Performance of Media in Pakistan in Creating Awareness about Population as an Economic Problem

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A most heartfelt thanks also deserving unto my family for their remarkable patience, love, trust, and humour throughout the course of this thesis.
DEDICATION

The author would like to dedicate this research to the Media Experts as without their support this research would not have been possible.
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ABSTRACT

Pakistan has become the sixth largest populous country and the third largest contributor of the world. At the time of independence in 1947 it was 14th in rank with a population size of 33.5 million that has explosively grown to 180 million, with annual net growth of 30 million, making population growth the real economic problem.

In context of basic most resource of water Pakistan went from surplus in 1950 to relatively abundant in 1980; water stressed by about 2010 and will be water scarcity by 2035. PEDA model analysis, with the variables of Population, Environment, Development and Agriculture has proven population as real economic problem in Pakistan.

Pakistani media unfortunately been used to indoctrinate nationalistic ethos like Islamization and protect military rulers, as media was govt owned. Dilemma continued and still going on even in era of private media in the country. as private media is like a pure commercial activity, trying to share power as a political actor and gathering a repute of sensationalism.

Genesis of media performance and strength as institution in Pakistan can be traced from its vital role played in the independence of country. Efforts have also been made to study factors of personal and institutional barriers that may hinder the process of bringing change in people’s mindset in favour of having fewer children.

The research highlights that though media has the responsibility of representing thoughts and feelings with regard to any social problem and guide people to take steps, the Pakistani media has presented the social problems like population growth but has failed in converting the
thoughts and feelings into actions. Data were analysed separately for the two groups of participants. Media experts were interviewed to obtain more in-depth information on the variables of interest. The primary data findings corroborated the results of secondary data findings.

The results of the surveys indicate that both the students and media experts think that the media in Pakistan is strong. It has proved its strength time and again. Still, it has never focused on population as a problem. Failure of media performance can be gauged from the fact that a high percentage of media experts, obviously with maximum media exposure, who were interviewed, did not know the rank of Pakistan in the world population and a clear majority did not know the net growth of 30 million in already overpopulated country. Without realizing how big the issue is, they cannot pay the due attention towards this issue.
CHAPTER I
INTRODUCTION

Thesis statement

The economic situation of Pakistan is worsening day by day. As a thickly populated country, it has its own economic crises and problems. The major problem that the country faces is the exploding growth of population and limited resources available for this population. Previous studies have found a close relationship between the economic crises and the population growth.

Most population policies are based on assumed relationship between demographic, economic and ecological factors. As such, it is vitally important to understand the relationship between the population growth and the economic problems that a society or a state has to face due to limited resources as a result of over-population.

There is vast literature on the relationship between the population and the economic growth. For example, Kelly (1974) reviews a number of models related to the impact of population on per capita output and argues for little positive and more negative effects of population growth on per capita income growth. The first negative impact discussed is the adverse effect on household savings. It is argued that children are mainly consumers and do not participate in the production activities. Children, thus, involve redirecting parts of household savings towards more consumption. However, the paper carefully states that there is no strong empirical evidence in the literature for this claim. The second negative impact Kelley presents is related to the government spending. Children are said to shift such expenditure to unproductive
(in an output sense) activities, either from productive government spendings or by increasing the level of intervention.

**Overview of Pakistani Population**

Pakistan is a nation with an estimated population of over 180 million (July 2010) (CIA fact book, 2010). Pakistan’s population is increasing at a very alarming rate of 25.89‰ (see table 1). Although the birth rate has declined to some extent over the years as compared to 30.42‰ in the year 2005, it is still very high when we compare this rate with other neighboring countries like India (21.72‰), Bangladesh (24.68‰), Sri Lanka (16.36‰), Iran (17.17‰) and China (14‰). When we compare this alarming increase of Pakistani population with the population in 1947 (31 million), it is not difficult to predict how the increase at this rate will consume the limited resources available at present. The projection rate of population growth suggests that by 2050 the Pakistani population will be doubled. Hence, there must be an institutionalized system for providing them basic awareness and education about economic problems associated with this rapid increase in population.

Table 1: Pakistani Birth rate per thousand (‰)

<table>
<thead>
<tr>
<th>Year</th>
<th>Birth rate</th>
<th>Percent Change</th>
<th>Date of Information</th>
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<tbody>
<tr>
<td>2003</td>
<td>29.59</td>
<td></td>
<td>2003 est.</td>
</tr>
<tr>
<td>2004</td>
<td>30.42</td>
<td>2.81 %</td>
<td>2004 est.</td>
</tr>
<tr>
<td>2005</td>
<td>30.42</td>
<td>0.00 %</td>
<td>2005 est.</td>
</tr>
<tr>
<td>2006</td>
<td>29.74</td>
<td>-2.24 %</td>
<td>2006 est.</td>
</tr>
<tr>
<td>2007</td>
<td>27.52</td>
<td>-7.46 %</td>
<td>2007 est.</td>
</tr>
<tr>
<td>2008</td>
<td>28.35</td>
<td>3.02 %</td>
<td>2008 est.</td>
</tr>
<tr>
<td>2009</td>
<td>27.62</td>
<td>-2.57 %</td>
<td>2009 est.</td>
</tr>
<tr>
<td>2010</td>
<td>25.89</td>
<td>-6.26 %</td>
<td>2009 est.</td>
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Source: indexmundi (2009)
(Gilbert 2001) clearly figured out that from the year 2000 to 2050 Pakistan would be the third largest contributor to the world’s population after India and China.

At the time of independence (1947), Pakistan was ranked 14th populous country of the world, but risen to be the 6th showing explosive growth. Avakov (2010) has discussed this issue in his book. He has mentioned the growth and structure of population of majority of the countries over two thousand years. This intensive research demonstrates multiplying population growth in Pakistan in the following table.

<table>
<thead>
<tr>
<th>Year (A.D.)</th>
<th>World Population Rank</th>
<th>Total Population</th>
</tr>
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<tbody>
<tr>
<td>1920</td>
<td>17</td>
<td>20,400,000</td>
</tr>
<tr>
<td>1929</td>
<td>16</td>
<td>22,800,000</td>
</tr>
<tr>
<td>1938</td>
<td>15</td>
<td>26,700,000</td>
</tr>
<tr>
<td>1950</td>
<td>13</td>
<td>39,400,000</td>
</tr>
<tr>
<td>1960</td>
<td>11</td>
<td>50,400,000</td>
</tr>
<tr>
<td>1970</td>
<td>10</td>
<td>65,700,000</td>
</tr>
<tr>
<td>1980</td>
<td>09</td>
<td>85,200,000</td>
</tr>
<tr>
<td>1990</td>
<td>09</td>
<td>109,700,000</td>
</tr>
<tr>
<td>2000</td>
<td>07</td>
<td>139,700,000</td>
</tr>
<tr>
<td>2010</td>
<td>06</td>
<td>180,000,000</td>
</tr>
</tbody>
</table>

Source: Avakov, 2010.

Former Prime Minister Aziz said “the government fully recognized that GDP growth alone is not sufficient to alleviate poverty and improve social indicators”. He also highlighted the need for integrated policies that could help boast the GDP growth and alleviate poverty in Pakistan. He called for integrated policies and selective intervention to make a significant dent in the poverty level. He further acknowledged the need for further improvement in the quality of life indicators and further improvement.”

In fact, the rate of progress for quality of life indicators needs massive improvement if it is to have a meaningful impact on the standard of living of the estimated 55 million Pakistanis
living below the poverty line. Aziz pointed out that mega programs in the field of education and health were underway, with many more in the pipeline. He said that vocational training and skill development programs were aimed at reducing unemployment among the country’s youth and educated groups.

To put such efforts in their proper perspective, however, one needs to view them in the context of a strategic approach in reducing poverty and building national wealth. The Pakistan Poverty Reduction Strategy Paper, published in January 2004, has highlighted some of the vitally significant challenges in the development of Pakistan. These challenges include

“achieving accelerated and sustained broad-based economic growth particularly in rural areas; providing essential social and economic services and infrastructure to the poor; creating job opportunities, and improving governance” (Feeney, Griffith and Iqbal Alam, 2003).

Poverty is not a simple process that can be understood through income and expenditure scales, rather, it is a complex and multi-dimensional phenomenon that requires integrated approach to tackle the problems of poverty in Pakistan. The most important approaches to alleviate poverty in Pakistan are stabilization of government and political institutions, investment in human capital, and improvement in social sectors through inclusion of women by streamlining their role in the development of the country. The straightforward approach for poverty alleviation is realization of strengths and weaknesses of the human and capital resources, and the identification of most promising available paths that may help in achieving economic progress. For this purpose, the policymakers also need to provide a “comprehensive synthesis of economic, political, and cultural factors that affect economic progress (Feeney, Griffith and Iqbal Alam, 2003, p. 34).
The challenge for Pakistan’s policymakers and economic managers is to bridge the typically large gap between what government officials set as policies at the national level and the actual working of the economic system at the local level. Any such exercise must necessarily begin with an exploration of the challenges of the economic development, and then proceed to the means of formulating a strategic national vision. As well, policymakers must put in place appropriate infrastructure and institutional framework to translate policies into effective action on the ground. Finally, they must evolve mechanism to enable the government and the business community to work together in order to achieve prosperity in the expanding global marketplace (Hakim, A, Mehboob Sultan, Faateh ud Din, 2001.)

Population growth in Pakistan

Despite an early introduction of family planning services beginning in 1965 (Syed 1981; Sathar 1993), Pakistan stands among the high fertility countries in the world and has the highest fertility, 4.5 children per woman (PIHS 2000-2001), in South Asia region. Due to its high fertility levels, Pakistan is the only country in the region where the average population growth rate remained at 2.6 percent per annum for the inter-census period 1981-1998 (Sathar and Casterline 1998). This rapid growth of population is not only increasing population pressure but also threatening the nation’s scarce resources. Furthermore, it is contributing towards deteriorating standards of living, as high fertility and rapid population growth impose costs on the individuals, families, and societies. Environmental degradation is another threat facing the people in Pakistan. The failure to control the rapid population growth is making it more difficult to deal with the issue of economic and social well being in this country.
Figure 1:

Source: UNFP (2010)

Though a decline in total fertility rate (TFR) has been observed in recent years, from 5.3 children in 1996-97 to 4.5 children per woman in 2000-2001 (PIHS 2000-01), the pace of decline remained slower than in other South Asian countries. This decline has become uncertain with no difference of TFR between PDHS 1990-91 and PFFPS 1996-97 (Pakistan Demographic and Health Survey, 2001). The United Nations, however, projected that a Pakistani woman will have 2.8 and 2.1 children by the year 2025 and 2050 respectively (UN 2004). With a decline of one child per woman over a decade (from 5.5 in 1990-91 to 4.5 children per woman in 2000-01), a shift from a larger to a smaller number of children is unlikely in the near future and researchers are seeking explanations for this resistance. They have identified numerous factors responsible for keeping fertility levels high in Pakistan.
Macro level factors such as economic development, urbanization and industrialization are considered as core explanations for the first demographic transition. Because of these developments, children become economic liability to the parents. This may be a convincing case for the parents motivating them to have fewer children. Caldwell’s (1976; 1982) “Wealth Flow Theory” also supports the economic argument of having children. Once economic gains from having children diminish, parents opt to have fewer children. The validity of this argument seems strong all over Pakistan, especially in rural areas as the rural families expect economic advantages from their children in the form of farm labor.

Pakistan is an agrarian society where 64 percent of population lives in the rural areas and there is a conscious choice to have more children. On average, an urban woman has 4.3 children; whereas a rural woman has even more (5.9 children). Although, a decline has been observed among both urban and rural women; the decline is sharper in the urban areas (Sathar and Casterline 1998). Hagen et al. (1999) attributed the sharper decline of fertility in the urban areas to widespread use of family planning services. In rural areas, the documented impeding factors of fertility have been low level of education, lower age at first marriage and higher son preference among the women. However, these are not the only factors; higher value placed on number of children, rural traditions and cultural practices are likely to play an important role.

Studies on Pakistani demographic aspects also draw our attention towards high fertility desires, greater value of children and son-preference. For example, Kitsch (1993) noted that despite knowing the high costs of bearing and rearing children, the ideal number of children remained in excess of three children for most Pakistani women. Many women having three or more living daughters want to have more children in the hope of having a son (Sathar and Casterline 1998). Thus, sons are continuously valued over daughters as sons are considered to
bring honor to the family and carry the family name (Rukanuddin 1982; Shah 1986). This implies that fertility decline is unlikely in Pakistan unless there is a shift towards family size demand for fertility control and an equal value for both sexes of the children. Moreover, the high risks of death in infancy and childhood also have implications for the reproduction behavior of the couples. As the child replacement hypothesis suggests, women tend to have more children as security in an environment where infant and child deaths are high.

The role of education, especially women education is consistently mentioned as a vital factor in most fertility studies. Numerous studies show (see, for instance, Singh and Casterline, 1985; Sathar, 1993) support for a direct negative association between the two, while others (e.g., Curtin, 1982; Hindin, 2000) argue for an indirect negative association through increase in the women employment and participation in the household decision-making. Among other factors, the researchers have also been trying to establish a relationship between age at first marriage and fertility (see, for example, Kazi and Sathar 1986). Indeed, all the factors discussed above have significant implications for fertility in Pakistan. However, the thrust of the inquiry rests on how soon women advance to a subsequent birth as shorter intervals between births increase the reproductive life span and women are likely to end up with larger number of children.

It is also argued that women position in the household and in the society is of critical importance to bring about changes in the fertility behavior. Women’s subordinate position in the household is likely to influence their fertility desires. Pakistan is a patriarchal society where women have restrictions on spatial movement outside the home, limited decision-making power within the household, low autonomy and control over their lives (Sathar and Casterline, 1998). Women are excluded from even the routine decisions in Pakistan. Lack of autonomy, control over the resources and decision-making establish a lower status for women in the household and
in the society, which is one of the most commonly cited obstacles to any fertility change (Balk 1994). Highlighting the importance of women decision-making power in the household, McDonald (2000) proposed that women greater decision-making power alone could bring fertility to low levels without major changes in the women lives outside the home.

In a developing country like Pakistan, population growth manifests itself not in massive famines, but in myriad mini-crises, incremental nibbles that reduce area biodiversity. That, in turn, reduce the freedom of the people to enjoy nature, to appreciate a horizon unbroken by microwave towers, or even to water their lawns.

Nevertheless, despite their distaste for the effects of population growth, and despite the previously cited urgent warnings by the scientists, Pakistanis are not concerned about population growth itself. The newspapers of Pakistan seldom publish public debates in which there is any evident concern amongst the masses about the population growth. Similarly, the PTV (Pakistani state-owned television) has rarely telecasted programs in which citizens would have been shown expressing their concern about the population growth. There are numerous reasons for this failure to project population growth as an economic problem. First, the media in Pakistan is not independent enough to report on its own. For instance, PTV is in fact a department of the Ministry of Information, and the government has authority to appoint its chairperson or the managing director. The bureaucracy, headed by the Information Secretary, controls all functions of the PTV. In the nineties, with the advent of the satellite and cable TV in Pakistan, the government effectively controlled the content by allowing only pre-edited broadcasts in air to ensure that no independent source of information was available to the people. To meet the new challenge posed by the technology, the government created two semi-autonomous TV channels, Shaheen Pay TV and The Shalimar Television Network, but both without independent news
bulletins. These channels could only broadcast PTV newscasts. Shaheen Pay TV (the largest cable TV provider) and its Radio FM-100 are owned by the Pakistan Air Force. With such absolute control over the broadcast media, the government did not permit any social or political debates, and there was no representation of minorities and the smaller provinces on the small screen. The only goal of the broadcast media had been to promote Islamic ideology and to constantly remind people of the enemy’s threat on the borders (or even manufacture such a threat) to justify the huge military and defense spending.

<table>
<thead>
<tr>
<th>Region</th>
<th>% of women who have radio</th>
<th>% of women who have TV</th>
<th>% of women who have heard family planning messages on radio in last month</th>
<th>% of women who have seen family planning messages on TV last month</th>
<th>% of women who consider broadcast family planning messages acceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangladesh 1994</td>
<td>29</td>
<td>09</td>
<td>43</td>
<td>17</td>
<td>96</td>
</tr>
<tr>
<td>Indonesia 1994</td>
<td>65</td>
<td>40</td>
<td>27</td>
<td>40</td>
<td>NA</td>
</tr>
<tr>
<td>Pakistan 1991</td>
<td>37</td>
<td>28</td>
<td>16</td>
<td>16</td>
<td>49</td>
</tr>
<tr>
<td>Philippines 1993</td>
<td>NA</td>
<td>44</td>
<td>43</td>
<td>32</td>
<td>88</td>
</tr>
<tr>
<td>Sri Lanka 1987</td>
<td>76</td>
<td>19</td>
<td>NA</td>
<td>NA</td>
<td>90</td>
</tr>
<tr>
<td>Thailand 1987</td>
<td>75</td>
<td>50</td>
<td>30</td>
<td>NA</td>
<td>89</td>
</tr>
</tbody>
</table>

Source: Piotrow et al. (1997)

As the table clearly depicts, in the beginning of the decade of 90s, majority of the important Asian countries which are large contributor to the population growth, women in most of the other countries had better access to media resources like Radio and Television. With the women being aware of the methods and benefits of the population control and family planning, the other countries have been able to control their population growth rates much more
successfully than Pakistan. This is yet another indicator that Pakistani media has not used its full potential to improve the situation. The table also clearly shows that in all other countries, the family planning messages are considered as acceptable. Bangladesh and Indonesia are both Islamic countries and so is Pakistan, but in Pakistan, the fundamentalists use Islam against family planning (Piotrow, et al., 1997).

**Pakistani Media**

Two of its rulers can best describe the media in Pakistan through two different statements. The founder and the first ruler of Pakistan, Jinnah, who was a strong believer in the freedom of press, declared after Independence: “I expect you (journalists) to be completely fearless. If I go wrong or for that matter, the Muslim League goes wrong in any direction of its policy or program, I want you to criticize it honestly as its friend, in fact, as one whose heart is beating with the Muslim nation” (The Dawn, 1947). During his one-year rule, no repressive legislation to curb the freedom of expression was enacted. But, just a month after his death the **Public Safety Ordinance** was promulgated and the civil liberties, including the freedom of speech and expression, were curtailed (Niazi, 1987, p. 39).

Jinnah’s successors ruined all democratic institutions one by one, including the press. The mass media were forced to suppress truth, to ill-inform and misinform the people, and support dictatorships and their cronies. In absolute contrast to Jinnah, the military dictator, Zia-ul-Haq (1977-88), declared “I could close down all the newspapers, say, for a period of five years, and nobody would be in a position to raise any voice against it. If they try to organize a meeting or procession, I will send them to jail” (The Jang, 1982).

With such repressive policies and control over the media, no wonder why Pakistani media has failed to highlight rise in population and its economic effects on Pakistani society. The
result of this failure is evident from the fact that most of the Pakistanis do not take the rise of population as a problem at all.

This seems self-contradictory. Concern about population is one of the central tenets of modern environmentalism. Paul and Anne Ehrlich, who are known as population researchers, opened their book, “The Population Explosion”, with a chapter titled, “Why Isn’t Everyone as Scared as We Are?” They acknowledge, “The average person, even the average scientist, seldom makes the connection between [disparate environmental problems] and the population problem, and thus remains unworried” (1990, p. 21). In the “Tradeoffs: Imperatives of Choice in a High-Tech World”, Wenk (1986) offers a more media-centric view of how the public learns: “Whatever literacy in science and technology the general public has reached is not from formal education. Rather, it is from the mass media. That responsibility of the press has been almost completely ignored” (p. 162).

Due to the stakes of the governments, the media bred majority of journalists blessed with their own trade with full official backing in Pakistan. Several retired army and civil officers, who strongly believed in the pan-Islamization of Zia-ul-Haq, joined the media groups. Similarly, a number of retired defense officials became regular contributing writers to the newspapers in order to promote the “fruits of Jihad” instead of writing or speaking about the social and economic issues of Pakistan. Meanwhile, the government forced newspaper owners to hire right-wing journalists to important slots in their papers, with the mission to redefine Pakistan’s ideology as a Muslim state rather than a social welfare state. This new breed of journalists, also, effectively performed the watchdog role of the State by declaring progressive journalists and liberal elements as the ‘anti-state” and communist.
The growing might of the religious-right in the newspaper offices, and infiltration of journalists paid by the government intelligence agencies, further complicated the role of media to educate the public positively about a serious social issue of the rise in population. Newspaper offices have become the hub of ideological war and are the conspirators of the secret agencies.

As discussed in the previous sections, although, there is a serious problem of rise in population, the media has failed to play its positive role to impart awareness about this serious issue amongst the public. The reasons are many: first of all, the media has been controlled by the government and mostly have been used to promote the policies of the government instead of portraying social issues independently. Secondly, the fundamental Islamic elements have also influenced the public opinion and the media has not ventured to stand these die-hard fundamentalists. Thirdly, there is a general trend among the masses to have more children, which fail any attempt by the media to convince them to control the population. All these factors have led to the failure of the media to play its positive role in framing the public opinion towards rise in the population.

The Background of Pakistani Print Media

Pre-Independence (1947) Period

It has been already discussed that the print media, in South Asia, was first used by Sir Syed Ahmed Khan. A pamphlet was issued to gain specific purpose of making the British know and realize that the Muslims were not alone responsible for the Indian revolt in 1857. After the success of the pamphlet, Sir Syed Ahmed Khan issued more papers to bring awareness amongst the Muslim community regarding the importance of modern education. Besides, periodically such papers were issued which carried articles, aiming at bringing the political and social
awareness amongst the Muslim community. Before the partition, journalism was supposed to be a profession, which was joined mostly by people for writing the truth and bringing utmost awareness in general. It was the media that immensely played a significant role in promoting independence movement and spreading the message of the leaders. People responded to every article published in the newspaper by supporting the working students of the movement (Mass media laws and regulations in Pakistan, and a commentary from a historical perspective, 1997).

Post-Partition/Independence Period

Before the partition, the founder of Pakistan, Quaid-e-Azam Muhammad Ali Jinnah, in his speech, said that Pakistan being an Islamic country, will constitute its government base on the principles of Islam; on the other hand, the state will sustain a secular relationship with its citizens regardless of any discrimination (Media Asia, Volumes 34-35, 2007). After the creation, Pakistan has gone through the rule of the military regimes for four times. Under military regimes, due to restrictions imposed on the press freedom, the print media was negatively affected (Blood, 1996). In spite of experiencing expression of freedom, the print media continued to strive for conveying the true picture (of reality) and bringing a sense of awareness among the masses (Media Asia, Volumes 34-35, 2007).

The role of Print-Media in Community Awareness-Today

With the passage of time, the role of Pakistan’s print media, in general, has squeezed as a result of its failure in thoroughly realizing the ongoing affairs (Logan, 2008). Today, it is observed that the print media is engaged in manipulating words over the issues and crises and, sometimes, exaggerates the issue instead of giving true picture of the problem and its causes (Riaz, 2010). Print media intends to have heavily episodic approach in covering political issues
rather than thematic approach (Akhtar, 2010). However, many newspapers have been launched within last decade; most of them are published daily with the news and articles relating to the international and national political affairs, but, they are often unable to exert an abundant influence on its readers or making a change in the society in terms of bringing awareness amongst the community regarding any social and political issue (Mass media laws and regulations in Pakistan, and a commentary from a historical perspective, 1997).

*Effects of Private TV Channels on Print Media*

Before the opening of private channels, there was an exclusive TV channel in the country that is, the PTV (Pakistan Television Communication); and contribution of the electronic media was constrained in the community’s awareness (Media Asia, Volumes 34-35, 2007). The Print media was considered as the cheapest means of getting information and becoming aware of the happenings in the surroundings, therefore, the contribution of the newspaper was considered as abundant and their credibility was considered to be effective. Today, with opening of more than 25 private channels, has led to a change in the entire scenario of print media’s contribution and credibility (Riaz, 2010). There are a number of news channels broadcasting live news on air; providing latest news to its viewers on the spot. Besides, there are a number of talk-shows and debates almost on all the news channels of Pakistan (Curran, 2002). Since electronic media is more influential and more effective in enhancing the problem-related issues, people prefer to watch and believe in the news and the talk-shows or discussion telecasted by them. However, problems and issues discussed in the talk-shows have no proper beginning, no ending, and not determining words, which could help the viewers to understand the problem and solution of the problem. Every talk-show discusses the same problem and repeats the same discussion. The
electronic media is much capable of drawing viewers’ attention, therefore, same talk-shows with different names appear on different number of news channels. Even they are making no difference in the information communication by each program; even the opinions and statements by the politicians from different political parties give no hope and trail towards the solution of the problems. TV talk-shows are meant to reduce the credibility of newspapers in Pakistan by showing low standard discussions; but still it is a fact that people like to watch these shows (Broadcast Media in Pakistan: Pakistani Radio, Television in Pakistan, List of Television Stations in Pakistan, List of Pakistani Radio Channels, 2010).

The new medium-range UN projections for Pakistan’s total population have been increased to 335 million for 2050—45 million higher than UN projection just two years ago (Cohen, 2009). Because birth rates are not dropping as had been predicted — a female in Pakistan has a mean of four children—and unmet target for family planning continues high. The literacy rate for females stands at the shockingly reduced 35 percent (Harrison, 2008). It is no more a mystery that a number of Pakistan’s madrasas have been bound to fundamental devout and terrorist-affiliated organizations. Even presuming large infusions of aid from the United States, Pakistan’s public school scheme will turn out to be even more swamped in the years ahead. Building sufficient schools and chartering sufficient educators would be intimidating in any homeland, let solely one opposite to numerous trials as in Pakistan. Pakistan’s fast population growth is not inescapable, however, a key person going by car is in need of getting access to the family planning, which is symptomatic of general poor rank of the adult females and the girls. Unluckily, family planning programs in Pakistan and numerous evolving nations have endured from both inattentiveness and funding slashes in the latest years. Conventionally, United States has been the foremost source of funding and mechanical aid, but, since 2005, U.S.
worldwide family planning aid has been dropped by 35 per hundred (adjusted for inflation), even though the demand is increased (Talbot, 2008).

In nations like Pakistan, producing fast population growth makes it progressively tough to supply adequate learning, wellbeing care, lodgings, and employment—and depletes land, water, fisheries, and other crucial natural resources. The Obama management lately suggested the new USAID scheme for Pakistan—and the key constituent is the important boost in development and economic assistance. Let us wish that it will encompass a boost for family planning (Mittman, 2001). It would be the shrewd buying into the brighter, steadier future—for Pakistan and for the world.

Pakistan should deny yielding to foreign arrear and redirecting allowance on better population communities. Instead of pleading for much-needed help for the betterment, Pakistan, should comic and broadcast unilateral suspension of repayment of foreign population aids, was obliged to International Finance Institutions, donor nations and clubs. Currently Pakistan is giving about US $ 3 billion on the population help every year. As Pakistan’s present foreign arrear of $ 54 billion is expanding, arrear overhauling will be up by identical ratio (Mirza, 2009). Pakistan is in genuine and lowest human and economic crisis. Various regulations and worldwide protocols favor if Pakistan deny yielding its arrears right now, particularly under current attenuating components, Pakistan is transient through. There are spaces in the worldwide regulation that can be invoked as lawful justification to deny external arrear. The "State of Necessity" supports repudiating of arrear, since it suggests setting up main concerns amidst distinct obligations of the state. Therefore, the natural calamity, like one Pakistan conceives very as a component for the “State of Necessity”. The UN Human Rights Commission has taken up many resolutions on the topic of population adjustment. The state of Pakistan is nothing less
adept to fulfill basic human desires of its 20 million population. People are exposed to hardships, are not getting access to the nourishment, apparel, protection and medicines (Williams, 2009). Therefore, Pakistan is easily rendered incapable to repay or service its arrears responsibilities. We have a number of precedents in the annals when nations deny arrears payment because of the “State of Necessity”.

In the recent years, the IMF had to annul all its arrears (US $ 268 million) obliged by Haiti, after devastating earthquake in Haiti (in 2009). The homeland went into grave urgent position after 2001 economic crisis. Though Argentine managers had habitually applied disliked principles determined by the IMF, it was the population of Argentina who were out on the streets in 2001 to dispute arrears domination. As the consequence, the country’s leader broadcasted large-scale unilateral suspension of the foreign arrears in the annals- a total of more than $ 80 billion, was obliged to personal creditors, nations and the Paris Club (Cohen, 2009).

Thus, Argentina illustrated that the homeland could halt arrears repayments for over the long time span of time. Burkina Faso is another homeland, which stood contrary to IFIs and denied fee on the arrears. In 2007, its President Thomas Sankara broadcasted unilateral suspension of foreign arrears. “According to directions of the game, we will not yield and deny yielding all foreign arrears” (Mayhew, 2008). Pakistan’s present external help stands at $ 54 billion. It spends $ 3 billion, on average every year under arrear-servicing. With increase of the foreign help the ratio of the arrear, overhauling is further increasing. Pakistan’s total arrear-to-GDP ratio has traversed 61 per hundred this fiscal year, breaking 60 per hundred restrict set under Fiscal Responsibility and Arrear Limitation Act. According to the WB, if Arrear-to-GDP ratio passes restrict of 80%, default is sure. The foremost piece of Pakistan’s nationwide allowance is spent by two Ds; Debt/Arrear-servicing and Defense. Under attenuating
components, there is no rejecting detail that Pakistan’s lone source of economy vulnerability is the arrears crisis. The government should decrease its non-developmental allowance, decrease infantry expenditures and deny yielding foreign arrears to assist the population (Hussain, 2009).

In outlook of this bleak position, it is needless to state that Pakistan is far from accomplishing its firm promise with regard to MDG 5 whereby its goal is to decrease MMR to less than 140 by the year 2015. The miserable part is that most of these killings are preventable and the minor change in the mind-set and provision of rudimentary amenities (for example) occurrence of medical practitioners or accomplished birth assistants can save 80% of inhabitants that are lost each year.

Taking further consideration, the WPF distributed amongst the participants that in 2009, as part of its Safe Motherhood campaign, the World Population Foundation, along with other municipal humanity associations, was adept to chase Government of Pakistan to endorse United Nations Human Rights Council's Resolution on the ‘Preventable Maternal Mortality and Morbidity and Human Rights’, which accepts that “… unacceptably high international rate of preventable maternal death and morbidity is the wellbeing, development and human rights challenge…” (Alichin, 2002). However, the year down roadway, Pakistan is yet to make any considerable headway in spite of being the signatory to the resolution.

In outlook of this position, the WPF attempted task of taking campaign to all the components of the homeland to disperse prevalent perception about Safe Motherhood as well as to support for the Maternal Mortality and Human Rights Resolution for its implementation at principle level. It was furthermore circulated that the the WPF, Pakistan has furthermore started the web-based appeal to activate support for implementation of the Maternal Mortality and
Morbidity and Human Rights Resolution in Pakistan. The appeal can effortlessly be accessed from the WPF’s website that aspires at appealing government’s vigilance in the direction of alarmingly high maternal death rate in the homeland and to take befitting steps in line with its worldwide firm promises to convey the sustainable, affirmative change in the situation (Williams, 2009).

At the end, the Development Association advised the media staff to play their function in highlighting this significant issue. He accepted that without support of the media, no origin could meet with achievement and so he emphasized that it was most imperative that media in Pakistan conveyed topic of maternal death in the fore-front so that an affirmative change could be achieved (Shaw, 2006).

Pakistan, along with colleague associations in diverse components of homeland has taken its Safe Motherhood campaign to the isolated localities of the homeland encompassing Dera Ghazi Khan, Muzaffargarh, Kashmore, Jacobabad, Jafferabad, Nasirabad, Peshawar, Quetta, Karachi and Multan. The prime aim of this campaign is to lift perception amidst community stakeholders with consideration to the significance of Safe Motherhood and modes and entails that can assist averting avoidable maternal deaths. In this context, perception lifting strolls, candle vigils, community sensitization workshops and theatrical performances round the topic of the population were held to come out to the masses. Resultantly, more than 500 stakeholders were sensitized on the issue (Williams, 2009). In the approaching years, the WPF, Pakistan will be petitioning with the principal manufacturers to double-check that population is addressed as the devout anxiety rather than of being treated as part of the public wellbeing agenda. In this realm, the WPF, Pakistan held the gathering with the Members of the Provincial Assembly to
draw their vigilance on the direction of matters of Safe Motherhood and especially about the UN Religion Council’s Resolution on the ‘Preventable Population, morbidity, and religion

During course of this gathering, which was attended by 20 Members of the Provincial Assembly, it was emphasized that adoption of Resolution at the Assembly would be a significant milestone to equip Government’s firm promise and assets to accomplish MDG5 which is to advance maternal Health. Member of the Provincial Assembly, emphasized function of the Parliamentarians in the direction of resolution implementation. Members of the Assembly guaranteed their full support for origin and demand the WPF group to evolve data, learning and connection components in the localized languages to lift perception amidst the masses.

Currently, the World Population Foundation, Pakistan has furthermore started the web-based appeal to garner support for implementation of the Population and Morbidity and Resolution in Pakistan.

*Role of Media in creating awareness*

One of the important reasons for this decline in Pakistani economy is the rapidly growing population, which is not proportionate to the available resources. Having discussed the economic situation and poverty level of Pakistan, Let us now turn to the core theme of this study, that is, the role of media in creating awareness among masses about the overpopulation and its impact on the economy.

The mass media in Pakistan has seen several ups and downs since the inception of Pakistan. Unfortunately, since its independence from the British rule, the civil governments were overthrown by the military dictators who not only suspended the constitution of Pakistan but also controlled and censored the media in order to suppress voices against the dictatorship.
Especially, according to Suleman (1990), during the Zia-ul-Haq period (1977-88), television was manipulated by the military rulers to achieve their political goals. Such television programs were produced that encouraged predetermined roles of the women. They were aimed at diverting the attention of the masses from understanding the changing role of the women in the urban and rural areas of Pakistan. A blackout of the news about the women’s movement for equal rights was exercised on the television in order to maintain the status quo in the country. Suleman, however, maintains that the drama serials like “Tanhaiyan” and “Deewaren” showed instances of women’s resistance. They present alternative and contradictory representations of women that may be an example of emerging feminist ideologies.

Hussain and Shah (1991) showed the role of media in projecting and disseminating stereotypical images and roles of the women, which had developed in a patriarchal society. They believe that the television drama, films, advertisements, and textbooks contribute to the oppression of the women. According to Hussain and Shah, the media enforces the slogan that a women’s place is in the home, it denies appropriate news and renders women invisible, and it trivializes women’s actions. They believe that the mass manipulative strategy by the media is especially relevant in the context of Pakistan.

Kumar et al. (1998), while acknowledging some of the above trends in the television programs, maintains that the state-owned media functions under the threat of ruthless obstructionist policies by the government to modify programs and suppress information. They also acknowledge television producers and directors’ personal ideological predilection in producing programs, and as such, Pakistan Television is a contested institution.

The state and the successive governments in power in Pakistan, much like in other so-called Third World countries, are very crucial in terms of determining broadcasting policies. National
Performance of Pakistani media

Television and radio are in the state control. The state supervises, if not controls, the production and distribution of the television sets and pro-government newspapers. Unfortunately, many religious scholars (Ulemas) also recognize the value of using media to propagate Islam and Islamic values (Rai Shakeel Akhtar 2000). Therefore they demand an increase in the showing of programs depicting Islamic culture instead of programs on the social and economic issues. They also call for an increase in the current affairs programs relevant to the issues facing the Muslim Ummah. Often in frustration, some of the extreme religious parties aggressively demonstrate their hostility by burning the private media businesses like electronic shops, cinemas, and video rental stores. The religious parties portray the cricket games, popular music, and films as part of conspiracy of non-Muslim nations to keep Muslim countries away from attaining independence from the yoke of imperialist powers.

These issues need to be taken into account for understanding the media in Pakistan. Firstly, Pakistan’s fragile political system has created a general distrust of the political and religious parties among its citizens. Secondly, media images are contradictory to the state ideology. Thirdly, electronic media, by its own design, has efficacy “on the work of the imagination as a constitutive feature of modern subjectivity” (Appadurai, 1996, p. 3). According to Appadurai, “the work of the imagination … is neither purely emancipator nor entirely disciplined but is a space of contestation which individuals and groups seek to annex the global into their own practices of the modern” (Appadurai, 1996, p. 4).

The mass media are a cornerstone of the democratic society and play an important role in the sharing of important information for the political and social system as well as being a place for reflection and discussion among members of the society. Through its presentation of images and ideas, it has the potential to influence the public’s thoughts, feelings and even actions.
For better understanding of the role and influence of the media on the masses, the study of a few communication theories will be helpful and demonstrate how media can create awareness and change behaviors of its viewers.

Mass media is the vital source of information among the masses. The fundamental role of the media is to create awareness about social issues like economic problems, overpopulation and the birth control methods and offer solutions to these core issues (Edelman, 1988). Through the representation of these issues, the media tell the readers what issues are more important and how the readers or audience should feel about these issues. This process of creating awareness and representation of issues is called framing which is the most important way to emphasize certain beliefs and ignoring others non-significant issues. This framing is further elaborated by Entman (1993) as:

“Framing essentially involves selection and salience. To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described”, (p. 52)

Quite a few scholars have begun to use the term framing in discussing media effects, and indeed, the term has escaped into the general parlance of the media savvy.

Bateson (1972) and Goffman (1974) were the first to use ‘frame’ as a construct for how the individual organizes experience. Bateson notes that psychological frames organize and explain their contents, much as a picture frame does. Frames also imply premises for inclusion and exclusion. Goffman adds the concept of the “strip,” the slice of everyday experience that individuals organize by using frames.

Tuchman (1978) popularized framing in media analysis, porting over some of Goffman’s ideas and terms into the realm of how meaning is created by the media, rather than interpreted by
the individual. Her work was expanded by Gitoin (1980), who applied the concept of framing throughout the *Whole World is Watching*; she explains how the SDS was marginalized by the media coverage during 1960s and 70s.

Unfortunately, the Pakistani media failed to utilize its framing effects on the behaviors setting pattern and instead of educating the masses and imparting awareness among the general public about the gravity of the population rise, just have been acting as a promoter of the governmental policies.

Frames highlight or make noticeable certain aspects of a subject more than others, therefore, making those aspects more meaningful or memorable (Entman, 1993). Gitlin (1980) further links the framing concept to the news production and describes that frames “enable journalists to process large amounts of information quickly and routinely [and to] package the information for efficient relay to their audiences” (p. 7). However, the main drawback of this framing is that the media may oversimplify certain issues like economic problems and poverty.

