

DEVELOPMENT COVERAGE IN PAKISTAN, CHINA AND INDIA

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ABSTRACT

This study analyzes the frequency, prominence and category of development coverage in Pakistan, China and India; all countries forming an important region and carrying out development. Using the framework of Development Journalism, hypotheses related to development coverage and its prominence were tested through quantitative content analysis of development related news stories, editorials and articles in Dawn (Pakistan), Times of India (India) and People's Daily (China) from January 1 to March 31, 2016. The content related to development issues was analyzed in terms of frequency, prominence and direction of development coverage. The purpose was to compare and determine the importance of development related news stories, editorials and articles in these three countries. Study revealed that while the Indian newspaper covered development related issues most frequently, China's newspaper gave high prominence to development issues as compared to Pakistani and Indian newspapers. Pakistani press lacked both in frequency, prominence and lack of information related to development sphere.

Key Words: Development coverage, frequency, prominence, category

1. Introduction

Development journalism as an idea was started in 1960s as "Free Journalism that gave valuable criticism of government's projects, spread information to readers that how the development procedures were influencing them, and highlighted local self improvement ventures" (Shah, 1996, p.143). Alan Chalkley (1968) was the first to begat the term Development Journalism in Philippines. He expected functions of media and journalism can be extended for the support of development procedure in nations confronting low education levels, poor infrastructure advancement and strained economies (Romano, 2005).

The new idea of development reporting accomplished acknowledgment, principally in Asia, newly independent states and furthermore in other developing countries it began to pick up regard. Using communication to encourage and sustain national development increased academic and political bolster, leading to the growing respect of the thought in most part of developing Asia, Africa and Latin America (Xu, Development Journalism, 2007).

Developmental coverage includes whole array of financial and social areas of a society, and it is not distinctive from regular news. Rather, its prominence is more on developmental perspectives and it looks and reports critically the application, institution and efficiency of developmental programs.

Gaur (2006) noticed that media light up the social fabric of a country" (p.56). Therefore, the level of the depiction of development covearge by a nation's media is an insight of whether that society lays prominence on the estimations of development coverage: and advances transparency, consideration and support of the masses being developed, so making them more extensive, significant and sustaiabile for development issues.

Loaned (1978, p.59) was of the view that development coverage in Asia was considered "pro-government journalism " as a result of the pattern of extensively highlighting government or elite, and regularly citing official sources.

Shah (1990) noticed that development reporting in various nations was rehearsed in various ways, and issues pertinent to that specific culture were given due need; for instance, Indian dailies highlighted social welfare, and national and global financial aspects, regularly referring to official sources, while Indonesian daily papers were seen to have received the direct news and feature, and secured more development coverage than non- development coverage.

The media and journalists should accept a dynamic part in the country's development. The basic significance of a free and balanced stream of information to a connected and dynamic society, through a self-governing media has for a long while been perceived. The present study will give information to media experts, media advocates and those functioning in the field of utilizing media for bringing societal change. At long last, this examination will likewise be helpful for overall population as it will offer them with more comprehension about coverage of their development issues.

The point of the study is to analyze the level of development coverage in three important regional countries China, India and Pakistan. The purpose behind selecting these nations for study was their capability to be a critical development player in the region. Further, to discover the eminence given to development news and editorials regarding their position, length and pictorial representation. This study will investigate the scope of development coverage with a radical new point and will give significant and quantitatively supportive findings.

2. Literature Review

The prior literature tells us that development communication has been one critical part of study in mass media. Lerner (1958), Roger (1962), Schramm (1964) and Lucian (1963) have done striking work in this field.

Vilanilam (2009) states that development issues in the media, which should be tended to, is insufficient. Surveying late ideas on poverty evaluation and the MDGs put forward by worldwide researchers, he recognizes the significance of data innovation, proficiency and instruction during the Development process.

Banjade (2000) did a content analysis of three daily papers from China (People's Daily), Nepal (Kathmandu Post) and India (Hindustan Times). He presumed that daily papers in creating nations dedicate a higher extent space for development coverage. However, his study did not adapt past revelations that media in developing countries strongly depends upon government sources when covering development issues.

Barkemeyer, Figge and Holt (2013) discussed the discrepancy amongst development and sustainability related media plans over various nations and locales. Using a sample of 115 mainstream national daily papers covering 41 nations, they demonstrated that normally no homogeneous worldwide patterns exist concerning development related media plans. Here, specific variations can be distinguished between daily papers from the Global North and South, with a scope of issues, for example, environmental change developing as regularly Northern issues and corruption and poverty demonstrate essentially more elevated amounts of scope crosswise over daily papers from the Global South.

Murciano (2010) did a thorough study to examine the degree of development coverage in European nations. He conducted research on nine standard Spanish, French and British daily papers which uncovers that exclusive 3.5 % of their substance is given to news about development. Despite the fact that the space devoted to these issues is for the most part little in connection to the aggregate of news distributed since it just involves 3.5%. More prominent scope of development participation can be seen under the segments of worldwide news, achieving a sum of 14.8%.

Rowlands & Khosla (2014) in their article find out details of development journalism in Papua New Guinea. The study demonstrated that when given proper open doors, writers can add to development in significant ways. The article concludes that it is vital for media to go past procedural flexibilities to gauge substantive opportunities accessible to journalists.

