

STUDY OF ENGLISH ADVERTISEMENTS ON EARTHQUAKE OF 2005 IN PAKISTAN

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INTRODUCTION

The earthquake 2005 created crisis in the country, more than 80,000 people were hunted by this disaster and thousands of houses were put on the ground by earthquake. The earthquake disaster developed an emergency situation in almost all fields of lives in the country. The role of media in the time of crises is always considered very important to inform the public but also to persuade the public. The effected people need help of the public and media had to aware the public. This study will try to explore the role of media and the most compulsory element of the advertising is the sponsor of it. This study will attempt to dig out the priorities of the advertiser and the issues raised by the advertiser by getting space in the major elite national newspapers. The advertisement considered as the effective tool for the public motivation and attraction is the key element in it which can easily gain the attentions in result it can effects the overall public attitudes. The role of advertising in non- commercial issues is also very faster way of informing, persuading and gaining attention of the public.

Media serve integration and correlation function in that they help people to organize and try to make sense of what they learn through mass communication. Media inform the public about the situation through information. Information is a vital and decisive element in the process, of growth; it is a resource on which development implies a better utilization of this key resource. (Amjad, 2001, p.2)

So, media can aware the public through giving information about the phenomena going on. The public not only gets information from it but also guide lines for doing their actions. Media has power to reshape the public attitude by giving them surveillance at different points where the public need to get information about some issue. Advertisements is the paid form of non personal communication to promote the services or good by the identified sponsors (White, 1994, p.23)

So, as the effective tool of the communication advertisement is the major persuasive instrument in marketing. Advertisement is non personal and the message is designed in such a manner that public can be motivated to purchase or to aware the public. The non-commercial use of advertisement is to motivate the public towards the public cause and public interest can be well addressed through the advertising.

The public service advertising is used in recent era to pull the attention of the public and to get immediate effects. The immediate effects are used to mould and to initiate the public attention, although action of the public. The advertisements about the abortion control among women and anti-smoking campaigns are seen in the west to mould the public attitude and supposed to be named as Public Service advertising. These advertisements contain the message to guide the public and also appeal them to reshape their attitude as hole.

Public service advertising communicates a message on the behalf of some good cause, such as a drug free America or preventing child abuse. These advertisements are created for free by advertising professional and space or time is donated by media.

The advertisements came in front of the public the after the earthquake 2005 through the national print media having messages for the public motivation for the help of the effected people. It also gave the awareness to the public about the intensity of the disaster. The national print media not even disseminated the advertisements of other organizations/co-operations but also did on its own behalf.

The marketing was also an aspects in advertisement related to the earthquake 2005. This point will be analyzed by the researcher that the message of the advertisements contains what sort of direction. The researcher in this research will analyses the advertisement and adopts the content analysis methodology to dig the purposes of the advertisements during the three month study 9th October to 8th January 2006.

The researcher in this research will do quantitative method to dig out the frequency of the advertisement and the standards of advertisement in the public services advertising perspective and standards.

Social Responsibility theory will give the perspective to look in the role of media. The role of the advertiser will also be analyzed in this perspective that the most of the advertisers are economical households of the Pakistani market and is they had shown some responsibility after this National disaster.

IMPORTANCE OF THE SELECTED TIME PERIOD

The importance of the selected newspapers of three months from 9th October to 8th January 2006 is based on the various reasons.

1. The earthquake is the one of the biggest ever disaster in Pakistan and impact of the disaster can be seen as the major crisis of human history in this time period when conditions and weather was challenge for effected people and demands role of every sector from the country side.
2. The time period selected by the researcher is the time which can be concluded as an emergency in the country.
3. In this selected time period all the attention of government. and other organization were to speed up the work of retaliation of the effected people which could be done by utilizing all means of media.

SIGNIFICANCE OF THE PRINT MEDIA

Print media is primarily a static, visual medium. It is a picture that consists of words, photography, drawings. Its primary functions are to inform and to entertain. It differs from broadcast in its respectability and permanence. Print is a record of something that was said by someone. It is close to literature and art. So, the printed advertising have permanency and able to appeal in a credible manner. Print advertising has a history and credibility unmatched by broadcast advertising. (Zaman, 2002, p.3)

Content analysis of the printed advertisement can be studied in detail. The reason behind this is accessibility of printed advertisements as compared to the electronic media advertising.

