

Role of Media in Highlighting Energy Crisis

(A content Analysis of the editorial pages of Urdu and English Newspapers of Pakistan)

Babar Hussain Shah

Abstract

Pakistan is passing through the worst part of its history during the past one decade because the highest level of energy crisis in the country. The crisis has terribly affected the social life as well as the economy of Pakistan. This study examines how four leading Urdu and English newspapers (The Daily Jang, The daily Nawa-i-Waqt, The News and The Nation Pakistan newspapers) cover energy crisis. To conduct this research content analysis was used for analyzing media texts. The total number of editorials, columns, letters to editors, cartoons published in the four dailies in the months of June 2009 to November 2009 was the sample size. Different frames and slants were observed in this research regarding energy crisis. From the observation of frame it is quite clear that the frame which was mostly portrayed was Bad governance frame. The frame with the least number of editorial content was Good governance frame. Unfavorable slant was found significant. The issue which was mostly discussed in editorial content was the issue of load shedding. Urdu newspapers provided more coverage to energy crisis than English newspapers.

Key Words: Framing, editorials, slant, crisis, good governance, bad governance.

Introduction

Energy is the basic need of a country for its growth and development. Healthy growth and socio economic development of any country is almost impossible without it. Industry and agriculture which is back bone of any economy cannot flourish and grow without energy. Our daily life routine and all matters are greatly dependent upon the use of energy. The uses of energy in Pakistan can be well understood with the help of table given below.

Table 1: Consumption of Electricity

Sector	Percentage share
Household	45.6
Commercial	7.4
Industrial	28.4
Agriculture	11.8
Street Light	0.6
Other Govt.	6.2

Source: Pakistan Economic Survey, 2012-13

Ahmed (2009) states that there have been huge and rhetoric claims by the different past governments of Pakistan but the issue of energy crisis have not been properly addressed. Consequently; Pakistan is facing a fall short of almost 10000 Mega watts which in turn are hindering the development of country. According to Haq (2008), the country has to go exploring all possible avenues to increase its energy production as well as for its proper conservation.

Pakistan has been suffering from energy crisis since long. There is a huge national and international debate on this issue to sort out possible solutions. This Country is blessed with the variety of energy resources including renewable and non renewable resources of energy but need is to focus on a proper strategy to cope up with the issue of energy crisis. Needless to say that if the country wishes to continue its economic development and improve the quality of life of its people, it has to make serious efforts towards framing a coherent energy policy.

In this context, the researcher conducted the study in order to analyze editorials, columns, letters to editors, cartoons published in our national newspapers. These national newspapers are The Daily Jang, The daily Nawa-i-Waqt, The News and The Nation Pakistan. Due to constraints of time only editorial pages were analyzed. Content analysis of editorial contents resulted in different frames and slants which were clearly depicted during the analysis. For example, bad governance frame was most visible throughout the whole newspapers. Similarly, unfavorable for government slant was mostly dominating during the whole contents.

Scope of the Study:

This study has been designed to find the role played by the print media regarding prevailing energy crisis in Pakistan. It will focus that how four leading newspapers (The News, The Nation, Daily the Jang and daily Nawa-i- Waqt) of country with different tendencies has covered the issue of energy crisis. This study will be helpful for planners to implement their plans regarding issue of energy crisis in Pakistan. This study is expected to reveal the trend of media coverage provided to energy crisis in Pakistani media.

Theoretical Frame Work:

This research is based on **framing theory** of mass communication.

Selection or projection of words is of greater importance in mass media. Most of the researchers attribute the concept of framing to Goffman,(1974) who used the idea of frames to label "schemata of interpretation" which allow individuals or groups "to place, distinguish, identify, and label" events and occurrences, thus representing meaning, organizing experiences, and guiding actions.

Framing concept evolved from the Goffman work of 1959 which includes the Presentation of Self in Everyday Life, and a commentary on the management of impressions. "Frames are principles of selection, emphasis, and presentation composed of little tacit theories about what exists, what happens, and what matters" (Gitlin, 1980). "We use the term "decision frame" to refer to the decision-makers formation of the acts, outcomes, and contingencies which are associated with a specific choice." (Tversky and Kahneman, 1981). The frame provides "a central organizing idea or story line that provides meaning to an unfolding strip of events, weaving a connection among them. The frames suggest what the controversy is about, the essence of the issue." (Gamson and Modigliani, 1987). "The concept of framing refers to slight alterations in the statement or presentation of judgment and choice problems". (Iyengar, 1991)

Framing theory assumes that the mass media will focus attention on newsworthy events and would place them in a particular circle of the meaning. Media will give more importance to particular issues and would intentionally ignore others. A framing effect occurs when speaker while describing an issue focuses on one particular aspect and one dimension of the issue and leaves the other and usually this aspect is more highlighted and emphasized upon to a greater extent. (Druckman, 2001).It is also closely linked and connected with agenda setting and gate keeping theory of mass communication. Framing usually occurs practically in the situation when an event or piece of information is thought to be influential for its transmission.

