in London overlooking a street where processions to the royal coronation were going to take place. Henry offered to pay £75 to rent the rooms in order to watch the processions (a lot of money in 1903). Henry put down £25. Nowhere in their written correspondence did either of them explicitly mention the coronation ceremony. The king got sick and the processions didn't happen. Henry refused to pay. Krell sued for the remaining £50 and Henry countersued for the £25 deposit” (Tillotson, 1985, p.201)

This was the situation of this case. The analysis of the facts of the case tells us different points.

- I. There was no express condition in the contract about the procession of coronation ceremony.
- II. No condition was present regarding non happening of the procession for which purpose the room was taken on rent.
- III. Quantum of damages had not been mentioned or agreed between the parties in case of non-performance of the contract.

Keeping in view the above points, we can say that the contract between the parties was without express conditions of damages. Now the question arises, what will be the solution of this dispute? Does the doctrine of absolute liability or doctrine of sanctity of contract be applicable in this situation? If we apply these doctrines, then Henry has to pay the remaining amount whatever the circumstances may be. But here the court had applied the doctrine of frustration of contract on the basis of implied condition. Therefore Darling J. the judge of 'the English Trial Court dismissed the Krell's complaint and found for Henry on his counterclaim. The Trial Court found that there was an *implicit condition* in the contract. Namely that there would be a coronation.'

The plaintiff appealed. In the Court of Appeal, panel consisted of Vaughan Williams LJ, Romer LJ, and Stirling, LJ. The judgment of Vaughan Williams LJ is as:

"The subsequent impossibility does not affect rights already acquired, because the defendant had the whole of June 24 to pay the balance, and the public announcement that the coronation and processions would not take place on the proclaimed days was made early on the morning of the 24th, and no cause of action could accrue till the end of that day. I think this appeal ought to be dismissed."



Romer LJ opined:

“I concur in the conclusions arrived at by Vaughan Williams L.J. in his judgment, and I do not desire to add anything to what he has said so fully and completely.”

Stirling, LJ said:

“He had had an opportunity of reading the judgment delivered by Vaughan Williams L.J., with which he entirely agreed. Though the case was one of very great difficulty, he thought it came within the principle of *Taylor v. Caldwell*.”

In this way the Appeal was dismissed and the doctrine of frustration of contract was respected in this case. But this case has got great attention of Judges in order to conclude the case. And this fact was accepted by the panel also.

### **2.3. *Walton Harvey Ltd v Walker & Homfrays Ltd (1931)***

The performance of the contract must be implemented in *stricto sensu*. It means that preference should be given to the rule of performance not to the frustration. This is the doctrine of sanctity of contract. Therefore according to this doctrine, parties should respect their obligations. There is another point of importance in this regard that if any impossibility to the performance of contract has been occurred due to default of either party. Now the doctrine of frustration will not apply and in this regard the aggrieved party can claim damages for non-performance of contractual obligations.

*Walton Harvey Ltd v Walker & Homfrays Ltd (1931)* is a case which describes limitations of the doctrine of frustration of contract. If a party is aware of future circumstances and in spite of this fact, the party enters into a contract whose performance might be impossible. Now the second party will claim damages for non-performance of the contract by the first party who has knowledge of the facts. This case law also tells the same situation. Now we see the facts of case precisely to know the actual position of the parties in the case. The facts of the case are as:

“A hotel owner entered a contract with an advertising agency enabling them to put illuminated adverts on the roof of their hotel. The hotel was then compulsorily purchased by the Local Authority and demolished. The advertising agency sued for breach of contract and the owner of hotel argued the contract had become frustrated.”

The close analysis of the facts of the case tells us different points. But the most important point is that the owner of hotel was aware of the fact that his hotel will be compulsorily purchased by the concerned authority. Now if we see the doctrine of frustration of contract generally, then here the owner of the hotel is right on the point that the contract has been frustrated. And if we apply the rule of absolutism, then the owner of the hotel is liable for breach of contract and he has to pay damages. Let see what the decision of the court in this case law. It was held:

“The contract was not frustrated as the hotel owners were aware that the Local Authority was looking to purchase the hotel at the time they entered the contract. They should have foreseen the fact that this could happen in the life time of the contract and made provision in the contract for such an eventuality. They were therefore liable to pay damages for breach of contract.”

Now the situation is clear that if ant party is aware of the future circumstances, then the contract will not frustrate and the doctrine of absolutism will be applied in that case.

#### **2.4. *Fibrosa Spolka v Fairbairn (1943)***

This was an important case due to which a piece of legislation had been introduced. First of all we look towards the facts of the case which are as:

“A Polish company had ordered certain flax-hackling machines from manufacturers in Leeds shortly before the outbreak of the Second World War. The machines had to be delivered c.i.f. Gdynia within a certain time and the contract provided that in case of war or other events beyond the control of the parties, a reasonable extension of time

of delivery should be granted. After the outbreak of war, Gdynia was occupied by the Germans” (Murray, 2007, p.122).

From the facts we may consider following points to determine the implementation of the doctrine of frustration.

