



## Role of APP and PPI in Highlighting Public issues

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### Abstract

*This study discusses the history, organization and operations of Pakistan's national news agencies, the government-owned Associated Press of Pakistan (APP) and the privately-owned Pakistan Press International (PPI).*

*This research (study) is to delve what is the role of Associated Press of Pakistan (APP) and Pakistan Press International (PPI) news agencies' services in the dissemination of information and highlighting of public issues in country. News agencies have wide roles to fetch the information and news across the world. After that they spread this information in form of news for that the services are editing and distribution of news (on national or international forum and mass media).*

*News agencies were established for a wide range of news type that highlighted the major political national or international issues, economical surveys and social and cultural experiences in the country. Newspapers all over the world extremely depend to a large extent on news agencies or wire services' on news coverage. they do not have strong reporting circle (their own employees) as in their own country. Well organized international news delivery network, so newspapers dependence on news agency's international news is chronic tendency.*

*News agencies are responsible for exchange of the international news and others more important that they play a major role which cannot be ignored in present age. In the wake of agencies' important the APP and PPI has a long history to disseminated information in the country since the creation of Pakistan in 1947.*

*Privately-owned news agency PPI lodges special importance on the coverage of news, mostly prognostication of events in the rural regions, although government-owned APP has pays attention to projection of government views. Through content analysis, this research studied two selected news agencies in the country with a view to gaining vision into the agencies coverage of education, health and political issues and to stress the essential role of the newspapers in the building of realism lodging on thematic content*

**Keywords:** *Role of APP and PPI in highlighting education and health issues, APP and PPI services in the dissemination of information, to find APP and PPI policies.*

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## **1) BACKGROUND OF NEWS AGENCIES IN PRE-PARTITION INDIA**

In 1860, the Bombay Time became the first Indian newspaper to receive Reuters' news. On 1865 this agency started to receive news through telegraph from Reuters. In 1866, Reuters opened a small office in Bombay which supplied commercial information to business houses, and later expanded the operations to provide newspapers with foreign news summaries (Natara jan, 1962, 205).(1)

## **2) ASSOCIATED PRESS OF INDIA (API)**

With the growth of newspapers in India, the need was felt for a domestic news agency. According to SAPRU (1979:5-7)(2) two agencies the Indian News Agency (INA) and the Press Bureau were started "at the same time" in 1910 to fill this demand. (1) INA was established by Edward E. Coates, an Englishman who was the correspondent in India for the Statesman and Reuters. The Chairman of the Reuters, Sir Roderick Jones thought that two news agencies in India were not in the interest of this agency. In 1913 Reuters persuaded K. C. Roy to merge this agency with INA to form the Associated Press of India (API).

## **3) FREE PRESS OF INDIA (FPI)**

Being under official control, API presented the British viewpoint only and played down Indian dissatisfaction with British rule. By the 1920S, the nationalist papers had lost confidence in API because of its biased reporting of political activities. This dissatisfaction of the nationalist press with API led to the establishment of the Free Press of India (FPI) in 1927. (Murthy, 1966: 393) (3)

## **4) ORIENT PRESS OF INDIA (OPI)**

With the growth of the Muslim press in 1930s, and 1940s, Muslims felt the need for a separate news agency because of the existing agencies did not give fair converge to their struggle for Pakistan. In 1940 Syed Muhammad of India set up Orient Press of India (OPI) in Bihar area of Patna, India to encounter the requirements of Muslim print media. (Murthy, 1988: 393) 4

## **5) EVOLUTION OF PAKISTANI NEWS AGENCIES**

Pakistani news agencies have evolved from the news agencies set-up of British India. Reuters, being the agency of the mother country, played a decisive part in shaping the development of the news agencies in pre-partition India. Even after the independence of India and Pakistan, Reuters played a key role in creating organization that took over its Indian operations.

After the partition of the India in 1947, Syed Mohammad moved to Pakistan, but was unable to obtain support from the government to develop OPI into nation news agency. OPI also lost two of its important patrons, and closed down his services in 1948. (Niazi, 1986: 24) (5).

## **6) UNITED PRESS OF PAKISTAN**

After independence, the branches of the API (Associated Press of India) and UPI (United Press of India) operating in Pakistan become the nucleus for Pakistani news agencies. United Press of India became United Press of Pakistan (UPP). UPP was established in Karachi in 1949 as a private limited company.

## **7) CREATION OF ASSOCIATED PRESS OF PAKISTAN (APP)**

The Associated Press of Pakistan (APP) was established by Malik Taj-ud-din, manager of the Lahore office of API (chip, 1986: 2). (6) At first he formed a joint stock company with leading publishers of the board of directors. However, when the directors failed to pay their share capital, Taj-ud-din dissolved the company and formed the Eastern News Trust.

The chairman of board of trustees of the Eastern News Trust was nominated by the Chief Justice of the Federal Court of Pakistan, and its membership included six representatives of APP's subscribers. The government was represented on the board by the joint secretary of the Ministry of Information and National Remonstrance and joint secretary of the Ministry of the Finance. Malik Taj-ud-din became the managing Trustee of the Eastern News Trust and General Manager of APP. (Feroze, 1957: 157; Naizi, 1986: 124).( 7)

However, due to economic issues, the agency's control was taken over by the state through an Decree named, "Association Press of Pakistan (taking over) Order 1961", on June,15 1961, to address the economic issues."

## **8) ESTABLISHMENT OF PAKISTAN PRESS ASSOCIATION (PPA)**

APP paid no attention to the suggestion and complaints of newspapers because, in the absence of an alternative, the newspapers were totally dependent on its service. The situation changed in 1956, when a difference of opinion developed among its top management over the further direction of the agency. Muazzam Ali, the editor of APP, unable to persuade Malik Taj-ud-din of the need to make fundamental change, left APP and started a rival agency, Pakistan Press Association (PPA). This agency was established as a joint stock company run by board of directors. (Nizami, 1958: 36) (8).