SIGNIFICANCE OF THE ENGLISH PRINT MEDIA

Researcher has adopted English print media in his research due to under said reasons.

1. English print media has great readership among elite class and economical house holds which can be motivated to raise funds for effected people and areas.
2. Mostly corporate sector prints their ads in English news papers so their role could be well examined

THE NEWS

Mir Khalil-ur-Rehman was the founder of Daily Jang. It started publishing in 1939 and “The News” is the English daily published under the banner of the Jang group of Publications. “The News” serves both metropolitan and elite audience.

THE NATION

Hameed Nizami was founder of Daily Nawai-Waqt . It started in 1940. The nation is the English daily under the banner of Nawai-waqt group of Publication.

DAWN

Quaid-e-Azam Muhammad Ali Jinnah was the founder of Dawn in the 1940 and it became daily on October 12, 1942. It was official news paper of the Muslim League which became a powerful advocate of the Muslim interest under the editor ship of Syrian (Indian) Christian journalist Mr. Dothan Joseph who was succeeded by Altaf Hussain in 1945. The dawn played an important role in the Pakistan movement. After the creation of Pakistan it appeared from Karachi under the Editor ship of Altaf Huasain. It mostly covered politically economically and social issues. It published relatively more on development issues as compared to the other elite English Pakistani news paper the reputation of dawn is recognized because of its accurate reporting and enjoys trustworthiness among its journalist panel (Lodhi, 2003, p.10)

The under given alphabets will represent the following categories which are written here for the clarity of the readers.

A; PUBLIC SERVICE ADVERTISEMENTS

B; MARKETING/ DIRECT SALE ADVERTISEMENTS

A1; FUND RAISING & DONATION.

A2; RELIEF GOODS.

A3; PUBLIC PARTICIPATION

A4; MORAL SUPPORT

A5; INFORMATION

A6; OTHERS.

These alphabets will represents the advertisers.

a; Government.

b; international companies/co-prorates

c; national companies/co-prorates

d; Media

e; Non-Governmental organizations.

f; Others

These are the formally stated questions.

RESEARCH QUESTIONS

Q. No. 1: How much coverage is given to the issues (A1, A2, A3, etc) by the daily “Dawn”?

Q. No. 2: How much coverage is given to the issues (A1, A2, A3, etc) by the daily “The News”?

Q. No. 3: How much coverage is given to the issues (A1, A2, A3, etc) by the daily “The Nation”?

Q. No. 4; What was the leading advertiser in provoking

LITERATURE REVIEW

Repetition of an advertised item gets attention of the readers when they look new attractive style and other print material of attractive style motivate the readers, about adoption of those things. The most important factor determining the effectiveness of an advertisement is importance of the claim made in it or appeal of the advertisement. Usually advertiser use emotional appeal rather than rationale appeal in the advertisements. Newspaper advertisements significance both for consumer is benefited from it as he gets an opportunity to get the qualitative product at the low prices.

In short, he discussed the role of advertisement in the sense that how can it get attention of the consumer and also stated the strategy of the advertiser in details. He stated that advertisement is the basic tool to get attention of the public and its repetition can get the desired results from the public as it strikes again and again it motivates the public for the cause.

Dominick (1994) in his book “*Mass Media Research*” provides a healthy guide line for communication research constant changes in the media or the part of what makes media research interesting, and are included by the book based on the changes occurred in the industry. The researcher who is claim to search for anything should know about the fundamentals of the research, variety of research approaches, data analysis procedure research applications and mass media research effects.

As the researcher analyzed the contents of the print media, he reviewed the basic concepts for the content analysis. The researcher gets the sources and the ways to select the topic from the book. Content can be analyzed by narrowing down the study qualitatively. The methodology falls on the heart of a research. The book provides an ideal and constructive to produce the research question, hypothesis, categorizing and giving the directions to the quantitative and qualitative research. A research procedure regarding content analysis is reviewed to have directions of the research. The researcher followed the procedure to collect the data and the rule s of the reliable coding. The analysis of the research has been done in the light of the statistical research.

