



# Portrayal Analysis Of Health, Sanitation And Clean Drinking Water Issues Of Bahawalpur Region In Local Vs. National Dailies Of Pakistan

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## Abstract

The current research study was conducted to compare the framing and coverage of the two local newspapers Sutelj and Sayadat with national dailies including Jang and Nawa-i-Waqt to know how the health, sanitation and clean drinking water issues of Bahawalpur are highlighted. The researchers used content analysis technique by applying framing theory and purposive sampling as a study tool. The researcher mainly focused how much the issues are particularly given coverage by both national and local dailies and, how the issue of Bahawalpur are being framed in the mirror of selected news dailies. The researchers analyzed the clean water availability, sanitation conditions, and health issues of Bahawalpur region. It was found that the local dailies had given more coverage as well as more positive coverage to the selected issues and given more serious stance to hype the importance of described matters.

**Keywords:** Bahawalpur, Clean Drinking Water, Health Issues, Sanitation conditions, Media Framing.

## Introduction

### Bahawalpur

Bahawalpur is one of the 12<sup>th</sup> largest cities in Pakistan that's positioned in South Punjab expanded on the area of 45 thousand 588 square kilometers. One of the largest deserts of Pakistan "Cholistan Desertr" covering 20,200 square km is also part of this region. After the disintegration of Durrani Empire, it was known as the capital of an empire state that was founded by Nawab Muhammad Bahawal Khan II in the timely 19<sup>th</sup> century. Later, Bahawalpur was also given the status of a province. By the time, it became the part of Punjab province of Pakistan. The history reveals this region as historical hometown and central power of the numerous Nawabs and sovereigns of that time. Vandal, S. (2011). The area of Bahawalpur division is 45 thousand 588 square kilometers. According to the census, 2017, the total population of Bahawalpur recorded 3,668,106 which placed it among the most populated cities of Pakistan. (PBS, 2020).

### **Profile and origin of selected dailies**

The reason to select two local and national dailies was to explore both national and local portrayal of Bahawalpur health, sanitation and clean water issues. The national dailies had more circulation than local ones. Ashraf (2012) said that local press keeps more significant part in the societal good will than national Pakistani press.

#### **The Daily Sutlej**

Sutlej is a regional Urdu newspaper of Bahawalpur that is published on regular basis that is the active member of CPNE (Council of Pakistan Newspapers Editors). It works under Ali Ahmad Rifat Trust. Sutlej is the most primitive newspaper of Bahawalpur as it was founded 7 years before the come into being of Pakistan. It was founded in 1939 that counts 76 years of long history till date. At a time, it is published from three different cities as Bahawalpur, Bahawalnagar and Lodhran cities of South Punjab region.

#### **The Daily Sayadat**

Sayadat is a local Bahawalpur newspaper that is published on daily basis. It is the active member of All Pakistan Newspapers Society (APNS) and Council of Pakistan Newspapers Editors (CPNE). According to the official website of APNS, Sayadat, with the history of 51 years, as it was established in 1968 by Mr. Gulzar Ahmad Naseem. Actively, it is being published in Urdu language. Muhammad Humayun Gulzar is the current Editor and Publisher of this newspaper.

#### **The Daily Jang**

The daily Jang Newspaper is thought as a national newspaper in the whole Pakistan. It established in 1939. Jang newspaper belongs to one of the earliest newspapers in Pakistan

that was founded by a youngster named as Mir Khalil-ur-Rehman who got inspiration of the word “Jang” from the war. It was the time of World War second that influences him to name his newspaper.

### **The Daily Nawa-i-Waqt**

The Daily Nawa-i-Waqt that means the voice of time in context to English language is an Urdu Newspaper founded by Hameed Nizami in 23<sup>rd</sup> of March in 1940. It was established in context to support All India Muslim League (a political party, for the rights of Muslims in India). The media group under which this newspaper is working named as Nawa-i-Waqt Group of Publications.