The membership of the board was composed of leading businessmen and editors, which Muazzam Ali as the managing director. PPA commenced operation on August 9, 1956. Initially the service consisted of about 25 items delivered by handed to newspapers in Karachi. In 1957 after having seen the performance of PPA, major Karachi newspapers such as Times of Karachi, Jung, Millat, Anjam and Morning news became its subscribers.

For the sending news quickly in 1958 the agency started work by tele-printer in the offices of its clients and set-up a Karachi, Lahore, tele-printer link, which

was extended to Rawalpindi in 1959. By 1960 PPA had subscribers in all major newspapers centers of Pakistan. In 1967, PPA established the Pakistan Press Foundation and the Pakistan Press Institute which organized seminars, lectures and courses on different aspect of journalism, and in 1968, it started a school of press photography(Qureshi, 1969: 36) 9

According to PPI Chairman Owais Aslam Ali “The PPA also entered the field of magazine publishing and started to publish the fortnightly Pakistan Courier, the monthly Economic Outlook and the Urdu weekly Paiman. PPA continued to develop its foreign service. In addition to AFP, AP, and DPA, it also established links with ANSA, TANJUG, CETEKA, JIJI Press, and other Eastern and Europe and third world agencies. Because of the wide network of international affiliation, PPA’s board of directors decided in 1968 to change the name of Pakistan Press Association (PPA) to Pakistan Press International (PPI)”.

### **9) PAKISTAN PRESS INTERNATIONAL (PPI)**

As the leading major news agency in private sector in Pakistan, PPI enjoys the prestige among national and international media and has solemn itself as a tool of credible, objective, and ethical journalism.PPI has its head office in Karachi and bureaus in all the federal ( Islamabad) or provincial capital cities (Karachi, Lahore, Peshawar and Quetta.) PPI has also bureau in Muzaffarabad, the capital of Azad Kashmir.

PPI has an extensive news file prepared by over 250 staffers and stringers in all parts of the country. All major newspapers, radio and television stations in Pakistan and a number of international news and database organizations subscribe to PPI’s text, photo and audio news services in English and Urdu.

Besides political news, PPI ensconces on all the importance on the coverage of all kind of incident that can be any news which distinguish in news type, particularly projection of activities in the rural areas. PPI has one of the most extensive coverage of rural Pakistan of any media organization. The agency encourages news of social programmers’, such as human rights, women’s empowerment, literacy, children’s rights, family planning and environmental issues. PPI’s policy is to help make people aware of social problems such as dangers of drugs, smoking and other health hazards”. (Hassan Ahmed, 1966: 105) 10

According to PPI Chairman Owais Aslam Ali “PPI has followed a policy of training newcomers in journalism, and has functioned as an informal training institute for the Pakistani media. The agency estimates that at least one-third of all journalists working in the national media have received their training in PPI. The agency was assimilated and initiated its services in 1949. PPI has been appreciated by nationally and internationally for its liberated position. This news agency was considered the 2nd leading news agency until1990s after the official Associate Press of Pakistan”. (11)

## **10) STRUCTURES OF APP AND PPI**

### **1.1) STAFF**

The regular employees of APP and PPI number around 350 and 250 respectively. A third of APP employees are journalists, the rest of being managers, administrators, accountants, technicians and other supporter staff. (Mumtaz, 1992: 6) (12) While about half of PPI's employees are journalists. In addition to their regular staff both agencies maintain a network of correspondents and stringers.

### **1.2) OWNERSHIP STRUCTURE**

The basic difference between two agencies is in their structure. PPI is a private joint stock company run on non-profit making bases. PPI is headed by its Chairman, who at present is Owais Aslam Ali. APP is a government institute under to the Ministry of information and broadcasting control. The APP is run by the director general, appointed by the Ministry of Information and Broadcasting.

## **NEWS SERVICES**

### **1.3) NATIONAL NEWS**

Despite of the disparity in resources, PPI completes effectively with its larger rival. The main areas of national news services are the official news, political news, district news, economic news, sports news and crime news.

### **1.4) OFFICIAL NEWS**

The activities and statements of government dignitaries are widely covered by Pakistani newspapers and news agencies. Both agencies, as well as major newspapers assign senior reporters to cover the activities of president, Prime Minister and federal and provincial ministers. APP gives more detailed coverage to these activities. Both the agencies make extensive use of government handouts. Earlier PPI has installed teleprompter the office of PID to ensure repaid dispatch governments handouts.

According to PPI bureau chief Nawaz Khuhro: "PPI is in authority for copy-writing and for managing events of the broadcasting team. The agency's reporter also grip press statement of government officials and other happening in the country counting general and worldwide so for most of the print and electronic media gave special value to PPI news for its credibility and freshness".

### **1.5) POLITICAL & OTHER NEWS**

As discussed earlier a major reason why PPI came into existence was that AAP concentrated only on government news by ignoring political, economic and other sector of national life. PPI opened these avenues even during the period

of authoritarian rule continued to cover the activities of all political parties. After the government takeover APP, PPI's coverage became crucial for the Pakistani press. For the decades, PPI was only source of news on the political opposition because successive governments directed APP to carry only the official version of all political events.

### **1.6) DISTRICT NEWS**

The return of democracy has increased the important of the rural areas, where the majority of population lives. Consequently, newspapers have increased the space devoted to news from the rural centers. According to PPI Karachi Bureau Editor Shafqat Soomro "PPI's coverage from the rural centers, commonly referred to as the district news service is generally recognized as being better than all news agency in the country. He stated PPI has placed great importance on developing its district service. Today, with over 200 district correspondents in all districts of the four provinces including, Chitral and Gilgit, adding that they are highlights countrywide and worldwide problems in Urdu and English".