According to Kahneman & Tversky (1984), the media frames have direct influence on the people about how they view social problems and what actions they take on these representation. Other researchers have also highlighted the influence of the frames by telling us that for most of the time, the readers and the viewers forget specific details of certain issues however, form general impression about some issues that are integrated into their basic belief systems (Graber, 1988; Potter, 1993). Iyengar (1990) further identified two common ways through which the media frames economic problems. These are episodic and thematic. The factual and impersonal coverage of the economic problems is presented in thematically framed stories whereas the economic problems focusing on the people’s personal experiences with poverty are given coverage in the episodic framing. However, the main drawback with this
representation is that “it fails to explicate the structural causes of poverty such as overpopulation, high unemployment rates and lack of access to childcare” (Kendall, 2005, p. 38).

One of the drawbacks of the media is that most of the time it oversimplifies the causes of economic problems, especially when it represents the poor engaged in antisocial behavior. According to Kendall (2005), poverty is often linked with anti-social behavior by the media ignoring the root causes of the problem. This association is particularly strong in the representation of Pakistani population by the Pakistani mass media.

The media, mostly TV, has become major storytelling vehicle and reporters have become key players in the legend producing and persona-building. On opposing, Pakistani media has taken the new main heading and is very resolute to conceive the awful position in the name of the ‘freedom of press’. The affray has gone so furious that they require contradictory devices to boost their TRPs which outcomes in gigantic income chunks. Is this what they are employed for? The effort should be concentrated to support nationwide likeness rather than highlighting the most hurtful and saddening report to de-motivate Pakistanis. It is not good to come up with such remarks that our media works as paid employees of our competitors, but occasionally, you are struggled to speak it (Meadows, and Meadows, 1999).

Media has habitually been the exclusive and complicated ground to take part in the deliberations when we converse about likeness construction. It is good to be honest, but, when we converse about nationwide concern, it’s our obligation to be in low tone on certain points, so that the matters can be arranged out amongst us without being leveraged or conveyed to or by the worldwide community who will not ever arrive ahead to continue their support to solve our inhouse problem. They will take benefit of the position and will work on their way of ‘divide and rule’.
Image construction is more probable to make attractive insights when activity conforms to projected images. It is significant to recognize the detail that it is so straightforward to sustain a vintage contradictory likeness or to gain the new contradictory likeness, but, it is exceedingly tough to construct the new affirmative likeness of the country (Alam, 2004). To put it in the distinct way that it is painless to be labeled with the horrific likeness and very hard to fix and mend the wound.

Media are trade off diplomats. Diplomatic occupation is being undercut by appearance of international television. In this consideration, diplomats are unadventurously used in understanding accumulating, discussing, describing and representation. No organization is flawless in this world, so is the media; and, still there is gigantic scope for enhancement, where media can work as asserted by the aspirations of the people of Pakistan, where they desire to cultivate mind-set of each Pakistani with ‘Pakistan First’.

Media is like the supervisory body in the democratic system that holds the government active. With the passage of time, it has become more matured and the more to blame entity. However, couples of converse displays and programs are needed to be supervised who depict the contradictory likeness of homeland under the title of the autonomy of press (Dinar, and Dinar, 2005).

Government media and personal part should recall that organizing and conceiving the affirmative likeness construction is by far the colossal task. Its nothing less than issue of alternative; its the precondition in the present day’s situation. Its with reference to time that our media should work on the Positive Image of Pakistan.

Media of any homeland is indication of that country. It displays that how individual act and reside in their country. The way of articulating report, the way of conversing with political
leaders in political arguments and consideration programs display demeanor of the persons of that country. Even though media's blame is to disperse, factual tales but the media should be very careful in this regard. They have to take up such way in which they could be cognizant of the public without affecting contrary to their brain groups and making them adept to dispute in the factual kind which should be outcome oriented. Mass-media groups’ agenda for the political crusades, leveraging public mind-set in the direction of the yearned issues” (Burton, 1990).

For this reason, we can state that, in Pakistan, the blame on the media is much more as compared to any media in the world, for the reason that Pakistan desires the large-scale change and no one else; but the media is now, as much influential. Currently, the media is only the starting place which is effortlessly accessible by all strolls of persons through diverse electrical devices/appliances, that is, television, Radio, Internet, News Papers, and, now wireless telephones are furthermore utilized by the persons to be cognizant about the happenings every time. Media sways people's insights. Media forms public demeanor about matters of concern. Gatekeepers of the media, that is, (editors, report reviewers, and other journalists) play centered function in forming media agenda, which becomes public agenda after sometime.

At present the Pakistani media is unaligned for the 21st century. Media assists the allotment to evolve public information but even after years of achievement, the media could not adjust public's mind-set in the direction of the issues (Faruqui, & Bino, 2001). Media promulgate matters in the way that it lifts public awareness immediately just after report bulletin. It helps public understanding that what should be their function and answer in that specific issue.

With the passage of time, the status of the Pakistan's media have sullied due to its malfunction in methodically comprehending affairs. It appears that media assists to reproduce wording over matters and urgent position rather than of dispersing factual origin-determinants
and details of the issues (Dinar, and Dinar, 2005). Our media treatment of political matters is very powerfully episodic rather than of thematic. There are rumours about political converse displays and arguments on all report passages of Pakistan. Any topics considered in those programs have no finish and working out phrases that could assist persons to realize that either, is there an answer to these matters or not? Every political agenda discuses identical topic under distinct titles of program and there is no distinction in data brandished by each program; even outlooks of political leaders from distinct political parties give no wish and pathway in the direction of an answer of the issues (WWF, 2007). If these programs illustrate matters effectively then it could assist persons to pressurize the government in the right way to explain the issue.

The judiciary and the Media are two unaligned pillars to save the homeland from rapid slippage. The Judiciary puts down a number of good conclusions in her little age of self-reliance, that is only one year; While the media is older than judiciary and it displays no affirmative alterations in the people's mind-set in the direction of silly change. Pakistan's media should realize that it presents a homeland, which is of high significance not only for the Islamic world but furthermore for calm in the entire world. Media should turn into highly perceptive in the direction of its responsibilities while giving this homeland to the world and directing persons of Pakistan to convey out the homeland from ocean of issues (Muni, 2003). Pakistan's media should notify the world that what is Pakistan in detail and what is the belief of Pakistani persons in the direction of world issue. It should depict the heritage of Pakistan.

It is its responsibility to notify to the entire world that what is Islam as well as what are significances of Islam in Pakistan. Most passages of the media are extremely politicized while they should cover heritage and devout norms and standards of Pakistan. Some of media passages are Islamic while other ones are highly ultra-mod. This displays reality of two completely
distinct heritage schools in Pakistan, while Pakistan was accomplished on title of Islam which encompasses one Book, solitary Prophet (P.B.U.H), lone Allah as well as one culture (Iyer, 2005).

This kind of media, with completely two distinct parts, conceives the heritage gap in Pakistan. This heritage gap is expanding abhorrence groups. Our media displaying the world reality of two completely distinct heritages in Pakistan and directs persons to split up in two assemblies, one with basic ideas and the other with worldly thoughts. For the tranquil natural environment and the popular heritage, it is significant for neither all media passages to maintain genuine heritage of Pakistan, which is neither extremist nor ultra mod. A flourishing municipal humanity counts on the people's customs, culture, and ethics- attributes that can be formed only obscurely through attentive political activity and should else be nourished through expanded perception and esteem for the culture. In Pakistan we have nounaligned and clear political scheme, but, luckily now we have unaligned media (Jan, 1998). Admission of media and supremacy is far more than biased parties therefore the media can play foremost function to turn the destiny of the society.

Pakistan's heritage is Islamic which devotes message of temperateness, moderateness, rectitude, as well as, frugality. By splitting up territory in two assemblies of heritage, we are conceiving heritage gap, which underpins factual popular codes. Media could play the centered function in simplified entire territory over one agenda and direct it in the direction of one specific destination. Already living some of the extremist assemblies not only violate human privileges but also furthermore disperse incorrect notions about Islam and evolve untrue image of Islam and Pakistan to the world (Jenkins-Smith, 1999). To diminish such assemblies and to hardly over power such abhorrence and extremist assemblies, all Pakistani media must brandish factual
heritage of Pakistan. All report passages and drama conduit should take up nationwide dress cipher of Pakistan, which is both Islamic as well as Pakistani. Unfortunately, forms, actors, reporters in addition to anchors of the media passages pursue such a way of talking/negotiating in addition to apparels, which do not portray the factual image of Pakistan and Islam.

In the end, I would like to abstract entire consideration by suggesting the media to enhance information of the public about any topic in order that they could take part shrewdly to control mess. Further, the media will have to evolve its rank in the public by moving unseen bonds of humanity that entails its culture. Although we have distinct heritage in our homeland, but the source of all heritages is Islam. Media should broadcast with the persons as part of their society (Qureshi, 2004). Stress significance of heritage, which may alter even inside the homeland, in negotiating any convoluted deal, you require to realize standards of persons you are considering with, even if you manage not to accept their standards yourself. Hence, our media should be careful of the heritage of Pakistan to incorporate persons in the direction of prosperity and development while dwelling inside Islamic boundaries.

Although poverty and economic problems are represented on the TV shows, newspaper coverage and the radio programs, the mass media seldom links these problems to the overpopulation of Pakistan that is the root cause of all these economic problems.

In fact, the media is that powerful medium that can change things around. To some extent the media has been working to educate the people of Pakistan to control the birth rate. Nevertheless, they need a focused approach and a direction in this regard. Most of the Pakistani television channels are focusing only on political anarchy and confrontation, but not trying to present the terrible picture of this issue. Islamic parties are also a part of the political fight. They do not even discuss high population issues in the community forums. Therefore, the aim of this
research is to highlight the Performance of the media in image creating of population as
(economic) problem in Pakistan.

Media’s role: education and religion

Evidence suggests that there is the link between certain schools within Pakistan's madrasa education sector and militant Islamic fundamentalism. This inadequate understanding has engendered an embellished sense that all madrasas are teaching religious extremism – indeed training terrorists – particularly in Pakistan (Qureshi, 2004). Secondly, to argue that the madrasa regulation on part of Pakistan's Federal Education Ministry is necessary to improve educational provision.

Statistics coming from the paper “Education and Marriage: A case study of College Teachers by Rehman et. al. (2002) show that in Pakistan majority of the uneducated women or less educated, get married at a younger age in comparison to the educated women. On average, the educated women marry at the age of 22.5, while girls who do not receive any kind of formal education get married by the time they are 18. This gives them a longer fertile period when they are fit for conceiving more kids.

<table>
<thead>
<tr>
<th>Table 4: Median Age at First Marriage Women among 25-49 Years by Education</th>
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<tbody>
<tr>
<td>Education level attended</td>
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<tr>
<td>No Education</td>
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<tr>
<td>Primary</td>
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<td>Middle</td>
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<td>Secondary and more</td>
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Source: Rehman et. al. (2002)
This clearly shows that if education level of women and overall literacy rate is increased, it will indirectly influence population growth. For controlling population growth, which at present is growing at an exponential level in Pakistan, we need to educate the women of Pakistan.

*Education at Madrasas in Pakistan*

Many authors employ the broad definition: “We define madrasas as schools that teach the religious curriculum instead of one prescribed by Pakistan Federal Ministry of Education”.

Juxtaposing together their ideas yields following definition: “madrasas represent an ancient system of personalized [education]” and the “traditional religious school of higher learning,” devoted to “study of Islamic traditions of knowledge,” including Qur’an, sayings of Prophet Muhammad (hadith), jurisprudence (fiqh), and law.

After spending three weeks visiting administrators of madrasas in Pakistan, there are solid reasons to doubt the most sweeping claims that link madaris and militancy in Pakistan.

Extensive research on background of the Islamic terrorists indicates that madrasas are not used as the places of recruitment. In more recent times, an integrated system of education that couples modern subjects with learning to live according to tenets of Islam is one of “salient features” of Pakistani government's National Education Policy 1998–2010 (Sobhan, 2004). Additionally, the charges that madrasas foster conformity and respect for authorities, thereby resulting in static curricula, are fair. Innovation has never been raison d’etre of the madrasa education.
Filling gaps in media: madrasa evolution

The Media assumes that the number of madrasas has mushroomed because poor Muslim children have not been granted fair access to the public or private schools. Some regulation is necessary if Pakistan is to improve education provision and quality.

The Media has misconstrued decision of these parents, scorning Pakistan for giving the Muslim children no option but to attend madrasas.

For Pakistan's system of education may be weak, but belief that madrasas are only option for the poor students is not corroborated by actual data on the educational choice among the Pakistani families. In parts of Pakistan, where there are other schooling options, less than 1% of children across all income levels attend madrasas (Qureshi, 2004). Reasons for sending children to madrasas were usually positive: families wanted their children to receive an Islamic education. The link between madrasas and Pakistani political parties, on the other hand, is easier to establish.

Despite being religious schools, madrasas have always had close ties with the politics. Historically, these ties were related to funding, since madrasas do not charge tuition, and, in case of Pakistan, receive limited funds from the state. Firstly, even if the small percentages of madrasas teach Islamic militancy, no school should be permitted to support violence as an appropriate expression of religious devotion. Such madrasas are uncommon, but do exist and are inimical to global peace efforts. The problem is that madrasas were not intended to teach students to work in an industrialized economy. Thirdly, madrasa financing should be monitored. If certain madrasas are funded by the foreign organizations, they are likely to be answerable to their financiers, rather than Pakistani government's education agenda (Jenkins-Smith, 1999). Regulation is therefore needed to ensure that madrasas are sites of tolerant religious learning,
continue to teach secular subjects, and are congruent with Pakistani government's education agenda.

Responsibility falls on the shoulders of the Text books boards’ as well. A content analysis of the Compulsory Pakistan Studies book, which is taught at the grade 9 to graduation to all Pakistani students, it is clear that around about 15% of the pages are dedicated to the history related to the making of Pakistan and the early problems Pakistan faced after the independence. 10% is dedicated to the issues like the political system in Pakistan. A major chunk of the book is about Pakistan’s relationships with other countries, Muslim or non-Muslim. Only 11.1% of the book (one small chapter) is related to the culture and the people of Pakistan. The compulsory syllabus of Pakistan Studies fails to bring the younger minds to think about the problems our nation is facing and in guiding them to find solutions to the problems. (Pakistan Studies, 2009)

*Policy recommendations*

What can be done, both by Pakistani government and by media, to promote the regulation without over-intervening in the madrasa education and instigating antagonism? Truth be told, Pakistani government is already engaged in several actions to enhance their system of education, madrasas included. Furthermore, the Federal Ministry of Education has adopted the textbook improvement policy to help Pakistan become the “knowledge-based society” founded upon acquisition of knowledge, empowerment, and participation (Jan, 1998). Acknowledging long history of the madrasas in the Pakistani history and affirming their place in Pakistan's system of education may be far more beneficial than bemoaning their existence and demanding their eradication.
This study argues in favor of an indirect approach to influence future place of madrasas in Pakistan's education agenda, as opposed to direct intervention like mandating madrasas be closed. Madrasas have been slow to register because punishment is not severe. This, in turn, may reduce madrasa funding from foreign sources (Iyer, 2005). If others are uncomfortable providing aid to madrasas, contributing to efforts to improve Pakistan's system of education in general would not only positively affect foreign relations; it would also help teach tolerance to the vast majority of Pakistan's children who attend public schools. Looking for concrete ways to explain origin of anti-Islamic radicalism, the media introduced countless pieces attacking madrasas. This study does not contend that all madrasas are successfully educating Pakistani children.

*The State, Media, Religion and Emerging Challenges in Pakistan.*

Emergence of the revolutionary and new media period has retransformed every field. There has been observed immense influence of the media over every aspect of life including education, politics, IT, and religion (Akhtar, 2000). Because of the media influence over these fields, a relationship has been created with each other. The media has been playing an important role in the state affairs and the politics (Schechter, 2003). This involvement of the media is beyond communication of the news; the modern and new media has offered provision of such a platform from where the political leaders and the political parties are able to communicate their mandate for the purpose of election campaigns (Akhtar, 2000). Moreover, higher government officials also utilize the media for maintenance of the status-quo. The media, through its round the clock coverage has the power to manipulate the people’s opinion and views (Meyer & Moor, 2006).
The religion has long been considered as the non-media-topic, and there have been few who were aware of the use of media in terms of the religion. In today’s world, where mostly the states are secular and prefer to ignore religious discussion on air, there are few non-secular states that use the media for religious platform. After 1950, with the invention of the TV and other means of the media (such as radio), it was considered that these new means were more powerful than the print media due to the fact that many people are not able to read or, in some cases, cannot afford to purchase a newspaper or magazine just for the sake of news (Akhtar, 2000); different channels of the media have been used for different purposes except the religion.

Between 1961 and 1990, the Muslim world has been the center of international politics that persuaded the western world to consider the importance of the problems confrontedly the Muslims world (Haynes, 2005). After 9/11, involvement of the media in religion has been observed tremendously. This role of the media in relation to the religion was meant to represent a systematic understanding of Islam, its beliefs and ideology in the perspective of a political role by the Muslim World (Hagerty, 2005).

In Pakistan, the religion, state and media have great affiliation to this perspective because Pakistan is an Islamic state and its governmental and political affairs are grandly intact with the concept of the religion (Shah, 1996). Since the creation of Pakistan, there were two leading newspapers viz., the “Jang” and “Dawn” and the after the advent of the television (Akhtar, 2000), there had been only one state-owned TV channel for five decades. It was after 2001 that the licenses for private channels were granted by the government. After 9/11 and during war against terrorism, Pakistani media, both electronic and print, seemed to imitate the western media (Meyer & Moor, 2006).
Even though in Pakistan, religion is not a taboo topic and common people are aware of basic and fundamental principles of Islam (The Journal of Asian studies, 2002), this scenario, yet media, and specifically the electronic media, contributed magnificently to manipulate religious perception of the common people. In Pakistani society, religion and politics are always intimated because of close affinity of common people with the religion, therefore, the political figures apparently use the religious belief their political and state interests (Babb, Susan & Wadley, 1998). Besides, the media also understand significance of the religion in the daily life of the public and, in order to make a difference for their group, many channels and newspapers are engaged in exploiting the religion with the politics (Meyer & Moors, 2006).

The abuse of freedom by the media in terms of regional and national security issues have made the government to take actions and ban those channels who intend not to bear the responsibility of the responsible freedom (Schechter, 2003). However, media seems to take a revolutionary and challenging turn in the history of the country, while there have been several private channels on air, foreign movies are also released in the cinemas to make the cinema industry profitable. For freedom of the media, a different quotation used is freedom of expression” which empowers the individual and the collective right of any group to expression. This freedom seems to endanger the national security of the state. After 9/11, when Islam was associated with the terrorism and the Muslims were called the terrorists, it was the media which contributed in spreading this perception, and hence, the role of the Pakistani media was an imitation of the western media (Meyer & Moors, 2006).

At the current historical moment, the media and popular culture move across the national boundaries more expeditiously than ever before. Films and television programs are watched simultaneously throughout the world. Appadurai (1990, 1991) has underscored the global
processes of the information flow. He also notes that global culture is "filled with ironies and resistance" (1990: 3). He points out that "the lifestyles represented on both national and international TV and cinema completely overwhelm and undermine the rhetoric of the national politics" (Appadurai, 1990: 17).

The role of the state and the successive governments in power in Pakistan, much like in other so-called Third World countries, are very crucial in terms of determining broadcasting policies. The national television, the domestic private television network and the radio are under the state control. While the state doesn't have any control over the global broadcasting, it superimposes its authority over the independent cable providers by censoring and blocking certain channels that are believed to be "not in the national interest" - a common reference to Indian television channels.

According to Rourke & Boyer (2008), many social scientists have supported the perspective of nationalist and religious ideology that helps the nations to understand the expanding light of the modernity. The national and religious ideology is meant to create an identity of the group; in contemporary politics (Binder, 1963), there has been relationship of the religion, nationalism, the state identity and the media. However, studies have suggested that identities given by the religion and nationalism are strongly implicated in the mass education. However, the nationalism is a modern ideology that supports the creation of particular societal organization known as the nation states. Rourke and Boyer (2008) define nationalism’ with certain characteristics, such as a group of people with same history, purpose, and from same territory; though nationalism is the name of a feeling among a group which unites the individuals to strive for a specific goal and establishes values about what good and bad is for them (Rourke and Boyer, 2008). The nationalism and the religion are often interrelated, as the religion is one of
the characteristics of nationalism’ and, gives identity to the persons and groups through
nationalistic myths and customs, national history, culture and language, and the awareness
among individuals of the common origin, the historical experience and important
accomplishments among other nations are making difference between them. In addition,
religion as an alternate by itself and derived as a tool of nationalism, can (but does not) require to
have a significant role in the creation of a nation.

For Pakistan, the nationalism and the religion make a different identity. However,
Pakistan was created not on the basis of nationalism but rather on religion. In Pakistan, the
concept of nationalism was observed for two patterns; one that had based on religion and
another, which was based on the territory. After the creation of Pakistan, the state was
comprised of five different provinces, which nationally presented five different nationalities
within the state. The role of religious politics after 1947 was dimmed and the politics based on
territorial nationalities emerged. Differences at large became the identity of the groups, as if
individual from Sindh is Sindhi and individual from Punjab is Punjabi. This level of difference
was seen at the governmental and the political level for making the situation worse. The media
played its distinct role that intended to signify the differences of the nationalities. After 2001,
while several channels were opened, the channels which represented specific language of a
territory were also opened.

The nationalism and the religion with sub-divisions (Shia, Sunni) continue to create
national threats for Pakistan’s internal security (Leifer, 2000). Pakistani government has been
ignoring the key internal issues for many years that continued to create hazardous situation and
at its worse brought about civil operations within the state (Allen, 1992). In addition, the
Pakistani media seems to fail to unify different cultural and linguistic groups; and, rather
signified the differences. The religious extremism is incorporated with the nationalism worsening the present situation in the country (Babb & Wadley, 1998). The role of the media with regard to the religious extremism is observed not as such inactive as with the national issues (Meyer & Moor, 2006). However, the media has been doing an effort to unify the Islamic ideology with the different groups in the state who share same religious values (Schechter, 2003).

The literature on nation, nationalism, and the state is growing very fast. There is also a vast literature devoted to identity and ethnicity in relation to nationalism in such related fields as political science, history, and sociology, each discipline defining and redefining nationalism from particular angles. According to Smith (1986), the relationships between ethnic groups and nation, and ethnicity and nationalism, are inconclusive. Brass (1991) and Eriksen (1993) gave suitable definitions for these terms but admit that the terminologies overlap. Following Gardezi (1997), let us situate Pakistan in a broader context as a neocolonial state. The selection of the literature here, though it may look arbitrary, comprises the key works that are pertinent in theorizing about the nation and the state.

Benedict Anderson (1983) argues that the nation is an imagined political community that gives an image of communion and comradeship, regardless of the actual inequality and exploitation that may prevail in each nation. This is true for Pakistan where class inequality is extensive and economic exploitation is rampant, yet it is perceived to be a political community tied together with the primordial bond of religious ideology. The television documentaries and dramas produced to depict Jinnah’s life and Pakistan’s independence movement assert that Pakistan was imagined by the Muslims of the British India. According to this position, Pakistan was the "manifest destiny" of the Muslims of the Indian subcontinent. In the political rhetoric, the creation of Pakistan is frequently referred to as the "dream of Allama Muhammad Iqbal" (a
Muslim poet-philosopher of India), the "dream of the Muslims of India," or "the sacrifices of the Muslims of India."

In Pakistan, the religion of Islam provides a common ground for various cultural groups and unites them despite their internal schisms. But the clergy divides Muslims into various Islamic sects and factions largely depending upon the history of different communities and their interpretation of the Quran and the Hadith (reports of/about the actions or speech of the Prophet Muhammad, peace be upon him). Cohen (1986: 327) observes that "Islam failed to provide the glue to hold Pakistan together." The loss of East Pakistan and the ethnic and the sectarian violence can be cited to corroborate this statement. In Pakistan, the religious ideology works as a rhetorical device and it has inadvertently made the state hostage to its own ideological entanglement.

The state of Pakistan enforces its religious and cultural identity by contrasting itself to the Hindu India, as well as to the neighboring Islamic states of Iran and Afghanistan. The television is one of the media which provides the state a mechanism for maintaining the cultural boundaries. Barth's (1969) idea of ethnic identity can be extended to analyse Pakistani identity. He maintains that ethnic groups should be conceived in terms of boundary creation and maintenance. According to him, ethnic identity exists independently of any particular cultural feature. Ethnic identity changes in order to maintain the boundaries. Barth regards shared cultures as being a result rather than a primary characteristic defining the identity.

It is interesting to note that although their territories are controlled by Pakistan, Pakistan's two major ethnic groups, the Pakhtun and the Baluch share cultures with their respective fellow compatriots in Afghanistan and Iran more than with the Punjabi ethnic groups in Pakistan.

Zygmunt Bauman (1990: 143) asserts that nation-states control territories and populations
"only by crystallizing and solidifying what they are not, or what they do not wish to be." At the same time, nation-states

“... laud and enforce the ethnic, religious, linguistic, cultural homogeneity. They are engaged in incessant propaganda of shrouded attitudes. They construct joint historical memories and do their best to discredit or suppress such stubborn memories as cannot be squeezed into shared traditions. They preach the sense of common mission, common fate, common destiny. They breed, or at least, legitimize and give tacit support to animosity towards everyone standing outside the holy union” (Bauman 1990: 154).

In an effort to unify the different linguistic and cultural groups, the state of Pakistan evokes symbols and sentiments that are common to the South Asian Muslims. Islamic traditions and the symbols of distant past are called upon to legitimize the ideologies of the ruling class. In order to highlight a distinctive Islamic milieu of Pakistani culture and society, narratives of the television dramas are used to convey themes of self-sacrifice ('qurbani') and martyrdom ('shahadat'), particularly by the Muslim refugees from India at the time of Partition. In his study of the South Asian Muslim ethnicity, Paul Brass (1979) also indicates how common symbols are used extensively by the people in order to foster the identities. The most visible signs in Pakistan throughout the period of 1997-99 were quotes from the Quran. Selected quotations from the Quran painted on giant billboards used to be displayed around prominent spots of several big cities of Pakistan. For example, one such citation was "What is the meaning of Pakistan” “There is no god but Allah and Muhammad is His Prophet.” Similarly, selected quotes from the Quran and the Hadiths (the Prophet's sayings) used to be broadcast on the television intermittently. Such excerpts implicitly convey the message that Pakistan is part of Islam and, vice versa, try to cultivate the idea of unification of "the state, nation, and religion." Here, the state and the nation acquire a sacrosanct status through the religion.

The patriotism, religion, and nationalism are celebrated sentimentally in Pakistan,
indicating the inseparability of the "national and political," as Gellner (1983) argues. According to him, nationalism is a distinctive species of patriotism which becomes dominant through modernization and its effects: cultural homogeneity, literacy, education, and high culture. He sees nationalism as a theory of the political legitimacy in which ethnic boundaries should not cut across political boundaries. The nationalism is a political principle and a sentiment that has been created or invented during a special stage of social organization in the human history. The sentiments for a Pakistani state go back to 1940 when the all India Muslim League presented a resolution for an independent nation-state for the Muslims of India. After independence, the Pakistani elite has "written the nation" in a way that shows very well the inventiveness of the nationalism, as Hobsbawm and Ranger (1983) also maintain. Jalal (1995) has examined the ways in which the history of Pakistan has been conjured up and disseminated by the state-controlled educational system, especially during the era of Zia-ul-Haq's military dictatorship. She has also explored the counternarratives of the regional dissident voices in Pakistan. She believes that the imagining of nationhood by the Muslims of pre-partition Indian was not territorial. The imagining of nationhood was later appropriated by the Pakistani nation-state in order to create a sense of a coherent nation (Jalal 1995: 73-89). In a similar vein, identities in Pakistan, as Ahmad (1971) and Kurin (1988) have shown, seem to be contested and negotiated between the local concepts of person and a state-sponsored idealist vision of what a Pakistani should be.

Identities, such as those constructed around the "rhetoric of religion" as in South Asia (Van der Veer 1994), or around a "negative vision" of others as in Canada (Handler 1988), seem to "provide the foundation for a whole discourse about what is natural, normal, and national" (Herzfeld 1992: 76). Since their independence, three major Pakistani nationalist discourses have come to exist, each emanating from a different social movement and elitist group vying for the
state power. These discourses are: official nationalist, extreme nationalist, and liberal-democratic nationalist. These discourses can be summarized as follows:

a) The "official nationalist" discourse that would like to connect and move the Pakistani nation and culture closer to the Arab and the central Asian culture, on the premise that Pakistan is a predominantly Muslim country. The proponents use the two-nation narrative of the Partition extensively in order to develop the national identity of Pakistan in relation to India. In this discourse anything that is Indian needs to be deconstructed - say for example, shared music, art, and history - in order to build a new edifice of the national identity. A strong centralized state, Urdu as the national language, denying the provinces autonomy and not recognizing the national identities of minority ethnic groups are emphasized in constructing the Pakistani nation-state. Moreover, the Islamic character of the country needs to be maintained in order to resist the "western and Indian cultural invasion." Islam and a mythology of the "golden period of the Muslim Umrah in the Middle Ages" are used rhetorically to foster unity among the different socio-economic groups. This discourse has been espoused for the most of Pakistan's history by the Muslim League ideologues and by the civil and military bureaucracy in connivance with the religious parties. This kind of nationalism is based on a "negative vision" of others, as Handler (1988) points out in his study of Quebec. It relies on a competing posture with the other, in Pakistan's case, with India, and on the rise of religious nationalism (Van der Veer, 1994).

b) An extreme nationalist discourse (related to the "official nationalist" discourse above) of radical Islamic groups, the proponents envision that since the majority of population in Pakistan is Muslim, the state needs to strictly enforce Islamic rule (Shari'ah) based on the Quran and the Sunnah. Anything unIslamic would be discarded and banned. The ruling elite would be replaced by a religious and pious Shura (the council of religious and pious elders). The economy
would be streamlined according to Islamic principles making Pakistan a "fortress of Islam."

Jamat-i-Islami's political ideology comes close to this vision. Although Zia-ul-Haq and Nawaz Sharif did not belong to the religious parties, they continued to play around this vision. During Zia-ul-Haq's period particularly, the process towards theocratizing the state hastened.

c) A liberal democratic nationalist discourse that emphasizes the pre-Partition movement by the Muslims in India as a secular movement, meaning that the goal is a secular Muslim state rather than an Islamic theocratic state. Jinnah's first speech to the Constituent Assembly on August 11, 1947, is frequently used as the emblem for this political discourse. This discourse is muted in the official media. The proponents of this discourse do not deny the Islamic heritage of Pakistan but instead focus on making the state a constitutional parliamentary democracy rather than a theocratic state. This discourse advocates an identity for the nation that is based on the fusion or melting of various ethno-national identities and their cultures in Pakistan, rather than developing a state-sponsored "Pakistani Culture." It emphasizes the tolerant and inclusive teachings of the Sufi traditions of Islam which have been developed in the subcontinent, rather than enforcing strict Shari'ah, the Islamic law. This discourse, which was offered by the socialists and the liberals alike since Pakistan's independence, continues to resonate in Pakistan. After the secession of East Pakistan, it was articulated to accommodate the ethno-nationalist voices. In the mid 1970s, Faiz Ahmed Faiz (1976) elaborated salient aspects of this discourse on a number of television talk shows and later elaborated in the interviews published in Urdu magazines. He was sharply criticized by the Muslim immigrants (Muhajirs) from India because it was feared that he was propagating the provincial parochialism in the federal state of Pakistan. In recent years, a major enunciation of this discourse, with minor changes, was put forth by Ahsan (1996). He argues, by extrapolating the history of the Indus Valley's resistance heroes,
that Indus person has been distinct from the Indian subcontinent and the Arab region. In a project very similar to Nehru's *The Discovery of India* (1960), Ahsan discovered this vision in his imprisonment during Zia-ul-Haq's martial law. By employing a quasi-Marxian methodology, Ahsan believes that Pakistani national identity is incongruous with religious fundamentalism and is more likely to follow Sufi teachings. He tries to demonstrate that Pakistan is a distinct nation and that the Pakistani person is a successor of the Indus Valley Civilization. Ahsan's goal is to instill a modified version of the Pakistani nationalist ideology that may well be a liberal democratic response to the "religious fundamentalism" in Pakistan. In this process, he imaginatively identifies the Indus Valley, and by extension, Pakistani identity as closer to Central Asia.

The discourses on the "soul" and "character" of the nation are unending in Pakistan. Every year countless newspaper and magazine articles appear on the question of Pakistani national identity, national history, culture, and civilization. The television talk shows regularly provide an absolutist vision of a Pakistani culture in which speakers castigate the social changes, the declining morality of the younger generation, westernization of the dress and other social maladies.

What these discourses offer us retrospectively, however, is the existence of the "state factions and class fractions" (Bowie 1997) and their struggle over the control of the state of Pakistan. In her study of the state and the village scout movement in Thailand, Bowie shows that there were "shifting relations between the Thai state and the dominant class" over the "rise and demise of the Village Scout movement," and that "neither the Thai state nor the Thai ruling class is monolithic" (Bowie 1997: 9). Like the Thai state, the Pakistani ruling class and the state are not monolithic.
Pakistan, as Ziring (1997) points out, is marred by the "viceregal system" in which the head of the party or the state does not want to share power with other members of the ruling elite, military or bureaucracy. This system has prevented the democracy and the emergence of Pakistan as a nation-state. Consequently, at the end of the twentieth century, what we see in Pakistan is that the internal conflicts among the ruling elite have put the economy and the state institutions, such as the judiciary, at the mercy of the ruling clique. Most of the national budget is gulped down in the maintenance of the military. The unstable political system has contributed greatly to the economic plight of ordinary people. Lack of a sound economic policy has aggravated economic conditions, not to mention the extreme economic inequality and the corruption at the state level, which have been in vogue for decades. The miracles of the "free market enterprise" have yet to materialize. In the 1990s, liberalization policies aimed at improving the socio-economic situation in the country allowed several groups of the industrialists to siphon off money borrowed from the state. Gardezi argues that "what is being identified as the potential failure of the Pakistan state is, in fact, the ensuing crisis of its deeper integration in the global political economy as a “neocolonial formation" (Gardezi 1997: 108).

According to Gardezi, Pakistan's neocolonial class structure, the growing defense expenditure, and the role of the "dependent capitalist development" have created serious contradictions in the political economy of Pakistan. And, on top of these socioeconomic situations, what is ticking like a time bomb on Pakistan is the booming population growth.

The relationship between the state, the media, and the religion in Pakistan, echoes Gitlin's (1987) preposition that "the forms of mass-cultural production do not either spring up or operate independently of the rest of social life" (GitlinI987: 510). The media in Pakistan operates with several peculiar features tailored to the ideological vision of the Pakistani elite. The Pakistan
Television programs, just like other cultural aspects of the state, are conceptualized mainly in contradistinction to India's national culture and identity. They are adapted keeping in view the state ideology.

The exercise of power in Pakistan provides an example of what Gramsci (1971) meant by the hegemony, whereby the dominant classes exercise power through both the coercive state apparatus and also through the ideological persuasion. The ideological persuasion is rehearsed through the whole body politic of the cultural production, including the media. Thus, it is not difficult to see why the Pakistan Television programs are the "narratives of the nation." Through the rhetoric of family values, tradition, religion, and self-sacrifice, the state-controlled media have campaigned and persuaded to turn viewers into active citizen subjects whose national and cultural identity must be tied to the Islamic ideology of Pakistan. The rivalry with India and internal ethnic dissension were always an impetus and fertile ground for the Pakistani ideologues to enforce the dominant Pakistani ideology through the media. In 1997, the crusaders of morality in Pakistan also made popular music bands and consumer advertisements scapegoats in order to control the media. The Pakistan Television was incessantly used to enforce the Islamic laws and to show the military bravados after the nuclear test in 1998.

The Media in Pakistan, particularly electronic, has brought to fore the vision of one's own self, the national Islamic identity of Pakistan. Nevertheless, over a period of time, it has also brought unfamiliar enemy vision into the familiar national culture. Firstly, it was the introduction of the VCRs, then the satellite channels (through dish antennae), and, later on fast-growing, often illegal, cable and the Internet companies have expedited the process of consuming images without the borders.

By the year 2010, an intense competition emerged among the Pakistani entrepreneurs to
capture the media businesses and, thus, to control a growing market of the advertising consumer products to the Pakistani citizens/viewers. The satellite channels were switched from analog to the digital broadcasting rendering the dish antennae useless. The transmission was sold to local cable operators. Besides a few legal cable companies, there were thousands of illegal cable service providers spread in the neighborhoods of big cities and small towns of Pakistan. They were providing multiple vision, images that know no border, to millions of viewers across the country. In 1989, there was only one channel available to Pakistanis. By the year 2009, an average middle class family in the urban areas of Pakistan had access to more than 50 channels. This included Indian as well as European, American and Pakistani private channels. Many of the obscure channels were showing soft pornographic films over which there was a little parental, or for that matter, governmental control.

In the year 2002, the Government of Pakistan tried to ban the Indian channels in retaliation to the Indian military threat to Pakistan. But, the cable companies resisted that ban. Ultimately, the Pakistani authorities discreetly lifted the ban. In the recent years, the state of Pakistan has liberalized its media policy. This liberalization of the media was providing incentives to local entrepreneurs to start the FM radio and the satellite channels. Some Pakistani business groups have started new satellite channels for the Pakistani viewers. However, they have cautiously based their ventures in the Gulf region to avoid the stringent Pakistani censorship laws, and to stay away from the Pakistani religious parties who often unleash a reign of terror by attacking media businesses in Pakistan.

The age of watching government controlled channel the Pakistan Television, was slowly disappearing from the Pakistani homes. Pakistani citizens/viewers have seized upon the change brought about by the satellite channels in their private and public viewing spaces. In Islamabad,
the urban, educated, affluent citizens switched the channels according to their likings. They did not necessarily appreciate and watch the "narratives of the nation" as they used to watch them in the past. The rural citizens/viewers in the small town are also accepting the change that was taking place in urban Pakistan regarding the media.

This change will not necessarily lead to a complete break from the past. It will not bring any change in the social structure, nor it will perhaps bring political and economic revolution. In the long run this change will facilitate Pakistani citizens/viewers to learn, know, and understand, through the eyes of the free media, many foreign cultures, multiple vision, and conflicting views. This change, however, may assist in unfolding an era of tolerance and democracy in Pakistan.

Concluding, it is visualized that a responsible role if envisaged by the media in live with objective and energing realities, may transform the nation as a cohesive and tolerant cross-cultural entity. It is crucial for us to exist as a viable nation-state. The media and its manages must realize their responsibility soon otherwise the blamish for a failure will be ascribed to them from which they can not escape. The tendency to focus on the flamboyant and flaky non issues should be drastically cutailed, and the reason and objectivity must forvail. The ongoing media scenasio has been far away from the norms and the principles of a responsible journals and necessitates the need for appropriate capacity building of the editors and the enchor persons. A realization is felt, as is reflected through some recent media talk shows, but it is yet to be transformed into reality for which immediate rectifying without further loss of time. The media freedom should be crystalized into a beconbead for innovative and enlightened horizons, aimed at creating harmony amongst the nationalisation consisting our nation state based on natural respect and tolerance.
Research questions

The following research questions will guide the researcher in examining and investigating the Performance of Media in Creating Awareness about Population as an Economic Problem in Pakistan:

1. Has Pakistani media failed to meet its responsibility in imparting necessary awareness among masses about the population as an economic problem?
2. What has been the performance of Pakistani media has played in imparting the awareness about the population as an economic problem?
3. How media has effectively shaped the peoples’ perception about the family planning?
4. How the media can be used to mobilize Pakistani population to reconsider population as an economic problem?