- I. The contract provided a provision about reasonable extension of time for performance.
- II. Result of the outbreak of war was that the Germans occupied Gdynia, a place for execution of performance.
- III. The contract did not provide any provision regarding adjustment of rights in case of non-performance.
- IV. Poland was declared an enemy territory by the Council and it was ordered that any type of trade with Poland is not allowed for British Companies.

By considering above points in this case, it may be said that there was a complete change of circumstances or a fundamental change in circumstances. Now under these circumstances, which doctrine will be applicable? It was decided by the House of Lords in this way.

“The contract was frustrated owing to war and the British manufacturers were discharged from delivering the machines. The clause allowing for extension of the time of delivery did not save the contract because it was intended to cover merely minor delay as distinguished from a prolonged and indefinite interruption of contractual performance.”

The crux of this case may be summarized in this way that when the contract becomes impossible to perform due to supervening illegality, then contracts will frustrate.

## **2.5. Law Reform (Frustrated Contracts) Act 1943**

Frustration does not mean that contractual rights come to an end. Adjustment of rights of contractual parties is necessary on the eve of frustration. This is a general rule. In England

the first legislation was made for the purpose of adjustment of rights of the parties. Actually this Act was passed after the *Fibrosa* litigation. The aim of this Act was to enable the Courts to adjust the rights of the parties. The basis for this adjustment of rights will be equity and justice.

This was the first piece of legislation on the topic of frustration. ‘The Act aims at the prevention of unjust enrichment of either party at the expense of the other’ (Murray, 2007, p.133). According to Goff J.

“... The Law Reform (Frustrated Contracts) Act 1943 is described as an Act to amend the law relating to the frustration of contracts. In fact, it is concerned not with frustration itself, but with the consequences of frustration; and it creates statutory remedies, enabling the court to award restitution in respect of benefits conferred under contracts thereafter frustrated ...” (BP Exploration, 1982).

‘This Act was a great achievement in the development of the doctrine of frustration and its relevant doctrines. There are two key provisions in the Act. Sections 1(2) and 1(3) provide the mechanism of adjustment of rights in case of frustrating events so that there should no violation of rights of any contractual party. These sections deal with adjustment of money paid as well as non-money benefits before the frustrating event.

## **2.6. *Davis Contractors v Fareham Urban DC (1956)***

When impossibility or impracticability of contract has been caused due to neither fault of any party, the doctrine of frustration operates here. *Davis Contractors* case (1956) is an important development in the application of the doctrine of frustration. The facts of the case are as:

“...the parties were the Appellants Davis Contractors Limited, a firm of building contractors, and the Respondents the Fareham Urban District Council. On the 9th July, 1946, the parties had entered into a building contract whereby the Appellants

agreed to build for the Respondents 78 houses at Gudgeath Lane, Fareham, in the county of Southampton within a period of eight months for a sum of £85,836.

For various reasons, the chief of them the lack of skilled labor, the work took not eight but twenty-two months. The Appellants were in due course paid the contract price which, together with stipulated increases and adjustments, amounted to £94,424.

They contended, however, that owing to the long delay the contract price had ceased to be applicable and that they were entitled to a payment on a *quantum meruit* basis.”

The analytical study of the facts of the case shows different dimensions. For example, the nature of reasons for non-compliance of the terms of the contract should be considered. Another point should be considered that the appellants were paid according to the prescribed increases. Can these reasons be a cause of frustration of the contract? This is the real question. The Appellants presented their arguments in this way. They said that the contract had been entered into on the footing that adequate supplies of labor and material would be available to complete the work within eight months, but, contrary to the expectation of both parties, there was not sufficient skilled labor and the work took twenty-two months, and that this delay amounted to frustration of the contract.

This is the key case law to understand the concept of frustration in contracts. In this case law, it was settled that emergence of new circumstances can make the performance of the contract impossible or more difficult. To clear this concept, Lord Radcliffe has stated his opinion in his case law in this way.

“... Frustration occurs only whenever the law recognizes that without fault of either party a contractual obligation has become incapable of being performed because the circumstances in which performance is called for would render it a thing radically different from that which was undertaken by the contract” (Murray, 2007, p.117).

In the light of this case law, it may be concluded that this doctrine has been developed to achieve just, reasonable and equitable results so that rights of neither party would be violated or infringed. Therefore it can be said that both the doctrines i.e. doctrine of frustration and the doctrine of absolutism should be read and used side by side so that the law can be implemented in its true spirit.

### **2.2.8. Frustrated Contracts Act, 1988**

In South Australia, an effort has been made in the shape of a piece of legislation to cover the area of frustrated contracts. This Act has clearly said that on the eve of frustration, parties are discharged from their further obligations with respect to that contract. This Act also deals with the situations known as partly frustration. Section 5 of the *Frustrated Contracts Act 1988* describes this rule in this way.

“A contract is not wholly frustrated by the frustration of a particular part of the contract if that part is severable from the remainder of the contract.”

As we say that the object of the doctrine of frustration is to achieve just, reasonable and equitable results. This Act also describes a phenomenon for the adjustment of losses between the parties so that no party can take unfair advantage of frustration of contract. Section 7(1) of the Act provides:

“Where a contract is frustrated, there will be an adjustment between the parties so that no party is unfairly advantaged or disadvantaged in consequence of the frustration.”