### **Literature Review**

#### **Clean Water and sanitation issues**

Miller, (1997) analyzed that water as a basic necessity that's 97 percent located in the form of oceans that's not drinkable. There was merely 3% water was drinkable from which 2.97 percent contains in the form of glaciers and the icecaps while, little amount ranges to 0.3 percent water is available for normal usage. Annachhatre, A.P. (2006) found that unluckily, in developing countries including Pakistan, the clean drinking water was consistently being contaminated and polluted because of high increase in the population rate, industrial growth, mixing of waste water and other chemically hazardous elements in the canal and various other source of water. As of recent studies, the available resources of water were being decrease in the regions of Middle East, South Asia, and Africa. Safdar, et al. (2014) conducted a questionnaire survey to explore the clean water availability in various areas of Bahawalpur such as Model town A & B, Satellite Town, Shahdra & Islami colony wherein 100 respondents were taken samples utilizing the way of random stratified sampling technique that showed that merely 10-15 percent of population was using municipal supplied water which reaches to 3% as a servicing region. The research study concluded that round about 53.5 percent respondents wanted to get Municipal water supply. Mohsin, Muhammad & Anwar, M. (2015) analyzed the situation of sanitation wherein they revealed that in Tehsil Ahmadpur East of Bahawalpur, that's a highly populated region is contemporarily facing lots of issues related to sanitation. The research study revealed the overall problem of sanitation of selected area wherein it is concluded that in various areas such as Mohalla Sarwar and Mohalla Noor Shah Bukhari selected as a sample for research study. The data taken from TMA shows that the sewerage situation of selected area is hazardously deteriorated and the condition of sewerage system was very poor. Because of 70 percent of draining pipes were broken, moreover, 50 percent of the selected people were suffering from diseases related to the issues.

## **Media Health Coverage**

UNAID (2004) analysis revealed that Pakistan belongs to the nations where the health issues are not given too much priority. Even policymakers and the media gave the very least importance to the health issues. Health was the fundamental right of every citizen living anywhere in the world whether he belongs to any socio-economic strata. The described argument mentioned in the universal declaration of human Rights UDHR article number 25. Ilyas (2018) analyzed that the disease HIV AIDS was a worldwide health issue but in Pakistan; it was not being controlled even after many works. Bond, et al. (1997) suggested that the press should play its proper role in to keep the public more aware of various diseases. Moqasa (2013) expressed that the language used in newspapers in South Africa to fight against diseases was seemed to be very effective and useful that had brought an extensive behavioral changing in the country. Moqasa NA, Salawu A (2013) found the language used in their local newspapers was positive. Steven & Hornik (2014) in the declared that mediated coverage caused significant influences over the disease control in the native black people living in USA.

## **Problem Statement**

The health, sanitation and clean drinking water unavailability results into fatal diseases in general public. Furthermore, the national and local press were not paying due attention to the said issues. Therefore it was necessary to analyze the coverage of health, sanitation and clean drinking water issues in local vs national dailies.

## **Significant aspects of current study**

Further, the study would give a comparative conclusion of both national and local dailies that would be helpful to highlight and effectively address these issues.

## **Objectives of the study**

1. To compare the more portrayal of health, sanitation and clean drinking water related issues of Bahawalpur region between local and national newspapers.
2. To find out whether local or national dailies portrayed the health, sanitation and clean drinking water issues more positively

## **Hypothesis**

1. It is more likely that local dailies have given more space to the health, sanitation and water issues of Bahawalpur than national dailies.
2. It is more likely that local dailies have given more positive coverage to the health, sanitation and water issues of Bahawalpur than national dailies.

## **Theoretical Framework**

The framing theory is being utilized to know the chosen dailies as a guiding and evaluating principle.

### **Framing Theory**

In contemporary ages, media impacts values as “social constructivism” (Scheufele, 1999). The media builds social actuality through “framing depictions of actuality in expected and decorative manner” (Mc Quail, 1994, p. 331). Corresponding to Gamson & Modigliani (1989), the media frame is a fragment of procedure that enables people knowing sense. The public view is a chain of procedure that is adopted and crystallized by journalistic workers. Framing in simple words can be explained as, one particular issue is dealt in various ways. The current study is the comparative study. From hypothesis, it is assumed that there can be a various news coverage on particular issue, either the selected daily may have problem solving stance or dealing the problem as not suitable to deal with that. The framing is quite related to even thought as, sister theory of agenda setting. But framing is taken as a guiding tool while dealing more extra step as Parveen, Huma (2017) illustrated that both of the theories give the same interpretation as agenda setting performs the highlight of creating hype of media while framing and advance version of a step that it further interprets that how informational data is being presented to the consumers while dealing social norms. Similarly, in the current study analyzes how much coverage (hype) is given to the news and, how the information is being presented either, positively, negatively or neutrally portrayed (angle or frame).