Objectives of the study

The specific objectives of this study are:

1. To investigate the link between the overpopulation and the economic problems in Pakistan
2. To analyze how media has effectively shaped peoples’ perception about the family planning?
3. To investigate the contribution of Pakistani media in creating awareness about the economic problems associated with the overpopulation
4. To examine how far the Pakistani media has played its role in imparting awareness about the economic and social issues, especially the population related issues among the masses

Structure of the study
This study consists of five chapters. The first chapter has discussed the problems of the study that the researcher will address following the objectives of the study. This chapter has also highlighted the background of the study that has focused on the economic problems and its representation by the media.

The second chapter will review the literature focusing on different theories of the media role in creating awareness among the masses and how masses influence by the representation of the media about social issues of the society. This chapter will also discuss in detail the economic problems in the context of the overpopulation. The third chapter will discuss in detail the research design of the study and will present how the primary and the secondary research data were collected. The fourth chapter will discuss the results in detail and in the fifth chapter the author will offer his conclusion and recommendations based on the primary data collected and the review of the literature.
REVIEW OF THE LITERATURE

Introduction

This chapter presents two basic themes of the study: (1) overpopulation as economic problem and (2) the media role in creating awareness about the social and economic issues that directly impact the socio-economic conditions of the society and the state. In the following sections, the researcher will review the theories, evidences and previous researches on these basic and the most important themes of the study which ultimately lead to conclude that the mass media can play a vital role in creating awareness among the masses about these social and economic problems and teach them how to cope with these problems. However, when we consider the behavior and the approach of Pakistani population especially in the rural areas, it is evident that they are not well educated and aware about these basic problems; in other words, the Pakistani media has not played its due role in educating them and influencing their opinion in a proper way. Instead, the Pakistani media either has focused on presenting the government policies or has concentrated on providing entertainment to the masses neglecting its core responsibility to educate them to become responsible citizens of the country.

In the following pages, the researcher will begin with an overview of the Pakistan’s economy as it will be the most important theme of this study because the current socio-economic conditions of Pakistan are alarming. Hence, before evaluating the role of media and its impact on the masses, awareness about social issues like overpopulation and economic problems, the researcher will highlight the economic conditions that prevail in the country and offer detail as to how it has influenced the normal life of Pakistani masses.

Overview of Pakistan’s economy
A sizeable mass of Pakistanis continue to live in the conditions of extreme poverty. One third of the population is estimated to live beneath the poverty line, up from one-fifth in the late 1980s. Poverty has its roots in poor economic performance, low agricultural productivity, rapidly increasing population, and a lack of active government interest in solving their problems. Social services are weak, particularly in the rural areas. During the 1990s, more than 40% of the rural population had no access to safe drinking water, whilst 45% of girls did not attend primary school. Not surprisingly, more than half of Pakistanis remain illiterate, although this proportion is slowly declining (Onatski, A., and N. Williams 2004). High illiteracy rates are an increasingly significant constraint on the development, given the global economy’s movement towards the knowledge-based industries. In addition, poverty retards the development of a domestic market for Pakistani goods and services. This increases the economy’s dependence on the export sector, and makes it more vulnerable to economic and financial crises stemming from the external shocks. The government is acting to address poverty and illiteracy by increasing social expenditure, with support from the IMF, World Bank and others. However, social expenditure remains a fairly insignificant proportion of the government spending. Moreover, the government is constrained in its ability to increase spending in this area due to country’s overall fiscal weaknesses, particularly the narrow tax base and the high expenditure on debt service and defense (Onatski, A., and N. Williams 2004).

In spite of all the social, economic, and technological advancements humanity has been able to achieve thus far, it is hard to imagine that poverty continues to persist and plague more than three billion people across the world (Global Issues, 2010). Poverty remains an obstinately perennial issue despite the innumerable attempts and dollars invested by the governments, organizations, and other concerned activists to reduce and ultimately eliminate its presence
around the globe. According to the latest World Bank figures, with improved matrices for
calculating poverty, 400 million more people live in the poverty, or on less than $1.25 a day,
than had been previously believed (World Bank Updates Poverty Estimates for the Developing
World, 2008). The poverty situation in Pakistan is not different from that of the Third World
countries as Pakistan’s economy has been influenced by various factors in the recent years.
These changes are extremely dissimilar from those it has faced all through its history and they
have turned out to be an important part of any plan, at both the macro and the microeconomic
levels (Kemal, A. R. and M. F. Arby 2004). At present, more than one third of population in
Pakistan lives in poverty. Overpopulation is one of the most critical factors that have contributed
to this ever increasing poverty as poorer families, especially women and marginalized groups
have to bear the load of the children in spite of the limited resources available for them.
Similarly, rapid explosion of population significantly contributes to the “ecological degradation
and depletion of natural resources” (Malik, W. S. and A. M. Ahmed 2007, p. 22).

In general, Pakistan’s economic situation has destabilized in the recent years. Real
economic development fell from an average rate of over 7% during the 1980s to around 3%
throughout the late 1990s. Economic expansion picked up towards the ending of the decade, to
around 5% during 2000, though growth during 2002 fell back to just 1.4%. The negative effect
of the war in Afghanistan, in addition to lesser global economic growth, suppressed Pakistan’s
development performance. Growth bounced back in 2003 to over 7%, falling rather in 2004, to
2.5%. With inhabitant’s growth in excess of 2.5 % per year. Pakistan is still struggling to get
better its per-capita income in a significant way. The inflation rate has exposed a steady decline,
from more than 11% per year in the mid-1990s, to fewer than 4% in 2002, reflecting lower
growth in the cash supply and higher real interest rates. In particular, financial policy was
tightened in August 2001 in an attempt to stabilize the recently liberalized exchange rate. Policy has been rather looser in recent years as the currency has revealed a degree of buoyancy in reply to increased capital inflows. Though, the spike in oil prices resulting from the Iraq crisis joint with the looser monetary conditions have led to a modest pick-up in inflationary pressures in 2004. (Malik, W. S. and A. M. Ahmed 2007)

Indeed, poverty remains an unyielding obstacle to equitable national development and is a source of virulent political and social conflict. These pressing realities compel the development community to actively work towards integrative, inclusive, and most importantly, sustainable routes to social and economic development. With continued effort, such promising approaches to development can allow more people to be on the road for actively improving their conditions.

The poverty in Pakistan is the result of many different critical factors and an understanding of all these factors is vitally important before we embark on to delineate the impact of overpopulation on the economic condition of Pakistan. The most significant factors that contribute to the increasing poverty in Pakistan are the lack of natural resources, ill planning to utilize the available resources and the exploding population that disproportionate the available resources. For example, the agriculture sector in Pakistan is the backbone of all the economic development; however, due to the overpopulation most of the agricultural products like sugar, wheat and rice have to be imported to meet the demand of this growing population. Similarly, the water crisis in the recent years has also been a source of contemplation as it has severely devastated the agriculture sector due to scarcity of water. In the following section, the researcher will discuss both these important factors in detail in order to highlight the relationship between overpopulation and the poverty in Pakistan.
Role of Agriculture in economic development

Pakistan’s economy relies a great deal on the agricultural sector, chiefly on cotton. Cotton exports account for additional ½ of the total exports. Financial performance is consequently strongly influenced by the effect of weather and natural disasters on agricultural production. Poor output in the agriculture, tied with progressively increasing inhabitants, is also a prime cause of Pakistan’s widespread rural poverty. Pakistan’s economic position has conventionally been weak, reflecting a fine tax base and important tax evasion and avoidance. A series of fiscal deficits during the 1980s and 1990s led the community debt position to degenerate considerably, with the ratio of public debt to GDP rising from around two thirds in 1980 to approximately 100% in 2000. This has encouraged higher debt service payments, which have placed extra pressure on the public finances. Defense spending is an additional drain on the public expenditure, ambitious largely by Pakistan’s on-going conventional and nuclear arms race with India. In fact, debt service and defense expenditure jointly absorb two-thirds of the central Government’s budget (Omer, M. and O. F. Saqib 2008).

Pakistan’s agriculture has experienced rapid growth since the 1960s. As in many other developing countries, agriculture in Pakistan faces considerable challenge in the 21st century. The present population of about 180 million is estimated to double by 2050. Therefore, the needs of this growing population necessitate more food products and, as such, there is a greater need of development and enhancement in the agriculture sector. Despite rising per capita income, food demand is likely to grow rapidly given the low level of current per capita income. Recent projections for future food supply and demand forecast large imbalances for essential items (wheat, edible oils, etc.). Without an appropriate policy response to this scenario, the quantum of imports of essential food items is likely to be a serious burden on the foreign exchange earnings...
of the country. Faced with limits to further expansion of cultivated land and slowing return to further input intensification, productivity growth assumes a central role in meeting the challenges of the future.

In the past, substantial increases in agricultural productivity were achieved despite a public policy environment that favored industrial expansion and discriminated against agriculture. However, with rapid increase in the population, all the limited resources of agricultural products have been decreasing day by day and at present, the government of Pakistan is obliged to import many products from abroad. During the year 2010, the Pakistani imports were worth 3363.3 Million USD which were mainly petroleum, petroleum products, machinery, plastics, transportation equipment, edible oils, paper and paperboard, iron and steel and tea (Pakistani imports, 2010).

![Figure 2: Pakistani imports](http://www.tradingeconomics.com/Economics/Imports.aspx?Symbol=PKR)

As the data presented in figure 1 demonstrate, from 2008 onward there is a significant increase in imports, especially in the edible oil which has resulted adversely in the economic development of Pakistan.
Water Crisis in Pakistan

Water crisis in Pakistan has also a strong correlation with overpopulation and consequently economic development of Pakistan. Water scarcity in Pakistan has become a major source of economic problem and affecting the agriculture sector very badly. At the time of independence in 1947, Pakistan’s population was manageable and water was sufficient to meet the agricultural, industrial, drinking and sanitary needs of that time. According to Dr. Farrukh Saleem, Executive Director Centre for Research & Security Studies, the per capita water availability in 1947 was 5000m$^3$ which reduced to 1200m$^3$ in 2008 and is expected to further reduce to 800m$^3$ by 2020 (Irfan Bukhari, 2008). This water scarcity is directly proportionate to the growth of population as in 1947 the total population of Pakistan was 31 million as against the current estimated 180 million (Pakistan’s population to double by 2050, 2009).

With the growing population, demand for fresh water has increased manifold. According to Dr. Ashfaq Ahmed, the former chairman of Pakistan Atomic Energy Commission (PAEC), “the root case of the global water crisis, especially in the third world countries, is population” (Daily Times, 2003). Rapid population growth has placed pressures on increasingly scarce water resources (EESI, 1999). Recent estimates of the scarcity of water reveal that by the year 2025 “at least 40% of the world’s 7-8 billion people will face a serious crisis in terms of fresh water availability.” (Franklin White, 2002). The situation of water scarcity in Pakistan is already severe with a bleak future forecast. According to Franklin White (2002), the water crisis in Pakistan has left millions of people in urban and rural settings to drink brackish or contaminated water (Franklin White, 2002). The impact of water scarcity in agricultural sector in Pakistan is even more severe. According to Dr. M.E. Tusneem, chairman of the Pakistan Agricultural Research Council, “Last year was an exceptionally good year for the agriculture, which grew about 7.5
percent. Our average agricultural growth in the last 10 years has been 4 per cent. But this year, our agriculture will only come close to 3 per cent.” (Pakistan economy: Pakistan's crops face water crisis, 2006).

There is a multitude of factors that contributes to the scarcity of water in Pakistan. However, population explosion is one of the most significant factors that need to be considered while formulating any sustainable water policies (United Nations 2003a).

The water crisis problem, which is compounded by low water efficiency, is reaching a chronic level. In Pakistan, water is treated as a free good and a panacea to water scarcity is found in the engineering solutions. Concerns about the deterioration of water quality are also increasing due to the rising competition for water (Khan, 1999). The problem facing the water sector at the local, national and global level show that the era of plenty has ended and the era of scarcity has begun. Contrary to economic theory’s prediction that water resource use efficiency improves when resource becomes scarce, water use is becoming less efficient, whereas, water resources are shrinking day-by-day (Dinar, 2005).

When people are denied access to clean water because of human activity or otherwise, they are constrained by vulnerability, ill health and poverty. At present, roughly 1.1 billion people in the developing countries lack access to clean water (UNDP HDR 2006). This is especially evident in Pakistan that continues to face a number of serious socio-economic problems, which merit immediate action, if current trends towards endemic poverty and pervasive underdevelopment are to be altered. The causal relationship between man and water is especially evident in this region: water begets human vulnerability and achievement, while human activity begets the quantity and quality of water. Indeed, the economy is both a pressure...
and a victim of hydrological change. The overexploitation of water resources for the economic growth precipitates hydrological change, ultimately limiting availability of water resources.

Despite human ingenuity and technology, water shortages beyond a specific threshold constrain the ability of a society to function. This is particularly the case for Pakistan, a particularly agriculture dependent country where availability of sufficient water is critical to sustain the economic growth through its agricultural products.

Previous studies have shown that “the quantity of water available for personal and domestic hygiene is more important than the quality of water consumed” (Esrey et al. 1991 p. 7). However, in fact, the improved water quality helps in reduction of diarrhoea, which is prevalent in most of the Pakistani villages. According to the report published by the USAID, “Water-borne infections such as cholera, typhoid fever, and dysentery also burden the public health system and can impose significant economic losses. Safe water alone can reduce diarrhoea and other related diseases by up to 50%, but an estimated 62% of Pakistan’s urban population and 84% of the rural population do not treat their water.” (PUR water purification reaches Pakistan, n.d.).

Aside from the quality, the value of water is a difficult concept to express. The economic value of water has increasingly been considered within the context of water resource management, reflected by the proliferation of literature pertaining to valuation. Baumann and Boland (1998) wrote “water is no different from any other economic good. It is no more a necessity than food, clothing, or housing, all of which obey the normal laws of economics.” Conversely, Barlow and Clarke (2002) proclaim it as a “universal and indivisible” truth that “the Earth’s fresh water belongs to the Earth and all species, and therefore must not be treated as a private commodity to be bought, sold, and traded for profit...the global fresh water supply is a shared legacy, a public trust, and a fundamental human right, and therefore, a collective
Responsibility.” Hanemann (2006) and Huggins (2000) concurred concerning the non-market value of water, yet argued for the utility of economic valuation, especially within the context of integrated water management programs, as it facilitates distribution. The FAO has also produced reports, such as the Economic Valuation of Water Resources in Agriculture (2003), which apply a techno-centric view to the economic value of water, berating the tendency of the international community to view access to water solely as a human right, but also as an essential component of industrial and agricultural processes.

One of the most common matters of concern for Pakistani population is the presence of Arsenic which has commonly been found in water especially in the Punjab province of Pakistan (I. A. Toor, S. N. A. Tahir, 2008). The study conducted by the authors (Toor and Tahir, 2008) showed that in the district Bahawalpur only, the arsenic concentration in drinking water was 92%. Rahim Yar Khan was the second most prominent city having below standard drinking water with 86% arsenic concentration. According to Loska et al (2003), arsenic poses a serious threat to human health if its concentration is beyond permissible level in the drinking water. Thus, it is imperative for the health related policy makers to make substantial provisions to provide not only sufficient quantity of drinking water to the Pakistani population but also should provide a better quality pure water in order to reduce public health vulnerabilities.

As numerical representations of water scarcity emerged, water scarcity began to be seen as a constraint to population growth. Falkenmark (1990) was among the first to examine the linkages between population growth and resources, stating in a Malthusian manner that water scarcity had the potential to decrease birth rates, increase death rates and influence migration patterns. This approach was augmented by Falkenmark and Widstrand (1992) who stated that water scarcity also affects relative wealth of specific countries, thus linking poverty and water
scarcity. Gleick (1995) used this approach, projecting the effects of water scarcity on population growth within the 21st century. As urbanization rates began to inflate throughout the 1990s, scholars recognized the added stress upon water resources presented by the urbanization. Postel (1997) considered urbanization as a process that leads to the loss of irrigated land, thereby limiting food production required by growing populations. Meinzen-Dick and Appasamy (2002), Milton (2002) and Ducrot et al (2004) postulate that the added pressure on the agricultural sector is a consequence of an inter-sectoral competition for water resulting from urbanization. Kendy et al (2007) suggest that such competition induced by urbanization can ultimately reduce inter-sectoral competition, but this is based largely upon conditionalities, namely the reuse of wastewater and the adoption of water-saving technologies.

Water scarcity has important implications upon the health. The World Health Organization (WHO) has produced a swath of publications pertaining to the correlation between water and health such as: Water Quality Interventions to Prevent Diarrhea: Cost and Cost-Effectiveness (2007), Combating Waterborne Disease at the Household Level (2007), Costs and Benefits of Water and Sanitation Improvements at the Global Level (2004). Most of these reports, though informative, are tools of bureaucracy. Water for Life (2003) and Water: A Shared Responsibility (2006) by UN-Water, each providing extensive information on the water crisis, ultimately proposing expensive, extensive reforms which require immense investment to initiate and maintain. Health is a rather “sexy” topic, and thus presented in a rather sensationalized manner in order to impact the reader. Authors from academia, on the other hand, such as Sachs et al (2004), Shambaugh et al (2001) and Baumann and Boland (1998) considered the interplay between health and other social dilemmas, namely poverty, conflict and the urban environment
respectively. They maintain that health and sanitation are only possible with improved access to clean water.

At the time of independence in 1947, Pakistan's population was manageable and water was sufficient to meet the agricultural, industrial, drinking and sanitary needs of that time. But, with growing population, demand for food also increased manifold. Improved agricultural practices in the past three decades, however, allowed Pakistan to substantially increase crop yields as well as the value added agriculture. Pakistan's food and fiber production due to development of water-resources and irrigation infrastructure has somehow kept pace with the demand, but over the period yield increases slowed down and development of water resources fell victim to political controversy. Slow yield increases combined with the shortage of investment and irrigation institutional shortcomings, is leading to the deterioration of the infrastructure as well as inefficient and inequitable use of scarce water.

The problem, which is compounded by low water efficiency, is reaching a chronic level. Concerns about the deterioration of water quality and the environment are also increasing due to rising competition for water (Khan, 1999). Absence of adequate drainage for saline effluent is resulting in increased pollution loads on the river system and salinisation of farm lands.

Problems of water logging and salinity were exacerbated after 1960, when Pakistan under the Indus Water Treaty sold out two eastern rivers (Beas and Sutlej) to India, and in return received sums from the World Bank for replacement works. That certainly brought much prosperity to some sections of the population, but an unanticipated outcome was the emergence and spread of the ills of water-logging and salinity (Iyer, 2005).
PEDA Model

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**Box:**

*Vicious Circle of high population growth, land degradation and low agricultural productivity*
**PEDA model and Water**

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**Analysis of Pakistan Through PEDAT Model**

**Population**

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Development

The Government of Pakistan in-line with the supply-side-economics, proposed building several dams and canals on the upper reaches of the Indus River. Kalabagh Dam is one of the controversial projects that according to the government officials will generate 2,400 megawatts of power. Later the capacity may well be increased to 3,600 megawatts. If that happens, it will make Kalabagh one of the largest hydroelectric dams in Asia (Pakistan Water Gateway, 2005).
The total cost of civil and power facilities for this project is estimated at US $5 billion. However, with the advent of new coalition government led by the Pakistan People's Party, the project seems to be shelved for the time being. The other project is the Greater Thal Canal, with its branches, will be 1,221 miles long. The project is estimated to cost US $610 million. As per schedule the project will take seven years to complete and will provide irrigation facilities to 1.9 million acres in the Punjab province.

The proposed projects will generate hydroelectric power for the country's benefit, provide irrigation water for 4 million acres of land in other dry parts of the country, and employ as many as 3,500 people. These are valuable and significant benefits; however, there are certain problems with the proposed projects that are continuously being down played by the Government of Pakistan. The problem here is not only the water scarcity and the growing demand for energy, but also the government's misplaced priorities. However, the government defines the problem differently than the people who are likely to be affected by the proposed projects. According to Deborah Stone (Stone, 1989) problem definition is about attributing bad conditions to human conditions, instead of fate or nature. Human conditions, not natural conditions are the ones that require governmental action. One of the primary concerns is that people of the lower riparian provinces envision the impact from the proposed dams as detrimental to their socio-economy. As proposed, the project will consume much of the Indus River's water, and will further lower the outflow of river-water to the sea, resulting in erosion and degradation of the delta, which is already in bad condition.

It will adversely impact the agricultural economy, especially cotton, rice and sugarcane production, and the livestock that depend upon an abundance of fodder in the lower reaches of the Indus Basin. It may deteriorate the quality of the remaining water in the river, adversely
impacting fisheries and the underground water recharge. Thus availability of fresh drinking water may be greatly affected. Therefore, it is not just a matter of the quantity of water for agriculture, but also its quality that must be considered. With increasing population and competition with other sectors, such as industry and municipal entities, will likely to increase the water quality concern and risk for the agriculture to produce food and fiber for the present and future population. But, the question arises, are the government and her lobbyists unaware of this? According to Ross and Cobb (1999) the materials resource differential of the two sides are strikingly uneven and these differences are the most important factor in accounting for why a particular issue does not receive serious attention from the relevant government agency. The government has vast resources and it has effectively used all of its resources to block the consideration of alternative resources of water conservation and development.

The Government of Pakistan is aware that the existing water strategies based on the incrementalist approach are not going to work for long. Until early 1990s, water in Pakistan was managed through five-year, and ten-year perspective plans. The Government of Pakistan pursued water policy formation in 1992, and prepared the national water policy draft. The preparation of water policy draft was a part of the program of sector policy studies that was financed under phase- I of the national drainage program. The national policy draft (which is yet to be approved) claimed to have input from several stakeholders including federal departments/agencies, provincial governments, non-governmental organisations, farmer's representatives and resource management specialists. However, there is no mention of the process that facilitated the development of water policy, the coalitions involved and their belief system that might have affected the policy development. The national water policy (draft) seems to be a good effort on part of the government, but comes short of addressing the critical issues of water scarcity, water
rights including water for environment, potential impact of climate change on water resources, involvement of stakeholders including civil society in the policy making process.

_Agriculture_

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The studies mentioned above, when considered as a holistic entity, provide a comprehensive view of the complex causalities and implications of water scarcity. Indeed, water scarcity in Pakistan, as a phenomenon, is endlessly intricate, a confluence of inter-connected stress factors. Plagued by its history, parched by its droughts and drowned by its floods, this region and its people face many challenges as it pertains to water. Yet, there seems no authentic and significant water management policy that may address the water scarcity in this region. However, unfortunately the present government seems divided over the water allocation among provinces making the water scarcity even more severe instead of solving this issue with top priority and the future seems bleak and threatening, leading this region to be a victim of future droughts.

Socio-economic issues in Pakistan

In numerous locations, the town dwellers bear from cumulative consequences of dwelling at the deprived end of some conceptual proportions centered to up to designated day idea in communal epidemiology. In villages most conspicuous of these proportions is that of scarcity versus affluence. The association between scarcity and poor wellbeing has been the specific aim of communal epidemiology as distinct control and esteem and has lately been the subject of
comprehensive investigation at World Health Organization and World Bank (World War te Vision Commission, 2000). There is a comprehensive publications documenting wellbeing handicap affiliated with economic handicap, particularly of poor, in evolved nations and the increasing publications analyzing if or not the latest rises in economic inequality have harmful sway on the community health. Less vigilance, although, has been paid to circulation of wellbeing inside evolving nations and along other proportions of socio-economic status (Sobhan, 2004). In this item we evolve empirical assesses for communal standing along poverty-affluence and two other proportions of progress, learning and communal progress, and discover connection between these and wellbeing as assessed by nutritional status.

The affluence-poverty dimension may be established inside broader structure of schemes of stratification. Although there are exact inquiries on wellbeing penalties of scarcity, and assistance of ill-health to producing or holding persons poor, scarcity itself is habitually situationally characterised inside the stratification scheme and has the personal component. Even inside evolved nations conceptualization and estimation of stratification schemes is still being debated. There are some suggesting generalized assesses of socio-economic rank other ones proceeded relevance of Marxian categories founded on relatives of output, and other ones Weberian schemes of rank and occupational groups (UNDP, 2002). Amidst this conceptual argument, at operational grade assesses of socio-economic rank widespread in epidemiology are learning, occupation, earnings, and assets.

Like stratification, expansion is the notion that has been advanced from the kind of hypothetical perspectives. The trademark of progress is generally taken to be boost and disperse of affluence but method of progress is composite. Here we illustrate on five perspectives to conceive the assessment of community progress. First, in one of soonest investigations of
modernization, Daniel Lerner discerned significance of progress of mass media; bulletins, wireless, videos and TV diffuse concepts and pictures of life in other locations demanding all types of customary localized authority. Second is the concept of demographic transition, societal change from the convention of high fertility and death to reduced fertility as well as mortality (Faruqui, & Bino, 2001).

Third, is the sociological idea recognizing differentiation of community communal structure, pluralism, with communal solidarity as critical proportions differentiating groups from one another. Fourth is the advancement idea that emphasizes learning and expansion of business and markets. Fifth is the centered location idea that has emphasized distinctiveness of built-up life, dissimilarities between built-up and country groups, and function of urbanization. Drawing on these concepts, we evolve in this item the variable assessing community progress. We manage not have facts and numbers to distinguish amidst these theoretical advances and conceptualizations here. Our objective is to tap into the common dimension differentiating groups from an additional that is widespread to all of them (Alam, 2004). Thus, our changeable may be understood as the assessment of community demarcation and of integration in the heritage of modernism.

Researchers are starting to article wellbeing inequalities in evolving countries. Using facts and numbers alike to those utilized in this study, displayed connections between signs of learning, occupation, riches, and lodgings value and infant ethics in Bangladesh and Pakistan. Also utilizing alike facts and numbers Filmier and other ones have evolved the riches catalogue that encompasses numerous more pieces than we use here. This catalogue has been utilized to display gradients in numerous signs associated to maternal and progeny wellbeing in some
nations, encompassing Pakistan, and relation vulnerability of orphans in some countries (Burton, 1990).

We use associated procedures to set up the assessment of affluence that nearly resembles our riches index. They furthermore evolve the assessment of urbanization that is mostly founded upon diversity of in the local area accessible services. In compare, in this study we analyze dependence of four assesses of under-nutrition of mature individuals on community communal progress and one-by-one socio-economic status. We aim on under-nutrition because difficulties of over-nutrition have been accentuated in another location and previous investigations of these and other facts and numbers display that under-nutrition is still the important difficulty for mature individuals in poor nations, of poor in nations that are more affluent and, in specific, in Pakistan (UNDP, 1994).

This study presents empirical clues for convoluted connections between communal stratification, community progress and mature individual wellbeing as assessed by the nutritional status. The outcomes have relevance to our consideration about penalties of international alterations on wellbeing in less evolved countries. The limitations of this empirical enquiry furthermore illustrate requirement for better assesses of stratification and progress. Understanding of relatives illustrated in this study in other nations and assessments between nations will not advancement except there is substantial enhancement in these assesses and standardization over future surveys (Crelinsten, 1989).

In this study we have supplied empirical support for two assesses of communal stratification and one assess of community progress. One assess of stratification is broadly utilized currently; education. The other is the assessment of house economic standing founded upon ownership of buyer durables. The assess of progress is an catalogue of community
Performance of Pakistani media 91

Poor nutritional rank assessed with reduced BMI, anemia, or diet assortment becomes less widespread with rises in learning, economic rank, and community progress. Severe caries is less widespread with more learning and material items but not with society progress. The univariate connections, although, manage not all contain up in multivariate investigates commanding for age and sex differences. In multivariate form of under-weight, economic rank is only important socio-economic indicator. This proposes that granted adequate assets families in Pakistan are adept to get rudimentary nutrition (Meadows, and Meadows, 1999). For anemia both learning and progress are important; that is, circulation schemes and markets, advanced hygiene and healthcare, smaller problem of contagious infections, buyer information, or other components that arrive with progress are more nearly affiliated with reduced occurrence of anemia than is house economic status.

The outcome for critical caries and repetitive diet are more convoluted because for these assesses there is an interaction amid socio-economic rank and community progress. Here intriguing outcome is that progress has very blended consequences on nutritional status (Dinar, and Dinar, 2005). In more evolved groups, diet of poor is more assorted. This diversity, although, manifestly encompasses more soft drinks, sugar, and other perfected carbohydrates producing in the higher occurrence of critical caries. With progress, those with high economic rank take better care of their teeth, but their diet becomes less varied (as beef) and for
demonstration become the more important part of it. This is not to state that learning is not a significant determinant of dental health. Indeed, there is the powerful univariate connection between learning and critical caries. Rather, community progress and contingent upon ownership of economic resources (WWF, 2007) mediate this connection. There is, then, possibly the important function for public wellbeing programs encouraging dental health; it is probable that these programs are more famous in evolved localities where individuals with higher grades of learning are more receptive and have economic assets to perform dental hygiene, get dental care, and spend the healthful diet.

These outcomes are the first step in the direction of comprehending convoluted method through which urbanization and developing stratification schemes sway diet and nutritional status. Little is renowned about this method and there is inadequate research. However, even with these outcomes it is tough to incorporate them into the body of information because of boundaries of measures. Because dental wellbeing and nourishment frequency assesses are initial to this paper it is tough to contrast them exactly with other investigations, yet even outcomes with more benchmark assesses of underweight as well as anemia are tough to contrast with other investigations because assesses of socio-economic rank are original (Turner, 2003).

Solving this difficulty needs advancement on three fronts, conceptual, expressive, and operational. At conceptual grade, it is occasionally adequate to believe in periods of the vague hierarchy of socio-economic rank, but it will often be to your advantage to be more exact in conceptualizing the connection between stratification schemes and wellbeing outcomes (Taneja, 2002). It has been contended that distinct assesses of occupation, learning, earnings, and riches are preferable to generalized catalogues of socio-economic rank because they may be more educational, but these considerations have not gone far sufficient in recognizing methods of
stratification and elaborating theoretical attachments between these methods and wellbeing outcomes. Recent efforts to evolve idea in this locality need follow-up with empirical studies.

Development adds the transformation of communal relatives that redefines customary rank assemblies and splits up humanity into classes. Describing schemes of stratification in evolving nations is made more tough by international disperse of modernity and communal alterations next expanding international economic as well as political integration. These large-scale communal transformations are made by industrialization, urbanization, and political centralization (Khan, 1999). These methods conceive occupations in bureaucracies in addition to services that are organized in the schemes of stratification that similar to those of evolved countries.

These schemes, although, coexist with chronicled political, communal, and heritage schemes conceiving convoluted and ambiguous groupings and rankings inside the nations, and, at identical time, this is an on-going method occurrence in the nations round the world with the international aspect. That is, class scheme of the territory is part of an appearing transnational communal alignment in which categories of one territory are associated hierarchically to categories of other nations (Muni, 2003). This alignment is challenged by other instructions founded upon one-by-one persona fixed in belief, ethnicity, or life style. This study is restricted to one territory and to rather straightforward assesses of class and progress that have been recounted here.

At operational grade, these assesses of diverse notions require to be characterized, perfected and directed more consistently in alignment to construct the body of outcome comparable cross-nationally. A form of what is likely can be discovered in up to designated day work on delineation and estimation of scarcity in Europe, but this work could be amplified to
differentiate amidst higher grades of economic rank and community contribution than dichotomies poor/not poor and communally excluded/included. Here we have understood our enumerate of durable items as the assessment of general economic standing (World War Vision te Commission, 2000). It may signify more than this, however; ownership of the products might furthermore be understood more amply as pinpointing of the household's incorporation into the market economy and heritage orientation.

Pakistan comprises a population of over 180 million (CIA factbook, 2010). Of these, 36% reside in the urban areas while the majority (64%) lives in the rural areas. Geographically and administratively, the country is divided into four provinces: Punjab, Sindh, Baluchistan and the Khyber-Pakhtoonkhwa. Each province has its own distinct language, cultural heritage and traditions. They also differ in terms of political and socio-economic structures, health, education facilities and population density. For these reasons, the status of women varies in these areas. The majority of people in Pakistan are Muslims. All Muslims, female and male, are required to marry and fulfill their sexual and procreative needs within the institution of marriage. “In present day Pakistan, marriage is almost universal – 94% of the women aged 30 to 39 in both urban/rural areas are married” (Shah, 1986).

It has been observed that due to the overemphasized significance of the role of mother and the social privileges that male offspring enjoys, women perceive childbearing as a way to demonstrating their social existence. Sons are regarded as social security for old parents, a necessity for the continuation of the family name, and overall strength of the family, thus male offsprings are highly desirable, well-fed, well-treated and a privileged segment of society. In Pakistan where the literacy rate is very low, female literacy is one of the lowest in the world. Only about 36% of all females aged ten and above were defined as literate in 2005 compared
with 63% literacy for males. There is still a large discrepancy in the literacy level of females in the urban and the rural areas.

On September 25, 2008, the United Nations released a mid-point progress report on the status of the eight Millennium Development Goals, which aim to address a number of issues from poverty to education and health across the developing world within targeted timelines. In the report’s foreword, UN Secretary-General Ban Ki-Moon insists that the Goals are not only international development objectives but also universal human values and rights that must be achieved and preserved. However, he admits there is much more work ahead, noting, “We have made important progress towards all eight goals, but we are not on track to fulfill our commitments.” (The United Nations Millennium Development Goals Report, 2008). Indeed, advancing human progress in the developing world requires substantial time, effort, and resources. Nonetheless, the report outlines a number of promising practices that have led to reduced levels of poverty and ranking among the top methods: microfinance.

Within the past several decades, the international development discourse has experienced a number of advancements that have affected the practice of ‘development’ across the world. Prominent development agencies like the United Nations have included poverty alleviation and its eventual eradication among its top priorities promoting agendas like the Millennium Development Goals. In addition, there has been a general movement within the development community towards sustainable international development by supporting methods that satisfy the needs of the present day without endangering the ability of future generations to meet their own needs. Furthermore, given the recent surge and influence of global philanthropy and third sector initiatives, social scientists, development practitioners, and policymakers are reevaluating the way international development has been viewed and conducted thus far (Hemment, 2004;
Kharas, 2005; Brainard, 2007). Indeed, one of the most encouraging reexaminations occurring in this sphere concerns the value and effectiveness of international aid to the developing world. Although discussion and literature on the subject is divided and often contentious, there is nonetheless a general recognition that alternative and innovative approaches to development need to be studied and new policies proposed to deal with the challenges of poverty in the 21st century (Gibson, Andersson, Ostrom, and Shivakumar, 2005).

**Role of Fertility Preferences**

As we have discussed in the previous sections, the economic development of Pakistan is not promising at all and the country is now relying on imported goods that were a few decades before produced within the country and even exported to the foreign markets. Although there are many different factors contributing to this rapid decline like the government policies and the instable government setup, the overpopulation is one of the most significant factors, which have direct relationship with the economic problems of Pakistan. The Pakistani society has unique characteristics favorable to rapid population growth like preference for male births, big joint families and the rural population engaged in the agriculture sector, which relies on the manpower. The following sections discuss the fertility preferences of Pakistani society, which will be helpful in understanding the reasons of overpopulation and the awareness level of Pakistani masses in this regard.

Pakistani society is characterized by a significant fertility preference. The majority of the Pakistani families prefer to have more than two children. This fertility preference is further illustrated by the preference to have male births and this desire for male baby results in even more children when the family has baby girls. Hence, unless the family has sufficient number of male births, the number of total babies increases significantly.
Previous studies on the relationship between fertility preferences and actual fertility drew mainly from two perspectives. The first perspective emanates from early theories of fertility that adopted a static view of the formation of family size ideals and intentions. This perspective hypothesizes that individual fertility aspirations are determined early in life and remain constant throughout the reproductive career (Becker 1960; Roushdy 2007; Ryder 1973; Willis 1973). This implies that cultural background, family origin and early life course experiences play an important role in the family size ideals and intentions. The alternative perspective considers childbearing preferences as a dynamic and conditional process dependent on life-course events, economic and social constraints and social interaction (Kohler 2001; Lee 1980; Modell, Furstenberg and Hershberg 1976; Van de Kaa 2001). Thus, factors that allow adjustment of fertility preferences are primarily individual micro-level factors, such as education, employment, and macro level socio-cultural indicators, such as urbanization. Thus, the alternative perspective, asserts that fertility preferences should be examined at different parities because desires and intentions can change after the birth of each new child (Engelhardt 2004). Sex preferences, especially preferences for sons in Asia, have also been known to influence fertility preferences (Vlassoff 1990; Arnold 1985).

The second theoretical perspective is made up of two often-contentious views on the causes of the substantial increases in contraceptive prevalence and fertility declines in the developing countries. The first view, often referred to as “demand side factors” argues that prevailing fertility rates are largely accounted for by fertility intentions such as increases in the proportion of women who desire to avoid pregnancy either temporarily or permanently. This could be achieved through processes such as increased survival of children due to changes in infant and child mortality or shifts in the age structure (Pritchett 1994a; Becker 1981). The
second view, known as 'supply side factors' argues that current fertility declines are more the result of improved implementation of established intentions such as, increased contraceptive use among women who desire to avoid births (Bongaarts 1992; Dodoo 1993; Feyisetan and Casterline 2000).

By implication, therefore, supply side factors down play the direct role of fertility preferences in fertility decline, whilst demand side factors mainly see fertility decline as contingent upon changes in fertility preferences. The genesis of these two perspectives, however, goes far back to economic models of demographic behavior that have dominated fertility research for several decades (Easterlin, Pollak and Watcher 1980; Easterlin and Crimmins 1985; Pollak and Watkins 1993). Even though few demographers subscribe exclusively to one set of factors or the other, many acknowledge that fertility decline in the future will depend largely on decreases in the demand for children (Bongaarts, 1995). In either case, previous research on fertility preferences in developing countries has been mainly based on these debates. In the analysis of fertility desires and intentions in this chapter, however, no direct reference is made to these theoretical arguments; rather, the chapter considers further policy options in reducing the high demand for births in the developing countries through mechanisms of social diffusion.