## **3. Doctrine of Frustration in Pakistan and India**

The development of the doctrine of frustration has also its effects on the laws of Sub-Continent. As we know that in Pakistan and India, law regulating the contracts is the Contract Act, 1872. Section 56 of the Contract Act, 1872 contains the doctrine of frustration. Act describes this doctrine in this way.

“A contract to do an act which, after the contract is made, becomes impossible, or, by reason of some event which the promisor could not prevent, unlawful, becomes void when the act becomes impossible or unlawful.”

Pakistani courts have defined and elaborated this doctrine in detail. A lot of judicial decisions are found on this issue. The Supreme Court of Pakistan has given its judgment on the issue whether doctrine of frustration is an exception of the rule of absolutism or not. It is said by the Court that doctrine of frustration is not really an exception to the rule that a man must pay damages if he breaks the contract for there can be no default in doing that which the law prohibits (*Messrs Mansukhdas Bodaram v Hussain Brothers Ltd*, 1980, p.122). It is also stated that doctrine of frustration applies only to executory contracts and not to the transactions completed (*Abdul Muttalib v Razia Begum*, 1970, p.185).

About the effects of the frustration, the rule has been prescribed by the Supreme Court. It is observed that when there is frustration the dissolution of the contract occurs automatically. It does not depend upon the choice or election of either party (*Messrs Mansukhdas Bodaram v Hussain Brothers Ltd*, 1980, p.122).

Indian Courts have also discussed this doctrine in detail and accepted this doctrine in the regime of contract law. Indian Supreme Court had explained the term impossible in 1954 with reference to doctrine of frustration (*Satyabrata Ghose v Mugneeram Bengur and Co. and another*, 1954, p.44). With the passage of time this doctrine has been developed in India in the shape of judicial decisions. There is a need of legislation on this issue to cover its core areas so that disputes between parties regarding frustration may be resolved according to the provisions of that legislation.

#### 4. Conclusion

To conclude, I can say that the doctrine of frustration has been developed gradually. Judicial decisions and some pieces of legislation have played their role in its development.

Doctrine of absolutism is also important for our system. There is need of parallel use of these two doctrines to achieve just, reasonable and equitable results so that parties to the contract will not be victimized by this doctrine. Another rule is discussed that if any party is not ready to perform his part of contract which can be performed, he cannot plead for frustration.



**References:**

*Abdul Muttalib v Razia Begum*, PLD 1970 SC 185

Atiyah, P.S. (1981) *An Introduction to the Law of Contract* (3<sup>rd</sup> Ed.) Oxford.

*Bolton v Mahadeva* [1972] 1 WLR 1009

*BP Exploration Co (Libya) Ltd v Hunt* (No. 2) [1982] 1 ALL ER 925

Chitty, J., & Guest, A.G. (1977) *Chitty on Contracts* (24<sup>th</sup> Ed.) London.

*Cutter v Powell* [1795] EWHC KB J13

*Davis Contractors v Fareham Urban DC* [1956] A.C. 696.

<http://definitions.uslegal.com/s/sanctity-of-contract/> (last accessed on 25-11-2020)

<http://law.justia.com/codes/california/2005/civ/1511-1515.html> (last accessed 24-11-2020)

<http://mavrskylawcenter.blogspot.com/2005/08/contract-law-doctrine-of-frustration.html> (last accessed 25-11-2020)

<http://www.nadr.co.uk/articles/published/ConstructionAdjudicationLawReports/Davis%20Contractors%20v%20Farham%20DC%201956.pdf> (last accessed 25-11-2020)

<http://www.routledgelaw.com/textbooks/9781859419137/sample/Chapter%2015.pdf> (last accessed 25-11-2020)

Ibbetson, D. (1996) *Absolute Liability in Contract: The Antecedents of Paradine v. Jayne*. In Rose, F.D. (Ed.) *Consensus Ad Idem*, London.

Ibbetson, D. (1997) *Fault and Absolute Liability in Pre-Modern Contract Law*. *Journal of Legal History*, (18:1), 1-31.

*Jacob & Youngs v Kent* 230 N.Y. 239, 129 N.E. 889 (1921)

*Joseph Constantine Steamship Line, Limited v Imperial Smelting Corporation, Limited* [1942] AC 154

*Maritime National Fish Ltd. v Ocean Trawlers Ltd.* [1935] A.C. 524 (P.C.)

*Messrs Mansukhdas Bodaram v Hussain Brothers Ltd*, PLD 1980 SC 122

Murray, C. & others (2007) Schmitthoff's Export Trade: The Law and Practice of International Trade (11<sup>th</sup> Ed.) London.

Oughton, D., & Martin D. (2000) Sourcebook on Contract Law (2<sup>nd</sup> Ed.) London.

*Paradine v Jane*, [1647] 82 ER 897 (KB); [1647] EWHC KB J5; [1647] Aleyn 26

*Satyabrata Ghose v Mugneeram Bengur and Co. and another*, AIR 1954 SC 44.

Sujan, M.A. (1989). Law Relating to Frustration of Contract. Bombay.