Rohma Zaman (2002) conducted a research which revolves around “The societal role of the advertising.” Advertising touches the lives of almost every person, almost every day, in some direct or in direct manner. It provides information about the products, services, ideas and influences the choice of the public. It often guides us in our purchases, adopting and actuates the thoughts of the public on the matters of personnel, social and economic import.

She stated more that advertising has assumed great importance in the present era. It influences the minds of the people and helps in shaping attitudes towards the different things. In this way advertising is playing the role of the change agent during various innovations in the society. He defined the advertising as a “*paid non-personal communication by an identified sponsor using the mass media to persuade or influence the audience*”.

Advertising is widely criticized not only for the role it plays in selling products but also for the way it influence the people and on the whole society. As selling tool advertising is criticized due to excesses, some also criticize as the advertising is Downright untruthful, and at best, it presents only positive information about products. But one thing that the advertising justifies that it is no doubt an effective tool for the change in the society and can be considered as the fastest way to peruse the people. The advertising repetition for the selling goods and products is criticized well due to its social influences and in this study this repetition should be measure because after the earth quake such a influence on the social ground were need of the hour to get motivational attitude towards the cause from the public.

The public get attention due to the advertising and attitudes can be mould from it so, as for as the *Public Service Advertising* concerns it can get better results through this repetition and excesses. She has stated the effective role in the society as a change agent.

Sand age (1973) is of the view that economic role of advertising is helping society to achieve abundance by informing and persuading members of the society with respect to product and ideas. Advertising plays an economic role of tremendous importance in the society.

Advertising has an indirect but powerful impact on society through its influence on media. Many publications and broadcasting operations depend on advertising revenue for survival. This often is true of religious media as well as commercial media,. For their part, advertisers naturally seek to rich audiences; and the media, striving to deliver audiences to advertiser, must shape their content so to attract audiences of the size and demographic composition sought. This economy dependency of media and the power it confers upon advertisers carries with its serious responsibilities for both.

The advertiser in this regard have to reach the audiences by getting space and time from media through its economical power on which the institutions depends including media. So, the economical role of the advertiser helps it to regulate the media. The message is designed by the advertiser to effect the audiences and in this way it could play vital role to aware the public in the time of the crisis..

Fr. Kananaugh was on the mark when describing the effects of advertising on the society in his article. He said that, the moral values are being degraded by the bombardment of impropriety by the media. Adler would be quick in pointing out the reasons why these messages have such a negative effects on people. There are two main tactics advertisers use to sell their product; either imply that their product will bring about achievement of a particular (usually real) good, or make their product the object of desire, there for making it an parent good to people. The problem with associating products with the achievements of the good lies more in the realm of truth than in good, because it lies in whether or not the product can truly live up to its claims.

The relation between a product and the achievement of a good is an objective truth, through the goodness of the said product may not be. The statement that product will make the

Advertiser more popular, solves the problems. Advertisers make these statements; therefore, they are directly misleading the public.

Advertiser some time misleads the public through getting dependency on the falsehood. Advertiser tries to attempt the good will of their products through disseminated the wrong messages. Advertisement as is a fastest tool to effect the audiences can manage their desires in the fulfillment form. Like in the condition of crisis where there is surveillance of the media on the public information seeking, the advertiser had choice to aware the public through these tactics in a manner full way that public tried to attempt the rehabilitation activities for the effected people.

Sibert's theories were intended to be normative, meaning that "they don't attempt to stipulate how social system operates but rather the specification of how they should or could work according to some pre-existing set of criteria. (Salman, 2006; p.28)

Social responsibility theory demands obligation from the media and the advertisers re also major part of the media contents sponsor they are also obligated through the ethical bounds so, that they all work properly for the betterment of the society by giving coverage responsibly to manage social problems. In this research, the social role of the governmental and non-governmental organizations would be examine in bringing motivation among public by publishing public service advertisements.

MAJOR CONCEPTS

A. Public Services Advertisements.

B. Marketing/Direct sales Advertisements.

The category A is more de-categorized by the researcher which are following:

- A1. Fund Raising
- A2. Relief Goods
- A3. Public Participation
- A4. Moral Support
- A5. Information
- A6. Others

The advertisers will be also classified by giving them symbols.(The advertisement's sponsor will be recognized by following symbols.)