According to Chipp (1986:4), PPI coverage from rural enters, commonly referred to as being better than that of APP. He quotes the complaint by newspapers editors that of APP's representation in the rural areas is poor.(13)

### **1.7) FOREIGN NEWS**

Until the early seventies PPI was linked with AP and AFP, While APP supplied news from Reuters and UPI. Later the agencies subscribes to Reuters, Agency France Press and the Associated Press. UPI was also with the agencies; DPA is main supplier of the international news to PPI.

### **1.8) PHOTO SERVICE**

PPI and APP has their own photography system, the sections are well equipped with photo receivers and photo transmitters in Karachi, and Islamabad. Karachi is the head office of PPI while Islamabad is head office for APP to receive photographs from within Pakistan and aboard, and transmits them to the local newspapers.

### **1.9) URDU SERVICE**

The repeal of the Press and Publication Ordinance (PPO) in 1988 has resulted in the rapid growth of newspapers, the large majority in Urdu. To meet the needs of these newspapers requirement PPI lunched its Urdu service in 1989; consisting of 450 to 60 selected news items translated into Urdu.

The idea behind the establishing of the service was also to shun mistakes and make sure accurateness. As a practice, Urdu speech was often translated into English by the agency and then back into Urdu by newspaper editor, seriously growing the hazards of translation, stress or context faults. APP began its Urdu service in the 1980s to address the requirements of the increasing number of Urdu language

newspapers in the country. Beside APP and PPI some other news agencies were also established in Pakistan: which are following

### **11) NEWS NETWORK INTERNATIONAL (NNI):**

NNI founded in 1992, the news agency's head office is in G-7 zero point, Islamabad. In the country the agency is ranked as a top position for establishing wire service in the country. NNI shaped its individual status and was rapidly familiar and pledged by all the leading intuitions of print and electronic media of the country.

### **12) ROLE AND SCOPE OF NEWS AGENCIES**

The main objective of a news agency is to provide latest, unbiased and well written information to print and electronic media. Theses institutions have its own reporters and contracts with other national and international organizations to get latest news. A separate news room performs the selection and editing process under the supervision of desk in-charge and shift in-charge. News agency's writers and editors usually work under time pressure. These institutions have foremost trunk distribution circuits running across the country.

The leading news agencies mostly formulate hard news information and other Martials, including articles for print and electronic media which they published with slight or no alteration. News agencies give these materials in a large quantity through wire services (formerly they secondhand telecommunication; currently they commonly use the Internet).

Online-based substitute news agencies as a factor of the greater substitute media stresses a "non-commercial view" that is autonomous of the densities of commercial media, business media and regime-engendered news and discharges.

In the current circumstances, where electronic means of media is on highest the protagonist and latitude of news agencies is augmenting with the modern technology. Nevertheless, the print and electronic media is also growing their reporters' quantity however, for the global news they have trust on these institutions. External and internal news agencies are snowballing their sources and hiring professionals' experts to get the international news.

### **13) SIGNIFICANCE OF THE STUDY**

This paper provide a comprehensive analysis of the role of the Pakistani news Agencies with particular references to PPI and APP services in dissemination of news and highlighting of public issues in Pakistan.

The study will be useful to other news agencies media institutions and government intuitions in the planning and implementation of their mass-communication policies. The study will also serve as a reference material to students and other researchers in the similar area of study.

#### 14) RESEARCH METHODOLOGY:

In the light of research objectives quantitative approach and content analysis were used to investigate the role of PPI and APP.

#### 15) POPULATION:

The population for the study is one-year news data which was released from PPI and APP websites for two major newspapers, Daily Dawn and Express Tribune

#### 16) SAMPLING:

Three news beats, political, education and health of PPI and APP which were published in Daily Dawn and Express Tribune during the 2018 were analyzed to determine the role and policies of both agencies in highlighting the basic issues of education, political and health.

Hypothesis: The following research hypothesis were formulated to guide the study

1-To determine APP and PPI policies

2-APP and PPI highlights public issues rather than political

3-APP and PPI focus only dissemination of political news

4-APP and PPI sets agenda on national issues specially health and education.

#### 17) DATA TABULATION:

Following is the data tabulation, presenting details of three published news beats which were provided to Daily Dawn and Express Tribune by APP and PPI during 2018.

#### PPI News, Political, Health and Education published in Daily Dawn during 2018 (Table-1)

| <i>S.N</i> | <i>Date</i> | <i>Headline of News</i>  | <i>News beats</i> |
|------------|-------------|--|-------------------|
| 01         | 17.01.18    | IBA in Collaboration with Martin Dow Inaugurates Health Centre | Edu-1             |
| 02         | 03.01.18    | 29,721 dengue cases in Sindh since 1994                        | Health-2          |
| 03         | 15.01.18    | Industries varisities must calibrate                           | Edu-2             |