Entman (1991) elaborates that Frame Building happens as journalists" Select some aspects of a perceived reality and make them more prominent to promote a particular problem definition , causal

interpretation, moral evaluation and treatment recommendation for the item described” (Entman, 1991,P25).

Scholars have stressed on two dimensions of emphasis framing effects (Druckman 2001a; Sniderman and Theriault, 1999). Some of them investigate that how different types of frames lead to form an opinion. They have worked upon on how frames help in forming public opinion. For example, Kinder and Sanders (1990) show that an undeserved advantage frame leads Caucasian individuals to oppose confirmatory action due in large part to racial considerations. Racial prejudice can be the best example in this regard. When shown a reverse distinctive frame, individuals also oppose affirmative action. However, in this case, they base the decision on their direct interests. (Nelson and Kinder, 1996).

Others researchers examine how frames alter opinions. According to Sniderman and Theriault (1999) when government spending for the poor is framed as increasing a chance to spend for the poor and then individual usually support the governmental spending.

In this research framing theory was effectively used and different frames evolving from editorial contents were observed. These frames include Good Governance, Bad Governance, Inherited Problem and Government Responsible. Similarly slants were Favorable to government, Unfavorable to Government and Neutral.

Literature Review

According to the study conducted by Hubbert, (1980) energy crisis in 1970s was time when most industries of the world, especially United States suffered too much shortage of petroleum. The two most horrible crises of this period were the 1973 oil crisis, which was result of the Arab Oil Embargo of OAPEC, and the energy crisis of 1979, which was the result of revolution in Iran. The crisis period, however, began to spread out as a result of events at the end of the 1960s .During this time petroleum production in the US and other parts of the world really reached to peak. (Hubbert, 1980).

The California electricity crisis has also been greatly covered by both print and electronic media. The California electricity crisis, also termed as the Western U.S. During the energy Crisis of 2000 and 2001 California faced a shortage of electricity which was the result of market manipulations and illegal shutdowns of pipelines by Texas energy consortiums. In the American history State suffered large black outs and protests. The period of energy crisis was really a very tough time for the government. (*Sweeney, 2002*)

Installed generating capacity of California was 45GW, but during the blackouts demand was 28GW. Companies, mainly Enron, created an artificial shortage. Traders of energy took power plants for the sake of repairing so that the prices of electricity may be increased. Thus traders succeeded in their purpose to increase the prices of electricity. (Sweeney, 2002)

Energy crisis of the Central Asia in 2008 was resulted due to cold temperatures and low water levels in the area which was greatly depending on hydroelectric power. During same time the South African President was also thinking about the fears big electricity crisis in the region of South Africa. (*Financial Times, 2008*)

Njeri (2005) has also worked upon the power sector in Africa. The researcher has encouraged private investment in power sector. He has also greatly emphasized upon the foreign and local participation and the establishment of a proper regulatory authority. And many regulatory agencies have also been established so far as in this regard.

Bacon, (2009) argues in his research work that was conducted about the future of energy in UK that in the frosty opening days of 2009, Britain's electricity demand was reached to 59 Giga Watts (GW). 45% of that came from power plants which are fuelled by gas in the North Sea. A further 35% is emanated from coal, less than 15% comes from nuclear power and the remaining come from the other sources. By 2015, assuming that modest economic growth resumes, a reasonable guess is that Britain will need around 64GW will be needed to Britain by 2015 to tackle with the same kinds of conditions. He suggested few solutions with certain reservations. According to him gas is risky, coal is dirty, nuclear power is slow and renewable resources are very unreliable. Two things are needed to cope with the matter.