- | | |
|-------------------------------------|--|
| a . Government | b. International companies/co-prorates |
| c . National companies/co-prorates. | d . Media |
| e .Non-governmental organizations. | f . Other advertisers |

CONCEPTUALIZATION OF CATEGORIES

1. PUBLIC SERVICE ADVERTISEMENTS

The Advertisements in which the message is designed to help the affected people and on the non-commercial bases or the Advertisements which are disseminated for the cause will be placed in this category.

Example: The Advertisements which have made appeals for the fund raising or called for relief goods.

2. MARKETING/DIRECT SALES ADVERTISEMENTS

The Advertisements in which the message is designed to sale the products related to the earth quake effected people/ area or to promote the business by using that cause will be placed in this category

Example: Advertisements containing materials such as tent for sale.

3. FUND RAISING

The advertisements in which appeals were made to raise the funds for the help of the affected area/people will be placed in this category.

Example; Donations call for the effected people by the M.C. Bank.

4. RELIEF GOODS

The advertisements in which appeals were made for the collection of the relief goods like blood, tents and other food items will be placed in this category.

5. PUBLIC PARTICIPATION

The advertisements in which appeals were called to participate the public for the help of the effected people will be placed here.

Example, National volunteer movement's advertisements.

6. MORAL SUPPORT

The advertisements which were disseminated for the moral support like prays etc will be placed in this category by the researcher.

7. INFORMATION

The advertisements which were disseminated for giving the information to the public to aware them about the conditions of the earth quake hit areas and the effected people's relief activities going on will be placed here.

8. OTHERS

Else than these issues if found by the researcher will be placed here.

RESEARCH DESIGN

In this research the content analysis of the selected newspaper would be the research design. The method used to analyze the data is in two ways one is to measure the number of advertisements and the next is to measure the space of the advertisements. The researcher in the quantitative study measures the advertisements also according to his quantitative categories. The researcher also measures the number of advertisements disseminated by the advertiser. So, the number of advertisements will tell which advertiser had disseminated more advertisements and as for as Public Service advertising criteria concern it will help out the researcher to dig out the role of advertiser in quantitative manner also. The researcher will adopt the Quantitative research techniques in this study.

UNIVERSE OF THE STUDY

This study will consider contents of the three major English elite dailies as the universe, Dawn, The News, & The Nation from October 9th 2005 to January 8th 2006.

SAMPLE OF THE STUDY

This study will consider three month sample from the three major English elite newspapers, Dawn, The News, & The Nation from October 9th 2005 to January 8th 2006.

UNIT OF ANALYSIS

The unit of analysis and unit for the coding is the “advertisements” published in the three major English elite newspapers “Dawn”, “The News” & “The Nation” from October 9th 2005 to January 8th 2006

SIGNIFICANCE OF THE SELECTED TIME PERIOD

The importance of the selected newspapers of three months from 9th October to 8th January 2006 is that the earthquake is the one of the biggest ever disaster in Pakistan and impact of the disaster can be seen as the major crisis of human history in this time period when conditions and weather was challenge for effected people and demands role of every sector from the country side. The time period selected by the researcher is the time which can be concluded as an emergency in the country. In this selected time period all the attention of government and other organization were to speed up the work of retaliation of the effected people which could be done by utilizing all means of media. In this time period the media was utilized by the government and other organization to inform, aware and persuade the public by using advertising techniques for non commercial proposes which could be seen in said period. So researcher can measures the intensity of the advertiser awareness about the issues which was needed to be addressed at that moment.

RESULTS

TABLE NO 5.A

COVERAGE OF PUBLIC SERVICE ADVERTISEMENTS

DAILY THE NEWS

October 9th 2005 to January 8th 2006.

ISSUES	Months	October	November	December	January	Total
A	No of ads	105	16	3	2	126
	Space	9674	1518	157	432	11339
B	No of ads	1	0	0	0	1
	Space	31	0	0	0	31

A; PUBLIC SERVICE ADVERTISEMENTS

B; MARKETING / DIRECT SALE ADVERTISEMENTS

Interpretation

The advertisements disseminated in The News after the earthquake are placed in the category A (public service ads) and the total no of advertisements of category A is 124 and space is 11339 and only 1 advertisement found of B(marketing ad) having space of 31Ccm.