### **Methodology**

This deals research period, newspaper selection, and sample of population. Moreover, variables, construction of its groups and directions that are formatted for variables are going to be interpreted. The coding unit of this research, analysis units and code sheet sampling is compiled too. Two national daily newspapers Nawa-i-Waqt & Jang and two domestic Bahawalpur based daily newspapers Sulej and Sayadat were selected from the duration of 1<sup>st</sup> of August, 2018 to 1<sup>st</sup> of January, 2019 through purposive sampling method.

The current study has utilized content analysis research technique to know the coverage of selected dailies for measuring their content treatment for the issues of Health, sanitation and availability of clean drinking water published in selected dailies while, framing technique is used to explore the stance given by the selected newspapers to the efficiency of solving issues related to health, sanitation and clean drinking water.

### **Framing of Clean Drinking water availability**

**Positive:** If development is related to the availability of clean drinking water is being provided

**Negative:** If there is news related to no development on the availability of clean drinking water or clean drinking water is not being provided

**Neutral:** If the news content on clean drinking water is not related to either positive or negative stance

### **Framing of Health issues Bahawalpur**

**Positive:** If Health issues are being addressed

**Negative:** If Health issues are not being addressed

**Neutral:** If the news content is not related to positive or negative stance

### **Research Population**

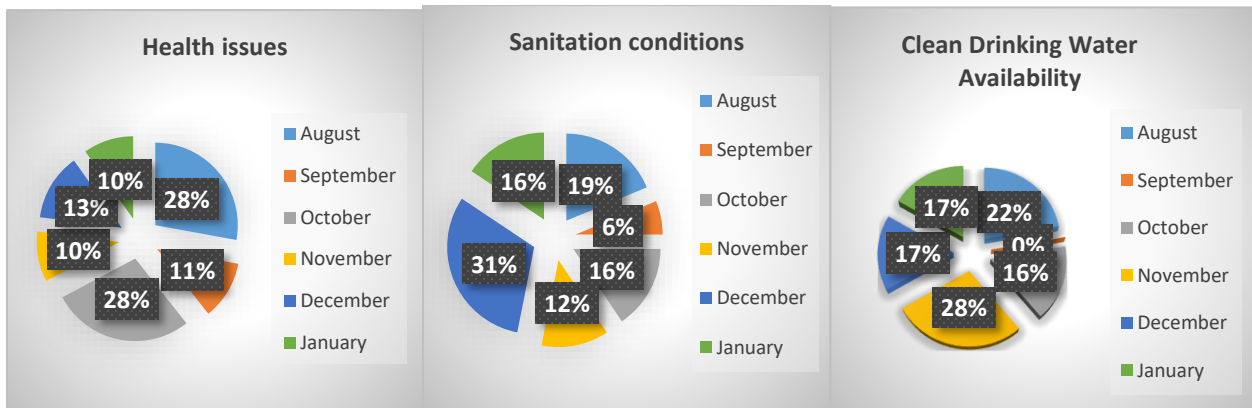
The population is taken from the published news items during August, 2018 to January, 2019 from the selected dailies including Sotlej, Sayadat, Jang and Nawa-i-Waqt.

### **Results and Discussions**

Table 1. Daily Sotlej coverage

<b>Sr. No</b>	<b>Categories</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>Total news</b>
1	Health	17	7	17	6	8	6	61
2	Sanitation conditions	6	2	5	4	10	5	32
3	Clean Drinking Water Availability	4	0	3	5	3	3	18
	Total	27	09	25	15	21	14	111

Table 1. shows that the researcher has gathered overall 111 news from Daily Suttlej. According to the data, while depicting health issues, 17 stories found in August 2018, 7 stories in September 2018, 17 news stories in October 2018, 6 stories in November 2018, 8 stories in December 2018, 6 stories in January 2019. While highlighting Sanitation and water purification issues, 6 news stories found in August 2018, 2 stories in September 2018, 5 stories in October 2018, 4 news items in November 2018, 10 stories in December 2018, 5 stories in January 2019. During framing the Clean Drinking Water Availability issues, 4 stories found in August 2018, 0 found in September 2018, 3 in October 2018, 5 news stories in November 2018, 3 stories in December 2018, 3 news stories in January 2019. From the selected time duration, Daily Suttlej has published 63 news items on province restoration, 61 news items on Health issues, 32 news items on Sanitation & Pure water availability issue while 18 news items to highlight Clean Drinking Water Availability issues.

