



THE PORTRAYAL OF INFRASTRUCTURE DEVELOPMENT IN PROMINENT DAILIES OF PAKISTAN REGARDING RURAL AREAS OF SINDH (COMPARATIVE ANALYSIS OF DAILY DAWN AND EXPRESS)

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Abstract

This paper examines the role of the media in portraying infrastructure projects in rural areas of Sindh, Pakistan. In development projects, media play an important role to develop any society. How Pakistani print media promote infrastructure development of the rural areas of Sindh through content and how print media tackling the developmental projects. For this purpose, two leading newspapers-Daily DAWN (English) and Daily EXPRESS (Urdu) were selected as sample. The study employed content analysis-a quantitative research methodology of news published in Daily Dawn and Daily Express during a period of three months i.e. from January 2017 to March 2017. The findings of the study depict that Daily Dawn gives more coverage/space to Physical Infrastructure Development of Rural Areas of Sindh but more space needs to be allocated to infrastructural development issues.

Keywords: Infrastructure, Development, Print Media, Rural, Sindh, Pakistan

INTRODUCTION

The media can be considered as a combination of content music, films, TV, radio, publishing, advertisements, electronic games along with associated technological devices and the internet. Media industry possesses importance in every corner of the world due to its critical role in socioeconomic development. (Rabi, 2015). It can conduct the process of democratization by leading public dialogue and giving access to the diversity of views, information, opinion, and entertainment but the status of rural journalism has always been quite miserable in Pakistan. The great development of mass media in Pakistan has made a significant effect on journalism but rural journalists are still taken as second-class journalists (Riaz, 2015). Dr. Mahbul Haq the renowned economist of Pakistan, said that Development is more than wealth and income, greater than GDP growth, bigger than commodities producing and increasing the choices of people, to giving healthy and long life, to educate them and access to basic resources for a decent standard of living. Infrastructure development is an important term for judging a nation or region's development. It is always used in broad and comprehensive sense, it includes the telecommunications, piped gas, piped water, airports, electricity, sewerage system and sanitation, irrigation, roads, drainage system, railways, disposal and solid waste collection, seaports, dams, broadband internet facilities and mobile phones. All of the facilities of infrastructure are directly used to people. (Ahmad, et. al., 2012). Significant evidences show that rural areas are generally underdeveloped because of poor infrastructure. (Ishtiaq & Malik, 2012). Given that, this paper is an attempt to examine that how Daily Dawn (English) and Daily Express (Urdu) covers physical infrastructure development issues regarding rural areas of Sindh.

Purpose of Study

Media that is considered fourth pillar for the State due to its significant importance in the development process. However, apparently, Pakistani media covers mainly news coming from urban areas and it has little focus on rural areas. The purpose of this study is to identify that how Pakistani prominent newspapers are playing role for development of rural areas of Sindh in view of publishing news stories. Therefore researchers selected Hospital Sectors and Education Sectors elements of physical infrastructure development in rural areas of Sindh.

Objectives of Research

To ascertain the coverage frequency of Daily Dawn (English) and Daily Express (Urdu) about physical infrastructure development of the rural areas of Sindh.

Research Question

RQ# which newspaper gives more coverage to physical infrastructure development in Rural Area of Sindh?

LITERATURE REVIEW

Infrastructure has recently become the central priority of international development. As the summary of the Millennium Development Goals (MDGs) of United Nations exemplified, that in the post 2015 world, such human development issues are

soon to take second place to greater more integrated the projects of infrastructure, including multiple countries.

Julie and Nangia, (2008) stated that Asia has always acknowledged the role of infrastructure in generating wealth. Archaeological facts point to the exchange of products between India and the Mesopotamia and the Chinese countries between 7500 and 4000 BC. The Silk Road established clusters of prosperous towns and trading posts to connect Europe and Asia through the Middle East. Asian nations were trading openly with each other in the most recent history, long before the arrival of the Europeans in the region. The four Asian tigers (Singapore, Taiwan, Korea, and Hong Kong), after World War II reported great growth driven by infrastructure, investments, and trade. Scholars further indicated that China adopted the way which followed these four Asian tigers, China made an impressive infrastructure rapidly successful. Researchers were defining the condition of China in the early 1980s that China was the poorest country in globe nearby 1980s, approximately 60% of the population or around 634 million people, existing under \$1 a day. Due to impressive efforts, China decreased its poverty level half of the early 1980s in 1990 and in 2003 it reduced poverty as 13.4%. (Julie & Nangia, 2008).