*Taylor v. Caldwell*, King's Bench, 3 B. & S. 826, 122 Eng. Rep. 309 (1863).

The California Civil Code, 2005

The Contract Act, 1872.

The Frustrated Contracts Act, 1988.

The Law Reform (Frustrated Contracts) Act, 1943

Tillotson, J. (1985) Contract Law in Perspective (2<sup>nd</sup> Ed.) London.

*Walton Harvey Ltd v Walker & Homfrays Ltd* [1931] 1 Ch 274



Volume 04, Issue 3, October-December 2020  
 pISSN: 2663-7898, eISSN: 2663-7901  
 Article DOI: <https://doi.org/10.36968/JPDC-V04-I03-30>  
 Homepage: <https://pdfpk.net/pdf/>  
 Email: [se.jpdc@pdfpk.net](mailto:se.jpdc@pdfpk.net)

<b>Article:</b>	<b>Role of Electronic Media in Politics of Punjab, Pakistan: A Case Study of Lahore</b>
<b>Author(s):</b>	Muhammad Kamran Khan Associate Lecturer, Department of Mass Communication & Media Universty of Narowal
	Dr. Muhammad Shahzad Associate Professor, Department of Media Studies, Islamic University of Bahawalpur, Bahawalpur
<b>Published:</b>	30 <sup>th</sup> December 2020
<b>Publisher Information:</b>	Journal of Peace, Development and Communication (JPDC)
<b>To Cite this Article:</b>	Khan, Muhammad Kamran & Dr. Muhammad Shahzad, (2020). "Role of Electronic Media in Politics of Punjab, Pakistan: A Case Study of Lahore" <i>Journal of Peace, Development and Communication</i> , vol. Volume 4, no. Issue 3, 2020, pp. 574–590, <a href="https://doi.org/10.36968/JPDC-V04-I03-30">https://doi.org/10.36968/JPDC-V04-I03-30</a>
<b>Author(s) Note:</b>	Muhammad Kamran Khan is serving as Associate Lecturer at Department of Mass Communication & Media, Universty of Narowal
	Dr. Muhammad Shahzad is serving as Associate Professor at Department of Media Studies, Islamic University of Bahawalpur, Bahawalpur

### Abstract

Electronic media had been the most important forum in exchanging different ideas and political awareness, therefore shaping the political opinion and getting change in political steup of Punjab. Researcher aims at measuring how educated people are persuaded by political talk shows about national issues. About 200 respondents of this study were the students belong to Colleges and Universities of Lahore, Pakistan. Purposive and convenient sampling techniques were used for data collection where questionnaires were as a primary tool of data collection. The findings indicated that viewers of talk shows have greater influence on youth and played important role in giving political awareness. Typically most of people showing their great interest and time in watching talk shows during prime time hours. Basic purpose was to identify how electronic media affected the political perception and mobilization among people of Pakistan. The aim was also to measure show talk shows influenced the political perception over different issues. The resutls of the present study were based survey method conducted from people of punjab, which belong to different age groups, gender, education level and profession. Findings revealed a significant correlation among variables. In this research paper the majority of respondents thought that Talk shows guide the people to comprehend political issues and these talk shows are most credible source of information.

**KEY Words:** Electronic Media, Pakistani Politics, talk shows, opinion shaping, political issues

## Introduction

Today, News channels have got considerable importance among people. News channels give authority and supportive documents to people to gossip explicitly against corrupt politicians and social evils. In present days, media especially electronic media has become the mouth organ of the people. Media has the power to become the voice of poor people in time when they are deprived from their basic rights. It provides its different functions to the heterogeneous audience and offers rapid and most modern information about political issues and growth in society. On the other hand electronic media has also advantages and disadvantages in society. If the media is liberated, it will give freedom to democracy in any society.

Present research study indicates that the impact of electronic media on political issues and on other fields is a subject, where its direction depends on a variety of indicators. Such indicators highlight a large number of issue qualities, media uniqueness and political party characteristics. After the year 2008, the concept of talk shows were introduced by private TV channels in Pakistan which showed diversity in their contents and largely viewed by people in Pakistan. These channels have large access through cable television in both urban and rural regions. This is why, talk shows of private channels are creating a silent revolution among the large audience in Pakistan. These Television shows have utilized a similar pattern by inviting both members of opposition and from ruling parties to discuss the significant political issues where the host of program plays a role of mediator. Most of the people in Pakistan believe that this is very good style to engage in meaningful discussion over important public and political issues where political personalities and experts provide their analysis and possible solutions over the issues (Ahmed, 2010).

### **Electronic Media in Pakistan: Independent Reporting or Pursuit of Agendas?**

After independence Pakistan took some seventeen years to enter in the age of video. The first television centre was launched in Lahore on 26 November 1964. Pakistan Television (PTV) maintained its monopoly for a long time. Actually the basic purpose to introduce television in Pakistan was to strengthen the country in all spheres especially in culture and social values. Pakistan was a newly state and government of the Pakistan considered that television could play its important role in developing the country by providing standard information, knowledge, education and awareness among people. Television centre was established with the assistance of UNESCO, Colombo Plan and Japan Government and commercial telecast was also permitted to meet the expenditure of television broadcasting (Zia, 2003, p. 11).