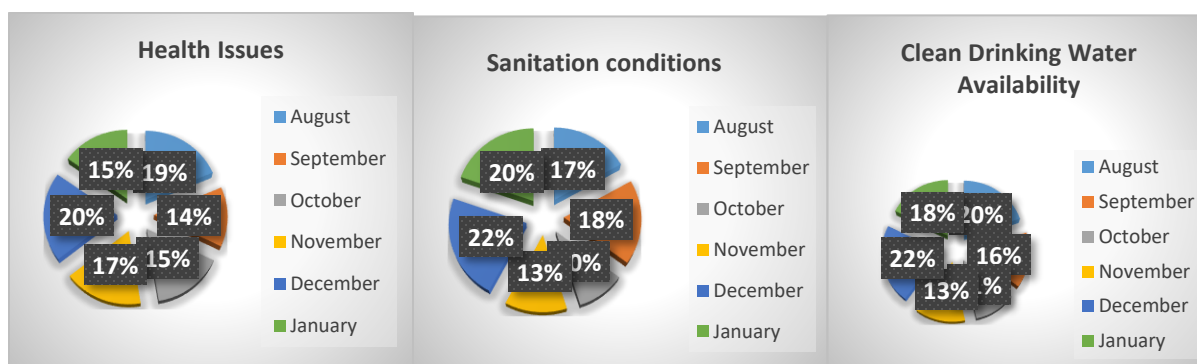


**Table 2. Daily Sayadat coverage**

Sr. No	Categories	August	September	October	November	December	January	Total News
1	Health	11	8	9	10	12	9	59
2	Sanitation conditions	12	13	7	9	16	14	71
3	Clean Drinking Water Availability	9	7	5	6	10	8	45

	Total	32	28	21	25	38	31	175
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From the selected time duration, the researcher has gathered overall 175 news from Daily Sayadat. According to the data while depicting health issues, 11 stories found in August 2018, 8 stories in September 2018, 9 news stories in October 2018, 10 stories in November 2018, 12 stories in December 2018, 12 stories in January 2019. While highlighting Sanitation and water purification issues, 12 news stories found in August 2018, 13 stories in September 2018, 7 stories in October 2018, 9 news items in November 2018, 16 stories in December 2018, 14 stories in January 2019. During framing the Clean Drinking Water Availability issues, 9 stories found in August 2018, 7 found in September 2018, 5 in October 2018, 6 news stories in November 2018, 10 stories in December 2018, 8 news stories in January 2019. From the selected time duration, Daily Suttlej has published 250 news items on province restoration, 59 news items on Health issues, 71 news items on Sanitation & Pure water availability issue while 45 news items to highlight Clean Drinking Water Availability issues.



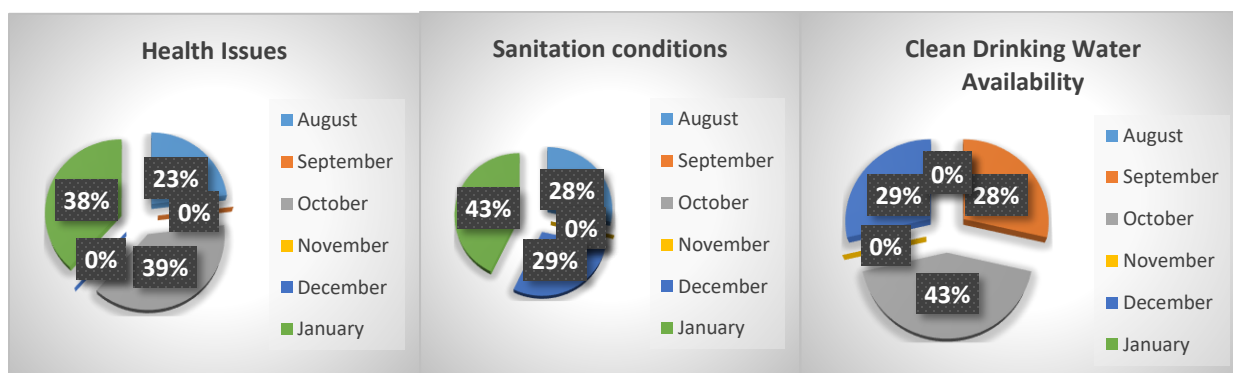
**Table 3. Daily Jang coverage**

Sr. No	Categories	August	September	October	November	December	January	Total news
1	Health	3	0	5	0	0	5	13
2	Sanitation conditions	2	0	0	0	2	3	7
3	Clean Drinking	0	2	3	0	2	0	7