|    |          |  |           |
|----|----------|--|-----------|
| 04 | 26.03.18 | Captain Sarfaraz Ahmed speaks at KU seminar, says youth are asset of country | Edu-3     |
| 05 | 21.04.18 | Naegleria claims of life youngster in Karachi                                | Health-3  |
| 06 | 02.05.18 | Anti-polio drive kicked off in Sindh   | Health-4  |
| 07 | 17.05.18 | experts demand to increase taxation on cigarettes                            | Health-5  |
| 08 | 03.06.18 | US continues to invest for better health systems                             | Health-6  |
| 09 | 15.06.18 | 627 more Chikungunya cases surface in Karachi                                | Health-7  |
| 10 | 26.06.18 | JI to protest at 50 places against hike in KE's tariff                       | Politic-1 |
| 11 | 02.08.18 | KU awards 71 PhD, M Phil degrees   | Edu-4     |
| 12 | 04.09.18 | JI demands strict action against KE  | Politic-2 |
| 13 | 18.09.18 | KMC health facilities put on high alert                                      | Health-8  |
| 14 | 01.10.18 | AQ Khan calls for education reforms, lauds Pakistani students                | Edu-5     |
| 15 | 12.11.18 | Peaceful use of science emphasized at KU's program                           | Edu-6     |
| 16 | 26.11.18 | 1050 students participated in KU admission test                              | Edu-7     |
| 17 | 19.12.18 | CHK gives 24 hours ultimatum to encroachers                                  | Health-9  |
| 18 | 28.12.18 | Karachi University Officers Pride wins polls                                 | Edu-8     |

| Health | Education | Politic | Total |
|--------|-----------|---------|-------|
| 09     | 07        | 02      | 18    |

**PPI News, Politic, Health and Education published in Express Tribune on 2018 (Table-2)**

| <b>S.N</b> | <b>Date</b> | <b>Headline of News</b>                                       | <b>News beats</b> |
|------------|-------------|---|-------------------|
| 01         | 01.01.18    | PMA demands revamping healthcare delivery                     | Health-1          |
| 02         | 03.01.18    | 29,721 dengue cases in Sindh since 1994                       | Health-2          |
| 03         | 15.01.18    | Industries varsities must calibrate                           | Edu-1             |
| 04         | 18.01.18    | Decision made to open Karachi's public libraries              | Edu-2             |
| 05         | .....       | Robotic Surgery workshop kicks off at SIUT                    | Health-3          |
| 06         | 22.01.18    | 400 surgeries in Umar kot free eye camp                       | Health-4          |
| 07         | .....       | JI expresses concern over plights of sugarcane growers        | Politic-1         |
| 08         | .....       | KU extends admission forms submission fee                     | Edu-3             |
| 09         | 23.01.18    | SMIU organizes Faculty Training Program                       | Edu-4             |
| 10         | .....       | Governor to inaugurate counseling center at KU                | Edu-5             |
| 11         | .....       | Commissioner opens anti-polio campaign                        | Health-5          |
| 12         | 25.01.18    | BIEK announces result   | Edu-6             |
| 13         | 28.01.18    | Experts for more efforts to eradicate leprosy                 | Health-6          |
| 14         | 01.02.18    | PMA happy over safe return of kidnapper doctor                | Health-7          |
| 15         | 04.02.18    | Drug Administration launched crackdown against illegal stores | Health-8          |
| 16         | 08.02.18    | More than 1000 graduates receive degrees in SSUET convocation | Edu-7             |
| 17         | .....       | Teachers protest against KU VC                                | Edu-8             |
| 18         | 11.02.18    | Education dept. Larkana faces shortage of 12 taluka officers  | Edu-9             |
| 19         | 12.02.18    | PMA concerns over XDR typhoid cases in Sindh                  | Health-9          |
| 20         | .....       | 17 new dengue cases surface in Karachi                        | Health-10         |
| 21         | .....       | First Congo fever case of this year reported at JPMC          | Health-11         |
| 22         | 22.02.18    | 501 teachers' shortage mars education in Larkana              | Edu-10            |
| 23         | 10.03.18    | KU ICISCT 19 begins to share experiences of research results  | Edu-11            |
| 24         | 12.03.18    | More dengue cases in Karachi                                  | Health-12         |
| 25         | 16.03.18    | SHCC issued provisional license to three more hospitals       | Health-13         |
| 26         | 17.03.18    | 2829 candidates take part in pre-admission test               | Edu-12            |
| 27         | 26.03.18    | 30,000 new TB cases surface each day in world: experts        | Health-14         |
| 28         | .....       | IBA Karachi and Unilever Pakistan ink MoU                     | Edu-13            |

|    |          |   |             |
|----|----------|---|-------------|
| 29 | 05.04.18 | KU awards 51 PhD, 24 MPhil degrees in various disciplines     | Edu-14      |
| 30 | 08.04.18 | 1757 under 5-year children died in Children Hospital Larkana  | Health-15   |
| 31 | 15.04.18 | KMC plans to increase service charges in hospitals            | Health-16   |
| 32 | 22.04.18 | Poor hygienic conditions in ASH irk patients                  | Health-17   |
| 33 | 28.04.18 | Minster alleged Nawaz for shortfall of electric               | Politic- 02 |
| 34 | 04.05.18 | Nursing profession needed proper recognition seminar told     | Health-18   |
| 35 | 10.05.18 | PRCS starts relief operation for Thar's fire affecters        | Health-19   |
| 36 | 16.05.18 | Call to teach poetry, literature at medical institution       | Health-20   |
| 37 | 23.05.18 | TB treatment and referral centre establish at AKUH            | Health-21   |
| 38 | 27.05.18 | Zehri expresses grief over loss of lives in Quetta            | Politic-03  |
| 39 | 29.05.18 | Anti-polio drive kicked off in Sindh                          | Health-22   |
| 40 | 30.05.18 | CHK introduces Chikungunya test facility                      | Health-23   |
| 41 | 02.06.18 | PPP sets up medical camps for mourners                        | Politic-04  |
| 42 | 06.06.18 | 2575 Chikungunya suspected cases reported                     | Health-24   |
| 43 | 11.06.18 | Nawaz Sharif re-elected president of PML-N                    | Politic-05  |
| 44 | 13.06.18 | Staff, Nurses midwives can help achieve SDGs Expert           | Health-25   |
| 45 | 01.07.18 | Former MQM-L worker killed in armed attack                    | Politic-06  |
| 46 | .....    | FUUAST: 140 students awarded laptops under PM scheme          | Edu-15      |
| 47 | 11.07.18 | Summer vocation extended to July 31                           | Edu-16      |
| 48 | 19.07.18 | 23 Water Testing Laboratories in Sindh soon for better health | Health-26   |
| 49 | 22.07.18 | SMIU celebrates completion of its VC's 24-year service        | Edu-17      |
| 50 | 02.08.18 | 250 new HIV cases in Larkana in 8 months                      | Health-27   |
| 51 | 07.08.18 | 19 more dengue cases detected in Karachi                      | Health-28   |
| 52 | 09.08.18 | 146 MPhil & PhD new scholars welcomed to ICCBS                | Edu-18      |
| 53 | .....    | Humanitarian reporting workshop at CEJ-IBA                    | Edu-19      |
| 54 | 14.08.18 | SZABUL announces exam schedules                               | Edu-20      |
| 55 | 15.08.18 | IBA celebrates 71 years of independence of Pakistan           | Edu-21      |
| 56 | .....    | SSUET commemorates Independence Day with zeal                 | Edu-22      |