The first is related to infrastructure. More cross-Channel power cables would help, allowing Britain to import electricity directly from its better-supplied neighbors including a Europe wide power grid. Second, taxing of carbon should be done properly. (Bacon, 2009)

Phillip (2006) also conducted a great deal of research on Power failure and policy failure. It was a basically a content analysis. It was about basically the energy policy of United States and its implications. Any state energy policy is the result of the decisions that leaders take about the energy policy. Decisions on energy issues affect the quality of nation's water and also air. And a lot of work is needed to be done to benefit the consumers and users (Gormley, 1983).

Caldwell, (1974) also conducted a research on Energy issues. To deal with this problem it is need to understand all its dimensions in a proper and cohesive manner. Time, space and the social and material factors are of greater importance in this regard. Energy problem can never be solved at random and it needs that it should be integrated into the manageable parts. The different factors in the modern energy "crisis" can be grouped into four categories: demand, supply, costs, and institutional structure. In all above four factors is the need of cohesion and integration.

Many scholars have suggested the renewable energy as a best option to overcome the energy crisis. By developing and implementing renewable energy technologies and manufacturing capabilities, we would build a sustainable energy infrastructure to carry us well into the next millennium. We should go on board upon this path with all due speed. (Alsema, 1998).

Significance of the Study

This study investigated the role of national newspapers in highlighting the issue of energy crisis being faced by Pakistan. This study will provide an insight to the prevailing energy crisis through content analysis of newspapers. It will also be helpful to understand how people think about energy crisis. It will also elaborate whether and to what extent our leading news papers are providing coverage to the issue of energy crisis.

Research Methodology

For the purpose of checking the coverage of energy crisis, a content analysis of editorial pages published in Daily Jang, Daily Nawa-i-waqt and The News and The Nation was conducted. These four newspapers were chosen for their large circulations and extensive reports and reviews of current issues and events.

Population and Sample

All the issues of each news papers under study were the target population. All editorial contents published on energy crisis identified on all editorial pages of the newspapers under study for the period of

six months six month were the population. So the universe of the present study was major English and Urdu national newspapers published in Islamabad and Rawalpindi. The study was carried out in the twin city Islamabad and Rawalpindi. The newspapers chosen for content analysis in this study were Daily Jang, Daily Nawa-i-waqt and The News and The Nation (city edition). The total number of editorials, columns, letter to editors, cartoon published in the four dailies in the months of June 2009 to November 2009 were the sample.

The above mentioned newspapers are the leading and prestigious newspapers of Pakistan. Both belong to giant media organizations which are Jang group and Nawa-i-Waqt group. A brief description of the news papers is provided below.

Daily Nawa-i-Waqt

Nawa-i-Waqt is one of the mostly read news papers of Pakistan. Mr. Hameed Nizami laid its foundation on December 15, 1942. Since its inception Nawa-i-Waqt has been one of the key proponents of ideology of Pakistan. It is also running a TV channel in the name of Waqt TV. Today along with Waqt tv channel, the Nida-i-Millat group of publication include Phool, Family Magazine, Sunday Plus Magazine, Nida-i-Millat and news papers; Nawa-i-Waqt and The Nation. It is also available online at www.nawaiwaqt.com.pk/

Daily Jang

It was started by Mir Khalil-Ur-Rahman in 1939; and today it has the largest circulation in the whole country ranging from villages to towns and from towns to cities. In fact it has a wide coverage across Pakistan. In fact it is maintaining its leadership position ever since its inception. It is truly meeting all global and modern trends in Journalism. Jang reflects Pakistan like no other newspaper of Pakistan, and it has been a part of the daily lives of Pakistanis throughout its history. Today, it is the most appreciated, powerful and sought after newspaper for its breaking news; revealing facts, analytical and investigative stories, as well as opinions and comments on national and international politics and policies. Jang is the largest circulated newspaper in the country, having a 59 percent share of urban reader ship and 34 percent of rural reader ship. Its London edition is also greatly admired. It is also available online at www.jang.com.pk

Daily the Nation

The Nation is English daily. It is published and printed by Majid Nizami of the Nawa-i-Waqt group.. It was started in 1986. It is also frequently quoted in the world. It has a strong competition with other leading English news dailies of Pakistan.. Its online edition is also available at www.thenation.com

The News International

The News International is the second mostly read English newspaper in Pakistan . It made its debut on February 11, 1991. Its head quarter is in Karachi. It has an ABC certified circulation of 140,000. It is published from the mega cities of Karachi, Lahore and Rawalpindi/Islamabad. An overseas edition of it is also published from London that caters the Pakistani community in the United Kingdom. *The News* is published and printed by the Jang Group of Newspapers, who are the publishers of the *Daily Jangs*; the largest Urdu language newspaper in the world. Its online edition is available at www.thenews.com.pk

Sampling

As Weber (1985) suggests, “sampling is used for the sake of economy”. Only those editorial pages were analyzed which were related to the issue of energy crisis. Simple purposive sampling was

used for the purpose of selection of sample. All the editorials pages of newspapers about energy crisis were taken as sample during the study period.