Fertility Preferences and Subsequent Fertility Behavior

Links between fertility preferences and subsequent fertility behavior, have been of considerable policy relevance in demographic literature. As alluded to earlier, fertility surveys (as such the WFS and the DHS) have yielded large amounts of data on individual attitudes and expectations regarding future fertility and contraceptive use, and these data have been used in not only forecasting the future market for fertility control (Westoff and Bankole 2000; Westoff and
Ochoa 1991) but in addressing basic questions as to whether people behave according to their stated intentions. Bain (1928) disagreed with the notion that attitudinal responses accurately predicted behavior. Other more recent scholars have also expressed similar sentiments (Vlassoff 1990; Westoff 1991).

However, many recent empirical studies agree overwhelmingly that preferences are significant predictors of subsequent fertility behavior (Bongaarts 1992; Indralal De Silva 1991; Tan and Tey 1994; Thomson 1997; Westoff 1990). For instance, Tan and Tey (1994) found that the stated preferences of Malaysian women are a significant predictor of fertility outcomes. Similarly, Bankole (1995) in examining the fertility desires of Nigerian couples against their subsequent fertility behavior, two years later, found significant influence of stated fertility preferences from an initial survey.

However, most of these studies and views are not without their fair share of flaws. Embedded in their assumptions is the fact that fertility preferences are stable enough over the life course, to enable the prediction of subsequent fertility behavior (Bulatao and Casterline 2001; Heiland et al. 2007). However, it is rare for studies on fertility preferences, to use longitudinal data, in either proving stability or being able to link stated preferences to subsequent fertility behavior. Furthermore, it is implausible to expect a perfect relationship between fertility preferences and subsequent behavior, especially in sub-Saharan Africa, where economic and political transformations are taking place that allow individuals to rationalize their initial fertility preferences.
Media Uses and Conversation as Deliberation

While Lazarsfeld and his colleagues focused on the flow of content from mass media campaigns to the people in a community via the influence of opinion leaders, another group of researchers - primarily associated with the University of Wisconsin - proposed that conversation itself and the role that conversation plays in connecting exposure to media content to behavioral outcomes was the research approach that should be pursued. This line of research was initially grounded in the uses and gratifications perspective (see Rubin, 2009 for a review), and it suggested that people use media content to prepare for conversations. Later, the approach evolved into a series of models that conceptualized conversation as part of a deliberative process that potentially moderated or mediated the relation between media use and political knowledge and participation (e.g., Eveland, 2001; McLeod et al., 1999; Scheufele, 2002; Shah et al., 2007). The next section of this chapter reviews this approach to studying the intersection of conversation and mass media content.

Using the framework provided by the uses and gratifications approach to mass communication, McLeod and Becker (1981; see also Rubin, 1984) argued that individuals are active users and pursuers of media content and that one “use” of media content is to prepare for conversations about the politics. McLeod and Becker used the term “communication utility” to define the motive of using mass media content to prepare for political discussions and “to give [individuals] something to talk about with others” (p. 90). McDonald (1990) later used a similar term “communicatory utility” to describe the motivation of using the media to obtain information to discuss with others.

A series of studies tested the basic hypothesis suggested by communication utility, which was that the people would use media to prepare for conversations about politics. The results were
decidedly mixed. For example, McDonald (1990) found a significant relation between communicatory utility and newspaper “hard” news use (i.e., stories about government and politics) and TV news use but not between communicatory utility and the frequency of newspaper or TV use. Similarly, McLeod and McDonald (1985) found that communication utility predicted willingness to blame politicians for causing inflation but that it did not predict other outcomes such as voting in the local elections or volunteering for a political candidate.

About this same time, Chaffee (1982; see also, Chaffee, 1975) began to argue that exposure to different ideas through interpersonal discussion may enhance an individual’s understanding of his or her own position and strengthen the impact of media on political activities. This influence would then be manifested as overt activities such as supporting a political candidate or writing a letter to the editor. Several researchers would engage this conceptual outline.

For example, Scheufele (2002) argued that anticipating a conversation would have a “cognitive tuning effect” such that the people would think about the media content prior to anticipate interpersonal conversations in order to be able to better discuss that content with others. One hypothesized result of the cognitive tuning was greater political knowledge. To test this hypothesis, Scheufele analyzed data from the 1990 American Citizen Participation Study. He found that people who discussed politics more frequently were also more likely to report political participation (e.g., working as a volunteer for a candidate, contacting a public official) than those who did not discuss politics or did so infrequently. Scheufele found the same result when political knowledge (e.g., ability to identify local and national politicians) was used as the outcome variable. Because the presence of conversation was associated with greater political knowledge, Scheufele concluded that conversation moderates the media use—political
knowledge relation. That is, the presence of conversation about the politics was a marker for greater political knowledge.

Eveland (2004) later argued that conversation potentially influences thought about the media content through “self-generated elaboration,” which occurs when someone thinks about the mass media content while preparing to say something during a conversation. This suggests that either thinking about having a conversation or actually participating in a conversation increases the amount of thought about the original media content as one is forced to recall the content and to respond to arguments presented by a conversational partner.

Eveland used data from the 2000 American National Election Study to test hypotheses related to two types of self-generated elaboration: “anticipatory elaboration,” which is elaboration on the media content in preparation for future conversations, and “conversation-induced elaboration,” which is elaboration that occurs during a conversation itself. Eveland found that both anticipation of conversation and actual conversation were related to higher levels of elaboration about the media content, and higher levels of elaboration were then related to higher levels of political knowledge. So in contrast to Scheufele’s argument that conversation moderated the media use - political knowledge relation, Eveland concluded that conversation mediated that relation. Eveland said that while media use may prompt conversation, it is through conversation that people elaborate on the media content they have seen and heard, while at the same time they are being exposed to what someone else has seen and heard. This additional elaboration associated with the conversation is then what leads to greater political knowledge and participation.

Along this same line of reasoning, McLeod et al. (1999) proposed a model based on the earlier O-S-O-R model (i.e., Markus & Zajonc, 1985; see also McLeod, Daily, Guo, Eveland,
Bayer, Yang et al., 1996) where media use and interpersonal communication are hypothesized to influence political knowledge and “external efficacy,” which then influence political participation. This model suggests that variables such as personal interest in the politics and the structure of social networks influence an individual’s initial orientation toward the media use and interpersonal communication about the politics. Media use and interpersonal communication then potentially serve as stimuli creating greater political interest and efficacy. This increased interest and efficacy then serve as secondary orientations, which influence the amount of subsequent knowledge and political activity displayed.

To test the O-S-O-R model, McLeod et al. used predictor variables, such as interest in politics, hard news use (i.e., news about politics, the economy, and social issues), and interpersonal communication about the neighborhood issues and local politics. These variables were hypothesized to explain variation in outcome variables, such as political knowledge (e.g., name of local mayor), participation in institutional forms of politics (i.e., voting, contacting a local politician), and participation in local forums (i.e., willingness to participate in and speak out in a public forum on local issues). Among the findings in their study of voting-age adults in Wisconsin, McLeod et al. (1999) found that interpersonal discussion did not predict political knowledge, but that it did predict both participation in institutional forms of politics and participation in local forums.

More recently, comprehensive models such as Shah et al.’s (2007) “communication mediation model” have been proposed. This model hypothesizes that “interpersonal political discussion” (i.e., conversations with others about politics) mediates the relation between news use and political and civic participation. Using data from the 2002 DDB Life Style Study, Shah et al. tested their model and found that online, television, and newspaper “hard news” use
predicted discussion about politics, which then predicted political participation (e.g., attending a political meeting or rally, displaying a campaign bumper sticker, contributing to a candidate). Cho, Shah, J. McCleod, D. M. McCleod, Scholl, and Gotlieb (2009) proposed an expanded model, which synthesizes the previous Shah et al.(2007) and Eveland (2004; see also Eveland, 2001) models, while also incorporating the effect of exposure to negative political advertising. Similar to what Shah et al., and Eveland found, Cho et al. found that traditional news use (e.g., exposure and attention to newspaper and television hard news) predicted discussion about politics, which then predicted both political participation (e.g., attending a political meeting or rally, displaying campaign materials, making a campaign contribution) and political knowledge (e.g., test of who occupied key government posts and their positions on campaign issues).

These models and the other conversation - mass media research by the Wisconsin group suggest that consuming media content related to politics or public affairs leads to political discussions, which then leads to greater political participation and knowledge. This line of research is relevant to the dissertation for several reasons. First, the research points to the importance of media use, conversation, and behavior, as a constellation of variables that explain the media effect. Second, the research suggests that conversation itself is potentially the key link between media use and behavior. While there is some evidence supporting hypotheses related to conversation-as-moderator and some supporting conversation-as-mediator, these links should be clarified as more research is conducted. Finally, the research provides a basic theoretical framework that can easily be adapted to other applications in strategic communication.
Conversation as a Priming Mechanism

While the first two approaches reviewed in this chapter have used political opinion, knowledge, and behavior as the outcomes of interest, the current section discusses a research approach that has primarily focused on outcomes related to women’s health in the context of high birth rate. This line of research suggests that engaging in conversation about some type of media content increases the salience of normative expectations associated with that topic (e.g., norms in support of or against). Once the norms are made salient, they potentially influence an individual’s intention to perform a behavior (or actual behavioral performance) either positively or negatively. One important implication of this research is that conversation can be conceptualized as a mechanism that primes conversational participations, one of the central themes of the dissertation.

Hornik and Yanovitzky (2003) initially proposed the argument supporting conversation as a potential priming mechanism. The authors stated that one of the processes that lead to campaign outcomes is “social diffusion,” which they defined as interactions between an individual and his or her family members, peers, and other members of the community. It is through these interactions that one learns which behaviors are socially approved and which are not.

Hornik and Yanovitzky argued that social diffusion could influence campaign outcomes in two ways. First, the social diffusion process can result in further spread of a campaign message through interactions between those who have seen a message and those who have not. In this case, the reach of a campaign is extended via interpersonal communication as a person or persons who have been exposed to a message tell others about the message via conversation. The second way social diffusion can influence campaign outcomes is by increasing the salience of
norms associated with a campaign topic during conversations about the campaign message. In this case, prior to the normative expectations of the conversational participants are transmitted from one person to another via explicit or implicit approval or disapproval of the message.

Research focusing on how conversation may activate norms is relevant to the current dissertation for several reasons. First, the idea of using conversation to prime conversational participants is one of the central themes of the dissertation, and evidence that conversations at least temporarily raise the salience of norms is an important foundational idea to build upon. Second, this line of research suggests that greater consideration should be given to the content and context of the conversations, and the dissertation directly tests hypotheses related to the former (i.e., content of conversations). Finally, the research suggests that some of the most important media effects may occur long after message exposure. While the dissertation does not address this point directly, it does reinforce the importance of secondary message effects.

To conclude this part of the literature review, the goal of the previous sections was to introduce three broad and influential approaches to studying the role that conversation plays in influencing attitudes, knowledge and behavior via exposure to mass media content. The first approach (e.g., Lazarsfeld et al., 1944; Katz & Lazarsfeld, 1955) viewed the opinion leaders as the key link between the message and its outcome. The second approach suggested the potential importance of the media use – conversation - behavior relations. It also indicated that conversation at times mediates the media use - behavior relation (e.g., McLeod et al., 1999; Shah et al., 2007), while at other times is appears that conversation may moderate this relation (e.g., Scheufele, 2002). The final approach suggests that it is the content and the context of the conversation that may matter, as engaging in conversation has other effects that influence campaign outcomes (e.g., Hornik & Yanovitzky, 2003). Each of these approaches is important,
because they suggest theoretical and methodological pathways to pursue (and to avoid). The next section of the paper will provide a more in-depth discussion of what priming is and why topic-related conversation may be expected to act as a priming mechanism.

_Cultivation theory of mass media_

The cultivation theory of mass media was proposed by George Gerbner (1973) which specifies that repeated exposure to reality in the mass media will lead the viewers to believe that the reality is normal. The uses and gratifications theory brought a shift toward the functionalist paradigm, which insists on media effects towards people, such as the frequently used model of the "hypodermic needle" or a "bullet theory" aimed at a passive audience (Severin & Tankard, 1997). This model was used by the researchers since the 1920's, but a shift occurred during the middle of the 20th century that led mass media to further develop and understand the notion of uses and gratifications. The paradigm of the theory states that people’s selection and use of the media is goal-directed, purposive and motivated; thus people select and use media to satisfy their felt needs or desires, such as seeking information to solve personal dilemma (Katz, Blumer & Gurevich, 1974).

In addition, McQuail (1983) developed four main categories to classify reasons for the media use: - Information – satisfy curiosity and interest, self-education or advice and opinion seeking.
- Social interaction – identify with others for a sense of belonging, insight into others, carry out social roles.
- Personal identity – self reference or to reinforce personal values.
- Entertainment – escape reality, relax, further cultural enjoyment and fill in time.
Blumler summarized cognitive, diversionary and personal identity uses of the media. He proposed three hypotheses about media effects based on these uses: (a) Cognitive motivation will facilitate information gain, (b) diversion or escape motivation will facilitate audience perception of the accuracy of social portrayals in the entertainment media, and (c) personal identity motivation will promote reinforcement effects (as cited in Rubin, 2002, p. 539).

Once the leitmotifs for media use are analyzed, the cultivation theory can provide a useful framework to understand how that selected media content influences audience perceptions. Gerbner, Gross, Morgan, Signorielli and Shanahan (2002) offered a perfect departure point to address the cultivation theory. The authors asserted that TV is nowadays the primary source of socialization and everyday information for very diverse population. Due to commercial necessity, television messages are produced for large and diverse audiences. Consequently, they share main features in terms of storytelling and offer similar visions of life and society. Cultivation can be defined then as a continual process of interaction between audience, messages and contexts that results in the creation of an inaccurate social reality perception on audience. Moreover, Gerbner et al. (2002) developed the cultivation theory’s paradigm: those who have excessive long-term exposure to television content –heavy viewers– are more likely to perceive social reality in the ways that TV mirrors than those who watch less television. Furthermore, Gerbner (1998) stated that the cultivation theory could be a successful way to explain the role of television as the dominant cultural force in the last sixty years, reinforcing the idea of cultivation as a long process. The cultivation theoretical approach was primarily focused on violence portrayal in the media content. For example, Signorielli (2005) conducted a research to demonstrate the validity of age-and content- based rating system to identify the presence of potentially problematic television content, mainly violent. The author
found that a large number of programs without content-based ratings also had sexual and violent content.

On the other hand, cultivation theory can be applied to media content different from violent portrayal. Research conducted about elderly portrayal on media found that although Americans at 60 and older were the fastest growing population group they were underrepresented as major characters in the prime-time television (Lauzen & Dozier, 2005). In addition, it was observed that middle-aged males were more likely to play leadership roles and wield occupational power than their female counterparts. Sanahan and Nisbet (2004) applied the theory and the methods to homosexuality portrayal and they found those considered heavy viewers were more tolerant to homosexuality than those classified as the medium or light viewers. In addition, the researchers demonstrated that their theory is also applicable considering cultural products other than the television (books, newspapers, and films). Eventually, Sanahan, Besley, Hardy, Nisbet and Diels (2004) suggested a new perspective for the cultivation theory. They proposed to incorporate in the cultivation analysis three types of indicators: economic, social, and cultural although their work remained at the descriptive level and just points out a direction to follow.

Communication campaigns

Communication campaigns have been associated with increased adoption of contraception around the world. A study conducted in Tanzania found a positive association between recall of a family planning message from a national mass media campaign that included family planning radio dramas, and use of a modern contraceptive method (Chen, 2003). The authors consider radio as one of the best methods for disseminating family planning messages in
this setting. An analysis of DHS data from six African countries found that exposure to media in general was associated with higher contraceptive use in all countries examined (Westoff, 1997). In three of the countries—Kenya, Madagascar, and Ghana—exposure to the family planning messages on the radio was associated with higher contraceptive use after controlling for a host of socio-demographic factors and general media exposure. Table No. 3 in Chapter 1 shows the family planning messages in the broadcast media which shows that in Asia, Pakistani population has access to the media and also considers the messages from the broadcast media about the family planning as acceptable. The worst part is that in comparison with other South Asian countries, the population growth in Pakistan is very rapid.

In addition to the mass media, communication campaigns can employ lay health advisors to disseminate family planning information or reinforce mass media messages in a community. A longitudinal study in Bangladesh found a five times greater rate of increase in modern contraceptive use among women who participated in a series of group discussions in their community, organized by the trained family planning field workers compared to the women who were visited by a family planning field worker in their home (Kincaid, 2000).

As demonstrated above, research to-date remains inconclusive concerning the effectiveness of interventions, which aim to improve quality of services, and counseling on continuation rates. Communication campaigns using mass media have not been fully examined for their potential to increase continuation of hormonal methods. However, in Pakistan exposure to family planning messages in the media is very low.

In 1989, Jain proposed an analytical model, linking quality of family planning services to fertility through contraceptive prevalence, acceptance and continuation of contraceptive methods. The definition of quality of services in this model is based on the concept of quality of
care proposed by Bruce in 1988. Under the heading of quality of services, Jain hypothesized the following to be predictors of continuation: choice of contraceptive methods, information given to users, provider competence, client/provider relations, re-contact and follow-up mechanisms, and appropriate constellation of services. Choice refers to both the number of methods consistently available and variability among the different methods offered. Jain suggests users be informed about (1) contraindications, risk and benefits of the method, (2) how to use the method, potential side effects, and how to manage side effects, and (3) what users can expect from providers in terms of support, supply and referrals. Provider competence is the skill level and experience of the service provider. Client/provider relations describe the quality of the contact and communication between the clients or potential clients and the provider. Follow-up mechanisms are the efforts employed to promote the continued use of family planning methods. Appropriate constellation of services entails positioning services so they are acceptable and convenient to the couples.

Quality of services is primarily considered supply factors in this model. Demand factors, including fertility motivations, influence continuation as well. Jain considers the couples' desire or motivation to regulate their fertility to be the most important factor affecting demand for contraception. These factors are encompassed in the box labeled “Demand and other factors” in Jain’s model.

In the field of communication, the 1960s and 70s brought a return to the idea that the mass media can have a powerful effect on the people. These effects, however, are not seen as universal nor direct (Severin & Tankard, 2001). It is within this conceptualization that the agenda-setting theory was established, demonstrating that the media can have a powerful effects
in what people know and think about, and how they think about it, although not all messages have the same effect nor does the effect occur under all conditions.

Most agenda-setting studies in particular and media studies in general, have restricted the analysis of influence flow either locally or nationally. That is to say, they analyze the influence of city, state or national media on that population’s thoughts, feelings and actions. Some studies within the international communication arena have compared media effects cross-nationally, although the locus of the analysis is still primarily nationally bound. That is to say, they analyze the effects of media from one country on that country’s population, comparative to media effects of a second country on that second country’s population. Although these level of analyses are important and yield essential contributions to the understanding of communication and the impact of the media on the people’s lives, they overlook an emerging source of influence, that of the transnational media.

Recent technological advancements, coupled with the political and the economic circumstances, have increased people’s access to the communication and the news media across the national boundaries. This increased and faster availability calls for a deeper understanding of where media influences are originating. This study expands on previous agenda-setting studies by conducting a qualitative research about the role of Pakistani media in awareness level of the masses about the population issue. In particular, this study analyzes how far the Pakistani media is performing its duties in educating masses about the social issues and to what extent this responsibility has been realized.

Communication studies on the role of the media have usually analyzed the influence of the media in a micro-level analysis. Many of the communication studies dealing with role of media are concerned with Diaspora populations, and how they maintain ties to their countries of
origin through media use, and adapt to country of settlement with aid of media (King & Wood, 2001; Bailey, Georgiou & Harindranath, 2007). *This study seeks to expand on previous literature by conducting a macro, survey-based, analysis, with the understanding that the use of national media is not restricted to entertainment programs or government propaganda machinery but its true role is that of educator of public viewers. Hence, the researcher is interested in analyzing how the people of Pakistan are influenced by the media and what positive or negative role the Pakistan media has played in educating Pakistanis particularly about the population issue.*

To answer these questions about the media influence, this study conducted a survey. This survey questioned people from the college and university students about their views on the population issues and the role of media as an information provider. The questionnaire contained questions related to public opinion on the Population as well as the necessary demographic variables and national media use variables.

Many communication and public opinion studies focus on the differences, on conflict of power and interests, and indeed so do the news media. While differences exist and should not be ignored, there is much need to understand how communities can come together and share common ground for deliberation on aspects of life that affects these communities. *This study argues that the news media may provide such a consensus function.* There is a need to focus our understanding of the consensus-building role of mass media at the national level, where opposing groups of society are brought together in the deliberation of important issues and attributes of those issues that require public and government action. This necessity is also emphasized at an international level, where opposing communities and societies need a common ground for the understanding of the worldwide issues, a deeper understanding of the self and its relations with the other, and how communities and societies relate to the similar and to the different.
The concept of consensus is used in this present study to describe general agreement on the specific issues and attributes of those issues. This study does not argue that consensus would be achieved at all times, nor that it is universal. Nor does it argue that people would have the same reasoning for achieving such consensus or that this building of consensus would result in people having the same solutions for how these issues should be acted upon. It is a thesis of this study, though, that the Pakistani media can function as a bridge between different segments of the society and community to provide common ground for deliberation on the issue of growing population and the population related economic issues.

Agenda-setting studies in general examine community building and bridging through access to the mass media, and the news media in specific (McCombs, 1997). Agenda-setting or creating consensus is an outcome of the prioritization of the selection and presentation of issues and attributes of those issues. On any given day, and indeed for any stretch of time, there are several societal issues and attributes of those issues that compete for the attention of the public, the media and the government. This competition and society’s limited attention capacity “make it imperative to develop substantial consensus about which issues top the agenda” (McCombs, 1997, p. 434). The news media has a special position to help different groups in the society to achieve consensus. Agenda setting isn’t necessarily an intentional objective of the news media organization, although it can certainly be so. However, intentionally or unintentionally, the news media have been shown to influence the public agenda, as demonstrated in the hundreds of agenda-setting studies over decades. This does not mean that the news media are the only social institution-promoting consensus between opposing members of the society, and indeed, there are other institutions and factors influencing consensus building. It does mean, however, that the
mass media function to correlate different groups of society and have a role in bridging communities.

The news media may then be reducing differences between various segments of the society, emphasizing consensus on perceptions of the issues. Within the context of political information, by correlating different segments of the society in terms of the priorities that need to be addressed, the news media may be providing an important function in concentrating the community and government’s efforts toward social action (López-Escobar, Llamas & McCombs, 1998). This study focuses on the consensus building function of the agenda-setting, on how the news media can reduce group differences, bring together opposing segments of the society, bridge communities and help “the community at large achieve consensus on the priority issues of the day” (McCombs, 1997). Given this potential, the news media have a responsibility to include in its discourse issues and positioning within those issues that are pertinent to all ends of the community at large.

Consensus building is a powerful effect of mass media but it is not universal nor does it happen at all time. Academic understanding and conceptualization of mass media effects has changed over time. Media were originally seen as powerful, in conceptualizations such as what is now known as the Magic Bullet theories, then in limited-effects model conceptualization, and more recently seen as powerful once again (albeit not for everyone, and not at all times).

Powerful mass media effects theories under the scope of what has been called the Magic Bullet theory, or hypodermic needle theories, emerged in the Post World War I period and assumed that stimuli designed by the mass media producers are “received in a uniform way by every member of the audience, and that immediate and direct responses are triggered by such stimuli” (DeFleur & Ball-Rokeach, 1982, p. 141).
With more systematic studies of the mass media effects in the 1940s, scholars turned toward the Limited-Effects model, which centers on socio-psychological barriers to the media effects and focuses on specific types of communication messages and the public (Severin & Tankard, 2001). In 1940, Lazarsfeld and colleagues organized a seminal study, known as the Erie County voting study, to demonstrate the powerful effects that the media had on the people’s voting decisions. What they found instead was that there were processes in place, such as primary group ties, that diminished the effects of the media (De Fleur & Ball-Rokeach, 1982). Following the advances of cognitive psychology, the studies under this conceptualization of media effects understood that the mass communication faced several resistance factors that changed its influence over the people.

The 1960s and 1970s presented another shift in perspectives on the media effects, restoring the significance of the mass media effects on people, although not to the same degree as conceptualized under the Bullet Theory approach. Noelle-Neumann brought back the notion that the mass media can have a powerful effect on the people, however, this effect is not seen as an universal effect nor as a direct one (Severin & Tankard, 2001). McCombs and Shaw indicated with their agenda-setting theory that the media can have a powerful effect on what people know, although this is not universal, ascertain messages are more likely to have an effect than others, nor always, as the effects are related to an individual’s need for information from the media (McCombs, 2004). It is under this latter perspective of mass media effects, within the agenda-setting theory conceptualization of media effects that the consensus building consequence of agenda-setting falls. This theoretical perspective emphasizes the powerful and important effect that the mass media have on the society, and it understands that there are specific conditions that lead people to be influenced by the media and move towards social consensus.
Consensus building is explained under the scope of agenda-setting theory, because of agenda-setting effects. Agenda setting at its first level (also called agenda setting of objects or traditional agenda setting) states that the news media’s presentation of the news, in its given importance, emphasis and salience will influence the public’s opinion of the prominence of those issues (McCombs, 2004). Through the selection and emphasis on certain issues, while de-emphasizing others, the news media present to the public a hierarchy of importance of issues of the time, which is then transferred to the public perception that those are, indeed, the issues of importance of the day. Thus, the picture of the world, in terms of issues and objects, presented by the news media influences the audience perception of the events. The news media’s agenda of issues (or objects) sets the public agenda of issues (or objects).

In their seminal agenda-setting study, conducted during the 1968 American presidential campaign, McCombs and Shaw found a high correlation between the major items emphasized among the campaign issues presented by the news media and the voters’ decisions of what were the important issues of the time (McCombs & Shaw, 1972). They found that the audience, when accessing the news media, not only are informed about the issues and stories of the day, but also take cues from the media on how much importance to give these issues in their own personal agenda (McCombs & Shaw, 1972). First level agenda-setting can be summarized by Cohen’s much cited statement that the press (or the news media) “may not be successful in telling its readers what to think, but it is stunningly successful in telling its readers what to think about “ (Cohen, 1963, p. 13). Agenda setting is thus an elaboration of Walter Lippmann’s thesis that the news media provide the audience a window of images that determines how we see the world beyond our direct experience, a situation that creates a pseudo-environment (Lippmann, 1922).
is to that pseudo-environment that the audience react and form an opinion, as opposed to the environment defacto.

Since the 1968 election campaign study, agenda-setting theory, at its first level, has been replicated in many different settings and contexts. Hundreds of studies have explored and expanded on the agenda-setting research, and have found substantial evidence for this theory (McCombs & Shaw, 1993). The theory has also proven to be useful way to understand the media effects in the countries other than the United States, such as Spain, Japan, Argentina, Germany and many others (McCombs, 2004). In a seminar discussing the international replication of the agenda-setting, which is now widespread, scholars identified political and media conditions that need to be satisfied in order for agenda-setting effects to occur: a “reasonably open political system and a reasonably open media system” (McCombs, 2004, p. 37).

Across 40 years of exploration, agenda-setting theory has evolved in different conceptual directions, geographical locations, and scope. McCombs has presented a theoretical map of the agenda-setting theory, with a systematic (not historical) categorization of five stages of the studies under its theoretical umbrella (McCombs, 2004). The first stage is categorized as the agenda-setting of the objects, or the first level agenda setting. The second stage of the agenda-setting theory introduced contingent conditions that explain when the transfer of salience from the media agenda to the public agenda occurs, delimiting when the agenda-setting effects occur (McCombs, 2004).

Among these contingent conditions, an individual’s need for orientation directly correlates with his/her attention to the mass media’s agenda. The greater the need for orientation, the more correlated will be the media’s agenda and the audience agenda. The need for orientation is defined by two other concepts: relevance and uncertainty. When individuals do not have all the
information they feel they need about a subject (high uncertainty) and feel that the subject is of importance to them (relevance), the individual will have a high need for orientation, and be more disposed to media influence, specifically its agenda-setting influence. Unobtrusive issues, where the individual has little or no personal experience, are more likely to be transferred from the media’s agenda to the public agenda, as opposed to obtrusive issues, where individuals have some personal experience. Contingent conditions can be either audience characteristics, such as need for the orientation, or media characteristics, such as competition between the newspapers and the television (McCombs, 2004).

This study examines how Pakistani media provided a sufficient information about the population related issues, how far it has been successful in creating awareness among the masses about the economic problems related to the population and whether it has fulfilled its responsibility as an educator of the masses. The specific characteristics of these issues, as well as the timing and locus of this study, abide with the necessary contingent conditions under which agenda-setting effects occur.

Studies have demonstrated that the consequences of the agenda-setting, at its first and second levels have important implications beyond the mass media’s influence on the audience’s perception of reality. Agenda-setting studies have demonstrated that the news media affect people’s cognitions, their attitudes and opinions and have implications for personal behavior (McCombs, 2004). Opinion formation and priming, together with attribute salience and direction of opinion, can be linked to consequences in behavior (McCombs, 2004). The fifth stage of McCombs’ categorization of the agenda-setting studies indicates the important consequences that the agenda setting has on the audience, such as opinion formation, opinion change and implications for personal behavior. Agenda setting has also been found to have important
consequences and implications for the society, as has been demonstrated by the consensus building studies of the agenda setting.

Scholars have found consensus, or general agreement, to be one of the consequences of the news media agenda setting. Individuals with different characteristics (such as race, age and gender, for example) that are exposed to the issues and attributes of those issues presented by the media’s agenda are pulled towards a social consensus. This collective influence of the mass media, as presented through the consensus building consequences of the agenda setting, is a consequence at the societal level. The news media also exercise the function of correlation in addition to providing the function of surveillance of the environment, which contributes to the people’s understanding of the environment (be it de-facto or the reaction to the pseudo environment). The differences in attitudes and opinions between diverse groups in the society (such as men versus women, young versus old, low education versus high education), often highlighted in the studies of the public opinion, diminish as these individuals increase their news media exposure, which in turns increases the agreement between the agendas (McCombs, 2004).

Studies of the consensus building consequence of the agenda setting have explored the similarities that arise when people are exposed to and use the same news media, such as local or national television. Demographics are generally applied in the media studies and the social science studies, in general, to highlight differences in a social phenomenon. For example, when analyzing the public opinion about a political candidate, gender, age, race and other demographics are often summoned to indicate the differences in opinion. Studies of the consensus building consequence of the agenda setting assume that these diverse demographic groups in the society are different and look for circumstances, such as news media use, when these differences are reduced. This consequence is of importance to the social system.
Shaw and Martin (1992) found that the very use of the news media could build consensus among the opposing demographic groups, enhancing agreement about important public issues and reducing the gap within segments of the society. This was the first study conducted on this specific consequence of the agenda setting. Using data from a statewide survey in North Carolina, as well as content analysis data from newspapers in the state, they found that as individuals increased their newspaper reading (also replicated for television), the level of agreement on the important issues of the day increased within different gender, racial, age and education groups (Shaw & Martin, 1992). The news media may bring a dialogue between otherwise disparate groups by reducing the gap within these different social groups regarding current important issues.

*Depressing State of Media Awareness*

Whether it is in the discipline of history, politics, sociology, anthropology, or even economics, by far the most dominant of the media awareness in Pakistan, it would be difficult to find journalists who have made a marked impression even regionally, leave alone globally, on the expansion in ideas, theory and knowledge related to their disciplines (Taneja, 2002). The Pakistani journalists continue to apply theoretical arguments and constructs to Pakistani conditions, without questioning, debating or commenting upon the theory itself.

If there is any agreement and consensus amongst the Pakistani journalists, it is that the media awareness in Pakistan is in a depressing condition and, that things, if they possibly can, are getting far worse. What is it about the Pakistan media awareness ‘condition’, which accounts for this situation? In order to address this question, we would need to identify some
characteristics of Pakistan's society, state and economy, which would have an impact on the production and nature of media awareness (Turner, 2003).

In terms of number, prominence, power, privilege, influence and visibility, economics dominates all the media awareness collectively. For this reason, there is far greater published research on the state of economics in Pakistan, on the teaching of economics, on institutions where research on economics takes place, and on the economists. Establishing Broad Parameters as a first premise, one can probably state that given the nature of the Pakistani state where institutions have been subverted and sidestepped, and where there is a strong tendency for authoritarianism, the groups who hold power over the state thrive on the state power to offer patronage and largesse (WWF, 2007). It is improbable that dissenting individuals, creative or otherwise, and those who do not 'toe the line', will benefit from the structures and institutions of the state.

Perhaps the poor quality of the output of the journalists, particularly in terms of intellectual pursuit (as opposed to problem solving) can be explained by this need for the journalists to find acceptance by the institutions and representatives of the state. If the state dominates, and if the bureaucracy plays a key role in influencing and running the society and, importantly, where alternative organic institutions (such as mass based political parties) do not exist, the road to power and influence must travel through the bureaucratic/state route. Not so for the economists. No academic economist wields power or much influence in Pakistan. As Dinar, and Dinar, (2005) demonstrates in his historical evaluation of the economics profession in Pakistan: "for a variety of reasons, the economics profession has been dominated by practitioners, initially bureaucrats, rather than by those who have academic and research interests", and that "government economists and bureaucrats have generally enjoyed a much
higher pecking-order than their academic or research counterparts in the Pakistani economists' establishment" (Meadows, and Meadows, 1999).

One must also add that, given the acknowledgement that the institutions of the state in Pakistan are highly corrupt, the government sector jobs, while providing power and prestige, also provide opportunities for untold wealth. Numerous high profile cases in the last decade suggest that a stint in either of these two international institutions can, before or after completion of the service, lead to a prominent ministerial position in the government in Pakistan (McGowan, 1997). For those economists seeking either power or recognition, the signals and route are well defined.

For these reasons, perhaps, there has been "very little space for the contribution to the country's economic development by the economists outside the government [and the IFIs], especially those in the universities and research institutes". If the acquisition of power, privilege and wealth through the added structure of the state patronage is the first-premise which may help explain the state of media awareness and particularly of economics in Pakistan, the next premise is felt to be social values, incentives and clear alternatives which dissuade budding academics and journalists to seriously take up media awareness as a profession (Crelinsten, 1989).

There seems to be an obsession with the 'policy relevant' research in Pakistan. One explanation by other journalists for the dominance of economists is precisely this, that economics and the economists play policy relevant roles, unlike political scientists, anthropologists, historians, etc, and that is why economics dominates the media awareness in Pakistan.

In the context of Pakistan, there seems to be no research in the media awareness, which expands the spectrum of knowledge and ideas, and Pakistani journalists are primarily in the 'business of giving advice'. Unfortunately, there is no such thing as policy relevant research in
the media awareness in Pakistan. One general explanation given by some journalists for the poor status of media awareness in Pakistan is the lack of a culture promoting free-floating discussion and debate.

Many journalists would argue that Pakistan is an intolerant society made up of individuals who are not willing to be criticized, and hence, there is no tradition of an exchange of ideas. The lack of democracy is a favorite whipping horse for many journalists, and while this could be a cause for many of the problems faced by Pakistan, including the lack of a vibrant media awareness culture, it is an insufficient explanation as it does not explain how in numerous other countries, authoritarianism and lack of democracy produce a thriving opposition to the government supported by an active media awareness community (UNDP, 1994). Significantly, Pakistan lacks both.

A convincing argument, on which most academics concur, which explains the depressing condition of the media awareness in Pakistan, is related to the marked and highly visible decline of all sorts of institutions, particularly those in the public sector. This 'crisis of governance' in the World Bank parlance, is manifest in the visible demise of the public sector educational and research institutions in Pakistan (Burton, 1990). This theme reappears on many occasions in this study with regard to specific institutions and disciplines.

A major conclusion from discussions held with the journalists is that most of the media awareness research in the public sector in Pakistan is done by the individuals who happen to be based there, and not by the institution, as such. If this handful of individuals who are active in research are placed somewhere else, they would continue doing research regardless of where they happen to be; their former institution, on the other hand, would probably have no research output to speak of (UNDP, 1994). Institutions in the public sector no longer provide a base for
performance of Pakistani media as they once did three decades ago; there is no academic or intellectual community.

South Asian Connections: If we understand the political economy and history of Pakistan, we will perhaps, better understand Pakistan's South Asian connections. At least in Pakistan, there has been no paper in recent memory published in any academic journal, which examines the economy or the reforms under way in any of the South Asian countries.

A huge majority of the work by the Pakistani economists has been on the Pakistan's economy, and not on theory, or on applying theory to other countries in comparison. Most of the other disciplines in our survey have been highly conspicuous by their absence; disciplines like anthropology, sociology, demography and even history, have hardly registered any significant comment or analysis because of their paucity in the contribution to the media awareness, and hence have little to offer in terms of South Asian connections and collaboration (Crelinsten, 1989). In the case of international relations and political science, however, there has been research in Pakistan on South Asia, in particular on India. Collaboration has also taken place with the political scientists, regional study experts, and experts in the international relations visiting each others' countries. As one of our academic respondents pointed out, that it is always the same handful of Pakistani academics and researchers who go to India; there is no variety in this list and most of them are repeat visitors. One reason for this is that the government in Pakistan is not open to links with India, and in fact discourages them by imposing severe restrictions on any independent endeavor and exchange (McGowan, 1997). There have been literally hundreds of such meetings where activists, many of whom are well known journalists in India and Pakistan, have visited each others' countries. This activism has, however, produced some published researched output. It must be emphasized that there is an officially sanctioned suspicion and
resentment of Indian journalists in Pakistan, hence it is not surprising that (government) university departments and centers are unable to attract Indian, or even other South Asian scholars.

*Media Relevance in Pakistani context*

This section tries to address the question of the 'relevance' of media awareness research in Pakistan. In a sense, for all the reasons described earlier in this paper, 'relevance' has limited the growth of the media awareness discipline and media awareness research, as a medium for the search for knowledge. Clearly, academics are not supposed to do policy-irrelevant research (Meadows, and Meadows, 1999). For example, in History, almost all the historians and students pursuing higher degrees, do so on the Pakistan Movement and there is great emphasis to justify the two-nation theory. Consequently, there is no historian in Pakistan who works on the theory of history, for example, or on social and cultural history, and neither on the British period, or on the Mughals. When Islamic ideology dominated in terms of state ideology, many journalists rediscovered Islam and its relationship and relevance to Pakistani society, and started doing research with an Islamic angle, primarily because this was considered a useful means to be accepted by the Authority and was a means to legitimize one's self (Dinar, and Dinar, 2005). Even anthropology was recast in a Central Asian context in order to draw links with Pakistan's Muslim heritage in that region negating or minimising the South Asian links. For these reasons, some scholars have found that the "relevance and use of media awareness produced in Pakistan is low. The media awareness knowledge produced is primarily for the use of the state agencies and only marginally for creating social awareness about the social problems ..."
Oddly enough, despite this anti-knowledge relevance, Pakistan's best-known sociologist has argued that in order to promote 'socio-economic development', "like senior economists, why can't we have senior sociologists in the Planning Commission to begin with?" In some cases, research is relevant, because donors fund it and they have far more pressing, applied, and related needs to address specific problems (WWF, 2007).