|    |          |   |            |
|----|----------|---|------------|
| 57 | .....    | SMIU celebrates Independence Day with great national spirit | Edu-23     |
| 58 | 26.08.18 | VC urges PM for early approval of collaboration agreement   | Edu-24     |
| 59 | 04.09.18 | 43 more dengue cases reported in Karachi                    | Health-29  |
| 60 | 06.09.18 | IBA launches Center for Urban Studies and Policy            | Edu-25     |
| 61 | .....    | 4-Amazing Book Fair mesmerizes IVS students                 | Edu-26     |
| 62 | 02.10.18 | Sindh Gov. Children Hospital employees deprive salaries     | Health-30  |
| 63 | 07.10.18 | JPMC seeks Gov. help to get land vacated encroachers        | Health-31  |
| 64 | 08.10.18 | JI sees bias in recent actions of NAB                       | Politic-07 |
| 65 | 16.10.18 | School near Mohenjo Daro affected by teachers' shortage     | Edu-27     |
| 66 | 29.10.18 | Chawla wants operation against wine shops as per rules      | Politic-08 |
| 67 | 04.11.18 | SU Entry Test from tomorrow                                 | Edu-28     |
| 68 | 23.11.18 | Greenwich University organizes walk for greener Pakistan    | Edu-29     |
| 69 | 07.12.18 | 2500 students take part HU sports week                      | Edu-30     |
| 70 | 09.12.18 | 109 degrees awarded at IVS Convocation                      | Edu-31     |
| 71 | .....    | IoBM awards 1000 plus degrees to graduates in convocation   | Edu-32     |
| 72 | 27.12.18 | Prize distribution ceremony held at SMIU                    | Edu-33     |
| 73 | 28.12.18 | KU Officers Pride wins polls with heavy majority            | Edu-34     |

| Health | Education | Politic | Total |
|--------|-----------|---------|-------|
| 31     | 34        | 08      | 73    |

**APP News, Politic, Health and Education published in Express Turbine on 2018 (Table-3)**

| <i>S.N</i> | <i>Date</i> | <i>Headline of News</i>                           | <i>News beats</i> |
|------------|-------------|---|-------------------|
| 01         | 01.01.18    | 25000 health cards will distribute among families | Health-1          |
| 02         | .....       | Sharif will not negotiating any deal              | Political-1       |
| 03         | 01.01.18    | Court grants transit bail to PML-N leader         | Political-2       |

|    |          |  |              |
|----|----------|--|--------------|
| 04 | 04.01.18 | Imran a failed politician PM-L N minister            | Political-3  |
| 05 | 07.01.18 | School boy tackle suicide bomber remembered          | Education-1  |
| 06 | 07.01.18 | Ahsan Iqbal lauds PML-N Gov.                         | Political-4  |
| 07 | 09.01.18 | Swat gets new nephrology specialists                 | Health-02    |
| 08 | 10.01.18 | PML-N candidates fined RS 5000                       | Political-05 |
| 09 | 10.01.18 | AIOU emerges as top university                       | Education-2  |
| 10 | 10.01.18 | PML-N trounces PTI to retrain Chakwal seat           | Political-6  |
| 11 | 11.01.18 | Poll to be held on time Shah                         | Political-7  |
| 12 | 12.01.18 | PML-N discusses political situation                  | Political-8  |
| 13 | 13.01.18 | School to hold awareness session for parents         | Education-3  |
| 14 | 14.01.18 | Zubair facilitate people of FTA                      | Political-9  |
| 15 | 14.01.18 | Bizenjo facilitated on becoming CM                   | Political-10 |
| 16 | 15.01.18 | Political game in Baluchistan draws minister's ire   | Political-11 |
| 17 | 15.01.18 | MAJU recognize by ACCA, CIMA                         | Education-4  |
| 18 | 16.01.18 | Polio campaign kick off                              | Health-3     |
| 19 | 17.01.18 | Health, education among parities of PML-N Gov.       | Political-12 |
| 20 | 20.01.18 | Polio drive continue in Quetta                       | Health-4     |
| 21 | 22.01.18 | Health care providers participate in awareness walk  | Health-5     |
| 22 | 23.01.18 | PML lawmaker vow to defend GB chief minister         | Political-13 |
| 23 | 28.01.18 | Eligibility decision rests with public Amir Muqam    | Political-14 |
| 24 | 01.02.18 | Parliament urges to legislate                        | Political-15 |
| 25 | 05.02.18 | Polio campaign kick off in eight district of Sindh   | Health-06    |
| 26 | 07.02.18 | Siraj wants equal rights for tribal areas' citizens  | Political-16 |
| 27 | 09.02.18 | PML N wants continuation of democracy: Khaqan        | Political-17 |
| 28 | 10.02.18 | Walk held to mark World AIDS Day in Karachi          | Health-07    |
| 29 | 12.02.18 | Minster lauds successful effort against polio        | Health-08    |
| 30 | 16.01.18 | Only named of fugitives put on ECL Maryam            | Political-18 |
| 31 | 16.02.18 | NUTS girls making car for competition in UK          | Education-5  |
| 32 | 17.02.18 | Shrif to emerge stronger says Maryam                 | Political-19 |
| 33 | 17.02.18 | Anti polio drive declared successful                 | Health-09    |
| 34 | 18.02.18 | Minster call for active participation                | Political-20 |
| 35 | 19.02.18 | AIOU graduates to share success stories              | Education-6  |
| 36 | 22.02.18 | Polio team come under attack in city                 | Health-10    |
| 37 | 23.02.18 | Political satiability impetrative for police reforms | Political-21 |