Mass media provide a forum to large number of people having their different political backgrounds like politicians and their candidates who always try to get the confidence of their voters right before the elections or during the time of elections. However, there is no forthcoming election or political shows that can clarify to masses by screening plentiful viewpoints on the important political issues. Mass media can also make the public figures or officials accountable as watchdog role and evading them from flouting confidence of people (Lyangar & McGrady, 2007, 17).

Per research centre published a report in 2000 on primary information sources of youngsters in America throughout the period of elections. The report affirmed that 34% of people having age from 18 to 29 years got maximum information regarding political matters from prime time television political programs. Television talk shows and newspapers highlighted their reports and portrayed different stories and comments about situation the late night programs which played their major role in providing political information among youth in America (Young & Tisinger, 2006).

## **Electronic Media and Political Awareness**

Majority of the people consume their prime time in watching TV political programs, public discussions on these shows. Talk shows affect the decision making process about the political scenario of the world and societal issues. This is why we are kept informed by the updated news and changing political scenario in the country. The literacy rate in Pakistan is not too high, that why the people even cannot read newspaper. Therefore they consume their time in watching television to keep themselves informed about political situation in the country. Current research studies illustrate that television is simply accessible to all the people and almost 50 million masses are using television as a primary source of information. (Abercrombie, 1996).

As indicated by (2004) Ryan, the key part of media is cultivating the occasions relating to the terrorism which outline special character and shape to such occasions. Entman (2007) explained the confining as the selection prioritization and highlighting some measurement of the news stories when contrasted with the others cultivating also clarifies and interprets these measurements.

## **Statement of the Problem**

What the role played by electronic media in politics of Pakistan? Whether the role and influence of media on different political issues is differentiated on the basis of agenda by different mainstream channels on different issues? What is the relationship between agenda of electronic media on national issues and public agenda?

## **Significance of the study**

Electronic media played a insignificant role in shaping the agenda of their news and current affair programs. Private television channels started new and different programs especially political talk shows that present bunch of political material larger segment of society and due to this reasons greater part of the people spent much time in watching the

television. So, the popularity and reliability of TV channels increased in the eyes of common people. The officials of these political parties defend the policies of their relevant parties by using the platform of television (Zehra, 2005).

### **Objectives of the study**

The main objective of present study is to discover the role of electronic media in politics of Pakistan and its effects on the general public of Pakistan. Current study is designed to explore the following objectives;

1. To measure the role of Electronic media in politics of Pakistan.
2. To find out viewing of political talk shows and how much electronic media channels have an effect on the perception of people on national issues.
3. To determine the time given on political scenario by news and current affair programs of mainstream television channels of Pakistan.

### **Research questions:**

- To what extent the talk show's agenda influences the public's agenda on significant national issues in Pakistan?
- To what extent private television programs are providing political information among viewers?
- Do these talk shows are influencing public opinion among the general public?
- To what extent talk shows motivate their viewers to participate in political process during elections

### **Literature Review**

The current affair programs of TV are the product of the twentieth century. The electronic media background in Britain moved from dictatorial to more democratic process in the 1960s (Scannell 1991). The talk show got momentum and went through a similar development. Martínez (2003) indicated that the talk show is the medium between the host



and a celebrity to a show where there was more room for audience discussion. In the 1980s, a consequent development surfaced: the talk show hosts became more familiar of the potential of the ‘chat’ on a talk show and “the talk show attained new momentum of complexity, both in Britain and the USA” (Tolson 2001: 181).

The participation of the audience in current affair programs and the move towards a mixing of genres has directed to diversification. This is one of the reasons why there has been small research work on current affair talk shows. Certainly, Tolson indicates that “much academic discussion regarding talk shows has been very widespread and frequently highly tentative” (Tolson 2001: 4).

Another research work done by Walker (1990) the constructive or destructive effects of talk shows are impact of public awareness during election, the researcher indicated that all medium has positive and very important role in the lives of people and also creates awareness among them.

According to Mcquail (2005) television as a medium provides its diverse functions in providing information, Education and Entertainment. It also plays its significant role in shaping public perception about different issues. It acts as main source of news & information for all kinds of individuals and also a significant channel of communication which has linkage with political personalities and their possible voters, especially during the time of elections. The television has always been influential and reliable medium in its role of public informer (p. 35).

Electronic media specially TV is playing an important role in getting change in political scenario and constructing the political institutions and activating the public on different political issues (Kensicki, 2000). Pakistan has a vigorous media background, which affords all the political pressures and direct bans on their periodicals from the different governments, despite of all the pressures, it enjoys its maximum freedom. After PEMRA and

private channels started from 2002, electronic media in Pakistan enjoyed its absolute freedom and appeared as an active and changing agent.

New media have dramatically changed the traditional ways of working not only in politics but also in almost all walks of life. Now-a-days, thanks to websites, blogs and other political information links, the concept of 'electric democracy' or 'e-democracy' has become very common. However, mainstream media organizations are regarded as a reliable source of political news (Negrine, 2008).