For example, the huge bandwagon on poverty research in Pakistan is led by the World Bank in association with the local institutes, and the interest on poverty is due to its very noticeable growth. Much of the research in the social sectors five to 10 years ago, was also funded by the donors prior to their launching a huge social sector development program. Writing mainly about the economists, since they are in the greatest demand by donors, Turner,(2003) identifies a bigger problem which affects media awareness in general. The relevance of the media awareness can be gauged by the government's recent attitude as reported in a national newspaper.

Clearly, the media awareness are being forced to respond to the market, making them less oriented to knowledge and hence, more 'relevant'.

In most academic and research institutions worldwide, publications play an important role in the accountability of the professionals, and determine credibility and tenure/promotion. Given the state of journals in Pakistan, this is not likely to have a significant impact on the quality of research. In the other media awareness groups, there are again, a small handful of academicians that are conspicuous for their books and published work, because they are far too few and tend to write far more frequently. Since academicians in the media awareness publish so infrequently, they rise the professional ladder through the number of years served in the government (Taneja, 2002).
Some scholars feel that research (in economics in their example, but this is generalisable) suffers on the account of the following constraints: "the major factors affecting the volume and quality of academic research in economics include: the internal management structure, work environment, and the reward system in academia and research institutes. Reflecting the pathology of the larger feudal bureaucratic social order in Pakistan, the senior management generally follows the national model of the centralized power without consultation and participation ( Khan, 1999). A high proportion of the junior research and teaching staff finds itself in a patron-client relationship, in which the patron has considerable power to punish and reward.

One cannot but agree with this impression, and indeed, it reflects the very sad state of accountability in public sector institutions in Pakistan. In the absence of peer interaction and review, regardless of one's position in the hierarchy, it is no wonder what the quality of research output is. Some academicians feel that the culture in the universities is to prevent others from doing work, and with so many political appointees and retired bureaucrats and military personnel serving as vice chancellors and heads of centers and institutes, 'accountability' tends to be based on non-academic criteria and largely related to patronage ( Muni, 2003). The imprint of one's personal style has made and destroyed numerous institutions in Pakistan.

*Macro level funding for media awareness research*

It has not been possible to get hard data and facts about the macro-level funding of the media awareness research from national bodies such as the University Grants Commission and other sources (Sobhan, 2004). Except for limited evidence, a breakdown of the institutional funding by source has been minimal, as has a breakdown of funding by the categories of expenditure such as the faculty salaries, administrative overheads, actual research expenses,
infrastructure, etc. We would have liked to know how much funding goes to the media awareness research compared to the natural sciences and the technological research.

Writing about the economic research, but also addressing a larger problem in the media awareness, Qurashi, (2004) writes that, "there is little funding for economic research in the country, reflecting the general lack of investment in education and research in Pakistan". An academician has no way of finding funds for what he/she or his/her peer group might consider interesting or necessary for the research. Qurashi, (2004) writes "while regular funding of academic and research institutions are stagnating or declining, consultancy has emerged as a major growth industry in the economics profession and upset both research priorities and incentive structures to undertake serious economic research in Pakistan."

The biggest threat to the media awareness funding in Pakistan today seems to come from the lobby which is obsessed with information technology and which wants to take Pakistan 'into the 21st century'. Given severely limited resources on account of Pakistan's structural adjustment program and the state's fiscal crisis, this looks like a high-stressed scenario. While government funds have been reduced, the donor funded 'projects' have found their way to the public sector institutions and universities and institutes. In Pakistan, while the NGO sector presence is very prominent in the media awareness research, specific information is very difficult to obtain, for NGOs do not disclose how much they spend on such research (Jenkins-Smith, 1999).

**Conclusion**

It is surprisingly easy to find agreement amongst the journalists in Pakistan regarding the state of their collective disciplines. Almost all agree that the state of the media awareness in Pakistan is in a depressingly decrepit state. They all agree that not much research of any quality
takes place in Pakistan, and the little that is undertaken by the Pakistani journalists, is by those who live and work in the west. Other, simpler reasons include the fact that the incentive and salary structure in the public sector institutions is dwarfed by the visible freedom and economic incentives in the vibrant private donor and NGO supported sectors (Iyer, 2005). There are still other more interesting factors, which are all inter-related and have a bearing on the noticeable deterioration of the media awareness in Pakistan. There is hence, no community of academicians or scholars left to interact with, to share ideas with, few journals and almost no professional associations. Moreover, many Pakistani journalists feel that those western journalists who work on Pakistan are average scholars at low-rated universities, a fact which does not either help the cause of the Pakistani media awareness. Identifying a number of broad encompassing parameters, this study has presented a large amount of data and evidence, which only underscores the depressing truth about the depressing condition of the media awareness in Pakistan.

For reason of wellbeing study, even so, disaggregation of notion of the general economic standing and building of assesses exact to concerns of the public wellbeing might be worthwhile; that is, one might be adept to assemble the scale assessing sanitation with pieces on getting access to clean water, lavatory amenities, preparing nourishment procedures, clean nourishment groundwork exterior, and refrigeration, both at dwellings and in the markets, and other levels assessing heritage orientation of utilisation, getting access to to the wholesome diet, and lodgings quality (Iyer, 2005).

The outcome of this report focuses significance of assessing multiple proportions of the socio-economic rank in alignment to uncover foundation of the causal effects. In our outcomes, community progress and economic standing are frequently more nearly associated to nutritional
rank than is education. In comparison, in other investigations grade of maternal learning, has shown the especially close association with toddler and progeny health. However, if this is for the reason that mothers that are more knowledgeable are more adept and adept in nurturing for young children or because more knowledgeable mothers reside in locations where infants and young children are healthier for other causes is not solely clear. Education alterations not only effect the persons but locations too. In addition, function of the custom and the communal stratification desires to be considered. In northwest districts of South Asia (including components of both Pakistan and India) fondness for male young children is more powerful in higher categories and one of the modes in which male fondness is shown is favoritism in provision of the nutrition (Jan, 1998). She reconsiders sex ratios of the teen-agers, characterizing class by caste as noted in the Census facts and numbers, and some investigations with diverse delineations of the class, but, mostly diverging propertied and property-less.

Our outcomes propose that the progress catalogue can be utilized to restore urban/rural distinction. The catalogue has two benefits over the urban/rural classification. First, it is likely the more unquestionable classification because it is founded on the facts and numbers, or, in other phrases, drawn from contemporaneously with review, other than enforced from the census undertook roughly 10 years before survey. Second, where it is befitting progress catalogue may be utilized as the relentless variable to contemplate ranked distinctions amidst the groups in the survey (Jenkins-Smith, 1999). The progress catalogue assesses communal or heritage dimension of urbanization, but there are added possibilities that we have not been adept to discover in assessing urbanization with the community dimensions and density and community position in the hierarchy or mesh of built-up nodes, and community characteristics described by key informants. We suggest assesses of personal and institutional facets of urban/rural environments,
their outcomes supply farther illustration of advantages of the advanced conceptualization and measurement (Network, 2002).

Where advancement is slowed down by insufficient vigilance to conceptualizing and assessing socio-economic status some difficult localities. Making advancement on these difficulties will not only need perfected conceptualization, but usual monitoring. Cross-sectional reviews like NHSP are but the first step; they need repetition to evolve time sequence data. One difficulty that has especially large functional penalties is general connection between the economic progress and health. There is an increasing acceptance of the concept that advanced wellbeing is not just the outcome of economic progress; on one hand, advanced wellbeing does not inescapably pursue the economic progress, and, on the other, economic progress can be contingent upon the advanced community health. A second is difficulty of recountsing socio-economic wellbeing differentials in evolving nations, as considered above (Qureshi, 2004).

A third difficult locality, where assesses of socio-economic rank are significant, is elaborating environment of wellbeing transitions. Here there are some important issues. One is leverage of early life know-how on late-life wellbeing status. There is much clues that early life know-how can have life-long consequences. For example, in one potential case, command study in Guatemala, protein supplements in eating sparingly of very juvenile young children (less than 3 years old) directed to higher cognitive proficiency at ages 13–19 years (Pakistan Water Gateway, 2005).

The result was largely sufficient to annul contradictory result of the socio-economic rank (measured with dwelling value, mother's learning, and father's occupation). In addition, one critical constituent of early life knowledge, conspicuously, is deprivation, which can be assessed expressly or in periods of reduced socio-economic status. Another topic is diffusion of the
wellbeing transition through the population (Sobhan, 2004). Generally, it is high rank assemblies that start transitioning first while low-status assemblies lag behind. This, although, conceives another set of matters in conjunction with the first on life-cycle consequences and second on diffusion; these concern grade and timing of exposures in the sub-populations throughout distinct stages of the transition to infection prevalence. Examining variations in occurrence and grade of exposure to diverse organisms may offer insight into assistance of contagious agencies to progress of chronic diseases.

Finally, it is clear that twice, the problem of infection in Pakistan is born differentially by groups at distinct grades of progress and by the persons with distinct grades of learning and economic status. Like inhabitants of other poor nations, Pakistanis still bear at somewhat high, some would state needlessly high, rates from communicable and nutrition associated infections, and as in numerous other nations, it is poor in Pakistan who bear from these infections the most. The assessments that we suggest are helpful in documenting these facts (UNDP, 2002). The comprehending that would arrive were these assesses directed in another location would be helpful to principal manufacturers and service providers in designing to decrease these inequalities, as some have contended they should be Social inequalities in wellbeing inside countries: Not only a topic for affluent nations.

Summary

Pakistan is an underdeveloped country and adversely its economy depends on its agriculture rather than industry. Internal weakness in the country on the basis of national and regional attributes, and economical conditions are negatively affected. Additionally, poverty is the biggest Pakistan’s social problem. However, this poverty is different in the urban and the rural areas of the country.
This chapter incorporated and analyzed the economic conditions prevailing in Pakistan in the context of increasing political instability and the role of the media in the public awareness. The chapter discussed the core economic issues in Pakistan such as economic resources and dependencies, financial affairs of the economy and the role of the media in spreading the true perception of the country’s economic conditions.

In the first theme, the prevailing economical conditions of the country analyzed; as Pakistan’s economy is the 27th world’s largest economy in terms of purchasing power, in addition, the 45th largest in absolute dollar terms. On the other hand, Pakistan has also a semi-industrialized economy that includes textiles, chemicals, and food processing. As Pakistan is an agricultural country and more than 50% of its population is in the rural areas, which gives a vulnerable characteristic to the country’s economy profile. An overview of the economic conditions of Pakistan suggests that in spite of being an agricultural country it has to import wheat and sugar to meet the demand of its population. A close analysis of this reliance on the foreign imports suggests that the available resources are not proportionate to the current population of Pakistan, which is the root cause of all the economic problems of the country.

However, Pakistan is one of those countries where literacy rate is comparatively lower and economy of the country largely depends on the agricultural rather than on industrial sector. However, poverty, unemployment, and illiteracy are at its worse due to adverse socioeconomic problems that are on a constant rise.

Diverse nature of the socio-economic issues, such as lower education standards, lack of economic prospects, and disproportionate reach to the avenues for social and economic recruitment are commonly prevailing in a country like Pakistan that undergoes the radicalization among the common people. Unfortunately, this prevailing situation is because of displaying
virtually all these symptoms. This is because of wrong domestic economic policy, utilizing top-down way of development, rather than economic empowerment of the common public through equal participation, incentives, education and training. Pakistan continues to show the above-mentioned indicators as warning signals that are known to increase another state weakening factor. Moreover, Pakistan is one of those countries where there is high fertility rate and makes the country growth rate higher than developed countries. The reason of high fertility growth in Pakistan is signified as Fertility preference. In Pakistan, society fertility preference is incorporated into historical culture of the country and the majority of the common people prefer to have more than two children. Fertility preference has brought about different socio-economical issues.

*In this context, this chapter has discussed these core themes of the study. The second theme that the current chapter has discussed is the role of the media in creating awareness among its viewer and readers. If played positively, the media can play a vital role in creating awareness and educating masses about the socio-economic issues and as such bringing about a positive change in the attitudes and preferences about the fertility and reducing population in accordance with the current available resources of the country.*

The economic situation, the economic problems and the factors contributing to the decline of Pakistan’s economy have been attributed to the public awareness and this role of media has in turn impact on the economy. Since the mass media in Pakistan has experienced many vicissitudes after the creation of Pakistan, these ups and downs are associated with its role and impact on the economic awareness. However, the mass media play a role of cornerstone in a democratic society and performs a significant role in sharing of important information for the economical, political and social system as well as being an important place for reflection and
discussion among the important members of the society. Mass media, through its presentation of images and ideas, has enough ability to affect the public mind and manipulate their ideas and feelings as well as actions. In Pakistan, the role of media has been contradictory to the ideology of the state due to weak and instable political institutions and diversified religious ideas. The instable political system has produced a common distrust of the political and religious parties among its common public. Electronic media, due to its efficacy, is rather capable to create an imaginative and constitutive characteristic of the developed subjectivity.

While the mass media is communicative through incorporating its ideas and presenting flow of the content to the people in a community by means of the effects of opinion of the leaders, and group of researchers. However, the role of conversation itself plays in connecting innate presentation to the media content to behavioral consequences. Through repeating, the imaginative sources, the media lead its viewers to believe that what is being showed is true and thus changing their attitude towards that ideology. Media is powerful means in terms of manipulating minds and ideas but it has its effect if it cultivates information, social interaction, personal identity and a bit of entertainment, because common people prefer to absorb to what they see and what they like to see.

The chapter concludes that the most serious problems that the Pakistani society facing are directly related to the socio economic conditions. Due to economic limitations, the majority of the Pakistanis deprived of the basic needs of life. However, on the other hand, this economic development is also affected by the overpopulation, which is disproportionate to the available resources of the country.
CHAPTER III
THEORETICAL FRAMEWORK

Introduction

In this chapter, the theoretical framework, used for this study, has been discussed in detail in order to understand how media can influence the opinions and beliefs of the masses and whether these theories of media may be applied to the Pakistani media and the society for understanding as to how the Pakistani media has been successful or failed to create awareness among the masses about the overpopulation issue and its consequences on the economic development of Pakistan.

Mass media campaigns

Over 100 years ago, French sociologist Gabriel Tarde’s remark “One pen suffices to set off a million tongues” (Tarde, 1898/1969, p. 304) suggested the potential for combining the mass media content and conversation in order to create powerful indirect media effects. At the time, Tarde was referring to the ability of the press to generate conversation in the bars and cafés around Paris by reporting the news and by offering editorial comment. He argued that the media content—conversation nexus was an important component of public opinion formation that was worth investigating.

Over the last 70 years, a variety of researchers have attempted to provide a theoretical account for the role of conversation that it plays in disseminating messages delivered by the mass media, as well as its role in influencing the outcomes of the mass media campaigns (e.g., Eveland, 2001; Hornik & Yanovitzky, 2003; Lazarsfeld, Berelson & Gaudet, 1944; Katz & Lazarsfeld, 1955; McLeod et al., 1999). While considerable progress has been made in
accounting for the effects related to the intersection of the mass media content and conversation, Southwell and Yzer’s (2007) recent review of the literature in that area indicates many research opportunities are still presented by those “million tongues.”

One area of research that Southwell and Yzer identify as ripe for exploration is the “characterization” of the conversations. By this, the authors refer to the ways that conversation produces indirect media effects beyond conversation’s simple presence or absence. These indirect effects include the potential for conversation to mediate or moderate the relation between the message exposure and a desired campaign outcome (e.g., increased knowledge, change in attitude or behavior). Southwell and Yzer also identify the ways that researchers have characterized conversation, such as a deliberative process (e.g., Dahlberg, 2001; Graham & Witschge, 2003), a conduit of agreement or disagreement (e.g., Visser & Mirabile, 2004), and a possible mechanism for inoculation (e.g., Godbold & Pfau, 2000; see also Compton & Pfau, 2009).

Another way to characterize conversation is to focus on the content of the conversation and how some media effects may be explained by the topic of the conversation itself. In fact, while a number of researchers have considered how factors in the context within which a message is received, such as extra-advertising content or characters in the ads, may produce indirect media effects (e.g., Forehand & Deshpande, 2005; Shen & Chen, 2007; Yi, 1990a, 1990b), this dissertation presents one of the first direct tests of how a common everyday element within the communication context (creating awareness through seminars, debates and discussions on the social issues like overpopulation may) influence the immediate response to a mass media message. As such, one of the key theoretical contributions of the dissertation is to
test whether the effect of engaging in a topic related conversation can be explained by the priming and priming effects theory.

A second focus of the dissertation is to begin to explore the longer-term effects associated with repeated participation in the topic-related discussions. The research related to the social issues communication to the viewers and readers informs this latter investigation. That research (e.g., McLeod et al., 1999; Shah et al., 2007) indicates that there is a significant relation between the type of media content consumed, type of conversation, and the participation behaviors (e.g., TV shows on social issues, debates and documentaries). Building upon this research, the dissertation uses the same variables and theoretical framework and applies them to the social communication context. While the simple presence of significant relations between the media use, topic-related conversation, and behavior would not permit the researcher to make causal claims, the nature of these relations will suggest whether this constellation of the variables plays a role in influencing how campaign messages are perceived and acted upon over a longer period of time.

The remainder of this chapter is devoted to a discussion of the literature that provides a theoretical base for the research and the interviews that the researcher conducted with the population of this study. Firstly, the researcher provide an overview of three influential approaches used to study the conversation and the mass media research. This section is included in order to put the dissertation in context vis-a-vis previous mass media and conversation research. Next, the discussion focuses on what priming is, giving examples of strategic communication research that has considered how factors within the communication context may prime the message recipients and influence how subsequent stimuli (e.g., ads, PSAs) are evaluated. This section concludes with a discussion of a particular class of the priming effects -
assimilation and contrast - and their relevance to the dissertation. Thirdly, I review the active-self account of primeto-behavior effects (Wheeler et al., 2007; 2008) is reviewed, which suggests that exposure to a prime causes a change in the content of the active self-concept. The content of the active self-concept is then hypothesized to mediate the priming mechanism - priming effect relation. Finally, the chapter concludes with a discussion of self-monitoring and its relevance to the active-self account. The goal of these sections is not to provide an exhaustive review of the extant literature; rather, the goal is to provide the theoretical context within which this dissertation fits in and to provide the guidelines for the research design discussed in the next chapter.

Opinion Leadership and the Two-Step Flow

The first and probably the best-known attempt to explain how conversation influences the outcomes of the mass media campaigns was based on the assumption that a certain class of individuals within a community (i.e., opinion leaders) provides an important link between the mass media campaigns and their effects on the population. This line of research was a reaction to the strong direct media effects perspective (e.g., Lasswell, 1927), and it suggested that the direct influence of mass media campaigns on a population was fairly weak but that indirect effects (that is, those flowing through other channels) were potentially much stronger. The next section of this chapter discusses this research.

While later work by Katz and Lazarsfeld (1955) often gets more recognition, one of the first efforts to connect the mass media content, conversation, and the formation of public opinion was the Lazarsfeld et al. (1944) study of voting patterns in Erie County, Ohio, in the 1940 U.S. presidential election. Lazarsfeld, et al. wanted to identify the processes that determined public opinion and how public opinion is translated into subsequent voting behavior. Lazarsfeld, et al.
argued that opinion leaders, whom they defined as the “people who are most concerned about [politics] as well as most articulate about it” (p. 49), serve as an intermediate step between the message exposure and subsequent opinion formation.

The authors used the questions, “Have you tried to convince anyone of your political ideas recently?” and “Has anyone asked your advice on a political question recently?” to identify the opinion leaders, finding that about 21% of the sample of voters answered “Yes” to one or both questions. Their subsequent analyses indicated that these opinion leaders had greater “political alertness,” read and listened to more political campaign materials, and talked more about the politics with others. The perceived role of the opinion leaders in the 1940 election led Lazarsfeld et al. to suggest that the influence of the mass media on opinion formation was mediated by these opinion leaders. This opinion leader-as-mediator model became known as the two-step flow of communication, which Lazarsfeld would return to in later research (i.e., Katz & Lazarsfeld, 1955).

At about the same time the Berelson et al. (1954) study was published, Katz and Lazarsfeld (1955) printed the results of a sociometric study from data that had been collected in 1945. While the earlier Lazarsfeld et al. and Berelson et al. studies had contained measures of opinion leadership, it was the Katz and Lazarsfeld study that formally introduced the “two-step flow of communication.” The authors explicitly argued that media effects were largely due to the “personal influence” of opinion leaders, which flowed from opinion leaders to other members of a community via interpersonal communication. Thus, mass media campaigns first influenced the opinion leaders before influencing the rest of the population.

In addition to asking questions about the public affairs and the politics. Katz and Lazarsfeld were particularly interested in three variables related to opinion leadership: life cycle
types, social status, and gregariousness. The authors hypothesized that opinion leadership may be among the results reported in the Katz and Lazarsfeld study was the finding that opinion leaders were more likely to be the members of informal rather than formal groups and that their influence was the result of a face-to-face contact rather than the contact in larger groups (e.g., membership in civic organizations). The authors also found that while life cycle did not seem to influence the voting behavior, there was a significant relation between the opinion leadership and marketing, fashion, and movie going, whereby women who were the opinion leaders did offer advice on these topics to other women in the community. This latter result implied that the individuals may be the opinion leaders in a specific subject or topic.

Katz and Lazarsfeld (1955) concluded that the opinion leaders guide the public opinion and its change rather than by leading it directly via action. They also concluded that the opinion leadership is “casually exercised, sometimes unwitting and unbeknown, within the smallest grouping of friends, family members and neighbors” (p. 154). This latter finding presaged the “strength of weak ties” research by Mark Granovetter (1973), who found that it was often acquaintances (i.e., the individuals with whom we have “weak ties”) who are important in helping us find a job rather than our close friends (that is, those with whom we have “strong ties”).

The final prominent example of the research linking opinion leadership to the personal influence can be found in Rogers’ (1962; see also Rogers, 2003) research about the diffusion of technological innovation. Rogers’ primary interest was in identifying the factors that facilitated the diffusion process, but he also gave considerable attention to the role played by the opinion leaders. Rogers (1962) defined opinion leaders as “those individuals from whom others seek advice and information” (p. 208) and those “who are influential in approving or disapproving
new ideas” (p. 209). Rogers said that the opinion leaders may play a role in facilitating the
diffusion of technological innovations, although he rejected the two-step flow of communication
and instead suggested that there was more likely a “multistep flow” of the communication,
whereby some opinion leaders would influence other opinion leaders, who in turn would
influence their followers.

In Rogers’ discussion of his findings about the opinion leaders, he primarily focused on
the ways in which the opinion leaders were likely to differ from the people who seek their
opinion. For example, Rogers found that the opinion leaders were more likely to use mass media
and to possess “technically accurate information” than opinion seekers. As an example, Rogers
reported that farmers who were opinion leaders subscribed to more farm magazines and
newspapers and watched more TV farm shows than the opinion seekers. Rogers also stated that
the opinion leaders had more face-to-face contact and social participation than their followers.
This social participation included the membership but not necessarily the leadership in the social
organizations. Finally, Rogers observed that opinion leaders were more innovative than their
followers, a claim based on their higher rates of past innovation adoption and predicted future
adoption.

The innovativeness finding suggested that the opinion leadership might be associated
with some type of psychological trait. In addition, as one might expect, a number of researchers
have conceptualized the opinion leadership as an individual difference variable. For example,
Robertson and Myers (1969) looked for the psychological profile of the opinion leaders and
found that the opinion leaders were less dogmatic, more innovative, and more venturesome.
Similarly, Myers and Robertson (1972) found that across a variety of topics (e.g., home
entertainment, politics, cooking and food) there was a significant albeit moderate relation
between the opinion leadership and innovativeness. Finally, Chan and Misra (1990) found positive relations between the opinion leadership, risk preference, and public individuation.

In a similar vein, King and Summers (1970) developed a scale to measure the opinion leadership by looking at how the opinion leadership is manifested across different product categories. The 7-item King and Summers the opinion leadership scale has been applied to topics such as the packaged food products, women’s clothing, and small and large appliances. Later both Childers (1986) and Flynn, Goldsmith, and Eastman (1994) refined the King and Summers scale. Childers focused on the communication as the key component of the opinion leadership, implying that initiating interpersonal communication about an issue was the opinion leadership. Flynn, et al. suggested that the opinion leadership was a psychological variable that should be fairly stable, and subsequently Flynn, Goldsmith, and Eastman (1996) proposed their own measure of opinion leadership. This scale conceptualized opinion leadership as a domain-specific variable that manifests itself when an individual tries to influence the purchase behavior of another consumer.

While these trait approaches to opinion leadership do explain some variation in the outcome measures such as willingness to provide a purchase advice or involvement in discussions with someone seeking the product information, the measures also suffers from the same issues as those in the previous Lazarsfeld et al. (1944) and Katz and Lazarsfeld (1955) research - namely that the opinion leadership seems like an important variable in the flow of the mass media content and the formation of public opinion, but it is a variable that ultimately explains a relatively small amount of variation in the desired outcome measures. Surprisingly, there has been considerably less research published recently about the two-step flow of information and the opinion leadership (see Weimann, 1994 for a review; also see Nisbet &
Kotcher, 2009). Thus, the two-step flow remains a conceptually elegant idea with limited empirical support.

Nevertheless, this line of the research has several implications for this dissertation. Firstly, even though the role of the opinion leaders in the public opinion formation seems limited, the research does suggest that conversation can be an important factor to consider when explaining as to how the mass media campaigns influence the individuals. Secondly, the failure to find support for the two-step flow suggests that rather than looking at the opinion leaders as the key link in the message exposure - opinion formation link, it is conversation itself that matters. Finally, the opinion leadership research has served as a foundation upon which future lines of the research could respond to and build upon. In essence, the next section of the chapter does both as it presents research treating conversation as a variable that is closely related to the patterns of media use and that is a potential moderator or mediator of the relations between the media use and other outcomes, such as political knowledge and participation.

Diffusion of innovations theory

This theory was first presented and proposed by B. Ryan and N. Gross in 1943. This theory explains how new ideas are communicated using certain channels among the members of the society. While many Demographers have debated whether persistently high fertility in the region is attributable to the lack of access to the means of avoiding births (supply side factors) or to higher preferences for children (demand side factors), there is near-consensus that, broadly, "diffusion theories" through the spread of new ideas, attitudes and behavior either from formal or informal sources can affect the timing and pace of fertility decline. Similarly, while diffusion theories have been applied towards the practical need to increase modern contraceptive adoption in the developing countries, not much research is geared towards untangling the impact of the
diffusion processes on the fertility preferences or on changing attitudes and behaviors about the costs and benefits of rearing children. Yet, two of the three influential preconditions for the fertility decline, as developed by Coale (1973), require not only the behavioral changes in using modern contraceptive methods (couples must have at their disposal effective means to avoid births) but ideational changes in the fertility processes (birth control must be "within the calculus of conscious choice"). The third precondition is that fertility decline must be perceived to be advantageous to the couples. Furthermore, much of previous research on diffusion has not been conceived with the aim of contributing to formal causal inferences regarding the relationship between diffusion and fertility change and to help establish the diffusion theory as an integral, yet independent paradigm within the broader framework of the theories of demographic transition.

Social Problems Construction

Thirty years ago, Spector and Kisuse (1977) identified a social problem as a product that has been produced or constructed through the social activities, particularly through claims-making, where groups make claims with respect to some condition that needs action. The constructionist view examines what the claims-makers say about the conditions, and how they ‘typify’ them, which is how they shape our sense of just what the problem is (Schneider 1985). Especially in modern times, the media play a significant role in the development of these issues. Best (1990) calls the media a “social problems marketplace” where many claims-makers are competing to attract the press coverage and bring their cases forward, and there is often a struggle to develop the rhetoric that will draw attention and lead to action.

When does a social problem become a public health concern? Indeed, the history of sociology consists in large part of how, and by whom, a social issue has been defined in the
The framing and reframing of the cause and care for the social issues from overpopulation to ‘women’s problems’ were influenced by shifting scientific paradigms as well as changes in the structures of the society (Rosenberg and Golden 1997; Katz Rothman 1991; Ehrenreich and English 1989). The media represents a public forum for raising concern over these newly discovered problems, which facilitates the ever quickening process of socialization (Pitts 2003). The decision to sponsor public health campaigns for a particular social condition involves a number of political as well as social factors (Conrad and Schneider 1994/1980).

The social issues media campaigns are often thought of as the practical solutions to serious social problems that can affect the society as a whole. This dissertation argues (similarly to those from the critical social issues perspective) that the social issues campaigns are a form of social intervention prompted by the determination that some situation represents a social problem meriting a social action. By defining certain situations as in need of change and then prescribing efforts to change the individuals and the groups, the public health professionals attempt to control the process of change and, in doing so, often adapt its political, social or economic environments in a manner which is deemed desirable by the change agency (Salmon 1989). The media campaign emerges as the “solution” to something some organization has defined as a “problem”. Many chronic problems exist, but only some are granted the problem status.

The constructionists note that the claims in the media attract notice when they “are presented in a dramatic way” (Hilgartner and Bosk 1988:71) and have “cultural resonance” (Gamson and Modigliani 1989). The sudden death of the infants is an example of this type of a dramatic, culturally resonant issue. Though the sudden death of an infant is undeniably tragic, it has not always existed as a social problem or a matter of concern for the public health. This transformation occurred through a series of events and actions taken by those who had an interest
in having these deaths to be taken seriously by the physicians, medical researchers, and most importantly, parents of the babies who died. The negotiation of what we now know as the Sudden Infant Death Syndrome as a social problem, and specifically a public health problem in the United States, culminated within a period of a few decades in the mid 20th Century.

The traditional social problems theory has viewed the progression of the social problems through a series of stages, using the framework of the ‘natural history’ model (Blumer 1971, Spector and Kisuse 1973, 1977, Mauss 1975), which described as to how the social problems would begin, exist, and end. However, the model proposed by Hilgartner and Bosk (1998) goes beyond this framework and examines the ‘rise and fall’ of the social problems through the lens of the public arenas. This new model stresses the ‘arenas’ where social problems definitions evolve in an environment where public attention is a scarce resource and issues compete for the social problems status. The public arenas model examines the effect of those arenas on both the evolution of social problems and the actors who make claims about them. This approach improves upon the natural history model by looking at “the combination of background and events which cause an issue to be defined as a social problem in a particular time and place” (Rittenhouse 1991) and not merely identifying the stages a social problem goes through. This dissertation will show how overpopulation in the Third World, especially, impacts the socio-economic growth which ultimately impacts the living standards of the masses and lead one to the scholarly debates on checking this social problem.

**Relevant Studies**

There have been several significant strands of the research in the sociological and social science literature that particularly inform the direction of this study. In the following section the researcher will review a selection of the existing literature in the areas most broadly addressed to
in this work: the use of media to promote the public health messages, the unintended consequences of the public health campaigns and the public health campaigns.

Public Health Media Campaigns: Using media to promote health

Over the past century, the mass media campaigns have disseminated messages about the hundreds of different health topics. The definition of a mass media campaign has been found to focus on four key areas: it is purposive and seeks to influence the individuals, it is aimed at a large audience, it has a defined time limit, and it involves an organized set of the communication activities (Rogers and Storey 1988). Numerous government agencies and health associations have sought to educate and persuade the public to adopt healthy practices or to avoid behaviors that pose a risk to the health. The public health practitioners have an extensive record of using available mass media to communicate health information to the general population. There has been a strong belief in the ability of the media to communicate information, transform public opinion, and potentially change individual health behavior (Paisley 1989).

One of the most famous early studies on the use of the mass media to promote changes in the health behavior took place in the early 1970s, known as the Stanford Three-City Study. This intervention was designed to improve cardiac health in three California communities through widespread exposure to prevention messages that would encourage people to seek out health campaign activities. The study found that the media messages alone did not significantly change the health knowledge or behavior, but could be successful when reinforced with other types of interventions (Stern et. al 1976). Health campaign itself assumes that there is something that can be done to improve the health outcomes and reduce the risk of disease (Becker and Rosenstock 1989). Campaigns like the Three City Study and others may appear to benefit the public good, but are not value-free. As Wallack (1981:221) has observed:
“…these campaigns do not take place in a vacuum but confront strongly vested financial interests and deep-rooted well-established values...campaigns...are inherently political in that they require processes of compromise and conciliation of potentially volatile issues affecting interests not necessarily consistent with public health.”

As a result of their inherently ideological conception, the public health media campaigns have the dubious honor of being critiqued by both the liberal and the conservative political players.

The liberal critique is based on the ‘new’ public health perspective, which sees the media messages as not doing enough or doing the wrong thing altogether. The argument states that campaigns focus on individual behavior change, blaming the victim for health issues that stem from inequalities in the social structure. This then becomes an issue of the ethical nature of public health communication campaigns which focus on personal responsibility for solving health problems (Guttman and Ressler 2001). Liberals argue that change must come not from a campaign message, but from the larger structures of society that are connected to poor health outcomes like poverty, poor housing, crime, and a polluted environment (Freudenberg 2002, Yen and Syme 1999, McCord and Freeman 1999). Public health problems are seen as being “ill suited to the type of information that mainstream mass media typically provide” (Wallack 1991).

Conservatives criticize that public health media campaigns challenge individual liberty and are wary of state involvement in, and regulation of, personal decisions (Sullum 1998). This increased regulation of one’s lifestyle habits have led to public health campaign being labeled “the nanny state” that is too concerned with the health choices people make (Davies 1991). These critics are especially concerned with public health media campaigns that call for government regulations on the macro level.
Public health media campaigns use the techniques of commercial advertising to promote awareness of risks to health and to provide information to improve health and have had some level of success in communicating this information. Recently, a Kaiser Family Foundation survey of the Black Entertainment Television/Viacom campaign on African-American HIV/AIDS found that almost three quarters of respondents saw the campaign and that a majority of them said that they have learned “important information” from them (KFF 2004). Campaigns based on these theories focused on taking information on health and illness and transmitting it to the public, who would then receive this knowledge and act accordingly, a feat difficult to imagine without any other support.

Another example of a media campaign that has had success recently is the national “truth” campaign targeted to teens to discourage tobacco use. This series of television commercials and website presents the facts behind the harms of cigarettes in a matter of fact and stark way that undermines the appeal of smoking. A recent study has found that this campaign is associated with a decrease in teenage smoking prevalence by 22% (Farrelly, Davis, Haviland et al 2005), a major accomplishment for a public health campaign. However, the “truth” campaign was funded for millions of dollars by the Master Settlement Agreement, the result of a class action suit by 46 states and the tobacco companies, and this result may be hard to replicate with other media campaigns that have smaller budgets.

The idea of using the paradigm of commercial advertising to communicate health messages relies on a long standing belief about the power of mass media. Health communication texts base the idea of public health campaigns on the advertising model (Rice and Atkin 1981, Backer et al 1992). In these texts, how the message is constructed, the choice of language, how to ‘target’ the audience and get their attention are emphasized. The theory behind using the
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media to communicate important information has a long history in the United States--from pamphlets used during the Revolutionary War to Abolitionist’s literature to posters used during both World Wars. As these techniques and technology became more sophisticated over the years, so did the approaches to communication theory.

Early communication researchers saw these “media effects” as particularly forceful and something to be feared. Media messages were seen as being a tool to force a point of view on its audience. By 1917, World War I led President Wilson to bring together Progressive journalists to create the Committee for Public Information (CPI). The CPI was to produce propaganda for the war and demonstrated a shift from a journalistic paradigm to an advertising paradigm to unite the American people. There was also a shift in the language of public communications from rhetoric of the word to the image (Ewen 1996, Bernays 1964). These campaigns used the psycho-social theories of Sigmund Freud and Gustav Le Bon in the early 20th century to create messages that would have a presumed direct effect on the “mass mind”. These techniques of propaganda were successful in their attempt to win over public opinion and to support an unpopular war.

Lippmann (1922) saw a vast potential for “controlling chaos” through the framing and managing of public opinion and the manufacturing of consent based on the success of those campaigns.

After World War II, studies by social scientists on how to use media to communicate messages to the public furthered theories of ‘propaganda for social objectives’ (Lazerfeld and Merton 1948). These investigations, (known as the Process School) attempted to quantify how information could be used via the mass media to communicate social values to the public. The theories used scientific, often quantitative methods to support their hypotheses, and were the basis for the success, especially in researching voting and political campaign issues (Klapper
Public health campaigns have often relied on the Health Belief Model which is based on these theories (Becker 1977).

Today, campaign creators now recognize that the relationship between a public health message and an audience is more complex. However, researchers still rely on the idea of the audience as a monster to be conquered, if only the right weapon could be found. There has been much research dissecting the race, ethnicity, socio-economic status and education of the intended audience (Backer 1992; Salmon 1989). Often this boils down to “cultural sensitivity” to the groups that are seen as having barriers to receiving the intended messages. This includes the use of appropriate language, symbols, and visual images that would be the most effective to target “hard to reach” groups. These approaches still privilege behavioral models as well as isolating and stigmatizing these groups (often the poor, the young, and minorities). The underlying assumption is that these messages contain knowledge that a uniformed public needs to be made aware of so that “at risk” individuals can change their behavior, as prescribed by the creators of the campaign (Lupton 1994). All of these have the effect of seeing the public as apathetic, ignorant and passive.

In contrast to the behavioral models of public health media campaigns employed by health educators, the critical public health perspective utilizes cultural studies approaches, based on the work of the Birmingham School in England in the 1980s. In particular, the work of Stuart Hall is often cited as providing a useful framework for looking at mass media in society that has been applied to public health media campaigns (Lupton 1994, Seale 2003, Peterson 2001). Hall’s model of ‘encoding’ and ‘decoding’ gives an alternative perspective to not only analyzing how public health messages are produced and the meanings of the text, but also how these messages are received (Hall 1980). Cultural studies approaches to the media like Hall’s are based on the
Frankfurt school’s criticism of the hegemonic nature of the media, but take a more nuanced and active view of the audience (Abercrombie and Longhurst 1998). This approach does not ask what effect the media have on people, but rather how people use media. Hall posits that media messages are encoded from within the dominant frame or dominant ideology by individuals who are often reproducing messages associated with political or economic elites. These encoded messages are then decoded by the audience. This framework allows for the audience to be seen as more knowledgeable actors, and allows for the possibility of intervening variables (like class structures, power relations and political economy) that influence the relationship between the “text” and the audience. It also allows for a richer reading of public health campaign materials and how they are interpreted by their audiences.

Public health and parenting advice

Within sociology, the literature on families and parenting has covered the changing nature of the family and its power dynamics over time. One area within this literature that most directly pertains to this dissertation focuses on the role of professional expertise in shaping ideas about and approaches to raising children. Social scientists have examined extensively the changing influence over the last hundred years of outside authorities who told mothers what to do and how to do it (Hays 1996; Crane 2000). Child raising science drew “more and more on the judgments and studies of the experts, less and less on the experience of mothers” (Ehrenreich and English 1978: 184), a trend that public health campaigns have also followed.