	Water Availability							
	Total	5	2	8	0	4	8	27

From the selected duration, the researcher has gathered overall 27 news from Daily Jang. According to the data, while depicting health issues, 3 stories found in August 2018, 0 stories in September 2018, 5 news stories in October 2018, 0 stories in November 2018, 0 stories in December 2018, 5 stories in January 2019. While highlighting Sanitation and water purification issues, 2 news stories found in August 2018, 0 stories in September 2018, 0 stories in October 2018, 0 news items in November 2018, 2 stories in December 2018, 3 stories in January 2019. During framing the Clean Drinking Water Availability issues, 0 stories found in August 2018, 2 found in September 2018, 3 in October 2018, 0 news stories in November 2018, 2 stories in December 2018, 0 news stories in January 2019. From the selected time duration, Daily Jang has published 26 news items on province restoration, 13 news items on Health issues, 7 news items on Sanitation & Pure water availability issue while 7 news items to highlight Clean Drinking Water Availability issues.

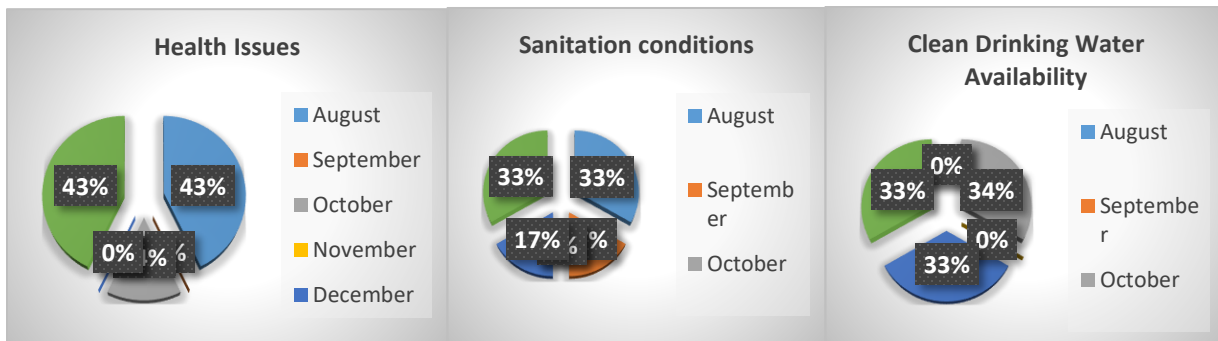


**Table 4. Daily Nawa-i-Waqt coverage**

Sr. No	Categories	August	September	October	November	December	January	Total news
1	Health	3	0	1	0	0	3	7
2	Sanitation conditions	2	1	0	0	1	2	6

3	Clean Drinking Water Availability	0	0	1	0	1	1	3
	Total	5	1	2	0	2	6	16

From the selected duration, the researcher has gathered overall 16 news from Daily Nawa-i-Waqt. According to the data, while depicting health issues, 3 stories found in August 2018, 0 stories in September 2018, 1 news stories in October 2018, 0 stories in November 2018, 0 stories in December 2018, 3 stories in January 2019. While highlighting Sanitation and water purification issues, 2 news stories found in August 2018, 1 stories in September 2018, 0 stories in October 2018, 0 news items in November 2018, 1 stories in December 2018, 2 stories in January 2019. During framing the Clean Drinking Water Availability issues, 0 stories found in August 2018, 0 found in September 2018, 1 in October 2018, 0 news stories in November 2018, 1 stories in December 2018, 1 news stories in January 2019. From the selected time duration, Daily Jang has published 9 news items on province restoration, 7 news items on Health issues, 6 news items on Sanitation & Pure water availability issue while 3 news items to highlight Clean Drinking Water Availability issues.