According to Reungsri (2010), infrastructure is a deep determinant of nationhood to measure the success of a country on the world map. Therefore, physical infrastructure is manifested through economic power, wherewith social infrastructure is measured by the social capital and living standard of its citizens. However, to accumulate a country's infrastructure capital may take over generations or centuries, or may take place over decades merely, as in the Arabian Gulf countries and East Asia. The physical infrastructure of a nation is generally taken to mean: its public capital, its community buildings for example schools, transports, hospitals, seaports, nodes of airports, rail and road networks; utility services: like power, water, and waste services. (Reungsri, 2010).

Sen (2011), supported the definition of Mass communication expert "Everett M. Rogers" that development communication refers to put communication in order to further development. These applications are planned either for further development in a general way, for instance, by increasing exposure of the mass media among the nations, to create an encouraging climate for development, or to support a project or a specific definite program. Media strive to bring masses in developmental change to under develop and developing countries, through its content. Discussion, interpretation and analysis of mass media discover the societal drawbacks and development areas. (Sen, 2011).

According to the Asian Development Bank, (2012) that infrastructure is a dominant element for any national development. Infrastructure can play an important role in Asia and Pacific development. Infrastructure investment is a successful process to carry on Asian economies because through which millions of people rise out from the poverty level. Report of ADB further evaluated, that transport infrastructure is very beneficial for support trade in goods because it is a vital part of the development and growth of Asian countries. Approximately twelve of Asian countries require regional transport system to access global market participation for better contribute

to the global market. Regional and Cross border infrastructure always meets with national infrastructure systems, it increases growth potential by transforming to blocked in countries to land linked economies. If anyone wants to know the importance of infrastructure then they should visit Singapore to the poorer island or any isolated town of Thailand to Bangkok, then they will notice availability and quality of infrastructure. Developed Urban areas provide roads, railway, and transports to give the way of goods and services to people. They also give facility of house and businesses with water, electricity, and telecommunication. Urban areas have more availabilities of trade in world markets as compare rural areas. (adb, 2012).

Ngcobo (2012), acknowledged that infrastructure most indispensable for “all basic requirements of the proper economic functioning”. It is classified into two categories, namely, social and economic infrastructure. Though economic infrastructure leads to economic productivity to produce items which are utilized by households. The social infrastructure that has a direct and indirect influence on the quality of life; for instance, health, education, and recreation. (Ngcobo, 2012)

Shahi (2012), proposed, the main objectives of Infrastructure development is, to provide basic needs for local people and to invest minimum by the society and local people. It contributes to poverty eradication by preparing a better living, better working, better environment, human capital formation and physical health for the poor. Infrastructure development makes the people self-reliant to meet their basic necessities out of their own resources. It is extension market, the communication and transport have thorough effect in establishing connectivity between cores to the periphery. (Shahi, 2012).

Misra (2013), disclosed that India hopes to change itself from a lower middle-income country to a developed one, utilizing its demographic dividend, wider domestic trade, and democratic governance system. This alteration is possible if the growth capacity of the states is harnessed. Like, the Five year Plans that set policy priorities in India, stresses infrastructure development as a key factor of the regional development strategy inclusively. The 12th Plan (2013–2017) which competes for “faster, more inclusive sustainable growth”. However, the growth of economic infrastructure development has possessed much attention, with the beginning of 2nd Five year planning of 1956, some effort was made in infrastructure facilities to capture progress thoroughly. (Misra, 2013).