Sampling unit:

The sampling unit which was physically selected was the news paper issue Number of editorials especially paragraphs in the editorial content was the sampling unit under study.

Variables and their Content Categorization

Main variables were coded in this study as following:

variable	Categories
Newspaper	Daily Nawa-i-waqt, Daily Jang, The News, The Nation
Type of Story	Editorials, Columns, Letters to Editor, Cartoons
Topic	(I) Protest and agitations(II)Electricity bills(III) Statements of government officials and opposition leaders (IV) Industrials loss(V) Load shedding (VI) Others
Slant	(I)Favorable for Government (II) Unfavorable for Government(III) Neutral
Frame	(I) Government Responsible (II) Inherited (III) Good Governance (IV) Bad Governance

Data Analysis and Results

Research technique of content analysis was used according to nature of the study. According to Krippendorff (1980) content analysis is “as a research technique for making replicable and valid references from data to their context.” Kerlinger (1973) defined content analysis “as a method of studying analyzing communication in a systematic, objective and quantitative manner of the purpose of measuring variables”.

Only Editorial pages of the sample newspapers were selected for the process of contents analysis. The reason for the selection of Editorial pages was that they reflected the official policy of the concerned newspapers regarding issue of energy crisis .Also the limitations and resources also didn’t allow to go through the whole pages of news papers.

The type of stories was categorized into Editorials, Columns, and Letters to the editors and cartoons. The topics of the study were Protest and agitations, Electricity bills, Statement of government officials, Industrial loss, load shedding, Independent Power plants and Rental Power Plants the slant of the concerned news papers was measured in terms of favorable for government, unfavorable for government and neutral. The frames were measured in terms of Government responsible, inherited problem, good governance, and bad governance.

The results of the content analysis have been represented in the following paragraphs.

Comparative coverage of Topic in newspapers published on Energy crisis

During this research different topics regarding coverage of energy crisis in selected newspapers were observed. Thirteen editorial contents were published about protests and agitation. Twenty contents elaborated about electricity bills. There were six contents about the statements of Government Officials. Six contents appeared in dailies about industrial loss due to energy crisis. There were 89 editorial contents which discussed about load shedding and this is the most prominent topic which occupied most space in news papers. This issue gain most coverage as compared with other topics. (Chi Square value .001) There were 43 contents about IPPs and RPPs in selected news papers. There were 61 contents which were termed as others because they were not a part of any category.

Table 2: Comparative coverage of Topic in newspapers published on Energy crisis

Topic issue * Newspaper id Cross tabulation							
Topic issue	Categories	Newspaper				Total	Chi Square
		Nawa-i-Waqt	The News	The Nation	Jang		
Energy Crisis	Protests and Agitation	2	2	4	5	13	2.077 .557
	Electricity bills	3	3	4	10	20	6.800 .079
	Statements of Government officials	3	1	0	2	6	1.000 .607
	Industrial loss	2	1	1	2	6	.667 .881
	Load shedding	20	13	18	38	89	16.034 .001
	IPPs and RPPs	5	15	12	11	43	4.907 .179
	Others	15	21	12	13	61	3.197 .362
Total		50	56	51	81	238	

Frequency of the Editorial Contents published on Energy crisis

During the study period of six months Daily Jang published 81 editorial contents about the issue of energy crisis and hence this newspaper was at the top to cover the issue of energy crisis. Then news published 56 editorial contents. Nawa-i-Waqt published 50 editorial contents and The Nation published

51 editorial contents. Hence Jang group published 137 Editorial contents out of 238. The Editorial contents published by Nawa-e-Waqt were 101 in number. Hence more coverage to issue was given by Jang group to the core issue

Table 3: Frequency of the Editorial Contents published on Energy crisis

Newspaper of the Study	Frequency	Percent
Nawa-i-Waqt	50	21.0
The News	56	23.5
The Nation	51	21.4
Jang	81	34.0
Total	238	100.0

Slant

Slant of the Editorial published in newspapers

When we go to check the slant of the Editorial published in the news papers we observe the following trend in the Editorial: 15 editorials content were seemed to be favorable for government; 168 editorials content has slant of being unfavorable for government and 55 editorial content has a neutral slant. When we observe the general trends in slant we find that the major portion of the Editorial has unfavorable for government slant. Almost 70.6 percent editorial content has the slant which is unfavorable for the government.