Technological media plays a key role in bringing about change in the political arena and in organizing political institutions and mobilizing the public on various political aspects (Kenski & Stroud, 2006). Pakistan has a strong media base, which apart from political pressures and occasional direct sanctions depends on the government; enjoy its freedom to the full. In 2002, the Pakistani telecommunications industry was liberated and was seen as a change.

Drew and Weaver (2006) cite some of the key factors in determining how people vote in the US presidential election. According to their findings Radio, TV and the Internet as well as social media and demographics are also important factors in determining the validity of the U.S. voter decision. But another important aspect is discussed that broadcast medium is largely used device in the U.S for conveying political information voting and voter opinion is determined indirectly by the media. Some of the other aspects that make people's ideologies about politics similar to the good and bad schemes, social and human characteristics (Kosicki, Becker and Fredin, 1994).

According to Gitlin (1980) the surrounding has an indispensable part for the interpretation of the events and making the psyches or building the assessment of the viewers rather than real occasions. As indicated by the authoritative requests of the media persons outline the events and the stories. As indicated by Weimann and Winn (2004) said that

media expanded their information circle during their time of crisis and their viewers frequently rely on different media to get information and keep them informed all the time. The basic reason behind this dependency are that media clients can't watch the terrorism events as the eye witness.

### **Methodology**

This research paper is based on quantitative analysis of the results of survey research which is conducted for the doctoral thesis of the author. The targeted population selected for current study was the registered voters of Punjab, Pakistan that were watching talk shows of three private channels. The survey was conducted during January-April 2015 from district Lahore, Punjab to examine the role of electronic media especially TV talk shows on major issues of Pakistan. The sample was purposive by, gender, education, and the location. The sample for the current study was designed in such a way that could present as representative of Punjab.

The respondents of different gender and educational level based in region of the Punjab i.e. Lahore were surveyed. A total of 200 respondents were the sample from province of Punjab. The massive data was collected for this study and analysed by using the latest statistical tool SPSS.

The questionnaire was based on two different parts. The first parts provided the demographic information of the respondents such as Gender, Education, and location of the respondents. While the second part of the questionnaire was a set of close-ended questions to get the response of respondents concerning the role of electronic media on different political issues of Pakistan.

Although having narrower scope when comparing with doctoral thesis, this research paper does not cover the results of whole questionnaire designed for the thesis, but the researcher of the study decided to limit it in six relevant questions for the study. The

questions examine which one is the credible source of information, and which news channel do you prefer to watch. The questionnaire also gathers opinion of the respondents about spending of time on watching TV talk shows, the level of satisfaction with the coverage of private news channels on national issues. It also determines the preferences of different channels for information of national issues. Finally, it examines the rank of different national issues by the respondent from up to down.

## Findings

This part of research paper presents the findings of survey research that was aimed to determine the role of Talk shows in highlighting the national issues by setting their agenda. The survey demonstrates constructive insights to understand the public opinion about national issues which is portrayed by private TV Talk shows and also examining the media agenda over nation issues.

The findings regarding six questions asked from the respondents are discussed in this section;

### Q-1 Credible Source of information

During the survey research 35.5% respondents told that PTV national TV is the credible source of information While 64.5% respondents were of the view that private TV channels are the most credible source of information. The major reason can be the largest access of cable television throughout the country and the dependency of people on media channels to get the news and information around the world.

**Table 1: which one is the most credible source of information?**

Source	Frequency	Percent
PTV	38	35.5
Private news channels	162	64.5
Data is evaluated in (%)		(n=200)

## Q-2 Preference of Channels

The target populations of my research study were those respondents who watch at least one of the below stated private News Channels. The findings of the study indicated that 29.5 % students like to watch ARY News and 43.5% respondents are highest in percentage regarding watching of GEO News while 27.5 % students prefer to watch SAMAA News. Here the findings showed that large amount of people watch urdu news channels regarding the results of the survey research showed in Table 2.

**Table 2: Which News channel do you prefer to watch?**

Channel	Frequency	Percent
ARY	58	29.5
GEO	85	43.5
SAMAA	55	27.5

Data is evaluated in (%)

(n=200)

## Q-3 Spending Time on watching TV Channels

The findings of the study during survey shows that how much average time you spend per day on watching TV talk shows 59% respondents stated that they consume almost up to 30 minutes daily on watching talk shows. While 33.5% students said they watch talk shows one hour. Only 07.5% respondents prefer to watch talks on Private TV network more than 2 hours. Here, again the results are demonstrating the significance that most of the respondents spend up to 30 minutes to watch television, it can be concluded that they will prefer to watch only selected programs which they have interest (Table 3).

**Table 3: Approximately how much average time per day you spend on watching daily Talk Shows?**

Time	Frequency	Percent
Up to 1/2 Hour	99.0	59.0
1 Hour	86.0	33.5
Two or more than Two Hours	15.0	07.5

Data is evaluated in (%)

(n=200)

#### Q-4 Viewers' Satisfaction at Coverage of National Issues by Talk Shows

By asking the question of satisfaction with the reporting of talk shows on national issues, more than 32% respondents are satisfied to very much with the coverage of national issues, 36% were satisfied with the coverage of issue. On the other hand 21.0% respondents said that they are somewhat satisfied with the coverage of talk shows and not at all, 10% said that they are totally not satisfied with the converge of TV talk shows on national issues (Table 4). The findings were significant and gave the maximum support to the study as respondents of the survey said that they are much and very much satisfied with the coverage of TV talk show.