Bottini and his colleagues (2014), argued that term of infrastructure used in a heterogeneous sense, containing different types of physical structures used by various industries for the inputs of the production of services and goods. This explanation encompasses “social infrastructure” for instance hospitals and schools and “economic infrastructure” like networking services. It also includes energy, digital communications water, and transport. (Bottini, et. al., 2014)

As, Tanveer and Manan (2016), mentioned that infrastructure is basic organizational and physical structures required for the operation of an organization or society or the facilities and services necessary to function an economy. It is a crucial term

for judging a region or country's development. Investment in infrastructure is a component of the capital accumulation needed for economic development and may have an effect on socioeconomic measures of welfare. Transport infrastructure investment refers to changes in generalized transport costs, through high speeds or shorter distances that causes to reduce in fuel, labour costs, and capital. Infrastructure development, both social and economic is one of the great determinants of the economic growth especially in developing countries like Pakistan. Direct investment on infrastructure generates production facilities, reduces the trade costs & transaction, improve competitiveness, stimulates economic activities, and furnish employment opportunities to the poor. (Tanveer& Manan, 2016).

Shaukat and Ahmed (2016), explained that economy of Pakistan has gone due to changes in economy policy to shift toward private sector in 1960's, after that nationalized in 1970's and then changed into denationalization in the era of the 1980's along with the policies of liberalization and deregulation. The period of 1990's was worst for Pakistan because Pakistan's gross development products was achieving lowest level in South Asia. In that era worse infrastructure, investment level low, high inflation, and governance was inefficient. By the end of the 1990's period, the progress light turn on by some macroeconomic variables and country started progressing. Period of 2000's has shown positive improvement to create jobs, reduce poverty with growth rate of 2.58 GDP. (Pakistan Economic Survey, 2010). Since, the 21st century brought a range, electric, power and appliance for homes and for use of industry. Pakistan need well known transport and developed airport, and port system for trading with foreign partners. While the status of communication in infrastructure cannot be denied at all. The public infrastructure has become an essential element of system, it is affecting welfare and economy growth of society. (Shaukat&Amed, 2016).

Gurara and his colleagues (2017), perceived that since the infrastructure investment is largely recognized as a decisive driver of economic development. Thus the accessibility, quality, and quantity of infrastructure economy in third world countries is lagging considerably behind than in modern economies, scaling up infrastructure investment is sighted as a main pillar in low-income third world countries altogether. Most of the developing countries have been scaling up infrastructure investment in recent years, generally by public spending, with the growing involvement of the private organizations. (Gurara, et. al., 2017).

RESEARCH METHODOLOGY

The research methodology is an organized and systematic way to solve a problem. Methodology is a study of science which guides that how research is to be conducted. According to the nature of objective and research question, the researcher has decided to use content analysis methods for collecting data. The study examined the content of two different languages leading Pakistani daily newspapers Daily Dawn (English) and Daily Express (Urdu). A sample that is not representative of the population, regardless of its size, is inadequate for testing purposes because the results cannot be generalized to the population from which the sample was drawn." (Dominick &Wimmer, 2011). Researcher has selected Daily Dawn (English) and

Daily Express (Urdu) newspapers as sample, for the period of first three months, (January, February and March) 2017 arbitrary 78 editions published on three weekdays, Sunday, Monday, and Thursday, from 1st January 2017 to 31st March 2017. The unit of study is news of Daily Dawn (English) and Daily Express (Urdu) analysed by the researchers. Researchers categorized news in three pages (Front page, Inner pages and Back Page).

Data Collection and Analysis

As mentioned earlier, data was collected from widely circulated English newspaper Daily Dawn and Urdu Newspaper Daily Express, published in first three months of 2017. Researcher has categorized physical Infrastructure development into two elements. Hospital Sectors (Hospital and Clinics), Education Sectors (School, colleges and Universities).

Table No: 01

Content Analysis of Daily Dawn				
Date	Education Sectors		Health Sectors	
	N-Page	CM	N-Page	CM
01-Jan				
02-Jan				
05-Jan				
08-Jan				
09-Jan				
12-Jan			I	14
15-Jan				
16-Jan				
19-Jan				
22-Jan				
23-Jan				
26-Jan				
29-Jan				
30-Jan				

N-Page: Number of pages, CM: Centimetre

F: Front Pages. B: Back Pages and I: Inner Pages

Finding: According to the table of Daily English January 2017, in this month overall one news published by Daily Dawn English. Dawn published one news of Health Sector infrastructure. There was no news regarding Education sector

Table No: 02

Content Analysis of Daily Dawn				
Date	Education Sectors		Health Sectors	
	N-Page	CM	N-Page	CM
02-Feb				
05-Feb				
06-Feb				
09-Feb				
12-Feb				
13-Feb	I	17		
16-Feb			I	19
19-Feb				
20-Feb				
23-Feb				
26-Feb				
27-Feb				

Findings: In the month of February 2017, Daily Dawn published overall two news regarding physical infrastructure development of rural areas of Sindh. In which one news of health sector and one news of infrastructure of education sector.