TABLE NO 5.B

**COVERAGE OF PUBLIC SERVICE ADVERTISEMENTS
DAILY DAWN
October 9th 2005 to January 8th 2006.**

Issues	Public service ads		Marketing/Direct sale ad	
Month	Ads	Space	Ads	Space
October	78	7431	10	369
November	11	1082	1	31
December	7	1899	2	70
January	2	864	0	0
Total	98	11276	13	470

Interpretation

The advertisements disseminated in Dawn after the earthquake are placed in the category A (public service ads) and the total no of advertisements of category A is 98 and space is 11275.5 Ccm and only 13 advertisement found of B(marketing ad) having space of 469.5 Ccm

TABLE NO 5.C

**COVERAGE OF PUBLIC SERVICE ADVERTISEMENTS
DAILY THE NATION
October 9th 2005 to January 8th 2006.**

Issues	Public service ads		Marketing/Direct sale ad	
Month	Ads	Space	Ads	Space

October	54	4202	2	84
November	15	1295	1	60
December	3	457	0	0
January	2	220	0	0
Total	74	5956	3	144

Interpretation

The advertisements disseminated in The Nation after the earthquake are placed in the category A (public service ads) and the total no of advertisements of category A is 72 and space is 5956 Ccm. and only 3 advertisements found of B(marketing ad) having space of 144 Ccm.

Table 5.1 Dawn October 9th 2005 to january 8th 2006.

<i>Advertiser</i>	<i>Government</i>		<i>International companies</i>		<i>National companies</i>		<i>Media</i>		<i>NGO's</i>		<i>Other</i>	
Issues	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
<i>A1*</i>	14	1509	10	981	12	869	6	1563	14	1462	1	61
<i>A2*</i>	3	298	1	108	2	80	2	190	2	246	0	0
<i>A3*</i>	2	151	0	0	0	0	0	0	0	0	0	0
<i>A4*</i>	6	496	4	386	5	544	0	0	0	0	0	0
<i>A5*</i>	3	543	2	122	0	0	1	111	1	61	0	0
<i>A6*</i>	0	0	1	60	0	0	0	0	0	0	0	0
Total	28	2997	18	1657	19	1493	9	1864	17	1769	1	61

A1*; Fund raising A2*; Relief goods A3*; Public participation

A4*; Moral support A5*; Information A6*; Others

Interpretation

The figures illustrates that government published 28ads on issue A, the space 2997cm, in the mentioned month of the leading English Daily “Dawn”. Similarly the international companies published 18 ads on earthquake with the space of 1657cm. Similarly the national companies published 19 ads for the issuewith the space of 1493. Media published 9 ads. NGO's published 17 ads wit the space of 1769cm the selected time period of the leading daily.

Summary

In the light of these figures it can be concluded that government published more ads with more space on earthquake issue followed by the media.

Table 5.2 The Nation October 9th 2005 to January 8th 2006.

Advertiser	Government		International companies		National companies		Media		NGO's		Other	
Issues	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
<i>A1*</i>	11	1012	4	357	8	503	16	1305	7	503	0	0
<i>A2*</i>	1	80	0	0	0	0	5	311	1	60	0	0
<i>A3*</i>	4	440	0	0	0	0	0	0	0	0	0	0
<i>A4*</i>	3	308	1	109	2	14	1	60	0	0	0	0
<i>A5*</i>	8	869	0	0	2	218	0	0	0	0	0	0
<i>A6*</i>	0	0	0	0	0	0	0	0	0	0	0	0
Total	27	2709	5	466	12	735	22	1676	8	563	0	0

A1*; Fund raising A2*; Relief goods A3*; Public participation
A4*; Moral support A5*; Information A6*; Others

Interpretation

The figure illustrate that government published 27ds on issue with space 2709cm in “The Nation”. Similarly international companies published 5advertisements with the space of 466cm. National companies published 12ads with the space of 735. Similarly media published 22ads to generate fund with the space of 1676cm. Similarly NGO's published 8ads on issue with the space of 563 in selected months

Summary

In the light of the figures it can be concluded that government published more ads with more space on earthquake followed by the media organizations published 22

Table 5.3 The News October 9th 2005 to January 8th 2006.