**Table 4: To what extent you are satisfied with the coverage of Private News Channels on national issues in Pakistan?**

	Frequency	Percent
Very Much	65	32.5
Much	72	36.0
Somewhat	43	21.5
Not at all	20	10

Data is evaluated in (%)

(n=200)

#### Q-5 Viewers of Daily Talk shows

During the research study, the result revealed that 33.0% viewers very much like to watch GEO Television which is highest majority among all while on other hand 14.5% respondents were of the view that they very much like to watch ARY News which comes at second position while SAMAA TV comes at the third and last stage in term of watching which is 8% very much respectively (Table 5). Overall findings on this question revealed the similar responses of the respondents in case of ARY and SAMAA News.

**Table 5: How Much do you prefer to expose the following channels for information of national issues?**

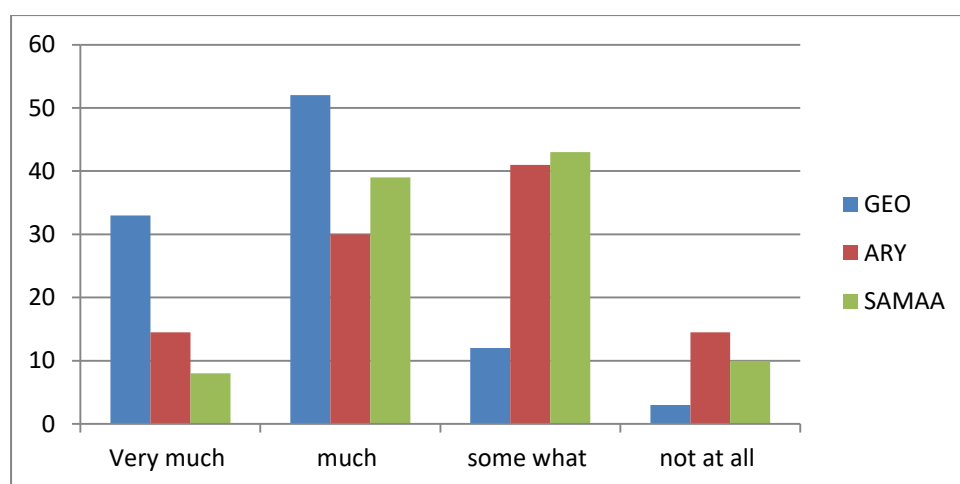
	GEO	ARY	SAMAA
Very Much	33.0	14.5	08.0
Much	52.0	30.0	39.0
Somewhat	12.0	41.0	43.0

Not at all	03.0	14.5	10.0
------------	------	------	------

Data is evaluated in (%)

(n=200)

A large amount of the viewers showed in their responses that they like to watch at least one of the above mentioned channels on daily basis. Here the findings revealed that viewers watch one the selected news channels of the study.

**Figure-1**

### Q-6 Ranking of National Issues by Public

In order to determine the public agenda on selected issues, the following question was asked 'please rank and write down at least three important issues of the followings according to your opinion'. These important issues should be in descending order of priority, Terrorism, Corruption, political instability, health issues, international interference, Unemployment, poverty, Education, and economic crisis'. The data is presented in cumulative order in ranking of issues, first, second, and 'third rank. After its ranking the cumulative ranks orders are compared with each other in results and then given their positions. The following (Table 2.6) of the study showed the public agenda on national issues of three selected Private talk shows of News Channels.

Overall, the 25.06% viewers of the three mainstream talk shows were of the view that issue of 'terrorism' got the priority among viewers and list of other issues, while 18.96%

respondents said that ‘energy crisis’ is the most significant issues among viewers, on issue of ‘Corruption’ 8.86% respondents thought the most important issues among them, ‘Pak-Indo Relations’ got 7.76% order of priorities among viewers & considered the most significant issue of the country among them,

Whereas the issue of ‘Health’ got 8.16% significant issues among viewers which is almost similar as in ‘Corruption’, the ranking order of ‘international interference’ issue showed that 6.23% respondents considered the most important issues among others, the issue of ‘unemployment’ got 5.8% importance level among respondents, only 4.7% viewers proposed the importance level about issue of ‘poverty’ among them, while 5.06% viewers said that ‘Education’ is the most significant issue among them but the issue of ‘economic’ crisis got 10.09% level of importance among viewers which is the third position among all the significant issues of Pakistan (Shehata, 2010).

**Table 6: Ranking of National Issues by Public**

Issues	First*	Second*	Third*	Cumulative Rank*
Terrorism	30.5	19.0	25.7	25.06
Energy Crisis	20.5	18.7	17.7	18.96
Corruption	10.0	09.3	07.3	08.86
Pak-Indo Relation	10.5	04.3	08.5	07.76
Health	04.5	10.0	10.0	08.16
International interference	07.0	07.7	04.0	06.23
Unemployment	04.0	06.7	06.7	05.8
Poverty	03.5	04.0	05.1	04.7
Education	04.5	08.0	03.0	05.16
Economic crisis	05.0	12.03	12.0	9.76

\*Data is evaluated in (%)

(n=200)

## Conclusion

Based upon the results of the present study, this paper investigates the opinion of the people about role of TV talk shows in discussing national issues of Pakistan. The argument is based on the quantitative analysis of a survey of opinion of people in Punjab. The survey involved a close-ended questionnaire to gather the opinion by a carefully designed



representative sample. The findings of the survey seem to recommend that the electronic media especially talk shows has accomplished great importance in the discussing the political issues in Pakistan.