**Table no. 5:** Comparison of Local and National Dailies

Category	Issue name	Issue name	Issue name	Total
	Health	Sanitation conditions	Clean Drinking Water Availability	

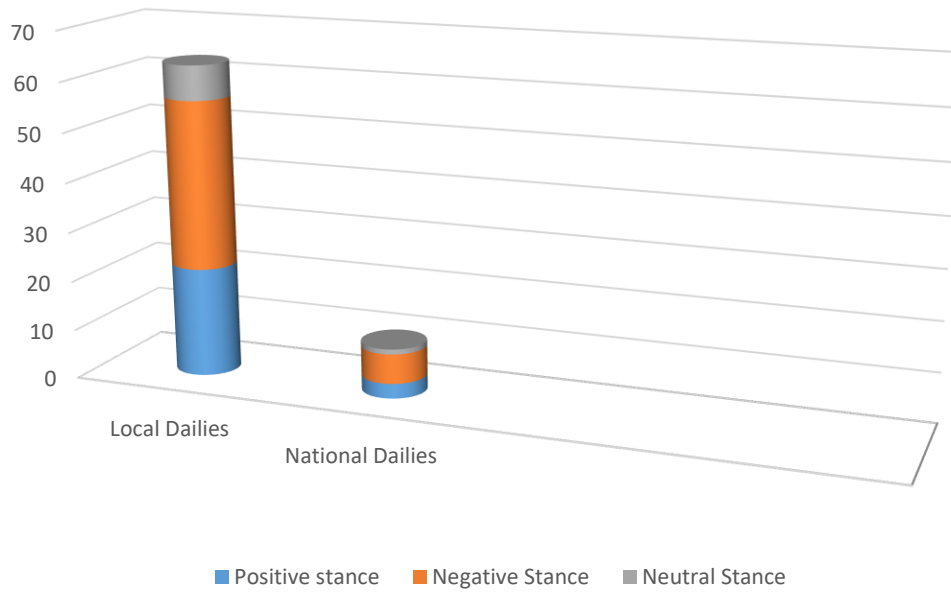
Sutlej+Sayadat	120	103	63	286
Jang+Nawa-I-Waqt	20	13	10	43

In the selected time period, researcher has compared local (Sutlej & Sayadat) and national (Jang & Nawa-i-Waqt) news dailies. According to the data, local dailies has published 120 news items to health issues, 103 news items to Sanitation conditions issue while, 63 news items to Clean Drinking Water Availability issue. Whereas from the national dailies, 20 news items to health, 13 news items to Sanitation conditions issue and 10 news items on Clean drinking water issue. Overall, local dailies have published 286 news items while national dailies have published 43 total news items.

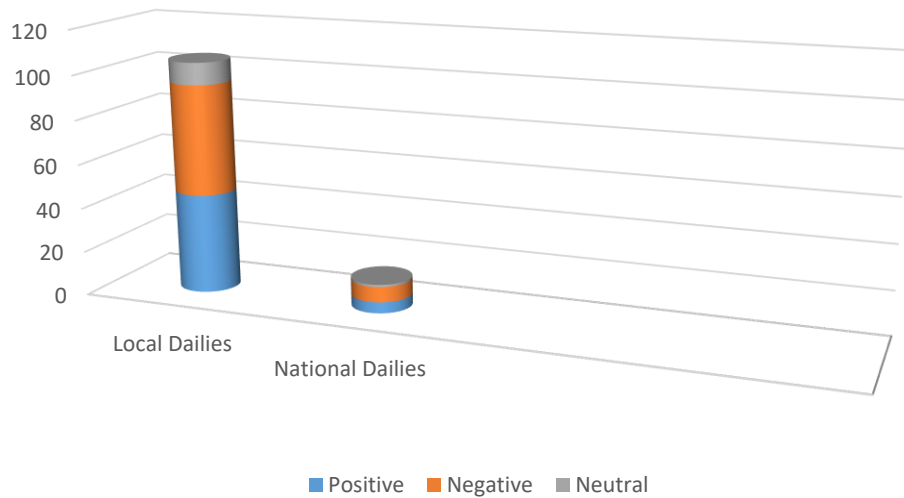
Newspaper	Total News	Positive	Negative	Neutral
Daily Sutlej	18	6	9	3
Daily Sayadat	45	16	25	4
Daily Jung	7	1	5	1
Daily Nawa-i-Waqt	3	2	1	0