Parenting advice presented by experts has changed over time, reflecting the social and scientific norms of the times (Stearns 2004, Hulbert 2002, Wrigley 1989). For example, the content of early to mid 20th century pediatric textbooks, a primary source of the scientific information dispensed by the baby experts has been found to emphasize culture over the
biological nature of breastfeeding, with a focus on the clock and feeding schedules as the main theme of advice (Millard 1990). Another example of this approach from the second half of the twentieth century provided communication to parents via infant care manuals distributed by the government and popular magazines. Studies of these materials reveal an interaction between science and culture in theories of infant development and child rearing (Young 1990).

Other studies of past public health campaigns have looked at the social and historical context to help explain how controversial campaigns were created. For instance, the first eugenics campaign in New York State to institutionalize “fertile, feeble-minded female paupers” to regulate their reproduction took place in the late nineteenth and early twentieth century (Rafter 1992). In her study, Rafter uses social problems theory to discover how the campaign constructed feeble-minded women as a eugenic threat and why it concentrated exclusively on women. In another example, Wolf (2003) looks at the conditions that surrounded the development of breastfeeding campaigns by the medical community during the early 20th and 21st centuries and discovered the main problem with the American women for breast feeding is that they are unable to choose the healthy option of breast feeding due to the demand of work that they have to perform outside of the homes. Wolf’s study shows how historical factors influenced the creation of a public health campaign and how it is difficult to change behavior when there are structural barriers in the way.

Medically derived advice given to mothers about how to care for their infants continues to be a common theme in public health campaigns, but do women accept it? One answer can be found in a study of 185 low incomes, inner city women interviewed after they gave birth. This study showed that respondents received a median of 20 pieces of advice related to pregnancy health from a median of 5 members of their social networks and that both folk beliefs and
information aligned with accepted medical views were communicated (St. Clair and Anderson 1989). The study concluded that for some low income, inner city women, social networks serve as important resources for health information; however, some of the advice may come into conflict with recommendations of health care providers, and suggests that health information be addressed not to the individual women but to their social network as well. In addition, the relationship between knowledge about health behaviors and better health outcomes for new mothers may not be causal. Another study of patient knowledge about different health behaviors that relate to low birth weight found that a majority of the women knew about beneficial health behavior items. The study found that overall knowledge concerning health advice behavior was greater than previously thought, but was not associated with a reduction in low birth weight (Muvla and Miller 1999). Advice about improving health outcomes therefore are also influenced by other factors beyond individual knowledge.

*Media selection and usage*

Doris Graber (1988) found that psychological gratifications were the major reasons that a majority of a panel of 21 gave as their reasons for selecting news stories to which they paid attention. Selections such as human interest stories including crime, accidents and lifestyle fulfilled a recreational gratification. Stories also were selected because they related to a person’s job or satisfied a person’s need to feel like a good citizen, such as stories related to politics or civic issues.

Graber acknowledged that her evidence was indirect, that the motivations she described actually were the ones that produced the panelists’ news-attention behavior. The evidence included self-reports (recorded in diaries), inferences from what panelists said in various contexts, and on what panelists did in terms of story selection and attention to specific story
features. Through questioning the panelists about their selections, why they did or did not select a story, what information they found helpful or not, and so on, a large amount of data was gathered. Patterns emerged, predictions were developed, and Graber checked the accuracy of these through follow-up interviews. “When most predictions prove reasonably accurate, we considered it confirmation that our appraisal of gratifications sought by various panelists had been accurate” (Graber, 1988, p. 130). Graber also validated her conclusions based on studies by other scholars that “revealed close correspondence between various life-styles and media use patterns” (Graber, 1988, p. 130).

Since the 19th century when the Englishman, Sir Thomas Malthus, produced his controversial thesis: “Essay on the Principle of Population”, population growth has always been and continues to be a source of concern in many countries around the world. Unlike in Western countries where a childbearing revolution has occurred in the last several decades and women bear on average two children by the end of their reproductive careers (Livi-Bacci 1999), in Pakistan, no such revolution has occurred. After several decades of massive population and family planning services, Pakistan has been slow to fertility change. Apart from recent declines, women in Pakistan, as a whole, bear on average six children.

While many Demographers have debated whether persistently high fertility in the region is attributable to the lack of access to the means of avoiding births (supply side factors) or to higher preferences for children (demand side factors), there is near-consensus that, broadly, “diffusion theories” through the spread of new ideas, attitudes and behavior either from formal or informal sources can affect the timing and pace of fertility decline. Similarly, while diffusion theories have been applied towards the practical need to increase modern contraceptive adoption in developing countries, not much research is geared towards untangling the impact of diffusion
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processes on fertility preferences or on changing attitudes and behaviors about the costs and benefits of rearing children. Yet, two of the three influential preconditions for fertility decline, as developed by Coale (1973), require not only behavioral changes in using modern contraceptive methods (couples must have at their disposal effective means to avoid births) but ideational changes in fertility processes (birth control must be “within the calculus of conscious choice”). The third precondition is that fertility decline must be perceived to be advantageous to couples. Furthermore, much of previous research on diffusion has not been conceived with the aim of contributing to formal causal inferences regarding the relationship between diffusion and fertility change and to help establish diffusion theory as an integral, yet independent paradigm within the broader framework of theories of demographic transition.

In addition, many observers of the socio-demographic context of fertility in this region have relentlessly argued that men and women have differential opportunities in the distribution of resources and autonomy, especially regarding education and employment outside the household. These differential opportunities lower the status of women and their decision-making power within the marital dyad, thereby leading to high fertility (Oropesa 1997; Mason 1993; Caldwell 1982; Bongaarts 1991). Thus, according to the modernization or the structural factors perspective, women's status improves through education and wage employment, which in turn leads to greater economic independence and autonomy from men and consequently, has a depressing effect on fertility (Caldwell 1982).

The second explanation for fertility behavior emphasizes the strong cultural dominance of men in reproductive decision-making and the ambiguous relationship between female education and reproductive behavior, given the persistent impact of “male role” in this setting (Fapohunda and Todaro 1988). Thus, it is argued that initiatives aimed at lowering fertility
preferences and consequently fertility levels, in Pakistan, are flawed if they disregard the influence of men in reproductive decision-making (Dodoo 1993; Ezeh 1993; Isiugo-Abanihe 1994).

The study of fertility preferences in demography has often generated many intense debates and criticisms. In this review of previous literature, attention is paid to debates related to the validity of measurements of fertility preferences, theoretical and empirical arguments on the role of fertility preferences in fertility decline and controversies surrounding the ability of fertility preferences to predict subsequent fertility behavior. These debates are fundamental not only to the objectives of this dissertation but to the recurrent question in fertility literature as to whether changes in fertility preferences generate changes in fertility behavior.

**Validity of Measurements of Fertility Preferences**

In the past few decades not many issues in demographic literature have been as debated as the measurement of reproductive preferences. A full appreciation of this debate requires an understanding of the implications or use to which these measures were put. Studies conducted under the World Fertility Surveys (WFS) and later the Demographic and Health Surveys (DHS), revealed that unwanted fertility was high and higher proportions of women wanted to avoid births and yet were not practicing contraception (Casterline, El-Zanaty and El-Zeini 2003; Casterline and Sinding 2000; Mauldin 1965; Westoff and Ochoa 1991). This provided a rationale for the implementation of voluntary family planning programs to satisfy the perceived demand for contraception. Skepticism about the validity of measures of fertility preferences thus, cast doubts on such influential concepts as “unmet need for family planning” which led to a
reassessment of the role of family planning programs in fertility change (Hauser 1967; Pritchett 1994).

Many general and methodological studies thus, emerged that evaluated the validity and reliability of responses to survey questions about ideal family size, stated desire to terminate childbearing and the wantedness of past births (Bongaarts 1990; Casterline and el-Zeini 2007; Hauser 1967; Knodel and Prachuabmoh 1973; Lightbourne 1985; Lightbourne and Macdonald 1982; Westoff 1990). Overall, these studies all come to similar conclusions: that survey data on reproductive desires assessed at both the individual and aggregate levels are generally valid and useful for predicting fertility behavior. For instance, Bongaarts (1992) found that the average fertility rate among women who wanted no more children was 43% below that of those who wanted additional children. The two groups of women also differed on contraceptive use levels. Similarly, findings from Westoff (1990) showed that stated desires to stop childbearing are valid predictors of fertility.

However, these findings do not imply that measures of fertility preferences, as a whole, are flawless. Methodological problems relating to post rationalization of unwanted births, the influence of the number of children already born and surviving, and underreporting of unwanted births are some of the many problems associated with measures of fertility preferences. By far, the most commonly used and perhaps less controversial index of fertility preferences is the desire to stop childbearing; this may be due in part to least bias associated with answering this question and to its perceived usefulness in indicating a potential market for birth control (Bongaarts 1992; Feyisetan and Casterline 2000; Westoff 1990).

Conclusion
In this chapter the theoretical framework has been presented. The theories related to the media have been discussed with the focus on how the media can influence masses and educate them to choose the most desired behaviors in the society. Mass media campaigns are the most effective tools to educate people and have been used in developing the consciousness in every society. Similarly, diffusion of innovations theory suggests that fertility preferences may be changed through the media campaigns and consistently educating masses increase modern contraceptive adoption in developing countries.
CHAPTER IV
RESEARCH DESIGN

Introduction

This chapter includes a description of the qualitative and quantitative research techniques, the survey questionnaire and interview research design, the role of the researcher, boundaries of the study, ethical considerations and verification of data. For this study, the primary data was collected through three different sources: the quantitative surveys, the qualitative semi-structured interviews and the content analysis of the Pakistani media. In the following sections, I will explain all these research methods separately.

Research Design

When looking at qualitative versus quantitative methods of data collection, it is obvious that there are advantages and disadvantages associated with each methodology. Hence, in order to utilize the advantages of both qualitative and quantitative methods, the researcher chose a mixed research method approach combining qualitative and quantitative methods.

In qualitative method comparative analysis, an ongoing process of coding data is utilized continuously throughout the research process. In order to collect primary data both interviews and questionnaire surveys were utilized along with the review of the extant data. Using a case study format with a qualitative method approach, this research study examined the media role in creating awareness of overpopulation related issues in Pakistan. The research process included a review of documents and semi-structured interviews with the research population which included the students and the media experts. Quantitative or “positivist research designs place a premium on the early identification and development of a research question, a set of hypotheses” (Denzin
& Lincoln, 2000, p. 368), while qualitative research is “used to answer questions about the complex nature of phenomena, often with the purpose of describing and understanding the phenomena from the participants’ point of view” (Leedy & Ormrod, 2005, p. 94).

Saunders et al. (2006) devised a very interesting and useful model known as the research ‘onion’ (figure 3), where a number of layers shape the research methodology from the very initial research philosophy to which any researcher naturally falls under. In the introduction of this paper the methodology was briefly discussed and it was anticipated that the strategy by which the research was going to be approached was case studies.

Figure 3: Research Onion

Source: (c) Mark Saunders, Philip Lewis and Adrian Thornhill 2006.

One agrees with Saunders et al. (2006, p100), where he states that “before coming to this central point we argue that there are important layers of the onion that need to be peeled away”.

The underlying idea of this model is to pinpoint the fact that any researcher is biased on the way he or she understands and perceives the world; their very individual cognitive process and, importantly as Saunders explains further “this model does not pretend to be a shopping list where one can chose a method in his or her convenience”, but to acknowledge this bias and put some elements of control, where possible.

The author is of the opinion that reality is a matter of perception and that we are very much ‘trapped’ in our own understanding of the world through our very unique experiences and senses, very much in line with an interpretivism epistemological approach. “Some would argue that an interpretivist perspective is highly appropriate in the case of business and management research, particularly in such fields as organizational behaviour, marketing and human resource management. Not only are business situations complex, they are also unique. They are a function of a particular set of circumstances and individuals. Positivists would immediately raise questions about the generalisability of the research that aims to capture the rich complexity of social situations.” Saunder’s et al (2006, p 107), however, the generalisability is not of an objective in this research and is in fact identified as the main limitation of the research.

Procedures

This section outlines the procedures for this exploratory, mixed method research study. First, the assumptions and rationale for a qualitative design are explored. Following this, the grounded theory design is briefly described, as is the role of the researcher, data collection procedures, data analysis procedures, methods of verification, and the procedures for reporting the outcomes of the study.
Assumptions and Rationale for a Qualitative Design

Qualitative content analysis can be used for several purposes that apply to my study. These include revealing the focus of individual, group, institutional or societal attention; reflecting cultural patterns and beliefs; describing themes, trends, goals, or other characteristics in media discourse (Faircloth 1995). The overall analytic goal here was to see how the Pakistani media has influenced the opinions and beliefs of Pakistani masses towards social and economic issues like overpopulation and the economic problems associated with it. For this purpose, the primary data was collected through mixed research methods and were coded and analyzed.

The core concepts associated with scientific analysis are philosophical in nature; they are the beliefs or assumptions researchers bring to a study. These concepts help to explain that there is lack of perfection in research because humans are involved (the individual as a researcher). This imperfection relates to how these assumptions influence research design and the efforts to understand the meaning of it all (Bryant, 2004). The research taken place in this study was conducted by means of content analysis, semi structured interviews and the surveys. Case study approach was also taken for the content analysis in which the researcher chose different electronic and print media of Pakistan like PTV, Jang group of newspapers, and some other national level newspapers and the electronic media. The major advantage of case study approach is that it helps us in understanding the complex issue or object and can extend experience or add strength to what is already known through previous research. In case study approach, emphasis is laid on the contextual analysis of a limited number of events or conditions and their relationships. Particularly, the social scientists rely on the case study approach in order to examine contemporary real-life situations for providing the basis for the application of ideas and extension of methods.
The qualitative paradigm is based on a constructivist principle: the belief that reality is socially and subjectively constructed (Merriam, 1998; Creswell, 2002a, 2002b). Interpretive research requires an understanding and analysis that is induced by the researcher. The researcher interacts with the participants to get close to the findings. Guba and Lincoln (1989) opined that the "inquirer and the inquired-into are interlocked in such a way that the findings of an investigation are the literal creation of the inquiry process" (p. 84). In this case study, preconceived theory is used inductively to integrate with the emerging theory. A priori theory has interpretive value to understand another's reality and to explain behaviors or attitudes, particularly for an event, process, or situation (Creswell, 2002a; Merriam, 1998).

A qualitative approach means the researcher is a participant with full awareness that it is a values-laden process (Dixon-Woods & Fitzpatrick, 2001) factoring in personal experiences and orientations. The researcher is an instrument in data collection (Dixon-Woods & Fitzpatrick, 2001; Merriam, 1998). Therefore, a researcher's worldview is relevant.

Methodological Assumptions

Merriam (1998) stated that if variables are so embedded into the situation as to be impossible to identify ahead of time, case study is likely to be the best choice. Using the case study approach, questions of 'how' and 'what' gained access to the thoughts, ideas and emotions of the participants that would not be available in a quantitative approach.

A second endeavor in this study was to evaluate the economic problems resulting from overpopulation in Pakistan and apply the theories of journalism and socioeconomics in order to find out the answers to the objectives set in this study. This attempt to bridge theory as a new theory emerged is evidenced in the types of objectives set before in this study. This use of
predetermined theory is helpful to shape the problem statement (Merriam, 1998) and is also a more purposeful application of what Glaser (1978) called "skip and dip". Glaser (1978) stated that the inductive, grounded theory design requires the researcher to read widely in substantive areas prior to fieldwork somewhat different than the actual target phenomenon. As the project enfolds, the researcher will then read and incorporate research that is more specific to the research area studied. Glaser suggested that the researcher can "skip and dip, thereby gaining greater coverage, since he now has a clear purpose for covering his field, which is to integrate his generated theory with the other literature in the field" (p. 32). It is clearly the researcher's objective to explore the extent to which these theories and models illuminates and matches the real life experience of media experts for this study. The characteristics of this holistic process are to create a new organization and pursue opportunities (Bygrave & Hofer, 1991). Therefore, it is necessary to match the right methods to the purpose of the study.

Grounded theory has been useful in examining the role of media in creating awareness among the Pakistani masses (Kan & Parry, 2005). A grounded theory approach within this substantive area helps to resolve some of the deficiencies of quantitative measures by exploring and integrating context.

Sampling

In order to analyze the role of media the researcher collected primary data through two methods: the self administered close-ended questionnaires and the face to face semi structured interviews. The close ended questionnaires were distributed among the university fellows with the request to complete the forms and return to the researcher, whereas the semi-structured
interviews were conducted with the media experts for obtaining their views on the role of the Pakistani media.

There exist many different types of interviews; therefore, it was very important to conduct the right type of interview, which allowed an appropriate amount of information to be collected. The three important types of interview are structured interviews, semi-structured interviews, and unstructured interviews. Structured interviews consist of closed-ended questions, where the structure of the questions, responses and the interview itself is decided prior to the interview. The interviewer has more control over the responses, and can lead the interview into the direction they want. However, the responses received are limited. Semi-structured interviews consist of closed and/or open-ended questions, allowing the interviewer to have some control over the responses and the interview. However, open-ended questions allow the interviewee to express themselves and encourage them to present their views and opinions. Unstructured interviews consist of open-ended questions that do not restrict the interviewee’s responses, therefore collecting a wide range of information. This type of interview is more flexible in-terms of the questions being asked and their ordering, all depending upon the interviewees” responses. These can be time consuming. After considering these different types of interviews, semi-structured interviews were considered more useful for this study. This was necessary, as it allowed gaining a deeper understanding of the participants’ views about the role of media in creating awareness about the population related economic issues.

**Type of Design**

*A Grounded Theory Multiple Case Study*

Grounded theory design is a "systematic, qualitative procedure used to generate a theory that explains at a broad conceptual level, a process, an action, or interaction about a substantive
Grounded theory methods were discovered by sociologists Barney Glaser and Anselm Strauss in the late 1960's. This method of research emanated from studies of terminally ill patients. It was Glaser and Strauss' contention that discovering theory based on concepts derived directly from participants will better fit the situation being researched than the more predominant sociological methods of verifying and testing theories (Creswell, 2002a; Strauss & Corbin, 1998).

Merriam (1998), in defining case study, concluded that the process of case study is melded between the unit of study and the type of investigation. This study is an instrumental case study. In a case study, the researcher explores a program, event, process, activity, or individual(s) in-depth (Merriam, 2001, p. 33). The case(s) are bound by time and activity, and data is collected in a variety of ways over a period of time (Stake, 1995). “In general, case studies are the preferred strategy when how or why questions are being posed. When the investigator has little control and when the focus is on a contemporary phenomenon within some real life context” (Yin, 1994, p. 1). Case study methodology is not a linear process (Merriam, 2001; Stake, 1995; Yin, 1994). Stake (1995) claimed that case study knowledge is: more concrete, more contextual, more developed by the reader’s interpretation, and based more on reference populations determined by the reader.
Data Collection Procedures

Sampling Method
A qualitative design assumes the refocusing of the parameters for sampling throughout the study (Merriam, 1998). It also became evident to the researcher that a grounded theory approach would provide rigor as a qualitative technique to examine structure and process. This becomes a process of simultaneous data collection and data analysis. Strauss and Corbin (1998) stressed the importance of careful theoretical sampling because it gives the researcher maximum opportunity to sequentially relate the emerging theory to new concepts derived from participants. The data for this study was collected from the population of this study which was the university students and the media experts. Key informants in the survey were the university students since they are knowledgeable about the media role in Pakistani society and the economic problems of Pakistan. Data collected will be analyzed using SPSS in order to examine the variables of the study.

Survey Questionnaire
The researcher used both interview and questionnaire surveys methods for this study. A self-report type close-ended questionnaire was developed based on the objectives of this project and sent to the participant on their approval of the participation. The questionnaire were designed and organized into three sections containing questions for related constructs and using large headings to make it easy for respondents to follow. Each construct was measured by some three to six Likert scale items. Harrison and McLaughlin (1993) show that Likert-type scales tend to bias participants’ responses toward center point of the scale because participants implicitly assume that the center point is the normal or average.
The Qualitative Research Paradigm

Qualitative tradition has a long history in sociology and anthropology. (Jensen & Jankowski, 1991) While quantitative methods gained the majority of favor for a few decades after World War II, qualitative methodology is now seen as a key contributor to the social sciences. New research techniques have enhanced the standing of qualitative methodology and made it more useful to social sciences, particularly in the understanding of the role of media in individuals’ lives and communities.

Creswell (2003) outlines the characteristics of qualitative research, including that it takes place in a natural setting such as a home or office; it uses methods that are humanistic and interactive; it is not tightly pre-figured but rather emergent; it is interpretative; it shuns micro-analysis in favor of a broad panoramic view of a central phenomenon; it acknowledges the researcher’s biases, values and interests; and its reasoning is largely inductive, but uses inductive and deductive processes.

Qualitative studies are interpretive, as opposed to positivist or critical. “The aim of this paradigm is to understand how people in everyday natural settings create meaning and interpret the events of their world.” (Wimmer & Dominick, 2003, p. 108) According to Wimmer & Dominick, interpretive researchers strive for depth in their studies and believe that human beings cannot be pigeon-holed but are each fundamentally different. In contrasting the positivist versus interpretive paradigms, Wimmer & Dominick make the following distinctions: that the interpretive researcher “is an integral part of the data” (p. 109) as opposed to being separated from the data; that the interpretive research design can change or be adjusted throughout the research process, as opposed to having a set design determined before the study begins; interpretive research is done in the field, as opposed to a controlled setting; the researcher is the
instrument and no other individual can substitute, as opposed to positivist research in which others could use the same instrument to gather data; and the interpretive researcher develops theories as they emerge from the research process, as opposed to testing existing theory.

McCracken (1988) outlines important differences between the qualitative and quantitative traditions. While the quantitative tradition focuses on defining precise categories prior to beginning the study, the qualitative tradition isolates and defines categories during the course of the research. In a qualitative study, questions are designed to cause the respondent more difficulty in answering, as opposed to quantitative questions that allow the respondent to answer with no ambiguity. While a quantitative project calls for a large number of respondents so generalizations to a larger population can be made; a qualitative project operates under the principle that “less is more” (p. 17), with the researcher working longer and more carefully with a small group of people, rather than working superficially with more subjects.

*The Long Interview Research Design*

This research project utilized the long interview process to enable the researcher to learn details about the role of media that the researcher could not personally witness because the activity is dispersed over place and time.

Lindlof (1995) cites seven basic objectives of qualitative interviewing which are:

“learning about things that cannot be observed directly by other means”, “understanding a social actor’s perspective”, “inferring the communicative properties and processes of interpersonal relationship”, “verifying, validating or commenting on data obtained from other sources”, “testing hypotheses the researcher has developed”, “eliciting the distinctive language – vocabularies, idioms, jargon, forms of speech—used by social actors in their natural settings”, “achieving efficiency in collecting data” (p. 166).
The first objective, “Learn about things that cannot be observed directly by other means,” is defined as giving the interviewer the opportunity to learn details that the researcher can’t witness because the action is dispersed over time, such as media usage. Interviewing can compensate for some deficits of observing. The second objective, “understand a social actor’s own perspective,” means that an interview allows the subject to account for and explain her behavior. The third objective, “infer the communicative properties and processes of interpersonal relationships,” means that the interviewer has the opportunity to cultivate the relationship to lead the subject to disclose information. The fourth objective, “verifying, validating or commenting on data obtained from other sources,” allows the interviewer to ask questions related to data from other studies or from other subjects to see if a particular subject fits into that sphere. The fifth objective, “test hypotheses he or she has developed,” means the interviewer has the opportunity to verify his own hypotheses. The sixth objective, “elicit the distinctive language – vocabularies, idioms, jargon, forms of speech – used by social actors in their natural settings,” means the interviewer can be exposed to certain language that helps to interpret the scene. The seventh objective, “achieve efficiency in collecting data,” is based on the fact that long periods of observation may not be practical. (pp. 166-169)

McCracken (1988) outlines a four-step method of inquiry, used in this study. A circle of qualitative methods is divided into the following four quadrants:

- “review of analytic categories and interview design;
- “review of cultural categories and interview design;
- “interview procedures and the discovery of cultural categories;
- “Interview analysis and the discovery of analytical categories.” (p. 29)
The “review of analytic categories and interview design” refers to the literature review, in which the researcher becomes the master of previous research and uses the information to design the interview questions. The “review of cultural categories and interview design” means the interviewer develops an awareness of his own personal experiences with the topic and then is able to distance himself from making certain assumptions during the interview process. The “interview procedures and the discovery of cultural categories” refers to constructing a questionnaire that allows for prompts to elicit information from the subject. The “interview analysis and discovery of analytical categories” refers to determining themes from the interviews, analyzing those themes and then reaching conclusions. (Pp.29-46)

**The Researcher’s Role**

In qualitative research, the role of the researcher is as a kind of “‘instrument’ in the collection and analysis of data.” (McCracken, p. 18) The researcher uses his or her own intelligence and experience to listen to subjects, ask appropriate follow-up questions, then sort, winnow, organize and interpret the data. The researcher listens to the subject telling of her experiences, and then searches for matches in the researcher’s own experience for ideas and practices. If there is no match of experience in the researcher’s own life, then the process of imaginative reconstruction can be undertaken, in which the researcher allows these new ideas to live in her own mind as if they were natural assumptions. “Once these ideas have been properly ‘entertained,’ the investigator can ask: ‘What does the world look like when I hold these things to be true?’ ” (p. 20)

**Setting**

The interviews were conducted in the offices of the subjects so they could demonstrate their understanding, perceptions and views on the role of media in creating awareness among
Pakistani masses. The researcher contacted with the participants for the interviews and requested them to schedule a venue and time for the interviews. The participants agreed for the interviews in their own offices at their convenient time. Hence, all of the interviews were conducted in the offices of newspapers and TV stations where the researcher personally met with the respondents and tape recorded their interviews.

**Actors**

The subjects of this study were fifty experts of the media living in Lahore, the provincial capital of Punjab province. The subjects fell into the age range of 30 to 50 and working full time. The study interviewed fifty media experts. That number was chosen based on the principle that “‘less is more.’ It is more important to work longer, and with greater care, with a few people than more superficially with many of them.” (McCracken, p. 17) This study is exploratory and makes no claim to generalizability.

**Events**

Using the long interview qualitative research method, the focus of this study was to examine the main reasons of media failure/poor role in creating awareness population as economic problem in Pakistan

**Processes**

Particular attention was paid to gleaning information on the understanding of the media role and responsibility by the subjects of this study.

**Ethical considerations**

Subjects were given a written consent form that outlined the purpose of the study and how the findings would be compiled and utilized. Subjects were given clear and honest reasons as to why they were chosen for the study, the goals of the study and how the interview would be
conducted. (Lindlof, 1995) Each subject was given a copy of the transcript of the interview and a copy of the findings.

Data collection strategies

Data from long interviews was collected during the month of April 2010 through long interviews of approximately two hours in length with each of five subjects in their offices. Prior to the interview, the subjects were sent a copy of the interview questions in order to let them be prepared for the interviews. The one-page media related questions focused on their understanding of the economic problems related to the overpopulation and the role of the media in creating awareness about this problem. The purpose of this was to save time on the in-depth interview but still provide media role information that the researcher could inquire about during that interview. For the in-office interviews, the interview questions were utilized to ensure that the same terrain was covered in the same order for each subject, while still allowing for the researcher to ask follow-up questions and probe more deeply with individual subjects. The researcher was able to take advantages of opportunities that presented themselves. Following guidelines established by McCracken (1988), each question area had a set of grand-tour questions “to allow respondents to tell their own stories in their own terms.” (p. 34). The researcher then utilized the technique of “floating prompts” and finally “planned prompts” if needed to prompt the subject to offer more insights. (p. 35) Thus, care was taken to make sure that data were collected for categories and relationships previously deemed important, but also on categories and relationships not previously identified. Interviewing subjects in their offices allowed the researcher to observe the participants working in their relevant field using media devices, such as an office computer, to access information from different mediums and prepare the news and programs for the masses.
A tape recorder was used to record the interviews and all tapes were transcribed. The portions of transcriptions were sorted into appropriate categories and analyzed. McCracken (1988) offered a five-stage process for analyzing data, which took the researcher from analysis of individual answers in transcripts through identifying themes within each interview, to finally taking themes from each interview and bringing them together into theses. This five-stage process was utilized in this research project.

**Verification**

To ensure validity, the researcher e-mailed to each subject a copy of the transcript to verify the accuracy of the document. Only two subjects made factual corrections, all of which were minor. All the subjects viewed the findings related to them as accurate. The researcher also articulated bias in writing in the thesis under the heading the “Researcher’s Role.” Wimmer and Dominick (2003) cite factors that help build credibility, including an audit trail – records of original data, field observations and notes for analysis; member checks – participants verify accuracy of researcher’s conclusions; and research team participation -- to raise questions of bias or misinterpretation.

**Reporting the findings**

McCracken (1988) offers seven conditions that qualitative data must meet in any explanation: it must be exact, economical, mutually consistent, externally consistent, unified, powerful and fertile. Because this research is focused on survey questions and long interviews with subjects, the findings are presented in narrative form. Rich, thick description is used to document how subjects viewed the role of media as an information media in their daily lives. A formal discussion offers insights into common themes that emerge in the data.
Ethical Considerations

The following general standards are adhered to in this study: (a) the primary researcher is responsible for the ethical standards; (b) all participants were informed about aspects of the study that could influence their participation; (c) requirements of the University, Institutional Review Board were followed. The prior permission of the participants was sought for access to study participants involved in the Initiatives. To respect privacy, pseudonyms were used for both the participants and the organizations.

Data Analysis Procedures

Grounded Theory Methods

Two key features of the systemic design (Creswell, 2002) for grounded theory were implemented. The design provides a close reciprocal and iterative relationship among data collection (data and participants), analysis, and theory. After deliberate consideration, the researcher has chosen the rigor of the Strauss and Corbin (1998) techniques. The stages of Strauss and Corbin's methodology that followed in this study are:

1. Identify a substantive area to be examined.
2. Delimit a process in this domain.
3. Collect data to explain the phenomena that underlies this process. Open-code the emerging categories in the data.
4. Identify a central category.
5. Axial code data to rearrange the categories in meaningful ways to identify how process relates to structure so that a model of a knowledge structure would emerge.
6. Selective coding of data to explain the key categories and present a story by integrating and refining the theory.
These stages are both simultaneous and concurrent as the study moves forward. The nature of the study (how it unfolded) determined the movement between coding stages. This is based on the quality of the interviews and the interaction between the researcher, the data, and the evolving theory.

**Computer Analysis**

A choice is made to use computer-based qualitative data analysis software. Software usage provides maximum opportunity to collect a broad range of data, organize data sets, and give instant retrieval of data consistent with grounded theory (Bong, 2002; Pandit, 1996; Weine, et al., 2004).

SPSS for windows was used in the study. The version of software operates in a Microsoft Windows™ environment and is exceptionally user-friendly. The features of the software that proved most useful included having the files act as containers for memos, coded transcripts, materials supplied by participants, copies of relevant research and news articles, and the narrative support (which include transcripts and notes after speaking with cultural informants). Instantaneous retrieval of data enhances the comparative analysis to elaborate relationships or develop dimensions in the study.

**Validity**

Validity of the survey questionnaire may be ensured by the extent to which the researcher is able to gain the participants experience and knowledge about particular things. This helps the researcher to infer from given responses the meaning that the research population intended to intended to express (Saunders et al., 2007). Hence, the purpose of the survey questionnaire designed for this study was to gain access to the research population’ knowledge and experience
regarding the media role in the society. The questionnaire was designed to help researcher to understand the deeper meaning of the participants’ views and to infer the results this survey aimed at.

For all secondary data a detailed assessment of the validity and reliability involved an assessment of the method or methods used to collect the data (Saunders et al., 2007). The validity of secondary data can also be assessed quickly by looking at the sources of the data (Saunders et al., 2007). According to Saunders et al., (2007), Dochartaigh and others refer to this as assessing the authority or reputation of the source. The main sources of secondary data in this research study were books and journals from the Emerald online database. It is important to discover the person or organization responsible for the data and to be able to obtain additional information through which one can assess the reliability of the source (Saunders et al., 2007). For data in printed publications this is usually reasonably straightforward (Saunders et al., 2007). The persons or organizations responsible for the data and the additional information can be easily accessed in the secondary data sources used for this research study.
CHAPTER V

DATA ANALYSIS AND INFERENCE

Introduction

As discussed in the previous chapter, this study used a mixed research method for the data collection which was the combination of both the qualitative and the quantitative research design. There were three main sources of the data which included semi-structured interviews with the media experts, survey questionnaires distributed among the university students and the content analysis of the selected Pakistani media (newspapers and the TV channels). The interviews with the media experts were conducted in their own offices. These interviews were conducted in different sittings in order to ascertain the views and perception of the research population about the media role in general and, in particular, the overpopulation as an economic problem of Pakistan. The survey data was collected through the questionnaire forms sent to the student fellows of the university. The content analysis method was applied to examine how the media has presented the issue of overpopulation as an economic problem, which will be discussed in detail in the following sections of this chapter. Firstly, the author will discuss the survey data collected through the questionnaires given to the students of the university.

Results of the surveys

As stated in the chapter on the methodology, one of the sources of the primary data was the surveys conducted among the students of the university as well as among the media experts having more than 10 years of professional experience in order to ascertain their views and experiences of the role of media in educating masses about the social issues like overpopulation in Pakistan. Results from both of the surveys are collected and discussed separately.
Survey results of the university students

There were a total of 200 participants who completed the survey forms and returned to the author which were analyzed through the Statistical Package for Social Sciences (SPSS).

Demographic characteristics

The table below shows the gender participation in the study which demonstrates that this study was dominated by the male respondents (80) whereas the ratio of the female respondents was 20%. Similarly, the majority of the participants was between 18--22 years of age (75%). Other significant groups were 23-26 years of age (25%). So, it can be seen that the majority of the respondents were young students of the university.

<table>
<thead>
<tr>
<th>Table 5: Demographic characteristics</th>
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</thead>
<tbody>
<tr>
<td>Respondents gender</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Respondents age</td>
</tr>
<tr>
<td>18-22</td>
</tr>
<tr>
<td>23-26</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
Question # 1: Do you think you are frequent enough (permanent) audience of different forms of media

Figure of Question 1

Table of Question 1

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>170</td>
<td>85%</td>
</tr>
<tr>
<td>Agree</td>
<td>20</td>
<td>10%</td>
</tr>
<tr>
<td>Not agree</td>
<td>10</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

The intent of the first question of the survey questionnaire was to ascertain from the participants that how much time they devote to the media for keeping them abreast of the latest news, issues and media presentations of the social problems. As is evident from the objectives of this study, the scholar’s main focus was on the role of media in creating awareness among the masses. For this purpose, only knowledgeable participants could answer the research questions accurately and reliably. As shown in the table, the majority of the participants (84%) agreed to the statement that they were frequent enough (permanent audience of different forms of media). Similarly, 12% of them also agreed that they were also regular audience of the media. However, only a small number of the participants (4%) did not agree showing that they were not regular media audience.
Question #2: Do you exactly know current population rank of Pakistan in the world

Without proper knowledge of the population and associated statistics, no person can exactly understand the problems of overpopulation and its impact on the economic development of Pakistan. This knowledge comes from different sources and the present use of media by the masses demonstrates that the majority of the people rely on the media to get awareness about the current, social and economic issues. Hence, the intent of the second question was to know how knowledgeable the participants of this study were about the population of Pakistan and its rank in the world. As shown in table, unfortunately the majority of them (56%) did not know the current rank of Pakistan in the world with regard to the population size. However, only 26% knew and 18% responded that they had some idea about the rank of Pakistan in the world.

The results of this question show, if we can generalize the results to other more uneducated population of Pakistan, that the major issue with regard to overpopulation is that there is a significant lack of understanding about the population issues, and, unless the masses are educated and well aware, no policies of population control can be effective.
As we have reviewed in the literature, the first step towards action is thinking about an action which is enough to initiate an action if there is no force of will to inhibit that action. Thus, when social perception occurs, it automatically activates a perceptual representation, which then has a direct effect on the behavior. The act of perception leads inexorably to action, whether the action is a behavior or an evaluation of a social group. Dijksterhuis and Bargh (2001) state that behavior “flows directly from a fact of mental representation and organization” and that “perceptual and behavioral representations for the same action overlap” (p. 2).

This perception can come directly from the media which has direct impact of the people’s perceptions and awareness. Hence, media campaigns must use the techniques of commercial advertising to promote awareness of risks associated with the overpopulation and provide information to its audience in order to improve their health and socio-economic conditions. Recently, a Kaiser Family Foundation survey of the Black Entertainment Television/Viacom campaign on African-American HIV/AIDS found that almost three quarters of respondents saw the campaign and that a majority of them said that they have learned “important information” from them (KFF 2004). Campaigns based on these theories focused on taking information on health and illness, and transmitting it to the public, who would then receive this knowledge and act accordingly, a feat difficult to imagine without any other support.
Question # 3: Do you know what is total net growth in Pakistan population?

Figure of Question 3

Table of Question 3

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
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<td>Yes</td>
<td>20</td>
<td>10%</td>
</tr>
<tr>
<td>Some idea (2-3 million)</td>
<td>30</td>
<td>15%</td>
</tr>
<tr>
<td>No</td>
<td>150</td>
<td>75%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

The intent of this question was the same as, that of the previous question as without proper knowledge and understanding, we cannot expect the public to act upon the population control policies. As shown below, again, the majority of the participants (78%) showed that they did not know the total net growth of Pakistani population. Only 9% demonstrated that they had some idea of the net growth of Pakistan while 13% said they were aware of the current population growth in Pakistan. These results cannot be declared satisfactory as these responses were from the university students who are rightly supposed to know about such basic information about their country. So, from these results we can understand the awareness level of the majority of Pakistan is whose literacy rate is as low as 48.8% in Balochistan, 49.9% in Khayber Pakhtoonkhawa, 57.7% in Sindh and 60.2% in the Punjab province of Pakistan (Education in Pakistan, 2008). So, there is a dire need of creating awareness among these literate as well as illiterate population so that they know well how serious is the issue of overpopulation. There is significant correlation between poverty and literacy and, unfortunately, both of these factors are very high in Pakistan.
The masses of Pakistan continue to live in conditions of extreme poverty. One third of the population is estimated to live beneath the poverty line, up from one-fifth in the late 1980s. Poverty has its roots in poor economic performance, low agricultural productivity and a lack of active government interest in the problem. Social services are weak, particularly in the rural areas. During the 1990s, more than 40% of the rural population had no access to safe drinking water, whilst 45% of the girls did not attend primary school. Not surprisingly, more than half of Pakistanis remain illiterate, although this proportion is slowly declining (Onatski, A., and N. Williams 2004). High illiteracy rates are an increasingly significant constraint on the development, given the global economy’s movement towards knowledge-based industries. The results of this study as well as the review of the literature suggest that in order to overcome the population problem, the low economic development and improving literacy rate, the foremost step is to create awareness among the masses about the population and once this population is within its available resources, there may be some economic development and as a result, improvement in the literacy rate.