Advertiser	Government		International companies		National companies		Media		NGO's		Other	
Issues	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space	Ads	Space
<i>A1*</i>	22	2469	9	818	9	1010	20	2275	11	568	0	0
<i>A2*</i>	4	443	0	0	2	230	0	0	0	0	0	0
<i>A3*</i>	2	220	0	0	0	0	1	108	0	0	0	0
<i>A4*</i>	7	520	7	746	3	201	7	561	2	230	0	0
<i>A5*</i>	11	1118	2	143	2	176	3	141	0	0	0	0
<i>A6*</i>	0	0	0	0	0	0	0	0	0	0	0	0
Total	46	4770	18	1707	16	1617	31	3085	13	798	0	0

A1*; Fund raising A2*; Relief goods A3*; Public participation
A4*; Moral support A5*; Information A6*; Others

Interpretation

The figure illustrate that the government published 46 ads on issue with space 4770cm, in “The News”. Similarly international companies published 18 ads with the space of 1707 on earth quake in mentioned daily. Similarly national companies published 16 ads with the space of 1617Ccm. Similarly media published 31 ads with the space of 3085 and NGO’s published 13 ads on issue with the space of 798Ccm.

Summary

Overall in the light of these figure it can be concluded that government published more ads with mores space on earthquake issue followed by the media organization. the mentioned months in said English daily.

SUMMARY & DISCUSSION

The overall empirical research result of the analysis of three National leading English papers shed light their treatment of National big disaster earthquake issue of October 8th 2005. The study result first portion explored that daily “The News” published 126 advertisements on public service ads with total space 11339cm. While the same paper published only 1 ad about marketing/direct sale ad (see table 5.1) fro the whole 3 selected months. While the daily “Dawn” for the same period has published 98 ads with total space of 21276cm on publish service ads & published 13 ads with the space of 470cm about direct sale/marketing ads. Similarly daily “The Nation” has published 72 ads about public service ads with space 5956cm & 3 ads with space 144cm on direct sale/marketing ads.

The overall analysis of the observed empirical findings in term of no of ads & space gives to the aforesaid of the three major English dailies showed that “The News” took lead in publishing more ads & more space to the public service ads than the daily “Dawn” & “The Nation”. While the daily “Dawn” has published more ads & denoted more space direct sale ads as compared to daily “The News” & “The Nation”.

The empirical research result of the analysis of three national daily newspapers shad light their treatment of natural disaster for the month of October 9th/31st, 2005. The study of this portion explored that “The News” published 105 advertisements on public service issue with total space of 9674cm, while the same paper published 1 ad of 9674cm, while the same paper published 1 ad about marketing/direct sales ad. “The News” highlighted issue of fund raising by publishing 60 ads with space of 6115cm, while the government published maximum no of ad with more space (see table 5.12) while the daily “Dawn” for the same period has published 78 ads with the space of 7431cm on public service issue, while “Dawn” has published 10 ads, with the space of 369cm on marketing/directs sale. As it is evident from the data that government published more ads with more space for the supposed period in mentioned paper (see table 5.4) while “The Nation” published 54 ads with the space 4204cm on public service issue and published 2 ads with the space of 84cm for the marketing sales (see table 5.8).

The overall analysis of the observed empirical finding in term of no of ads and space given to the aforesaid three major English dailies shows that “the News” published more ads and given more space to the public service ads than “Dawn” and “The Nation”, while the government

took lead by the publishing more ads with more space. S it is evident from the data “The News” published 16 ads on public service ads with the space of 1518cm. (see table 5.13). The government published more ads with more space for the month of November 2005. While “The Nation” published 15 ads with the space of 1295cm on the public service ads and published 1 ad with the space of 60cm on marketing/direct sales. (see table 5.9). Media published more ads with more space for the said month in the same paper. While “Dawn” published only 11 ads with the space of 1082cm. (see table 5.5). Government published more ads with more space to raise earthquake issue. The overall empirical result for the month of November 2005 in three English dailies can be conclude that “The News” disseminated more ads with more space.

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