Over the years Pakistani media has seen many ups and down in its growth and progress but the media boom in the beginning of 21<sup>st</sup> century has unfolded tremendous opportunities and challenges to it. The private electronic media has played an important and effective role in national politics.

Electronic media should be presented the actual picture of our politics and politicians. The findings revealed the immense usage of talk shows for gaining political information and awareness. The survey suggests that prime time talk shows are viewed mostly by the public to get political information and satisfaction about the coverage of national issues by talk shows of private channels. The majority of the respondents uses private news channels and finds some time to watch talk shows on daily basis. It is worth mentioning that the plentiful respondents argue while ranking the ten national issues from up to down that terrorism, energy crisis and corruption are the main issues of Pakistan during the survey conducted from January- April, 2015. After analysis the findings of present study, the researcher found a positive strong correlation on ten national issues, while it was found a moderate correlation between electronic media agenda and public agenda on four issues out of ten important issues. This is why only six issues of the study are strongly correlated in comparing the public agenda and electronic media agenda. So the results about the ten selected issues are strongly supported the correlations between media agenda and public agenda while only few of the issues which found slightly difference among them in term of comparison between media agenda and public agenda. It clearly indicates that viewers of all talk shows follow the same agenda as the Television talk shows present on selected national issues.

## References

- Abercrombie, N. (1996). *Television and Society*. Cambridge: Polity Press.
- Ahmed, R. (2010). Role of news talk shows in creating political efficacy among youth. Retrieved from [http://sapandssrp.com/attachments/File/Role\\_of\\_News\\_Talk\\_Shows\\_.pdf](http://sapandssrp.com/attachments/File/Role_of_News_Talk_Shows_.pdf)
- Entman, R. M. (2007). Framing Bias: Media in the Distribution of Power. *Journal of Communication*, 57(1), 163-173.
- Funkhouser, G. R. (1973). The Issues of the Sixties: An Exploratory Study in the Dynamics of Public Opinion. *The Public Opinion Quarterly*, 37(1), 62-75.
- Gitlin, T. (1980). *The whole world is watching: Mass media in the making and unmaking of the New Left*. Berkeley: University of California Press.
- Iyengar, S. and J. McGrady (2007) *Media Politics*. New York: Norton
- Kensicki, L. J. (2000). Second level agenda setting: A study of integration and progress. *Egyptian Journal of Public Opinion Research*, 1(3), 85-100.
- Kenski, K., & Stroud, N. J. (2006). Connections between Internet use and political efficacy, knowledge, and participation. *Journal of Broadcasting & Electronic Media*, 50(2), 173-192.
- Kosicki, G, M., Becker, L, B., & Fredin, E. S. (1994). Buses and Ballots: The role of media images in a local election. *Journalism Quarterly*, 71(1), 76-89.
- McQuail, D. (2005). *McQuail's Mass Communication Theory*. London: Sage\
- Negrine, R. (2008). *The Transformation of political communication: Continuities and changes in media and politics*. Palgrave Macmillan
- Pew Research Center for the People and the Press. (2000a, February 5). The tough job of communicating with voters. Pew Research Center for the People and the Press. Retrieved, from the World Wide Web: <http://www.people-press.org>.

- Scannell, Paddy, 1991. Introduction: The relevance of talk. In Paddy Scannell (ed.), *Broadcast talk*, 1-13. London: Sage..
- Shehata, A. (2010). Unemployment on the Agenda: A Panel Study of Agenda-Setting Effects during the 2006 Swedish National Election Campaign. *Journal of Communication*, 60(1), 182-203.
- Tolson, Andrew. 2001. Introduction: the talk show phenomenon. In Andrew Tolson (ed.), *Television talk shows. Discourse, performance, spectacle*, 1-5. Mahwah: Erlbaum.
- Walker j.r (1990). Developing a new political reality, political information and the 1998 southern regional, primary southern communication journal 55(4), 421\_35.f.j412972.
- Zehra, N. (2005, January 01). For Pakistan, This Was the Year of Media Revolution. *Arab News*.
- Zia, A. (2003). Consumption of cable television, A research report published in: *cable Television, A vision of the future*. (pp. 56-61). Pakistan Electronic Media Regulatory Authority. Islamabad, Pakistan.

**Flat# G-010, Street 73, Sughra Towers, F11/1, Islamabad, Pakistan**

**Email: [info@pdfpk.net](mailto:info@pdfpk.net)**

**Websites**

**[www.pdfpk.net/pdf](http://www.pdfpk.net/pdf)**

**[www.pdfpk.net/ojs](http://www.pdfpk.net/ojs)**

**Phone: +92301-8602608**