Question #4: Do you think our domestic opinions are guided by the media?

<table>
<thead>
<tr>
<th>Figure of Question 4</th>
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<table>
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<th>Table of Question 4</th>
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<tbody>
<tr>
<td><strong>Frequency</strong></td>
</tr>
<tr>
<td>Strongly agree</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Not agree</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
The latest developments in information technology and the wider access to the print and electronic media has resulted in more knowledgeable masses who have more access to the latest information and are well aware about, not only, the domestic issues but also know more about the foreign issues. In this scenario, the positive or negative role of the media is undeniable. The increased and faster availability calls for a deeper understanding of as to where the media influences are originating. In order to understand the role of the media in creating awareness we have discussed in the review of the literature the agenda-setting theory which states that the news media’s presentation of the news, in its given importance, emphasis and salience will influence the public opinion of the prominence of those issues (McCombs, 2004). Through the selection and emphasis on certain issues, while de-emphasizing others, the news media present to the public a hierarchy of importance of issues of the time, which is then transferred to the public perception that those are, indeed, the issues of importance of the day. Thus, the picture of the world, in terms of issues and objects, presented by the news media influences the audience’s perception of the events. The news media’s agenda of the issues (or objects) sets the public agenda of issues (or objects).

In this context, the intent of the query was to know how much Pakistani population relies on the media about the guidance they receive from the media. As the results in table show, the majority (89.5%) believed in the statement that their domestic opinions were guided by the media. Only 5% remained neutral whereas none of them denied the statement which shows that the media in Pakistan has greater impact on the agenda setting for the Pakistani audience.
**Question #5: On any issue you are convinced mainly by the media and like to convey to others**

The intent of this question is obvious from the hypothesis of this study which states that the Pakistani media has failed to create awareness among the masses about the overpopulation as an economic problem. As reviewed in the literature and the introduction to this study, the main focus of the Pakistani media has been on the presentation of the government policies and the entertainment through dramas and other primetime shows. There is indeed very little presentation of serious social issues like population related problems and economic debates, as the media managers believe that common people don’t have any interest in such serious issues. The same responses are demonstrated in the surveys in which educated students of the university expressed their views towards the role of the Pakistani media. As shown in table, the majority of the participants attached their attention with the government policies (63.5%), corruption (15.5%) and environmental issues (9%) and others (12%), which included population and other entertainment issues. Hence, from these results we can infer that not only the Pakistani media but also the audience focuses more on issues other than the overpopulation and its economic consequences. It is obvious that the media authorities too have to give more attention to what people like to see or read. So, on the one hand, we can say that it was the responsibility of the

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Govt. performance</td>
<td>130</td>
<td>65%</td>
</tr>
<tr>
<td>Corruption</td>
<td>30</td>
<td>15%</td>
</tr>
<tr>
<td>Environmental</td>
<td>30</td>
<td>15%</td>
</tr>
<tr>
<td>Any other</td>
<td>10</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Pakistan media to educate the masses towards serious social and economic issues and, on the other hand, the masses too are responsible to influence the media to broadcast or print such things that can help improve the current economic and social conditions of Pakistan.

The responses of the participants were further elaborated by asking them if they were convinced by the media about any presentation than to what extent they were convinced. The responses are shown in figure.

Figure of Question 5 (b)  
Table of Question 5 (b)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>Just discuss</td>
<td>150</td>
<td>75%</td>
</tr>
<tr>
<td>Try to convince others</td>
<td>30</td>
<td>15%</td>
</tr>
<tr>
<td>Feel as an agent to convey others</td>
<td>20</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>
Question # 6: Media can play far greater role in convincing people about population problem, as it did in many issues, e.g., judiciary case.

Figure of Question 6

Table of Question 6

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
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<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>34-66</td>
<td>40</td>
<td>20%</td>
</tr>
<tr>
<td>67+</td>
<td>160</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Since the main purpose of this study was to evaluate the role of Pakistani media as a vital source of awareness, the intent of this question was to ascertain from the participants whether they believed in the positive role of the Pakistani media. As we have discussed in the chapter on the theoretical framework, the social issues on which the media campaigns are often thought of as the practical solutions to serious social problems do really affect the society as a whole. That is why, it is believed, the social issues campaigns are a form of social intervention prompted by a determination that some situation represents a social problem meriting social action (Salmon 1989). The media campaign emerges as the “solution” to something after some organization has defined as a “problem”. Many chronic problems exist, but only some are granted the problem status.

However, the recent focus of the media has been on the issues which are not directly linked with the problems of the general public. Rather, these issues, like the restoration of the judges, trial of the PPP leaders and the presentation of the scandals in the rental power plants have been given more attention by the media authorities. The results of this study also confirm
this since the majority of the study responses indicated that the media could play a greater role in convincing people about the population problem, as it did on many issues, for example, the judiciary restoration case (80%).

**Question # 7: Do you think most of popular talk shows /media is sensational in their content than social Issues**

![Figure of Question 7](image)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>170</td>
<td>85%</td>
</tr>
<tr>
<td>No</td>
<td>10</td>
<td>5%</td>
</tr>
<tr>
<td>Not sure</td>
<td>20</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

The most commonly used tool by the media is the projection of the sensational news and stories through which it attracts the attention of the readers or the viewers. In this competitive age, the only means of survival for the media has been the production and projection of such news and events that can attract the attention of the population. Hence, the media portrays even ordinary events in a sensational way. In this context, the intent of the above question was to know from the participants as to how they viewed the talk shows and debates on the media. The responses of the participants to this question demonstrated that most of the popular talk shows are sensational in their content (85%), as against only 5% of the participants denied this statement which shows that the presentation of current issues are given sensational touch rather
than presenting these issues seriously, and with the intention to create awareness among the masses.

**Question #8:** How satisfied are you with the coverage of the Pakistani media with regard to its projections of socioeconomic issues like population growth

The core theme of this research was to examine the role of media in creating awareness among the masses about social issues like overpopulation and, for this purpose, the researcher used different sources to evaluate as to what extent the Pakistani media has played its due role and how much the viewers are satisfied with its role. The question 8 serves this purpose by ascertaining the views and experience of the participants about their satisfaction level of the Pakistani media.

As shown in figure, the majority of the participants of this study were not satisfied (95%) as against the 5% (very satisfied) and 5% (somewhat satisfied). These results confirm the hypothesis of the study that the Pakistani media has failed in creating due awareness among the masses about the social issues like overpopulation.
**Question #9: Do you agree that rapid growth of population in Pakistan is an alarming situation?**

(3 million)

**Figure of Question 9**

**Table of Question 9**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>146</td>
<td>73%</td>
</tr>
<tr>
<td>No</td>
<td>14</td>
<td>7%</td>
</tr>
<tr>
<td>Not sure</td>
<td>40</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

The population of Pakistan has increased dramatically over the years. As this increase of population is disproportionate to the available resources of the country, it has negatively impacted the economic growth of the country. In this context, awareness about overpopulation is vitally important and the masses are expected to know the ill consequences associated with this rapid increase. That is why the researcher asked from the participants whether they agreed about the ill consequences of overpopulation. The responses shown in the figure demonstrate that the majority of the participants agreed with the option stating that rapid growth of population is alarming for the economic development of Pakistan (73%). However, there were also some participants (20%) who were not sure about this serious issue which shows that there is a greater need to educate this significant group of population in order to enables them able to contribute towards the economic development of Pakistan.
Question # 10: Do you think private media in Pakistan is free of government influence to formulate its own policies to highlight social issues?

Figure of Question 10

Table of Question 10

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>180</td>
<td>90%</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

As with the other third world countries, all the media in Pakistan has different policies, preferences and agendas to follow. For example, the PTV and the pro-government newspapers project government policies and highlight the issues that are in favor of the government. On the other hand, the recently opened private channels are very critical about the government policies and performance. Hence, the majority of the Pakistani viewers prefer to watch private channels in order to know the correct situation of events as they believe that the government owned media projects only the facts that favor the government. The same responses are demonstrated in figure in which 90% participants agreed that private media in Pakistan is free of the government influence to formulate its own policies to highlight the social issues.
Question #11: Do you believe family planning is in accordance with the teachings of Islam?

The family planning has been a controversial issue in Pakistan and there are different views on this social issue by different groups. For example, the religious parties and Ulemas view family planning as an unislamic, and, hence oppose it. However, on the other hand, the liberal group views it as imperative for the economic and social development and favors it. The researcher also attempted to ascertain the views of the participants which were the university students and expected to offer a balanced approach towards this controversial issue. The results shown in figure demonstrate that they too had divided opinions (the majority (40%) was not sure about it, 30% agreed and other 30% disagreed). So, considering the uncertainty about such an important issue requires widespread campaign to educate the people and offer them the true picture of the situation which is only possible through the media as it has penetrated into every corner of the country.
Question #12: Do you think Pakistani media has utilized the force and influence of religious scholars to aware people the family planning matters, especially solving confusion?

Table of Question 12

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>40</td>
<td>20%</td>
</tr>
<tr>
<td>No</td>
<td>160</td>
<td>80%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

As stated in the previous section, Pakistani population is mostly divided over the family planning issue because the religious scholars of Pakistan oppose it on the pretext of Islamic teachings and beliefs. So, it is vitally important to mobilize these religious scholars in order to influence the opinion of the masses. However, unfortunately, this powerful influential group has not been positively attracted to contribute towards this end. The responses shown in figure also reflect about the majority of the study sample who believed in the fact that Pakistani media has not utilized the force and influence of the religious scholars to aware people about the family planning matters (80%).
Dr. Aamir Liaquat Hussain of Pakistan and Dr. Zakir Naik from India are two most renowned religious scholars who have influenced the young generation across the globe with their scholarly approach, as against the traditional, conservative scholars of the sub-continent. Hence, the majority of young Muslims get inspiration from these scholars and the programs they host. In order to know how far the research population of this study was aware about these scholars, the researcher asked them to show their familiarity with these scholars. The results shown in table reveal that the majority of them (80%) was familiar while only 5% was not. So it is expected that these modern religious scholars would have greater influence on the opinions of the young generation.
Question # 14: Have these programs covered social issues like population control

Figure of Question 14

Table of Question 14

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slight</td>
<td>20</td>
</tr>
<tr>
<td>Moderate</td>
<td>10</td>
</tr>
<tr>
<td>Not at all</td>
<td>170</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
</tr>
</tbody>
</table>

As shown in the previous response towards the familiarity of Dr. Aamir Liaqat Hussain and Dr. Zakir Naik, the majority of the participants was well aware of them. So, the researcher wanted to know how far these scholars have played their role in influencing their audiences and viewers towards the social issues. However, the responses presented in table show that only 10% of the participants believed that these scholars have covered social issues in their programs while the majority (85%) did not agree about the coverage of social issues by them.

Mixed Responses

In order to further explore the opinions and views of the participants, the researcher presented before the participants some statements based on 6-likert scale from strongly disagree to strongly agree.

The first statement shows that the media has not portrayed the problem of population properly (60% strongly disagreed). From the second statement it can be concluded that the contribution of Pakistani media on the people’s perception about the family planning is of slogan sake level only (40% strongly disagreed while 25% agreed). The third statement shows the
response of the participants that the family planning method is considered an effective method of
overcoming economic problems as projected in the media (50% strongly disagreed, 10%
disagreed and 20% agreed while the other 10% remained neutral). The statement that “the role/performance of media in getting people aware about the population on economic issue has been significant” received overall 70% strongly disagreed and disagreed responses while 20%
remained neutral. The statement about influence of overpopulation on the natural resources
received the positive responses of the majority as most of them (70%) strongly agreed that the
increased population has resulted in issues like water & food shortage, energy crises etc. However, the participants did not agree with the statement that the media advertisement of the
population control is appealing to watch and worth discussing (65%). Lastly, the participants
showed their responses towards the influence of the media in recent cases, like the restoration of
judiciary and the anti-Mushraf movement. The responses show that, in these situations, the
media played its positive role and was successful in mobilizing and influencing the masses. So,
from these responses it can be said that even though the media has potential to influence masses
about the social issues, it has not given due consideration towards the population issue, which
has been a serious problem and barrier in the economic development of Pakistan.

Table of statements

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media has properly portrayed the problem of population in Pakistan</td>
<td>60</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contribution of Pakistani media on people’s perception about family planning is of slogan sake</td>
<td>40</td>
<td>25</td>
<td>10</td>
<td>25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Family planning method is considered an effective method of overcoming economic problems as projected in the media.

<table>
<thead>
<tr>
<th></th>
<th>50</th>
<th>10</th>
<th>20</th>
<th>10</th>
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</table>

The role/performance of media in getting people aware population as economic issues has been significant.

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<th></th>
<th>40</th>
<th>30</th>
<th>20</th>
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</table>

Increased population has resulted in issues like water & food shortage, energy crises etc.

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<th></th>
<th>10</th>
<th>20</th>
<th>30</th>
<th>40</th>
</tr>
</thead>
</table>

Media advertisement of population control are appealing to watch and worth discussing.

<table>
<thead>
<tr>
<th></th>
<th>65</th>
<th>10</th>
<th>10</th>
<th>10</th>
<th>05</th>
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</table>

Have you been convinced by media on any issue e.g. judiciary, (govt.) anti musharraf .. etc.

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<tr>
<th></th>
<th>10</th>
<th>10</th>
<th>10</th>
<th>70</th>
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</thead>
</table>

as an individual you are convinced enough to control your family to 2 children, after you get married.

<table>
<thead>
<tr>
<th></th>
<th>70</th>
<th>10</th>
<th>20</th>
</tr>
</thead>
</table>

*Survey results of the media experts*
Apart from the students’ responses towards the role of media which were collected through the surveys, the researcher also conducted surveys among the media experts in order to evaluate the other side of the picture as the media experts were closely related with the journalism field and had more professional approach towards the media role and its place in the society. The questionnaire used for the data collection was based on 5-Likert scale and the participants had to choose more appropriate response denoting their views and perceptions of the role of the media. There were a total of 23 questions intended to cover all the possible aspects of the media, the society and the issues of overpopulation.

**Question 1 (Media Experts)-How would you define media power in Pakistan?**

<table>
<thead>
<tr>
<th>Figure of Question 1 (Media experts)</th>
<th>Table of Question 1 (Media Experts)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Pie chart" /></td>
<td><img src="image" alt="Table" /></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Media Enslaved</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongest in the word</td>
<td>18</td>
<td>35%</td>
</tr>
<tr>
<td>As not fourth but the Tallest pillar 50%</td>
<td>7</td>
<td>15%</td>
</tr>
<tr>
<td>Not Fourth but the Tallest pillar</td>
<td>25</td>
<td>50%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

In most parts of the world, the media is recognized to be the fourth pillar of the state. However, this is not the case in Pakistan where it is still playing the role of watch dog only without any influence on the policy making process or stimulating the civil society. There are many reasons for this, the most prominent being the recruitment process of journalists in the media. Unfortunately, unlike the European media personnel, the Pakistani journalists are not well educated nor there are sufficient capacity building opportunities for them. Furthermore, the
Pakistani media has not been as independent as it is in the other parts of the world. That is why the Pakistani media is still in its infancy and grooming stage.

The intent of the first question asked from the media experts was to ascertain from them as to how they viewed the role of the Pakistani media themselves. As the responses shown in figure, the media experts believed that the Pakistani media is the tallest pillar (50%) whereas the second majority (35%) believed it was enslaved as yet and is not so independent. Only 15% of them viewed the Pakistani media as the strongest in the world.

The responses of the participants are interesting and insightful especially in the present scenario where a new awakening and a sense of empowerment has been infused among the media journalists in the recent restoration campaign of the Chief Justice of the Supreme Court of Pakistan Mr. Iftikhar Muhammad Chaudhary. Although almost people from all walks of life participated in this restoration campaign, the role of the media was vehement and impacted significantly on the restoration campaign. This campaign was very successful and impacted the society positively. Taking inspiration from this glorious success, the media has been very active in criticizing the bureaucracy and the politicians. Hence, in this context, the confidence shown in the responses as reflected in figure is not exaggerated, rather it seems correct that the media of Pakistan is really the tallest one.
Question 2 (Media Experts): How would you rate contribution of media in ousting ex military ruler Musharraf and restoration of judiciary by reporting public sentiments

The intent of the question 2 was to ascertain from the participants as to how the media contributed in ousting the government of Musharraf and restoration of democracy in Pakistan. The main contributions of the Pakistani media in the recent years are the restoration of the Chief Justice of the Supreme Court of Pakistan and the ousting of Musharraf from the house of the President of Pakistan. Indeed, the suspension of Iftekhar Muhammad Chaudhary was the turning point in the career of Musharraf which ultimately paved the way for the democratic government. In all this campaign, the Pakistani media was very active and played its due role very positively. In this context, the responses of the participants are very optimistic and unanimous as the majority of them (90%) agreed that the media had played a positive role in ousting the former

<table>
<thead>
<tr>
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<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-25</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>26-50</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>51-75</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>75+</td>
<td>45</td>
<td>90%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
army chief from the President House of Pakistani whereas none of the participants did choose lower scales in this regard.

*Question 3 (Media Experts): What is current level of contribution of Pakistani media on social issues like population*

**Figure of Question 3 (Media Experts)**

<table>
<thead>
<tr>
<th>1-25</th>
<th>26-50</th>
<th>51-75</th>
<th>75+</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>88%</td>
</tr>
</tbody>
</table>

**Table of Question 3 (Media Experts)**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-25</td>
<td>44</td>
<td>88%</td>
</tr>
<tr>
<td>26-50</td>
<td>6</td>
<td>12%</td>
</tr>
<tr>
<td>51-75</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>75+</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Even though we have seen a very positive and active role of the Pakistani media in ousting Musharaf and restoration of the Chief Justice, the contribution of the media on the social issues has not been so positive as it should have been, being responsible for educating the general masses. The results in table show that even the media experts rated the contribution of the Pakistani media below 50% (1-25 were 88%, while there was none who rated it above 50%). From these results, it can be concluded that the Pakistani media is far behind in its image as the fourth pillar of the state and the watch dog of the society.
**Question 4 (Media Experts): How would you rate population Campaign in Pakistan?**

During the past few decades, the population campaign has been projected through the mass media through which the masses are informed about various ways of family planning and the positive aspects of the small family. However, the results of these campaigns have been very unnoticeable and no significant achievement has been credited by the media. In fact, this is a complex phenomenon which needs to be understood from different aspects. For example, the Pakistani society is much influenced by the religious scholars who have much more impact on the masses than the media. Similarly, the majority of the population lives in the rural areas where media campaigns solely rely on PTV as most of the rural dwellers don’t have access to newspapers or magazines and their only information source is PTV which broadcasts a wide variety of programs and has very small share for the population related issues. Hence, while evaluating the role of media, these aspects also need to be considered. In this context, the
responses of the media experts rightly demonstrate that the role of media is just to convey the message (70%) or aware the masses about these issues (15%). However, it can convince only upto 10% and is able to make to act only 0.5%.

*Question 5 (Media Experts): keeping in view current activism positive or negative has the potential to set any issue like population on revolutionary base*

Figure of Question 5 (Media Experts) 

<table>
<thead>
<tr>
<th>1-25</th>
<th>26-50</th>
<th>51-75</th>
<th>75+</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>5%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>80%</td>
<td></td>
<td></td>
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Table of Question 5 (Media Experts)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-25</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>26-50</td>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td>51-75</td>
<td>8</td>
<td>15%</td>
</tr>
<tr>
<td>75+</td>
<td>40</td>
<td>80%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

The results of this question show that people very strongly believe that media can change the perception. 80% of the people believe that any issue like population growth can be brought to the limelight by the media.
**Question 6 (Media Experts):** If media takes up this issue, religious confusion as barrier to practice population planning can be solved

**Figure of Question 6 (Media Experts)**

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>23</td>
<td>46%</td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td>43%</td>
</tr>
<tr>
<td>Not sure</td>
<td>3</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t agree</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

In creating awareness about the population planning, the media can play its vital role. So far as the role of media in solving the problem of religious confusion as barrier in the campaign of population planning is concerned, the participants expressed their opinion in the ratios mentioned in the table.
Question 7 (Media Experts): Population growth causing environment and social problems as well (water, food shortage, energy crisis petty crime)

Population growth at an alarming rate causes a lot of environmental and social problems as well. The reason is that a big number of people need the necessities of life at the same rate. So, the responses given by the media experts demonstrate that the ratio of the problems caused by overpopulation is severe (72%) meaning thereby that the media experts are well aware of the consequences of the population growth at an alarming rate.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slight</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>Moderate</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td>Severe</td>
<td>36</td>
<td>72%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
Question 8 (Media Experts): What are the main causes of not taking up social issue/s like population by the media

Figure of Question 8 (Media Experts)  
Table of Question 8 (Media Experts)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not part of any political party manifesto</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>Social/religious sensitivity</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>Not sponsored by any MNCs</td>
<td>40</td>
<td>80%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

When we look at the issue of overpopulation and the failure of the Pakistani media its projection in an effective manner, we naturally become interested in exploring the main causes of not taking up social issues, like the population, by the media. As we have discussed in the previous section, there are a wide variety of factors that contribute towards the awareness on the part of the masses. For example, the role of the religious scholars is very effective and mostly the people living in the rural areas are influenced more by these scholars than the media advisors. Similarly, no political party has taken these issues on its party manifesto as well as there is no significant MNC willing to sponsor the cause of media awareness.
Question 9 (Media Experts): Have you ever taken any major effect(s) from the media?

Figure of Question 9 (a) (Media Experts)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>190</td>
<td>95%</td>
</tr>
<tr>
<td>No</td>
<td>10</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

As we have discussed in the literature, media campaigns have effectively and successfully influenced the opinion of the masses. For example, a study conducted in Tanzania found a positive association between recall of a family planning message from a national mass media campaign that included family planning radio dramas, and use of a modern contraceptive method (Chen, 2003). In this context, the researcher also asked from the participants whether they took any influence from the media. The responses demonstrate significant influence of the media on the participants (95%) as compared to a smaller group (5%) who showed that they did not take any influence. From these responses, it can rightly be concluded that this aspect of the media need to be examined more closely in order to benefit from its impact on the masses. Unfortunately, over the last 70 years, a variety of researchers have attempted to provide a theoretical account for the role of the media campaigns as its role in influencing the outcomes of the mass media campaigns (e.g., Eveland, 2001; Hornik & Yanovitzky, 2003; Lazarsfeld,
Berelson & Gaudet, 1944; Katz & Lazarsfeld, 1955; McLeod et al., 1999). While considerable progress has been made in accounting for the effects related to the intersection of mass media content and conversation (Southwell and Yzer’s, 2007).

In order to further explore as to what kind of media campaigns impact the perception of the participants, they were required to highlight the most significant media coverage. The responses demonstrated that the majority of them (50%) were influenced by the coverage of the political opinion, 25% were influence by the product usage while 15% were influenced by the health coverage. From these responses, it comes to the light that the media has focused primarily on the coverage of the political opinion rather than the social issues, like population control.

Figure of Question 9 (b) (Media Experts)  

Table of Question 9 (b) (Media Experts)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political opinion</td>
<td>25</td>
<td>50%</td>
</tr>
<tr>
<td>Any product usage</td>
<td>13</td>
<td>25%</td>
</tr>
<tr>
<td>Health</td>
<td>7</td>
<td>15%</td>
</tr>
<tr>
<td>Any other</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>
Question 10 (Media Experts): Media has become more a commercial activity than profession

Commercialism has been the focus of every field of life and the media is no exception to it. In fact, the media solely survives on its advertisements and, as a result, the programs are also broadcasted in accordance with the commercial gains. In this context, the researcher asked the participants as to how much they agreed to the notion that the media has become a more commercial activity than a profession. The responses demonstrate that the majority agreed to it (88%) which confirms that the present media is commercialized more than its focus on the professional obligations.
**Question 11 (Media Experts): Media is concerned to act as political actor**

From the responses given in table, it becomes apparent that the Pakistani media is more interested in the political coverage and neglects its duty as a social educator. The responses of the participants also confirm this hypothesis as the majority of the participants (88%) agreed that the Pakistani media is concerned to act as a political actor.

**Question 12 (Media Experts): Main contribution about population planning is only by advertisements**

From the responses given in table, it becomes apparent that the Pakistani media is more interested in the political coverage and neglects its duty as a social educator. The responses of the participants also confirm this hypothesis as the majority of the participants (88%) agreed that the Pakistani media is concerned to act as a political actor.

![Pie chart showing responses to Question 11](image1)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>44</td>
<td>88%</td>
</tr>
<tr>
<td>Don’t agree</td>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td>Not sure</td>
<td>4</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

![Pie chart showing responses to Question 12](image2)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>48</td>
<td>96%</td>
</tr>
<tr>
<td>Don’t agree</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
The media is more like agenda following than agenda setting in Pakistan so they are least concerned about addressing the social issues (like population). Instead of simply focusing population control, indirect messages like educating and women as working class should be encouraged.

*Question 13 (Media Experts) : Do you think, population issue given due coverage in Pakistan studies, can be effective in creating awareness?*

**Figure of Question 13 (Media Experts)**

<table>
<thead>
<tr>
<th>Agree</th>
<th>Don’t agree</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2%</td>
<td>8%</td>
<td>90%</td>
</tr>
</tbody>
</table>

**Table of Question 13 (Media Experts)**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>45</td>
<td>90%</td>
</tr>
<tr>
<td>Don’t agree</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Not sure</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Pakistan studies is taught as a compulsory subject from matriculation, A and O level to graduation but it covers 80% history and politics mainly focusing famous two nation theory making of Pakistan islamization …etc only one chapter is devoted to social issues and problems faced by Pakistan like population only 11% of the total content (Pakistan studies, 2010). It should be restructured in a way to focus on real-life issues and their solutions, the challenges that we face as a nation in the contemporary world, the cross-cultural harmony, value for our noble traits of decency, mutual respect and tolerance in the society, incarnation of responsible learning and innovative environment, etc.
Question 14 (Media Experts): Do you know the population rank of Pakistan in the world?

The intent of this question was to know as how much knowledgeable the media experts were about the population of Pakistan and its rank in the world. As shown in the table, unfortunately, 30% of them did not know the current rank of Pakistan in the world with regard to the population. However, only 20% knew and 50% showed they had some idea about the rank of Pakistan in the world.

The results of this question show, if we can interpolate the results to other more uneducated population of Pakistan, that the major issue with regard to overpopulation is that there is a significant lack of understanding about the population issues and, unless the masses are educated and well aware no policies of population control can be effective.
Question 15 (Media Experts): What is the annual total net growth in population of Pakistan

Figure of Question 15 (Media Experts)

Table of Question 15 (Media Experts)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>Some idea</td>
<td>10</td>
<td>20%</td>
</tr>
<tr>
<td>(2-3 million)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>35</td>
<td>70%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Response to this question reflects a very clear answer to research question of poorness of media performance in creating awareness. As media related persons who have the maximum exposure to the media due to their nature of work, their knowledge about this basic fact is alarmingly poor (as 70% do not know at all, 20% have some idea and only 10% know the net growth in the population of Pakistan).

With the help of the results of this question it can be generalized that the results of the media performance are similar to those with less exposure of the media on the issues of population in Pakistan. Indirect campaign like female/woman as working class can also help to reduce population growth.
Interviews with the Media Experts

Following are the points which some highly seasoned and qualified media experts expressed in last part of the questionnaire in addition to designed questions. They emphasized the need to highlight the role of media in creating awareness about the overpopulation as an economic issue in Pakistan.

Experts Response- Case 1: A very popular drama was telecasted by PTV namely “Janjal Pura”. Such dramas can produce practical impact on the minds of the people. So there should be more dramas like this which can produce practical impact on the minds of the people”. However, according to one media expert (participant), such dramas are now considered a classical attempt which is very rare nowadays as the focus of the authorities have been shifted to more prominent issues like war on terrorism, politics and Pakistan’s foreign relations with America and other allies. Hence, the focus to the social issues, like population, has been shifted to more grave issues. “Religious confusion can be diluted by giving the reference of carrying capacity especially pure water and air but it should be said by the religious leader openly in the media.

He also criticized the role of the media, especially the electronic media, saying that the duration and repetition of the advertisement is insufficient on the T.V. Furthermore, according to him, “Religious channels hardly address such social issues which otherwise can produce much more effects in creating awareness among the people to the amount of acting upon population planning methods”. One of the main problems with the ads about population is that the advertisement shown about population planning is neither clear, open nor appealing for watching.
Experts Response-Case 2: The expert of the study highlighted the role of the media by saying that the media watching and reading has become a habit in Pakistani society and has the potential to win the minds and catch the heart. According to him the power of the media can be defined as surrogate parents. Secondly, it was pointed out that, the reason of population control failure is that the opinion leaders like doctors, religious persons and celebrities are not involved. Unfortunately, the population control is not a problem of developed countries so their transmission, as those of CNN and BBC, totally lacks advertisements and other program on issues like population.

Experts Response-Case 3: The expert has been a veteran in the field of journalism with excellent experience in the field. To him the dramas are very popular and create impact, but they hardly cover the social issues. Simple advertisements cannot be effective until opinion builders like teachers, religious leaders, etc. are involved. Sensationalism has penetrated in the media to the extent that, now, the trend of the talk shows is very hard to change. The vision/slogans about education, poverty, health, etc. are given by various governments but none about the population issues. The religious obsession about the population planning can be diluted by telling the facts about the environmental carrying capacity. One big factor is that there is no interest of any of the giant like MNC’s international organization, World Bank, IMF and any super power like USA. Slogans like “only two children enough” shows one male baby and the other female (why not only the girl baby), whereas there is strong desire and trend of gender discrimination. Reporters and other staff, especially religion bureau chief, are underpaid with the result that staff mentally remains engaged in cultivating relations and getting returns (financial) with high-ups, (mainly political, police and administration elite). Similarly, column writers are in the same
pursuit as they initially are not paid well; thus, by writing on political issues, they try to get similar benefits. Why are we the media agenda followers instead of agenda setters?

Experts Response- Case 4: The expert expressed his views as: “Pakistani media is used not only as an institution but, at the same time, as a tool to control the production and to divert the attention of the people so that they should divert from the real problems related to the government. The media is the strongest Pillar of the State but, recruitment of media personnel is ridiculous, as there is no criteria of basic educational qualification like graduation with any subject. So, it is very hard to expect that they can move towards addressing the real issues. The media has become watching lions instead of watch dog of the society and the media is much more concerned with projecting itself as a king maker and broker rather doing its real job. Out of the three basic themes, (education information and entertainment) its inclination is on the entertainment but not the education in Pakistan. Due to the fifty percent illiteracy, the print media is unable to prevail on the minds of people. Governmental policy of the population control is just like voluntary than encouraging or enforcing, which renders it weaker in response. Pakistani dramas are considered to be on top of its over all programs, but these dramas cover stories which are related either fiction like stories, or topics on the elite class, and so is the case with the social issues (like population) which is not the topic or theme of the dramas.

Experts Response-Case 5: Being one of the most senior journalist, he said: “The media in Pakistan is like a sacred cow and there is no check and balance in Pakistan. The media is much more concerned about money making by means of publishing exploitive content and making scandals, which actually exist or not. In the Pakistani media, the “breaking news concept” has been jeopardized and it has become a news breaking content rather the breaking news content. Instead of addressing the social problems, it remains focused on the criminal stories, sensational
news and hype creating. Most of the anchor persons, writer, and news editors are on the pay roll of the political parties and (interestingly but unfortunately) countries like USA, Saudi Arabia, Iran and China. One of the reasons of failure of the population control campaign is that it has never been on the agenda of major powers which are primarily interested in making and toppling the government and like issues. The population control can be successful in Pakistan if and when people are convinced not only at individual level but as well convincing others.

Expert Response-Case 6: He said that dramas should be produced on such topics (social issues) as dramas can make people aware to the level of convincing like the issue of lesser children. Messages simply through ads are taken partially and not totally. Doctors should also be used as opinion builders as their advice will be taken seriously.

Content analysis

The third method of the data collection for this study was the content analysis of the selected media in Pakistan. As the main focus of the researcher was on the role of media in creating awareness about the overpopulation as an economic problem, it was imperative to look at how media was presenting the social and economic issues and to evaluate if these representations of the media had any significant impact on the masses and their behavior especially towards the population related issues. For this purpose, the researcher selected the prominent newspapers and the TV channels of Pakistan.

However, before discussing the contents that the researcher collected for this study, it is also vitally important to understand the level of freedom of the Pakistani media. As discussed in the previous chapters, the Pakistani media is still far from true freedom where it can set its own policies and present to its audience what it deems fit for presentation. In fact, the government
agencies influence and exercise their powers over the media’s presentations of certain issues through various tactics and strategies. In this context it is pertinent to quote a research article by Mr. Babar Ayaz, one of the leading journalists, who conducted research on the topic “Is the media really free in Pakistan?” (Babar Ayaz, 2010).

In his research for “Focus on Pakistani Media”, a Southasia TV programme, Mr. Babar Ayaz interviewed leading journalists of Pakistani media and posed this very question to the most senior and credible journalists and almost all of them agreed that, although the media in Pakistan is far more free today as it had been in the past, the government control on the Pakistani media is still exercised through the advertisement quotas, Press Information Department (PID) and the CBR. According to Mr. Babar, “the practice is that the Press Information Departments (PID) of the federal and the provincial governments use 25 percent of the total public sector companies’ advertising budget to either buy loyalties for the government or to grease their own palms” (Babar, 2010). So, in this situation we cannot expect the media to represent the social issues as these are expected to have been projected and presented.

**Search method**

A keyword search method was used in order to find the relevant material, as well as the archives of the newspapers were searched for the publications of articles and news. The keywords that were used for search were ‘population’, ‘overpopulation’, ‘economic problems in Pakistan’, ‘overpopulation’ and ‘economy’, and further combinations of these keywords. Only a few prominent newspapers’ websites like the Jang Group of publications offered this search facility while other newspapers were manually searched and read to find if there was any representation of the ‘overpopulation as an economic problem’ in Pakistan. In the following sections the researcher will discuss the findings of the content analysis of this study.


The News

The searched results of “overpopulation” returned 9 search results out of which only two were relevant to the topic. The first news report was the publication dated 8th July 2009 in which Mr. Jam Mehtab Daher, the Sindh Minister for Population, was quoted to have said that the government was considering imposing “penalty for having more than two children to control the birth rate”. The coverage event of this statement was made on the World Population Day. The minister, while addressing the seminar, also stressed the need of creating awareness among people about the economic problems associated with the overpopulation because the majority of the Pakistani women did not know as to how to groom their children. The Minister also quoted a recent survey that showed the present population growth in Pakistan was at the rate of 3.5 per cent which the government wanted to bring down to at least 1.5 percent within the next 10 years (The News, 2009).

Another news report published by ‘The News’ dated July 8, 2009 was the statement of the Minister for Population Welfare, Neelam Jabbar Ch, while talking to various delegations. The Minister stressed “that it was the dire need for creating awareness among the people regarding rapidly increasing population, as the increased population only increased problems for the nation.”

The Jang

Although “Jang” newspaper is also published by the same group of newspapers, the Jang is widely read in Pakistan as it is in Urdu. Because the majority of the Pakistanis read Urdu newspapers, the choice of the Jang was believed to yield the most reliable results. However, as has been the case with other newspapers, the coverage of population given by the Jang is not very different as shown in the table. As the statistics show, there was very little coverage given
to the population related issues (0.99%) as compared to the political statements (61.60%). Hence, the Jang newspaper gave 61% coverage to the non issues in comparison to the developmental issues which were given only 39% coverage. It clearly shows that major theme of Pakistani journalism has been deviated from the core issues that directly impact the society as a whole and the economic development of the country. Similarly, among the developmental issues, population issue has been given very minor coverage which otherwise is considered to be the top most issue among the selected issues of this study (as maintained earlier that Pakistan has become the sixth largest populated country of the world and is still growing at an abnormal growth rate of 2.7).

Table 6: Comparative study of developmental issues and political statements -Daily Jang --2006

<table>
<thead>
<tr>
<th>Topic/Month</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>Total</th>
<th>%age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>16</td>
<td>3</td>
<td>3</td>
<td>13</td>
<td>1</td>
<td>0</td>
<td>36</td>
<td>0.99</td>
</tr>
<tr>
<td>Poverty</td>
<td>22</td>
<td>14</td>
<td>13</td>
<td>6</td>
<td>7</td>
<td>2</td>
<td>64</td>
<td>1.75</td>
</tr>
<tr>
<td>Education</td>
<td>27</td>
<td>26</td>
<td>30</td>
<td>153</td>
<td>28</td>
<td>5</td>
<td>266</td>
<td>7.28</td>
</tr>
<tr>
<td>Human Rights</td>
<td>39</td>
<td>30</td>
<td>34</td>
<td>171</td>
<td>27</td>
<td>8</td>
<td>309</td>
<td>8.46</td>
</tr>
<tr>
<td>Environment</td>
<td>38</td>
<td>3</td>
<td>12</td>
<td>19</td>
<td>23</td>
<td>27</td>
<td>122</td>
<td>3.34</td>
</tr>
<tr>
<td>Health Facilities</td>
<td>32</td>
<td>18</td>
<td>12</td>
<td>71</td>
<td>22</td>
<td>7</td>
<td>162</td>
<td>4.44</td>
</tr>
<tr>
<td>Woman</td>
<td>39</td>
<td>16</td>
<td>39</td>
<td>16</td>
<td>20</td>
<td>7</td>
<td>137</td>
<td>3.75</td>
</tr>
<tr>
<td>Child Welfare</td>
<td>6</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>11</td>
<td>0.30</td>
</tr>
<tr>
<td>Employment</td>
<td>31</td>
<td>3</td>
<td>5</td>
<td>9</td>
<td>17</td>
<td>10</td>
<td>175</td>
<td>2.05</td>
</tr>
<tr>
<td>Traffic Flow</td>
<td>24</td>
<td>8</td>
<td>15</td>
<td>76</td>
<td>4</td>
<td>9</td>
<td>136</td>
<td>3.72</td>
</tr>
<tr>
<td>Water Crisis</td>
<td>12</td>
<td>5</td>
<td>15</td>
<td>12</td>
<td>17</td>
<td>27</td>
<td>88</td>
<td>2.41</td>
</tr>
<tr>
<td>Political</td>
<td>348</td>
<td>283</td>
<td>385</td>
<td>397</td>
<td>417</td>
<td>416</td>
<td>2246</td>
<td>61.50</td>
</tr>
</tbody>
</table>
The table shows the statistical data of the coverage of ‘The News’ which is also widely read by the Pakistani elite and upper class as well as the bureaucracy of the Pakistan. As is expected from its standards, ‘The News’ touches the most serious issues of the society and its editorials are believed to be more authentic. Hence, the influence of its presentation of the social issues is greater on its readers. However, the coverage given to the population related issues by ‘The News’ is also not very positive as the table shows that only 1.37% coverage was given to the population related issues as against 46.4% to the political statements. Hence, although ‘The News’ has given better coverage to the developmental issues in both ways, that is, within newspaper and in comparison to the Urdu newspaper ‘The Jang’, this cannot be a satisfactory and positive situation.