Table 4: Slant of the Editorial published on Energy crisis

Slant	Frequency	Percent	Chi square
Favorable for government	15	6.3	7.720 P=.009
Unfavorable for government	168	70.6	1.623 P=.000
Neutral	55	23.1	5.549 P=.069
Total	238	100.0	158.731 P=.000

Framing of Energy Crisis

When frame was crossed with the news papers the following observations were made: Total number of editorial content that published were 238 in number. There were different frames that were depicted during the course of research. The detail of different editorial content with their frames is as under: The editorial content with the Government responsible frame were 14 in number. Twenty seven editorials were portraying Inherited Problem frame. Nineteen editorials were supported carrying Good governance frame and 178 editorial content supported Bad governance frame. From the observation of frame it is quite clear that the frame which was mostly portrayed was Bad governance frame having 178 number of editorial content with that frame. The frame with the least number of editorial content was Good governance frame with just 19 editorial content out of 238. It was found that Bad governance frame remained most significant with Chi Square value of .010

Table 5: Newspaper Cross tabulation

Frame	Categories	Newspaper				Total	Chi Square
		Nawa-i-Waqt	News	Nation	Jang		
	Government responsible	7	2	0	5	14	2.714 .257
	Inherited problem	2	10	8	7	27	5.148 .161
	Good governance	2	6	6	5	19	2.263 .520
	Bad governance	39	38	37	64	178	11.438 .010
	Total	50	56	51	81	238	213.664 .000

Newspapers Language

As evident from table 4 the Urdu dailies; Jang and Nawa-i-Waqt published 131 editorial content regarding the core issue English dailies; The News and The Nation published 107 editorial content regarding core issue. Hence Urdu news papers provided more coverage to the issue than English dailies.

Table 6: Newspaper language * Newspaper id Cross tabulation

Newspaper language * Newspaper id Cross tabulation	Newspaper id					Total
		Nawa-i-Waqt	News	Nation	Jang	
	Urdu	50	0	0	81	131
	English	0	56	51	0	107
Total		50	56	51	81	238

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.380E2 ^a	3	.000
Likelihood Ratio	327.514	3	.000
Linear-by-Linear Association	6.375	1	.012
N of Valid Cases	238		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.48.

Answer to Research Questions

RQ1: Whether and to what extent the national news dailies are giving coverage to energy crisis in Pakistan in their editorial pages?

RQ1 was: Whether and to what extent the national news dailies are giving coverage to energy crisis in Pakistan in their editorial pages?

It was found that during the specific study period of six months from June 2009 to November 2009, total 238 Editorial related to energy were published in the leading English daily newspapers of Pakistan i.e. Daily Nawa-i-waqt, Daily Jang, The News, and The Nation. It was found that Daily jang published 81 editorials about the issue of energy crisis and hence this newspaper was at the top to cover

the issue of energy crisis. Then news published 56 editorials. Daily Nawa-i-Waqt published 50 editorials and The Nation published 51 editorials. (See Table 03)

R.Q.2 was: What is slant in the coverage in the selected newspapers?

It was found that the slant of the Editorial published in the newspapers the following trend in the Editorial: 15 editorials were seemed to be favorable for government; 168 editorial content has slant of being unfavorable for government and 55 editorial content has a neutral slant. Major portion of the Editorial has unfavorable for government slant. Almost 70.6 percent editorials have the slant which is unfavorable for the government. (See Table 04)

R.Q.3. What are the frames used in the coverage?