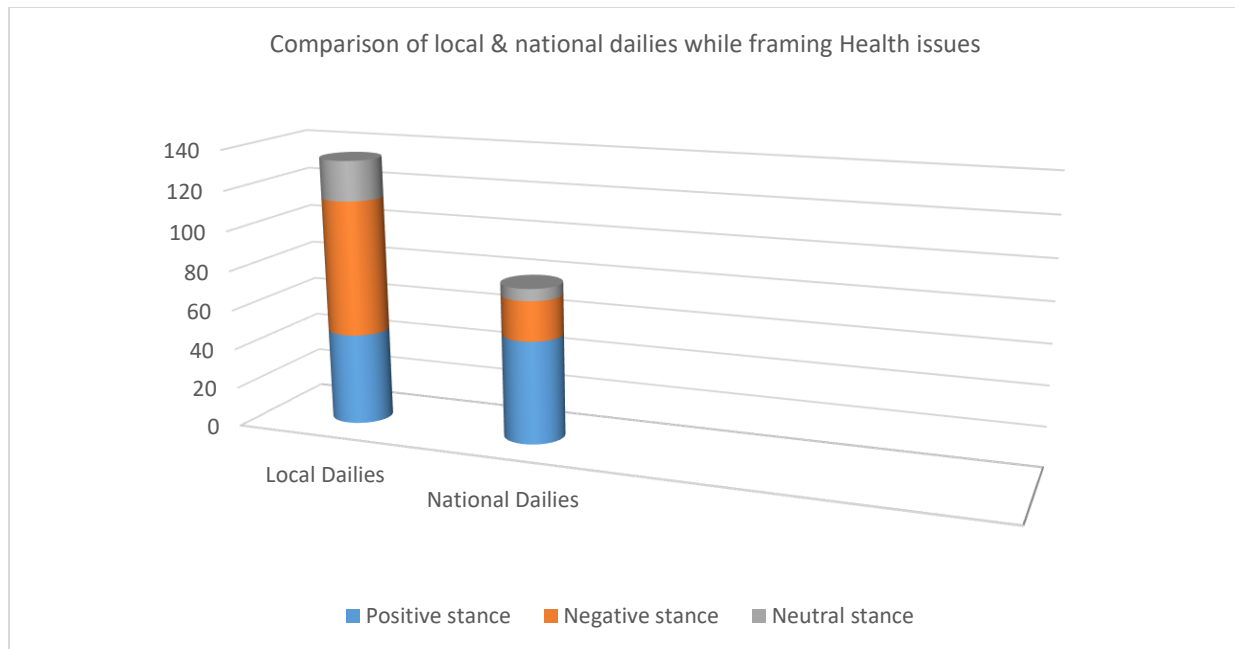
From the selected time period of all 4 selected dailies, researcher has found total 73 news items regarding clean drinking water issues. In Daily Sutlej, the researcher has found total 18 news items containing 6 positive, 9 negative and 3 as neutral. In Daily Sayadat, researcher has found 45 related news items containing 16 positive, 25 negative while 4 as neutral. In Daily Jang, researcher has found 7 related news items containing 1 positive, 5 negative while 1 as neutral. In Daily Nawa-i-Waqt, researcher has found 3 related news items containing 2 positive, 1 negative while 0 as neutral. Overall, local newspapers have framed 22 news as positive while national have only 3, the local dailies have published 34 negative news items, while national dailies have 6, further local dailies have published 7 and national dailies have framed 1 news as neutral ones regarding the Clean Drinking Water Availability in Bahawalpur.

Comparison of local & national dailies while framing Clean Drinking Water Availability



Comparison of local & national dailies while framing Sanitation conditions in Bahawalpur





## Conclusion

The current study has analyzed the portrayal of Bahawalpur issues in Daily Sutlej, Daily Sayadat, Daily Jang and Daily Nawa-i-Waqt wherein, the issues of Bahawalpur are dealt. The researcher has explored the coverage and the frame given by the above mentioned selected dailies. While research, the researcher has got significant results as local dailies have given more coverage to the selected issues of Bahawalpur Health issue, Availability of clean drinking water and sanitation conditions than the national dailies of Pakistan. That proves (Ashraf, 2012) in Pakistan, local press keeps more significant part in the societal and regional good will.

## Recommendations

The national dailies have more circulation, influence, funds, readership, resources and more extraordinary journalistic team while, the local dailies have all these above mentioned described efficiencies in less numbers. If national dailies cover the health, sanitation and clean water issues of Bahawalpur in particular and of entire country in general, then such issues may timely be addressed.

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