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|----|----------|---|--------------|
| 38 | 28.02.18 | 500000 laptops to be distributed                    | Education-7  |
| 39 | 03.03.18 | HEC collaboration with Microsoft                    | Education-8  |
| 40 | 03.03.18 | Plea against Dar rejected                           | Political-22 |
| 41 | 04.03.18 | Mushahidullah thanks Nawaz Sharif                   | Political-23 |
| 42 | 06.03.18 | Focus on improving education official               | Education-9  |
| 43 | 07.03.18 | MUET teach Chinese languages                        | Edu-10       |
| 44 | 09.03.18 | People foils propaganda against PML-N Abbasi        | Political-24 |
| 45 | 09.03.18 | PPP leaders holds meeting in Quetta                 | Political-25 |
| 46 | 12.03.18 | PPP will achieve victory in next polls: Mehdi       | Political-26 |
| 47 | 17.03.18 | SIUT to offer first free cancer scanning facility   | Health-11    |
| 48 | 17.03.18 | Commissioner opens polio vaccination drive          | Health-12    |
| 49 | 20.03.18 | Harsh attitude of teachers key may dropout factor   | Edu-11       |
| 50 | 22.03.18 | Provision of better health facilities in government | Health-13    |
| 51 | 24.03.18 | PMA concerns on violence against doctors            | Health-14    |
| 52 | 26.03.18 | Zehri chairs emergency meeting with party members   | Political-27 |
| 53 | 26.03.18 | Health Experts demand increase taxation cigarettes  | Health-15    |
| 54 | 30.03.18 | Nursing profession need proper recognition          | Health-16    |
| 55 | 01.04.18 | PM donates Rs for eye hospital                      | Health-17    |
| 56 | 01.04.18 | Political parties support SCCI for development      | Political-28 |
| 57 | 03.04.18 | SIUT, PAP organizing pathologist's conference       | Health-18    |
| 58 | 05.04.18 | PTI, PML-N faces-off today                          | Political-29 |
| 59 | 08.04.18 | Pakistan remarks world health day                   | Health-19    |
| 60 | 09.04.18 | PPP to be strengthened Bilawal                      | Political-30 |
| 61 | 09.04.18 | IIUI rejects allegation                             | Edu-12       |
| 62 | 10.04.18 | Tareen gets bail till Jan 19                        | Political-31 |
| 63 | 12.04.18 | Hearing on Dar case put off                         | Political-32 |
| 64 | 12.04.18 | PPP to hold public gathering on Oct 18              | Political-33 |
| 65 | 16.04.18 | Plastic surgery unit set up at Liyari Hospital      | Health-20    |
| 66 | 17.04.18 | KU announces result                                 | Edu-13       |
| 67 | 21.04.18 | JI lambasts PPP, MQM for Karachi's deterioration    | Political-34 |
| 68 | 24.04.18 | SU distributed laptops                              | Edu-14       |
| 69 | 26.04.18 | FUUAST seminar on PCEC                              | Edu-15       |
| 70 | 26.04.18 | JI Punjab hints at electoral alliance with PML-N    | Political-35 |

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|----|----------|--|--------------|
| 71 | 27.04.18 | Disable persons get free treatment                     | Health-21    |
| 72 | 29.04.18 | SIUT to observe World Hepatitis Day on July 28         | Health-22    |
| 73 | 30.04.18 | MQM-P likely protest over PTI attitude                 | Political-36 |
| 74 | 30.04.18 | PPP GB delegation called on PPP Chairman Bilawal       | Political-37 |
| 75 | 05.05.18 | Temporal Bone workshop begins at DUHS                  | Health-23    |
| 76 | 08.05.18 | Three polio cases reported                             | Health-24    |
| 77 | 11.05.18 | JI for building Pakistan through education             | Political-38 |
| 78 | 16.05.18 | PPP member resign as NA panel summons NAB chief        | Political-39 |
| 79 | 17.05.18 | Jamali announces resign from MNA                       | Political-40 |
| 80 | 20.05.18 | International Nursing day observed                     | Health-25    |
| 81 | 24.05.18 | World Brain Day: Free screening camps, walks held      | Health-26    |
| 82 | 27.05.18 | BEIK announces result                                  | Edu-16       |
| 83 | 29.05.18 | 650 000 people die of respiratory diseases yearly      | Health-27    |
| 84 | 31.05.18 | SU gets funds for varsity                              | Edu-17       |
| 85 | 06.06.18 | JPMC announces admission in paramedic courses          | Health-28    |
| 86 | 07.06.18 | Minster lauds Shrif role in CPEC                       | Political-41 |
| 87 | 07.06.18 | PML-N Gov. not given free hand: Saad Rafiq says        | Political-42 |
| 88 | 13.06.18 | ECP invites application from politician for symbol     | Political-43 |
| 89 | 17.06.18 | Fungal infections growing public health concern in Pak | Health-29    |
| 90 | 23.06.18 | Students role lauds in country development             | Edu-18       |
| 91 | 27.06.18 | SIUT, PAP organizing pathologist's conference          | Health-30    |
| 92 | 29.06.18 | PTI, MQM deceived public minister blame                | Political-44 |
| 93 | 30.06.18 | DUHS observes world day of disabled persons            | Health-31    |
| 94 | 05.08.18 | ECP question to Imran today                            | Political-45 |
| 95 | 10.08.18 | Safdar in PIMS on health fright                        | Political-46 |
| 96 | 13.08.18 | Imran Ismail promises big projects for city            | Political-47 |
| 97 | 16.08.18 | Imran Khan permitted to cast vote                      | Political-48 |
| 98 | 18.08.18 | Imran Khan from cricket star to PM                     | Political-49 |
| 99 | 19.08.18 | Naeem stopped outside in Banigala                      | Political-50 |