The detail of different editorial with their frames is as under: The Editorial with the Government responsible frame were 14 in number. Twenty seven Editorials were portraying Inherited Problem frame. Nineteen Editorials were carrying Good governance frame and 178 Editorial supported Bad governance frame. From the observation of frame it is quite clear that the frame which was mostly portrayed was Bad governance frame having 178 number of Editorial with that frame. The frame with the least number of Editorials was Good governance frame with just 19 Editorial out of 238. (See Table 05)

4.5 Test of Hypotheses

H1 was: Coverage of energy crisis in the specified newspapers would be more unfavourable for government than favorable. Table 04 shows that 15 editorials were seemed to be favorable for government; 168 editorials have slant of being unfavorable for government and 55 editorials have a neutral slant. Major portion of the Editorial has unfavorable for government slant. Almost 70.6 percent editorials have the slant which is unfavorable for the government. Chi square analysis brings out a significant difference. In statistical terms, as evident in table 9 energy crisis was given unfavorable 168 editorials coverage as compared to favorable. This is a significant difference as indicated by chi square = 1.623; $p=.000$.

H.No.2 The newspapers would frame Government more responsible for the issue of energy crisis than showing it an inherited problem.

As evident from Table 05 it was found that there were different frames that were depicted during the study period. The Editorial with the Government responsible frame were 14 in number chi square 2.714; $p=.257$. Twenty seven Editorials were portraying Inherited Problem frame chi square 5.148; $p=.161$. In statistical terms, the H2 the newspapers would frame Government more responsible for the issue of energy crisis than showing it an inherited problem was insignificant as indicated by the chi square test applied in analyzing in frames

H.No.3 The newspapers would highlight the frame of bad governance of the government related to the issue of energy crisis.

It is quite clear that the frame which was mostly portrayed was Bad governance frame chi square=7.378; $p=.001$ having 178 number of Editorial with that frame. The frame with the least number of Editorials was Good governance frame with just 19 Editorial. Chi square=2.667; $p=.000$. (See table 05)

H.No.4 Urdu newspapers would give more coverage to energy crisis than English newspapers.

As evident from Table 06 it was found that 137 Editorials were published in Urdu newspaper and 107 editorials was published in English newspaper. Chi square= 2.3802; $p=.000$. In statistical terms, the H4 the Urdu newspapers would give more coverage regarding energy crisis was significant as indicated by the chi square test applied in analyzing editorial content.

H.NO. 5 There would be more news about Load Shedding than any other issue regarding energy crisis.

It is very much clear that the issue of Load Shedding received more coverage than any other topic. There were 89 editorial contents in selected news papers during the period of study. The issue of Load Shedding received prominent coverage with Chi Square value of 0.001. (See Table 2)

Suggestions and Recommendations

It is really sad that the policy makers of Pakistan seem found talking about making dams and of setting up nuclear power plants but they never understand the importance and benefits of alternate energy sources like solar, biomass, windmill Tidal, Wave, and Geothermal energy, etc. They are the cheaper and the quickest method of producing energy. Pakistan is also greatly blessed with the solar energy and need is to utilize it. In the same way wind energy is also available in the coastal areas of Sind and Baluchistan. These energy resources if are properly utilized can do lots to solve this issue. Hydro electric power is also a very good solution.

Keeping in view all the phases of research by the researcher the following are the suggestions that are suggested by the researcher. Some of the suggestions are for the government and some are for the media organizations.

- To overcome the issue of energy crisis it is necessary that there must be an effective command and control system on the part of government and it must be free from flaws. The following steps should be taken in this regard.
 - 1) All electric supply companies should ensure pro active and preventive maintenance of distribution and transmission network.
 - 2) They should work diligently to reduce un acceptably high level of line losses.
 - 3) They should protect power generation and distribution facilities from rain.
 - 4) Kunda connections and electricity theft must be properly checked and personnel should pay a great heed to it.
 - 5) There must be proper planning to meet demand supply match.
- Rental Power Plants and Independent Power Producers are a short term solutions at present and long terms solutions may be sought to solve the issue on the long run. So following are few solutions to overcome this crisis
 - 1) Government should work seriously regarding alternative resources of energy. We are blessed with Thar coal reservoirs and a clear energy policy should be planned and implemented that should work seriously on Thar Coal reservoirs. Coal resources should be put to effective use and rapid development of infrastructure and power plants should make sure Pakistan is able to generate up to 5000MW of electricity by the year 2015.
 - 2) Wind Energy is also a solution and our country is greatly blessed with a resource of wind. Although Pakistan meteorological Department has gathered wind data for quite long time. Currently United States provided wind energy map for Pakistan and this map confirms that Pakistan has strong corridor of wind.
 - 3) Pakistan is also blessed with the ideal location to produce Hydel energy. This type of energy is comparatively cheaper than other forms of energy. More and more dams should be built to overcome energy crisis but it would also be fruitful in agriculture sector and havoc that is caused by heavy flooding would also be overcome.
 - 4) It should be worked seriously on Pakistan Iran gas pipe line projects.
 - 5) Pakistan is the land which is blessed with many natural resources. We are blessed with the tons of solar energy. So solar energy can also be a better and cheaper solution to overcome the crisis.