Table No: 03

Content Analysis of Daily Dawn				
Date	Education Sectors		Health Sectors	
	N-Page	CM	N-Page	CM
02-Mar	I	38	I	42
05-Mar				
06-Mar				
09-Mar	I	7.5		
12-Mar			I	32
13-Mar				
16-Mar				
19-Mar				
20-Mar	I	19		
23-Mar				
26-Mar			I	32
27-Mar				

30-Mar				
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Findings: According to the table of Daily Dawn March 2017, Newspaper published total 6 news of physical infrastructure development of Sindh. Which of them 3 news about health sector and 3 news regarding education sector.

Table No: 04

Content Analysis of Daily Express				
Date	Education Sectors		Health Sectors	
	N-Page	CM	N-Page	CM
01-Jan				
02-Jan				
05-Jan				
08-Jan				
09-Jan				
12-Jan				
15-Jan				
16-Jan				
19-Jan				
22-Jan				
23-Jan				
26-Jan				
29-Jan				
30-Jan				

Findings: According to the table of Daily Express January 2017, Express did not publish any news regarding physical infrastructure of rural areas of Sindh.

Table No: 05

Content Analysis of Daily Express				
Date	Education Sectors		Health Sectors	
	N-Page	CM	N-Page	CM
02-Feb				
05-Feb				
06-Feb				
09-Feb				
12-Feb				
13-Feb				

16-Feb				
19-Feb				
20-Feb				
23-Feb	I	12		
26-Feb				
27-Feb				

Findings: According to the table of Daily English February 2017, in this month overall one news published by Daily Express Urdu. Newspaper published one news of Education Sector infrastructure. There was no news regarding Health sector.

Table No: 06

Content Analysis of Daily Express				
Date	Education Sectors		Health Sectors	
	N-Page	CM	N-Page	CM
02-Mar			I	14
05-Mar				
06-Mar				
09-Mar				
12-Mar				
13-Mar				
16-Mar				
19-Mar				
20-Mar				
23-Mar				
26-Mar				
27-Mar				
30-Mar				

Findings: According to the table of Daily Express Urdu March 2017, in this month overall one news published by Daily Express Urdu. Newspaper published one news of Health Sector infrastructure. There was no news regarding Education sector.

Comparative Table

Table No: 07

Month	Daily Dawn English				Daily Express Urdu			
	Health		Education		Health		Education	
	No: of N	CM	No: of N	CM	No: of N	CM	No: of N	CM
Jan	1	14						
Feb	1	19	1	17	1	12		
Mar	3	106	3	64.5			1	14

DISCUSSION

Media is watch dog of Society, it also provides place of opinion and discussion to people. It can interfere directly or indirectly in policies of state and Government, it can present critical views, analyze and interpret Government and State policies. According to collected data, in total, Daily Dawn (English) gave more coverage to physical infrastructure development of rural areas of Sindh in comparison to Daily Express (Urdu). Daily Dawn published 9 (220.5 centimetres) news, while on other side, Daily Express published only 2 (26 centimetres) news in the month of January 2017. Daily Dawn published 5 news stories about Health sector infrastructure while 4 news regarding education sector. Therefore daily Express Urdu published one, one news of both category. Express Urdu did not publish single news in month of January about physical infrastructure development of rural areas of Sindh.

CONCLUSION

It was found that the Daily Express Urdu has given less coverage to the physical infrastructure development in rural areas of Sindh province as compare to Daily Dawn English. It is also found that both prominent dailies of Pakistan paid less coverage to physical infrastructure development of rural areas of Sindh. More than half population of Pakistan lives in areas. Significant evidences show that rural areas are generally underdeveloped because of poor infrastructure. Pakistan, as a developing country needs to address the issues regarding physical infrastructure development of rural areas on priority basis. Infrastructure is an important term for judging a country or region's development, so it is recommended to gatekeepers of national newspapers pay attention to rural areas issue and give more coverage to physical infrastructure development of rural areas of Sindh.

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