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|-----|----------|--|---------------|
| 100 | 21.08.18 | World leaders felicitated Imran                      | Political-51  |
| 101 | 30.08.18 | PML-N responsible for division PPP                   | Political-52  |
| 102 | 04.09.18 | Sarwar says farewell to senate                       | Political-53  |
| 103 | 09.09.18 | Anti-Polio drive begins in Punjab                    | Health-32     |
| 104 | 20.09.18 | Poll on vacant senate seat on October 3              | Political-54  |
| 105 | 30.09.18 | Raja Jilal Hussain Maqpoon takes oath as GB governor | Political-55  |
| 106 | 01.10.18 | Reforms imperative for progress PTI minister         | Political-56  |
| 107 | 07.10.18 | 170m people living with Hepatitis B, C globally moot | Political-57  |
| 108 | 14.10.18 | Abbasi may replace Shahbaz as opposition leader      | Political-58  |
| 109 | 21.10.18 | PM gravid over India train accident                  | Political-59  |
| 110 | 30.10.18 | KU awards degrees to students                        | Edu-19        |
| 111 | 02.12.18 | NUTS holds water conversion                          | Edu-20        |
| 112 | 04.12.18 | Mehran University awards degrees to students         | Edu-21        |
| 113 | 07.12.18 | NAB independent origination Ali Muhammad Khan        | Political- 60 |
| 114 | 11.12.18 | National wide anti polio drive commence              | Health-33     |
| 115 | 17.12.18 | MPAs told to file statement of assets                | Political-61  |
| 116 | 18.12.18 | Gov. to issue 20m health card                        | Health-34     |
| 117 | 20.12.18 | Strengthening of NAB is must Minster says            | Political-62  |
| 118 | 22.12.18 | Imran strongest PM in history Ali Muhammad Khan      | Political-63  |
| 119 | 29.12.18 | Pharma industry urges DRAP to review deadline        | Health-35     |

| Health | Education | Politic | Total |
|--------|-----------|---------|-------|
| 35     | 21        | 63      | 119   |

**APP News, Politic, Health and Education published in Daily Dawn during 2018 (Table-4)**

| <i>S.N</i> | <i>Date</i> | <i>Headline of News</i>                           | <i>News beats</i> |
|------------|-------------|---|-------------------|
| 01         | 02.01.18    | PML-N Government to expend education facility PM  | Education-1       |
| 02         | 14.01.18    | government working to create job opportunities PM | Political-1       |
| 03         | 23.01.18    | 12 students injured in Punjab university clash    | Education-2       |

|    |          |  |              |
|----|----------|--|--------------|
| 04 | 24.01.18 | Vaccination against rotavirus need in Peshawar       | Health-1     |
| 05 | 19.02.18 | CJP visit Jinnah Postgraduate Medical Center         | Health-2     |
| 06 | 26.02.18 | Fazal-ur-Rehman hopes change due to western rout     | Political-1  |
| 07 | 27.02.18 | MQM-P to hold workers convocation                    | Political-2  |
| 08 | 02.03.18 | Contract doctors in GB threaten to quit              | Health-3     |
| 09 | 05.03.18 | PM to start visit to Nepal                           | Political-3  |
| 10 | 30.03.18 | Bilawal to open Achhro Thar water Scheme             | Political-4  |
| 11 | 02.04.18 | PM may visit China to attain Bo'ao Forum             | Political-6  |
| 12 | 03.04.18 | PML-N leaders discusses party matters                | Political-6  |
| 13 | 07.04.18 | Political parties observed Kashmir solitary day      | Political-7  |
| 14 | 14.04.18 | PPP keen to solve Karachi's problems                 | Political-8  |
| 15 | 19.04.18 | PPP leader Shah asks ECP do differ uplift projects   | Political-9  |
| 16 | 05.05.18 | JI for strong ECP to avoid rigging in polls          | Political-10 |
| 17 | 05.05.18 | PML-N Gov. wants to solve energy problems Khaqan     | Political-11 |
| 18 | 16.05.18 | Mayor issues heat waves high alert to KMC hospitals  | Health-4     |
| 19 | 26.05.18 | Vacation schedule for colleges issued                | Education-3  |
| 20 | 14.06.18 | PMDC recognizes JSMU journal                         | Education-4  |
| 21 | 23.06.18 | Bulk of dengue causes in Sindh reported from Karachi | Health-05    |
| 22 | 03.07.18 | Imran Khan arrives in Karachi                        | Political-12 |
| 23 | 08.07.18 | PML-N, ANP announces seat adjustment                 | Political-14 |
| 24 | 11.07.18 | School vacation extended                             | Education-5  |
| 25 | 19.07.18 | JSMU students week commence                          | Education-6  |
| 26 | 09.08.18 | MMA protest against rigging                          | Political-15 |
| 27 | 17.08.18 | JI snubs MMA decides against voting for Shahbaz      | Political-16 |
| 28 | 21.08.18 | Congo fever claims 7 <sup>th</sup> life in Karachi   | Health-07    |
| 29 | 11.09.18 | Anti Polio campaign lunched in Baluchistan           | Health-08    |
| 30 | 12.09.18 | PTI Gov.in process of clearing dues of media houses  | Political-17 |
| 31 | 17.09.18 | PTI demands water for city protest against PPP       | Political-18 |
| 32 | 04.10.18 | JI urges vovt to make electoral system transparent   | Political-19 |
| 33 | 09.10.18 | KU exams notification schedules announced            | Education-7  |
| 34 | 13.10.18 | Political appointments destroy function in CHK       | Health -09   |
| 35 | 21.10.18 | Nawaz returns home after 10 days visit               | Political-20 |
| 36 | 07.11.18 | 300 doctors get tanning in modern discipline         | Health-09    |
| 37 | 16.11.18 | Nawaz resolves energy crises                         | Political-21 |