- 6) Tidal energy can also be an effective way to overcome energy crisis. Data available tells that there is 170km creek system of the Indus delta, 2 to 5 meter high tides at Korangi creek and Sir Creek they are 5 meters high.
- 7) Pakistan should also work on nuclear power generation.

About the Author

Mr. Babar Hussain Shah is lecturer in Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan

References

- Ahmed, M.B (2009). Retrieved from <http://www.TheNews.com/2007/11/17/eb4.htm> on November 17, 2009
- Alsema, E. A., Frankl, P., Kato, K (1998) Energy Pay-Back Time of Photovoltaic Energy Systems: Present Status and Prospects, Retrieved May 22, 2009, from New EnergyIndiaWebsite: http://www.newenergyindia.org/energy%20Payback%20time_Opinion%20Page.pdf
- Caldwell, L. K. (1974). Environmental Policy, Law and Administration: A Guide to Advanced Study, School of Public and Environmental Affairs, Indiana University. pp. 205-285.
- Druckman, J. N. (2001). The implications of framing effects for citizen competence. *Political Behavior*, 23(3), 225–256.
- Entman, R.M. (1991) Framing Us Coverage of of International News: Contrast in narratives of the KAL and Iran Air Incidents. *Journal of Communication*. 41(4), p 25.
- Erving Goffman (1974). *Frame Analysis: An essay on the organization of experience*. Harvard University Press, p 21.
- Financial Times* (2008 March 10). Retrieved from <http://www.ft.com/cms/s/0/660d00cc-d6b0-11dc-b9f4-0000779fd2ac.html>
- Gamson, W. A., & Modigliani, A. (1987). Media discourse and public opinion on nuclear power: A constructionist approach. *American Journal of Sociology*, 95, 1-37. Gates and social control in the newsroom. *Journalism and Mass Communication Quarterly*.
- Gitlin, T. (1980) *The Whole World is Watching: Mass Media in the Making and Unmaking of the New Left*. Berkeley, CA, Los Angeles, CA & London, U.K.: University of California Press.
- Gormley, William T. 1983. Policy, politics, and public utility regulation. *American Journal of Political Science* 27:86-105.
- Financial Times* (2008 March 10). Retrieved from <http://www.ft.com/cms/s/0/660d00cc-d6b0-11dc-b9f4-0000779fd2ac.html>
- Iyengar, S. (1991). Psychological accounts of agenda-setting. In S. Kraus & P. R. (Eds.), *Mass media & political thought: An information processing approach* (pp. 117-140). Newbury Park, CA: Sage.

- Iyengar, S., & Kinder, D. R. (1987). *News that matters*. Chicago: University of Chicago Press. *Journalism Quarterly*, 36(1), 23-26.
- Kerlinger, F. (1973). *Foundations of Behavioral Research*. New York: Rinehart and Winston, Inc. Merrill, J. (1968). *The Elite Press: Great Newspapers of the World*. New York: Pitman Pub. Corp. Riffe, D. (1998).
- Kinder, D. R., & Sanders, L. M. (1990). Mimicking political debate with survey questions: The case of white opinion on affirmative action for blacks. *Social Cognition*, 8, 73-103.
- Nelson, T. E., & Kinder, D. R. (1996). Issue framing and group-centrism in American public opinion. *Journal of Politics*, 58, 1055-1078.
- Pakistan Economic Survey (2012-13) http://www.finance.gov.pk/survey_1213.html
- Phillip J. Ardoyn and Dennis GradySource: *State & Local Government Review*, Vol. 38, No. 3 (2006), pp. 165-175
- Sniderman, Paul M., and Sean M. Theriault. 1999. "The Dynamics of Political Argument and the Logic of Issue Framing." Presented at the annual meeting of the Midwest Political Science Association, Chicago.
- Sweeney, James L. (2002). *The California Electricity Crisis*. Stanford: Hoover Institution. ISBN 0-8179-2911-8. Washington, D.C.: Georgetown University Press.
- Tversky A. and Kahneman, D.(1981). "The Psychology of Preferences." *Science* 246: 136-42.