Table 7: Comparative study of developmental issues and political statements THE NEWS 2006

<table>
<thead>
<tr>
<th>Topic/Month</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>Total</th>
<th>%age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>21</td>
<td>1</td>
<td>14</td>
<td>9</td>
<td>4</td>
<td>0</td>
<td>49</td>
<td>1.37</td>
</tr>
<tr>
<td>Poverty</td>
<td>35</td>
<td>0</td>
<td>19</td>
<td>18</td>
<td>6</td>
<td>13</td>
<td>91</td>
<td>2.55</td>
</tr>
<tr>
<td>Education</td>
<td>37</td>
<td>34</td>
<td>31</td>
<td>48</td>
<td>34</td>
<td>32</td>
<td>216</td>
<td>6.55</td>
</tr>
<tr>
<td>Human Rights</td>
<td>71</td>
<td>2</td>
<td>49</td>
<td>87</td>
<td>48</td>
<td>123</td>
<td>380</td>
<td>10.65</td>
</tr>
<tr>
<td>Environment</td>
<td>97</td>
<td>33</td>
<td>28</td>
<td>22</td>
<td>33</td>
<td>10</td>
<td>223</td>
<td>6.25</td>
</tr>
<tr>
<td>Health Facilities</td>
<td>43</td>
<td>49</td>
<td>32</td>
<td>25</td>
<td>33</td>
<td>7</td>
<td>189</td>
<td>5.30</td>
</tr>
<tr>
<td>Woman</td>
<td>54</td>
<td>14</td>
<td>36</td>
<td>27</td>
<td>46</td>
<td>31</td>
<td>208</td>
<td>5.83</td>
</tr>
</tbody>
</table>
Akhbar-e-Jahan

The first weekly magazine analyzed was the Akhbar-e-Jahan, which is very popular in Pakistan and is published by the Jung Group of News. The magazine issues from 2005 to 2009 were analyzed to explore the manner this magazine has published content on the population problems in Pakistan. These issues were retrieved from the website [http://www.akhbar-e-jehan.com/home/index.php](http://www.akhbar-e-jehan.com/home/index.php) which also provides archive service in order to view the previous issues of the magazine. A systematic review of the magazine revealed that during this year only 35 articles were published on the topic of population. However, the themes of these articles varied according to the writers’ perception, the current situation and the target audience. For example, in one article the writer wrote that the population of Pakistan is increasing due to illiteracy and unemployment which could be overcome if literacy rate is increased. Similarly, in one article, the author reviewed population problem in the context of poverty and suggested to decrease population in order to overcome poverty problems. However, there was no article specifically aiming at increasing awareness level of its reader with regard to the economic problems of Pakistan.
Figure 4: Akbar-e-Jahan

*Family Magazine*

Family magazine is very famous and popular especially among women of Pakistan. This magazine was chosen due to the fact that through such magazines women come to know about population related issues. However, unfortunately, this magazine was full of women related issues like marriage, fashion, stories, and showbiz news but not the population issues which are very serious issues. The researcher found a few articles that attempted to address the issue of population through reviewing the health related issues that women face during their pregnancy. As such no article was specific to the topic.

Figure 5: Family Magazine
Pakistan television dramas

Apart from the FAMILY and AKHBAR-E-JEHAN magazines, which are very popular among the Pakistani audiences and readers, the electronic media that has attracted the majority of the Pakistani population is the Pakistan Television (PTV). The popularity of this state owned TV channel comes from the fact that it presents dramas which focus on the social issues, especially of the rural population. As the majority of the Pakistani population lives in the rural areas, these dramas are viewed by the majority and even liked across the border in India. So, considering this popularity, the author reviewed some of the very popular dramas presented by the PTV which are discussed as under:

From the PTV, I have chosen the very popular drama serial “Aahat” which aimed at promoting awareness about the family planning in Pakistan. This drama serial was prepared with the support of John Hopkins and had a very strong message coming out through its representation of the characters (especially that of Sania Saeed and Salman Ahmed). The couple had both their own dreams and the social pressures for the children to have ‘too many and too soon’. This was the first successful example of the PTV and the National Population Program in which the message of the family planning was successfully diffused. Especially, the success of this drama can be viewed in the background in which it was prepared and telecasted. At that time the topic of family planning in Pakistan was considered to be very sensitive for the media and a strong reaction was feared from the religious parties and Ulemas of Pakistan. However, unexpectedly this dramas received overwhelming positive response and with the success of this drama all misconceptions about the family planning were removed.

The drama “Aahat” delicately shows the process of decision-making process of the family planning and the increasing demand for contraceptive services. Before telecasting this
dramas, a formative study was carried out in order to assess the awareness level of the Pakistani population about the family planning and contraceptive methods. The awareness level during 1991 demonstrated that above 80% Pakistanis had an awareness about family planning, but the contraceptive prevalence was very low at 15%. The research further showed that about 59% of the married couple did not use the contraceptive methods. This research was carried out among the middle and lower class as who were high consumers of the media. Hence, the results of this research were encouraging to use PTV which was widely viewed by high, middle and lower classes of Pakistan.

The cast of this drama was also very important as the writer chosen for this drama was Huseena Moeen, a well known writer on the social issues. Sahira Kazmi was the producer of this drama who already had established her image as a producer of the dramas focused on the social issues. These two women successfully worked together with Educational TV and PTV and generated awareness about the family planning concepts and issues.

Figure 6: Drama serial Aahat

The results of this drama are also very positive. The cast of this drama earned unparalleled reputation throughout the country. The post drama research also revealed some interesting facts which demonstrated that the awareness about family planning issues and
methods was increased by 87% to 94%. The positive attitude was built by this drama to 75%.
The viewers also recognized the importance of the message given through this drama and
realized the relationship between the population growth and the economic problems. Another
significant outcome of this drama was that it increased 12% awareness and discussion about the
contraceptive methods (amongst viewers of this drama). As this drama was viewed
approximately by 30 million people, this drama was further discussed on the television talk
shows and the print media also gave extensive coverage. In one of the articles published in the
Jang, the writer concluded: “…AAHAT centers around a family’s well-being, with the entire
society reflected in it. Broadcast in six parts, this mini-series has proved to be a unique form of
instruction. Perhaps in the darkness of ignorance and illiteracy, this small aahat brings news of
bright and hopeful destiny.”

_Ukaas – The Reflector_

Apart from the newspapers and the electronic media representation of population, some
serious attempts to educate and empower Pakistani women have been demonstrated by the
Ukaas, the quarterly newsletter which has focused on monitoring the media and how the
stereotype images have been created and represented by the media. Established in 1997, the main
purpose of this quarterly newsletter has been to serve as a research resource dedicated to the
cause of gender equality and the development of Pakistani women. The specific objectives of
this newsletter are to create awareness among the masses about the women’s fundamental rights
as well as to mobilizing the media about the social issues related to the women. One of the main
objective of the newsletter is to “exploring the various medium and their messages affecting
gender construction and women empowerment and correct society’s perception of women, most
of which is established through media coverage” (Ukaas – the reflector, 2010).
From the aims and objectives of the quarterly newsletter, it becomes obvious that even though the main focus of this newsletter is to create awareness about the women problems and to empower the Pakistani women, there is not a slight attention paid on the population and birth control related issues which are the core problem the women face in Pakistan. Also, there is a negligence on the part of the newsletter to have monitored the media about representation of population related issues even though the main focus of this newsletter is to monitor the Pakistani media about its presentation on Pakistani women.

_Pakistani Editorials_

In order to review the Pakistani editorials and analyze how the overpopulation related issues have been represented through the Pakistani columnists, this researcher used both the manual search and the online search. For the manual search, the library newspaper collection of the previous years up to May 2010 were used. The Punjab Library is the largest library in Pakistan and the collection of all of the major newspapers is available there.

For the online searches, the researcher selected two leading columns repositories: PkColumns dot com and ColumnPk dot com. The PKColumns dot com has 2066 pages and each page contains about 5 editorials. So, on the average, there are about 10333 columns (both in English and Urdu) which were published in leading Urdu and English newspapers. Among the columnists, there are very famous columnists like Javed Choudhry, Mohammad Aamir Khakwani, Dr. Safdar Mehmood, Masood Ashar, Mushtaq Ahmed Qureshi, Nazeer Najee, Saleem Safi, Ata-ul-Haq Qasmi and many others. However, unfortunately, the researcher could not locate a single column (among this largest repository of the columns) which has mentioned the overpopulation of Pakistan as an economic problem (Pakistan Columns, 2010).
Similarly, ColumnPK dot com is the largest column repository of Pakistan which offers 424 pages containing 7 columns in each page. Hence, this repository offers a collection of about 2968 columns published in Urdu and English Newspaper and the leading columnists include Auria Maqbool Jan, Saadullah Jab Baraq, Hameed Ahmed Sethi, Tahir Sarwar Meer, Lateef Choudhary and many others. However, again, none of the columns or the columnists has touched the core issue of the overpopulation in Pakistani and its consequences on the economy.

Only a single editorial, dated 17 May 2010, has touched poverty in Pakistan quoting Human Development Index (HDI, 2007) that 60.3 per cent of the Pakistan population lives on under $2 a day as compared with 75.6 per cent in India and 81.3 per cent in Bangla Desh. However, the focus of this editorial is not on population control strategies, but is again focusing on the political background highlighting the government’s efforts to reduce poverty through Benazir Income Support Program (BISP) (The Price of Poverty, 2010).

Coverage of Population in English Newspapers

The coverage of overpopulation as an economic problem in the English newspapers of Pakistan has been analyzed in a report published by the “Society for Alternative Media and research”, a leading research and reporting center of Pakistan. As shown in the table, the maximum coverage is given to the political affairs (government and judiciary) while only 4% coverage is given to the social issues as well as 4% coverage to the economy, calamities and the Kashmir issue. The statistics presented in table also demonstrate that greater coverage is given to the advertisements, meaning thereby that the journalism in Pakistan mostly depends on money (earned through the advertisements). Though, justification can be made to commercialization of the media, it is also a matter of fact that the media is a watch dog of every state and in this
capacity it has to present the issues that are closely related to the society and the individuals living in that society. However, as is evident, the media in Pakistan has not come up to the expectations of playing its due role as a watch dog and highlight the social issues.

Table 8: New coverage in English newspapers (Dawn, The News, Daily Times) from 15th June to 15th July, 2008

<table>
<thead>
<tr>
<th></th>
<th>ADVERTISEMENTS</th>
<th>42%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>terrorism /militancy</td>
<td>10%</td>
</tr>
<tr>
<td>3</td>
<td>Politics (government and judiciary)</td>
<td>26%</td>
</tr>
<tr>
<td>4</td>
<td>International</td>
<td>14%</td>
</tr>
<tr>
<td>5</td>
<td>Social issues</td>
<td>4%</td>
</tr>
<tr>
<td>6</td>
<td>Others (economy, calamities, Kashmir)</td>
<td>4%</td>
</tr>
</tbody>
</table>

The coverage of overpopulation or the social issues as a whole in the Urdu newspapers is no different than the English newspapers. As the statistics presented in the table demonstrate, the large chunk of newspaper space is reserved for the advertisements (37%) and the political issues (40%) while only a small portion (4%) is reserved for the social issues. As against the English newspapers, which are mostly read by the upper class, the Urdu newspapers have the majority of its readers from the lower middle class which has its own social and economic problems and is attracted much by the discussion and coverage of the issues that are directly related to them. However, instead of presenting such issues, the space is given more to the political and judiciary
issues which are not a problem for the laymen of the Pakistani society. Hence, the hypothesis of this study is proved that the media of Pakistan has failed to play its due role in creating awareness among the citizens of Pakistan about the issues related to the overpopulation.

Table 9: New coverage in Urdu newspapers (Jang, Express, Khabrain) from 15th June to 15th July, 2008

<table>
<thead>
<tr>
<th></th>
<th>Politics (government and judiciary)</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Advertisements</td>
<td>37%</td>
</tr>
<tr>
<td>3</td>
<td>Social issues</td>
<td>11%</td>
</tr>
<tr>
<td>4</td>
<td>International</td>
<td>3%</td>
</tr>
<tr>
<td>5</td>
<td>Terrorism / militancy</td>
<td>5%</td>
</tr>
<tr>
<td>6</td>
<td>Others (economy, Kashmir, calamities)</td>
<td>4%</td>
</tr>
</tbody>
</table>

Discussion of the content analysis

A brief review of the selected Pakistani media’s presentation of the “overpopulation as an economic problem” reveals that the media did not take this issue as seriously as it ought to be or should be given importance. It is also a matter of fact that even though almost all the print and electronic media in Pakistan has developed websites that offer relevant and useful information about their programs, policies and schedules of programs, none of these, besides THE NEWS, offers search facilities through which one may find easily the required information. So, it is indeed very difficult to find the information electronically while searching manually the archives is too time consuming.
This becomes almost next to impossible with regard to the electronic media representations as there are dozens of programs being offered everyday and there is no easy way to select any particular program or play among thousands of broadcasts since the past few one or two decades. So, the researcher has relied on the personal memory, comments from the acquaintances and some brief reviews of the programs in order to offer this content analysis. In the following sections, I will offer my findings of the content analysis made for this study.

The difference between the state owned media and the privately owned newspapers is that the private newspapers and TV channels freely discuss the public policies and don’t miss any opportunity to criticize the government. The statements of the opposition leaders are given due coverage and a wide range of views from the public are given due consideration. However, these privately owned newspapers and TV channels have to pay the price for this liberty as they are (most of the times) pressurized by the local police, political parties and through the cuts in the advertisement quota (Williams T, Schutt-Aine, 2003).

The state and the successive governments in power in Pakistan, much like in other so-called third world countries, are very crucial in terms of determining broadcasting policies. National television and radio are in the state control. The state supervises, if not control, the production and distribution of the television sets and pro-government newspapers. Unfortunately, many religious ulemas also recognize the value of using media to propagate Islam and Islamic values (Rai Shakeel Akhtar 2000). Therefore they demand an increase in the telecasting of the programs depicting Islamic culture instead of programs on social and economic issues. They also call for an increase in the current affairs programming relevant to the issues facing the Muslim Ummah. Often in frustration, some of the extreme religious parties aggressively vent their hostility by burning the private media businesses like electronic shops, cinemas, and video rental
stores. The cricket games, popular music, and films are portrayed by the religious parties as part of the conspiracy of non-Muslim nations to keep Muslim countries away from attaining independence from the yoke of imperialist powers.

These issues need to be taken into account for understanding the media in Pakistan. Firstly, Pakistan’s fragile political system has created a general distrust for the political and religious parties among its citizens. Secondly, media images are contradictory to the state ideology. And thirdly, electronic media, by its own design, has efficacy “on the work of the imagination as a constitutive feature of modern subjectivity” (Appadurai 1996, p. 3). According to Appadurai, “the work of the imagination ….. is neither purely emancipator nor entirely disciplined but is a space of contestation I which individuals and groups seek to annex the global into their own practices of the modern” (Appadurai 1996, p. 4). He makes a distinction between imagination and fantasy. According to him, fantasy is private and individual and can dissipate, but the imagination on its collective forms “creates ideas of neighborhood, of moral economies and unjust rule, of higher wages and foreign labor prospects. Drawing upon the theoretical works mentioned above, the relationship of viewers / citizens with the state, media, and religion in Pakistan is mapped in figure as a triangular model with a circle in the middle. The relationship between all four categories in the model is very dynamic and flexible. The three corners of the triangle, representing the nation-state, media, and religion, are not fixed but linked by cogwheels that move on their own axes in time of political and economic urgency to adjust their positions. Each takes a front position, as the need may arise, to protect and achieve their domination. The circle in the middle represents the viewers/citizens, who are fully cognizant of this domination process and may also spiral away from each, of the three loci.
The sum and substance of all the above discussion is that, according to the collected and compared data, it is very clear that Urdu newspapers gave more coverage to none issues/political statements in both terms, that is, within newspapers and in comparison to English newspapers. Similarly, the state owned channel, i.e., PTV gives more coverage to the government publicity as compared to the social and economic issues.

Media of any country is reflection of that country. Although media’s role is to disperse factual content but media should be very careful in this regard. McCombs and Shaw presumed that “mass media groups agenda for political campaigns, leveraging public mind-set in the direction of yearned issues”. Media sways people’s insights and main concerns in their consideration of the political contents. Media forms public’s demeanour about matters and performances as a crucial function in highlighting certain attributes of issues (Talbot, 2008).
Analysts at Standard Charter Bank approximated in 2007 that Pakistan had 30 million persons with earnings passing $10,000 the year. Multiple, varying passages catering to nearly every niche, whim and taste---from report, government, learning, wellbeing, sports, comical presentation and converse displays to passages dedicated to preparing nourishment, latest tendency, fitness, melodies, enterprise, belief, localized dialects and heritage etc (Harrison, 2008).

The media have the deep leverage on how numerous juvenile persons discover, converse, dress and act, and emulate outspoken media personalities, diverse professionals, actors, preachers, vocalists, sportsmen, celebrities and latest tendency models. The development in Pakistan's media market has produced in more helpful data, more advocating, more affray and more alternatives for the public. Chief Justice Iftikhar M Chaudhry and other honourable referees will be propelled to the Supreme Court construction and escorted to their sleeping rooms and their courts (Hussain, 2009). The researcher’s wish is that mass media should teach Pakistanis on basic matters of poor governance in Pakistan, and assist in forming argument and principles to explain some of the most grave difficulties confronted by the people and the state.

Contribution of Pakistani newspapers to community awareness

According to Renckstorf, McQuail & Jankowski (1996), Media and social or community relationship is seen as a source of social integration and control. This relationship between media and community awareness presents both positive and negative aspects. According to Curran (2002), political researcher’s portrayal of the positive aspect of such relationship is that it is more importantly of the period in power, dispersed individuals, integrating newcomers, sharing common values, information and ideas; helping to create single identity. This relationship, on the
other hand, has some negative aspects such as the media, sometimes provoke the social
displacement, encouraging individualistic behavior, decreasing levels of social control and
ultimately destroying the hold of traditional values. The media should establish a more detailed
breakdown of the target audiences in national, regional and international public opinion research,
employing common methodology.

While going through the annals of the history the active role of the media in the
community awareness is partially related to the World Wars I and II; during the war different
means of prints media were used to propagate about the war. After the world war, at different
times, the pattern was repeated and now it is seen that the print media, like newspaper and
magazines, are vastly used to bring awareness among the public. In Pakistan, this role of paper
media as a means for community awareness has a history, when in the 19th century a Muslim
thinker, Sir Syed Ahmed Khan, wrote a pamphlet ‘Causes of Indian Revolt’. The pamphlet
aimed to convey the facts (about the war) to the Britain. The success of the pamphlet brought
about the period of use of newspaper for the general awareness in the community.

In Pakistan, paper media, before the partition of 1947, seemed to be very inspired, but it
gradually got dimmed and after many years since partition, the need was felt for the active role
of the newspapers for the community awareness. At present, there are 16 English and 28 Urdu
newspapers and 20 other newspapers printed in other regional languages in Pakistan. In order to
understand the role of paper media in Pakistan, there is a need to find the historical roots of the
print media and its role in the community awareness.

The new Pakistani media with its focus on awareness and constrained mobility of the
work without double-checking distributive fairness has conveyed thereto matters pertaining to
nationwide and human security. Furthermore, in Pakistan, the media, having abdicated to market its blame to meet survival desires, its function has been decreased to accomplishing regulatory functions. Pakistan has to count excessively on security apparatus to gaze productivity and efficiency. Media perception has conceived situation for co-operation, but it has accentuated confrontations founded on ethnic persona all through the world. For example, immigrants in some components of the world are treated with contempt and mock, premier to stress and riots. It is impersonating the dispute to police security scheme be innovative in settling these conflicts. Not only this, the large part of diaspora has exact security desires both at their location of source and place of the settlement. Thus, situation is premier to unwarranted reliance on police to sustain alignment and peace. The security apparatus has to come by abilities pertaining to avoidance and administration of confrontations and post-conflict rehabilitation with corresponding accountability. It has to function in convergence with the cultural desires of the people without distracting their heritage sensibilities. There is numerous more appearing difficulties which can only be settled through nearer intervention. In absence of institutional means for multilateral policing, the accountability values stop to be functional.

These expansions need the new gaze at criminal fairness scheme globally to construct its capability to consign fairness, double-check security and defend rights of the citizens. The appearing truth has to be contextualised in the nature of Pakistanis, be it post-colonial, post-capitalist or post-totalitarian with the aim on norms and standards that form security perceptions. The requirement is to construct those institutional responsibility organisations which are popular in answer, shielding of privileges and perceptive to multi-cultures. Therefore, internal command should change from upkeep to responsive. Pakistan controls from regulatory to directional, autonomous legal controls from correctional to preventive, and communal controls from being
reactionary to reformist. To insert effectiveness and transparency, there is the requirement to encourage linkages for expertise, capability construction and understanding distributing (conflict administration and settlement) inside homeland and amidst nations through multi-lateral arrangements. The caution is that technological transformation is no alternate for autonomy of human mind.

There is, furthermore, the requirement to refurbish purposeful balance amidst diverse organisations integral to criminal fairness scheme by conveying about corresponding alterations in support for the organisations like judiciary, bureaucracy, political scheme and municipal humanity organisations. For example, it may need re-examination of the assumption that human privileges measures should conform to what is granted and not to what should to be achieved. This is because what is granted may not be ample as in case of Scheduled Castes and women. And what is attractive will not be achieved.

This chapter has presented primary data collected from three different data collection methods: the surveys conducted with the research population of this study (students), semi-structured interviews conducted with the media experts and the content analysis of the prominent media of Pakistan. In the next chapter the researcher will discuss the findings of the study and offer the concluding remarks.

Finally, the researcher suggests that it’s time for our media to recheck the way they depict things to halt encouraging disorder and fright ,to behave trustingly, because we are the homeland where learning grade is underneath the desired average. The persons take up things without putting in thorough efforts and what they are notified with and what they watch. Especially about the anchors on the media the researcher feels that being attitude manufacturers,
they should be dependable for their occupation, and stay clean, because if we desire to have good territory and involve the good youth having affirmative mind, passionate about their carriers and fervent about assisting their homeland. We require to encourage tolerance, and balance so that the media becomes best way to conceive this change. This raises responsibility of the media even more. It’s not too late for media to make it up to this territory by assisting its efforts in conveying the affirmative change and by behaving responsibly (Sisson, 2001).

Media have to evolve its rank in the public by moving unseen bonds of humanity entailing its culture. Although we have distinct heritage in our homeland but source of all heritage is Islam. The media is ought to broadcast with persons as the part of their society. Tariqavi states, “…..Stress significance of heritage, which may alter even inside the homeland, in negotiating any convoluted deal you require to realise standards of persons you are considering with, even if you manage not accept their standards yourself……..”. Hence our media should ought to be careful of the heritage of Pakistan to incorporate persons in the direction of prosperity and development while dwelling inside the Islamic boundaries.
CHAPTER VI
DISCUSSION

Introduction

The goal of the current study was to investigate the performance of the Pakistani media in creating awareness among the masses about the economic impact of overpopulation. For this purpose, the data was collected through the surveys, semi-structured interviews and the content analysis of the selected media. The cross-sectional data was gathered on the general and the population related media use. Two significant predictors were television use and the newspapers-related conversation. In general, educated people reported watching less television as compared to reading newspapers which predicted that social issues portrayed on the media would produce more direct impact on the masses. The result for television use is consistent with a wide range of other previously discussed studies (Robinson, Hammer, Killen, Kraemer, Wilson, Hayward et al., 1993; Sallis, Prochaska & Taylor, 2000), and this makes sense intuitively. People who have to work outside their homes more probably have less time to watch television and they are likely to be more attracted towards reading newspapers. Hence, this finding may help the policymakers to focus more on the newspapers for the presentation of the population related issues. Obviously, these are questions that deserve further study. For example, is there any correlation between the age and the preference of the media choice, and correlation between the income level and the choice of media need in-depth analysis. Similarly, the occupation and the choice of media may also have further implications for the investigation of social issues and the role of media.
This chapter of the thesis has several goals. Firstly, the key findings from the three studies are briefly reviewed, some of the methodological shortcomings in the thesis studies, and other next steps that might be taken to answer some of the questions raised by the study findings. Secondly, the theoretical implications of the dissertation and discussion areas need to be considered where the dissertation contributes to the existing conversation—mass media literature. Thirdly, some of the practical implications of the findings and what they suggest for the planners of the strategic communication campaigns are discussed. Finally, the dissertation concludes with a discussion of why the line of research begun here should be pursued further at both theoretical and applied levels of the inquiry.

Key Findings and Next Steps for the Research

As an organizing framework for the first part of the chapter, let us return to the four broad research questions that appeared in the introduction, viz.:

1. Has Pakistani media failed to meet its responsibility in imparting necessary awareness among masses about the population as an economic problem?
2. What has been the performance of Pakistani media has played in imparting the awareness about the population as an economic problem?
3. How media has effectively shaped the peoples’ perception about the family planning?
4. How the media can be used to mobilize Pakistani population to reconsider population as an economic problem?

Because many previous priming studies have used assimilation or contrast to a target stimulus as evidence that priming has occurred (e.g., Dijksterhuis et al., 1998; Stapel et al., 1998;
see also Mussweiler, 2003), this was the main outcome measure in the study. Additionally, the interpretation comparison model of priming effects (ICM; Stapel & Koomen, 2001; Stapels & Suls, 2004) was used as a theoretical framework to guide predictions of whether assimilation or contrast were expected to occur.

The ICM predicts that assimilation will occur when schemas are relatively weak and less distinct and that contrast will occur when schemas are relatively strong and more distinct. In this study the researcher argued that a topic-related conversation about a participant’s hometown should be conceptualized as a task that would activate a weaker schema and therefore produce assimilation to the target stimulus. A topic-related conversation about a participant’s experiences as a university student was conceptualized as a task that would activate a stronger and more distinct schema and produce contrast from the target stimulus. The results of the study suggest that engaging in a topic-related conversation works with the prime conversational participants, although the supporting evidence was mixed and the effect size was fairly small. For example, participants who talked about their personal experiences with the media, prior to viewing the advertisements about population, rated the characters in the advertisements as being more like influencing their opinions. This was what might be considered a “classic” assimilation effect, where exposure to a stimulus resulted in evaluating at least one aspect of a target stimulus as more like the activated schema. Participants who talked about student-related experiences, prior to viewing the ads, rated them as less realistic and the characters as less like people from their hometowns than participants in the other conditions. This could be called a contrast effect. Each of these findings was consistent with the ICM.

A question that should be considered, though, is why the assimilation and contrast results weren’t more consistent. One possible reason is that the relation between the activated schemas
and the target stimuli could have been more direct. While there is a logical relation between being a university student and aware of the social issues, the relation between population and the role of media is less clear.

While the target stimulus evaluation may not have provided the best test of topic-related conversation’s potential to prime, a second and more consistent piece of evidence about topic-related conversation and priming emerged in the results of the measure of the active self-concept used in the study.

Because, the participants for this study were drawn from the same population and were randomly asked different questions (for interviews) we can be confident in concluding that it was the topic-related conversation that caused the differences in the answers to the research questions. Furthermore, the finding that the majority of the students preferred newspapers comes from the fact that the students have less time for watching television as they can read more newspapers in the university libraries and the cafeteria. Hence, they are more influenced by what they see in the newspaper articles and editorials.

At the same time, I recognize some limitations in how the study was conducted and can suggest ways that further research may be beneficial in understanding how media can positively play its due role in presenting social issues like overpopulation in order to create awareness about the economic problems related to the overpopulation.

Even though some studies have used direct measures of message evaluation as an outcome (e.g., Andsager et al., 2001; Austin & Dong, 1994; Baker & Lutz, 2000), it is also possible that the process of conscious evaluation of a message may change the nature of that evaluation—especially in the context of interpersonal communication. Therefore, it is possible that the type of message relevance, realism and overall evaluation, and character similarity
measures used in the dissertation are different than those which occur in real time outside the laboratory. This possibility once again suggests that one important area of future research would be to have participants engage in a topic-related conversation and then use a reaction time or word pairing task to test for priming main effect related to the topic-related conversation. For example, participants could be assigned to talk about social issues and then have their reaction to the role of media in measurable terms.

A second outcome that would be of interest (both theoretically and practically) would be to use some measure of message recognition or recall as an outcome variable of the interest. Message recognition and recall are often used as measures of message engagement (e.g., Lang, 2000; Southwell, Barmada, Hornik & Maklan, 2002), so it would be worthwhile to see if differences in message recognition or recall will emerge based on the topic of conversation. A positive result would suggest that engaging in a topic-related conversation prior to message exposure may lead to or facilitate message engagement. Of course, this type of study and outcome would move away from the assimilation and contrast measures of priming effects discussed earlier, but it is possible that outcomes such as recognition or recall may be of greater interest to the strategic communication designers, as they grapple with how conversation may promote (or reduce) increased message engagement.

One of the implications of the results from the analysis is that the constellation of the variables—media use, conversation, and behavior—is important across multiple domains. This supports a general theoretical framework incorporating these variables, and further research on a general model should be conducted. Another implication is that there are likely other ways that health communication researchers can use in the findings related to political communication to
further their work, while also recognizing that certain health behaviors may be uncomfortable to talk about or that conversations may occur infrequently.

A limitation of the initial data collection and analysis, of course, is that it is not possible to make causal claims. The researcher can only state that there is a relation between these variables that bears further study. It is also possible that there is an unidentified third variable that is responsible for causing the relations but that it was not measured in this study. Therefore, it is impossible to disentangle whether conversation causes behavior, behavior causes conversation, or whether an unidentified variable explains the conversation—behavior relation. Finally, it is also important to remember that self-report measures are subject to memory distortions. Nevertheless, the study does provide a starting point that can help guide future research, especially research that begins to address causality.

Looking forward, it is clear to see several areas where future research could help clarify the nature of the relations between media content, conversation, and behavior. One way not mentioned thus far is to include measures that do not rely solely on self-report, given that self-report is subject to memory bias and over- or under-estimation. For example, a prospective study could be designed that includes a measure such as the number of check-ins at a health center or pedometers or bike odometers. Similarly, even though something like a conversation diary still relies on self-report, it could be used to validate other self-report measures.

Another way to move this area of research forward is by using more powerful analytic techniques (e.g., structural equation modeling) that could be beneficial in testing for mediators, such as whether conversation mediates the media use—behavior relation. Additionally, experimental research could be conducted where groups of participants were randomly assigned to have conversation or to chat online, which help to clarify the role a conversation would may
play in causing behavior. Several researchers have already demonstrated that using coaching delivered via phone calls or conversations can lead to greater weight loss (e.g., Gillis, Brauner & Granot, 2007; Tucker, Cook, Nokes & Adams, 2008), so it would be worthwhile to test whether simply having conversations about exercise would also increase the likelihood exercise to occur.

**Theoretical implications of the research**

This section of the current chapter discusses the theoretical implications and contributions of the study. The first contribution is that the dissertation provided a direct test of whether a conversational topic acts like a priming mechanism. While other studies have argued for likely priming effects of conversation, most of them have relied on cross-sectional designs and simply shown that the people who report higher levels of conversation also displayed some different level of an outcome measure (e.g., intention to stop smoking, voting in a local election).

A second contribution is that the dissertation also demonstrates the importance of considering for self-monitoring as an important moderating variable in research where actual interactions occur. In some ways, this finding echoes previous research associated with self-monitoring (see Gangestad & Snyder, 2000), but it is also a reminder for researchers who are interested in the intersection of conversation and mass media content. The fact that self-monitoring did not moderate the topic-related conversation—active self-concept relation and did not moderate the topic-related conversation—topic-related behavior relation also points to its importance in the laboratory or other situations where there are strong situational cues of expected behavior.

A third theoretical contribution, that the dissertation makes relates to the priming effects of conversation. One of the implications of the Homik and Yanovitzky (2003) article was that conversation could communicate as well as prime normative expectations associated with a
behavior or topic of a mass media message. This suggests that who someone is conversing with matters. As an example, conversation about a drug message between one’s teen peers may actually strengthen norms supporting drug use (e.g., David et al., 2006).

A fourth theoretical contribution is that this is the first time (to my knowledge) that the ideas associated with an O-S-O-R model have been applied in the context of a health-related topic. While the results of the study are foundational, they do suggest the value of considering how topic-related media use, topic-related conversation, and topic-related behavior converge to create or possibly inhibit desired outcomes. While further research and analysis are needed to see if there are other health behaviors are explained by this theoretical framework, the initial results are promising.

Practical implications for strategic communication practitioners

Because the field of strategic communication is based on the idea of creating messages that cause change in the individuals, the researcher deems it important to consider what the information from this dissertation may tell us. There are several suggestions based on the review of the study results.

First, conversation matters. As we know, there has been an increase in interest in conversation, particularly within the context of how talk may influence responses to mass media content. While preliminary, this does suggest that getting people to talk about an issue could be viewed as a precursor to future action. This result does not say that conversation is sufficient to produce action, but it certainly points to the power of talk to make a difference.

Second, context matters. Of course, the idea that contextual factors influence message reception is not new. A number of studies have looked at how the material alongside a message may influence how it is perceived (e.g., Yi, 1990a, Yi, 1990b) However, the researcher is of the
view that the results of the study also suggest that practitioners should consider when and where a message is placed based on the conversations that are likely to be occurring during message reception.

Third, individual difference variables may matter. While the idea that high self-monitors may be influenced to change their answers based on public situations is not new, it is important for practitioners to think carefully about the conditions under which they evaluate campaigns. This will be true not only for the situations such as focus groups, where participants are asked to speak publicly about a product or health behavior, but it would also be true in situations where there may be an element of expectation. After the initial interaction in the study, there was other public aspect to the study, but high self-monitors rated the materials much higher than the low self monitors. So, practitioners would do well to consider how their measurement procedure may influence the results in predictable ways.

The conclusion and findings of this study have not only explored new vistas of learning and testing mass behaviour in delivering the mass communication but as well have opened up dimensions for the future research thus rendering it a unique innovative model.
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Appendix A

Students survey questionnaire

Role of Pakistani media in highlighting population rise as an economic problem

Note: All information will be treated as strictly confidential and you will not be identified by name in this research project.

1-Do you think you are frequent enough (permanent) audience of different forms of media?
   Strongly agree               Agree                  Not agree

2-Do you know current population rank of Pakistan in world exactly?
   Yes    Some idea    No

3-Do you know what is total net growth in Pakistan population?
   Yes        Some idea  No

4-Do you think our domestic opinions are guided by the media?
   Agree            Not agree

5-Any issue you are convinced mainly by Media and like to convey others?
   1- Govt. performance  2-Corruption   3-Environmental   4-Any other

6-Media can play far greater role in convincing people about population problem as it did in many issues e.g. judiciary case. (Scale it 1--100%)
   1--33    34--66      67--

7-Do you think most of popular talk shows/media is sensational in their content than social Issues?
   Yes     No    Not sure

8-How satisfied are you with the media coverage of the Pakistani media of socioeconomic issues like population growth
1. Very satisfied
2. Somewhat satisfied
3. Somewhat dissatisfied
4. Very dissatisfied

9-Do you agree that rapid growth of population in Pakistan is an alarming situation? (3 million)
Yes    No    Not sure

10-Do you think private media in Pakistan is free of government influence to formulate its own policies to highlight social issues? Yes/ No

11. Do you believe family planning is in accordance with the teachings of Islam?
Yes    No    Not Sure (confused)

12-Do you think Pakistani media has utilized the force and influence of religious scholars to aware people the family planning matters, especially solving confusion? Yes / No

13-Are you familiar enough with religious programs aalam on line and zakir naik?
Familiar    Bit familiar    Not familiar

14-Have these programs covered social issues like population control?
Slight    Moderate    Don’t think so

Please indicate how well do you agree or not with below statements.

(1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Somewhat Agree, 5 = Agree, 6 = Strongly Agree)

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<tr>
<th>Statement</th>
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<tr>
<td>Media has properly portrayed the problem of population in Pakistan</td>
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<td>Contribution of Pakistani media on people’s perception about family planning Is of slogan sake level only</td>
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<td>Family planning method is considered an effective</td>
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method of overcoming economic problems as projected in the media

The role/ performance of media in getting people aware population as economic issues has been significant

Increased population has resulted in issues like water & food shortage, energy crises

Media advertisement of population control are appealing to watch and worth discussing

Have you been convinced media on any issue e.g. judiciary, (govt.) anti Musharraf etc

As an individual you are convinced enough to control your family to 2 children, after you get married

Thank you for completing this questionnaire. Your response will be kept strictly anonymous.
Appendix B

Role of Pakistani media in creating awareness Population Growth as Economic Problem

(Media persons with 10 years experience who are at least graduates)

1- How would you define media power in Pakistan?
   - media enslaved      - strongest in the world      - the tallest pillar

2- How would you rate contribution of media in ousting Musharraf and restoration of judiciary by reporting public sentiments (scale 1-100) 1-25 26-50 51-75 75+

3- What is current level of contribution of Pakistani media of social issues like population? (Rate on scale of 1-100) 1-25 26-50 51-75 75+

4- How would you rate population Campaign in Pakistan?
   Just convey    aware (alert)    Convince (alarming)    Make to act

5- Keeping in view current activism (positive or negative) has the potential to set any issue like population on revolutionary bases. Rate. 1-25 26-50 51--75 75+

6- If media takes up this issue, religious confusion as barrier to practice population planning can be solved
   1- Strongly agree  2- Agree  3- Not sure  4- Don’t agree

7- Do you think population growth is an economic problem?
   1- Strongly agree  2- Agree  3- Not sure  4- Don’t agree

8- If strongly agree or agree, how much of it was due to media?
   Greater extent   Some extent   As subsidiary/reinforcing only
   Sponsored by any MNCs

9- Population growth causing environmental and social problems as well (water, food shortage,
energy crisis petty crime)

Slight moderate severe

10-main cause of not taking up social issue/s likes population by media

1-not part of any political party manifesto 2-social/religious sensitivity 3-not sponsored by any MNCs

11-Have you ever took any major effect/s from media? YES/NO

12-IF YES, which of these aspects were most affected? -political opinion health -any product usage - any other

13-Media has become more a commercial activity than profession

Agree Don’t Agree Not sure

14-Media is concerned to act as political actor

Agree Don’t Agree Not sure

15-Main contribution about population planning is only by advertisements

Agree Don’t Agree Not sure

16-Population as a concern is not part of Pakistan studies course taught in school and colleges

Strongly Agree Agree Not sure

17-Do you know current rank of Pakistan in world in terms of population exactly?

Yes Some idea No

18-Do you know what is total net growth in Pakistan population annually?

Yes Some idea No

19-Indirect campaign like female education/woman as working class can help also help to reduce population growth? 1-Strongly agree 2-Agree 3-Not sure

20-Any other points ......................................................................................................................