|    |          |   |              |
|----|----------|---|--------------|
| 38 | 27.11.18 | Political parties asks deposit registration fee     | Political-22 |
| 39 | 09.12.18 | Murad says quality education is top priority of PPP | Political-23 |
| 40 | 10.12.18 | PPP era about to end in Sindh Haleem Adil           | Political-24 |

| Health | Education | Politic | Total |
|--------|-----------|---------|-------|
| 10     | 07        | 24      | 40    |

### **PPI news published in daily Dawn and Express Turbine during 2018 (Table-1, 2)**

| Health | Education | Political | Total |
|--------|-----------|-----------|-------|
| 40     | 41        | 10        | 91    |

### **APP news published in daily Dawn and Express Turbine during 2018 (Table-3, 4)**

| Health | Education | Political | Total |
|--------|-----------|-----------|-------|
| 45     | 28        | 87        | 160   |

## **18) INTERPRETATION & DATA ANALYSIS OF HEALTH NEWS**

The mass media include newspapers, news agencies and other printed material, radio, television, by communicating with masses in large numbers, can have a big influence on the public's information, beliefs, perceptions, insolences and performances, not only a person however, also as families, communities and wider society.

The influence and reach of the mass media can impact all facets of public's lives, including health and well-being, and can be yoked to encourage health by informing, motivating and empowering public to change their behavior and by giving that a platform for advocating healthier policies and civic action.

The impact of mass-media on public beliefs is so high that sometimes people adopt a new treatment due to the latest health news they learn about through the media. As a significant organization mass media has varied reach and entree that can stimulus the people by cultivating their health education level.

Communication through media plays vigorous role in distributing health information and mounting awareness about health. This ultimately supports in the alteration of insolence and behavior of public for achieving superior health.

During the corresponding period of 2018, a total of 42 health related news items of PPI were published in Express Tribune and daily Dawn. During the period PPI has focused serious issues regarding, health, hospitals and medicines and issues of doctors. While during the same period 45 news stories of APP has also published in the daily Dawn and Express Tribune. However, APP focused on government press releases and had failed to cover any serious issue in the failed of health.

## **19) INTERPRETATION & DATA ANALYSIS OF POLITICAL NEWS**

Media either electronic or print plays a vital role in a democracy of any country; informing the public about political issues and acting as a watchdog against abuses of power. Media is source to provide information to the common public about the policies, manifesto, and performance of the politicians. Its effect has impacted the way candidate campaign for their election.

It also allows politicians and political parties a method to connect directly with people across the country. It is the responsibility of print and electronic media to guide the public truly. In this research, data showed that AAP has great converged on political news specially government and politicians' statement by releasing 87 news items. While during the corresponding period only 10 PPI's news regarding politic were published.

## **20) INTERPRETATION & DATA ANALYSIS OF EDUCATION NEWS**

The formal sources of educational guidance remained no more sufficient to deal with the fast changing educational demands of the learners. Hence, informal sources like media, particularly stumpy cost newspapers, may serve these demands. Newspapers are storehouse of present information and paragon of information related to individual as well as social and national and international issues. During the period of one-year a total of 28 APP's news related education were published, while 41 education news of PPI published in daily Dawn and Express Tribune.

## **21) CONCLUSION:**

This study presented a brief history of discussion of the organization and operation of APP and PPI. Both the agencies are professionally competent and there is intense competition between them. The basic difference between the two news agencies is that APP is controlled by the government, while PPI is an independent agency in the private sector. This had a far-reaching effect on the operations and news service of the two agencies.

The main strength of APP's news service lies in its converge of officials' and political ruling party news and statements by ignoring opposition, while PPI coverage on political opposition as well as highlighting health and education issues is consider to be better. The main objective to chosen three news beats were to analysed the contents of both agencies to determined polices and savories of both the agencies. After analyzing of above data the study concludes that the PPI has great role in highlighting public issues rather than AAP.

## **22) RECOMMENDATIONS:**

Associated Press of Pakistan should give equal space to disseminate of public issues and information over all the country.

The above data showed PPI had great focused to highlight crime news but mostly

crime news was not in details, which should be in details.

PPI covered health related news and issues mostly from Karachi the agency should have also given space to other parts of the country.

The agencies, newspapers and media are acting as a watchdog against abuses of power by politicians in democracy so that APP should also highlight the negative role of politicians.

PPI and APP needs to make better their services in far-flung areas of the country

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