Schramm, Wilbur and Atwood (1981) aimed to incorporate segments of estimation and investigation: locality and national news substance of 18 Asian daily papers, 1 English dialect and 1 local dialect daily for each of 9 nations, amid 1 week in December 1977. The study answers both quantitative and subjective inquiries: the fundamental example of news stream; locality and national news in the Third World dailies; what the worldwide news wires convey; what the Asian dailies take from the global wires; what individuals read in an Asian Third World daily; the scope of development news; the dissemination of scope; the news from China and India; scope of 2 noteworthy occasions; news from Malaysia; and scope of some national pioneers. The dissemination of news in Third World Asia can't be comprehended or surveyed absolutely as far as the universal news offices.

Vilanilam (1975) in his examination of the development news in four noteworthy Indian daily papers, found that little consideration was paid to formative classes ;family planning, housing, education and training, business and welfare, social reforms, cleanliness and medical research, rural and urban advancement and social change (1975, p. 40). Vilanilam (1975) concentrated on whether any noteworthy distinction existed amongst autonomous daily papers and papers controlled by media giants in the way development, political and government news conveyed. The consequences of Vilanilam's examination demonstrated that in spite of the fact that there was no measurably huge contrast between daily papers; development news got impressively less scope than that of government and political` news.

In a comparable study, Mustafa (1975) analyzed the scope of development news in three Malaysian daily papers: one English and two Malay dailies. He found that Malay-language dailies dedicated less portion of development news while the English daily gave 32% development news.

Six Indonesian national newspapers were analyzed to find how often and in which ways the newspapers support development programs outlined in the government's Guidelines for State Policy and Development. Sutopo (1983) inferred that Indonesian daily papers gave more development coverage and that each newspaper had a different view about which development issue was most deserving of attention.

From Africa, Osae-Asare (1977) focused on the estimation of development coverage in two daily papers and a news agency of Ghana. He founded that the degree of content in development coverage, as measured in institutionalized segment, was factually more prominent in the Ghanaian News Agency than the two daily papers.

Skjerdal (2011) did in-depth interviews with journalists in the Ethiopian state media to consider the practice of development journalism. The general conclusion is that the journalists are positive regarding development news coverage, yet they are challenged when they attempt to practice. The issues are triple: the uncertainty of development reporting as an idea and practice; the political slant of the state media; and an absence of participation by the general public.

Kelleher (2014) analyzed the structure of development news in Rwanda through content analysis of two Rwandan daily papers to see more about the way it was practiced. Solid backing was found for government supported programs exhibiting modernization and reliance speculations of advancement as opposed to pro-public, participatory development and communication approach.

Palmer (1991) conducted a study which analyzed how Third World viewers establish the validity of development news. At the point when isolated by media, the sample demonstrated daily paper readers see critical contrasts in reasonableness/parity and authenticity between media, however TV news viewers don't. The information proposes that part of the news group of viewers sees - and thinks about - the distinction in state-affected development news.

Servaes (2009) studied the connection between communication, administration and development. He surveys distinctive communication techniques for the execution of feasible development. So as to survey this in a more connected manner, the article quickly diagrams an arrangement of media performance pointers, created by UNESCO, and alludes to late occasions in Kenya to contend for a communication for development which concentrates on the self-improvement of local communities. The essential presumption is that there are no nations or groups that act totally independently and there is no country whose development is solely dictated by outside variables.

Zerai (2012) studied the scope of development coverage in government and private daily papers in Ethiopia. It assessed the degree of the scope of development news, the parts of the development news in center, the sources of the development news, and the noticeable pages of the issues of development. The examination demonstrates that the private media secured less development news than the state media.

In another study, Xiaoge Xu (2009) characterized the standards and practices of development coverage by recommending that they could, basically, be ordered as pro-development procedure, pro-public participation, and pro-government. The individuals who put stock in pro-development procedure coverage ought to put accentuation on supporting and raising the procedure of development, by disentangling complex ideas and information on social, financial and political development schemes and procedures to a level

comprehended by the general public everywhere which is the thing that development journalism, as it was initially constituted by Chalkley.

Absence of accord among media professionals and scholars with respect to the meaning of development coverage keeps on existing; while numerous assume that journalists can play an essential part during the development, they are not clear on the part they need the media to perform (Romano, 2005).

Nora Quebral (1975) characterized development communication as the study of human correspondence connected to the quick change of a nation from neediness to a dynamic condition of financial development and makes conceivable more prominent financial and social equity and the bigger satisfaction of human potential. The term Development Communication began to incorporate farming advancement, territories of national improvement, for example, population, nutrition, health education housing and employment etc.

Organ (1980) says that an examination of the different meanings of the expression “development journalism” demonstrates that in a few connections it alludes to the communication that is utilized to serve the development objectives of the legislature. In different settings, development news coverage has been utilized as a part of investigative reporting in social sectors.

There is lack of literature on the coverage of development issues in Pakistan. Further the lack of comparative analysis between the coverage of different primary and secondary development issues is a key area to be studied in this region.

Research Methodology

This study will analyze three prominent English language daily newspapers: *Dawn Newspaper* (Pakistan), *People's Daily* (China) and *Times of India* (India) from January 1, 2016 to March 31, 2016. The print releases of these three online daily papers are one of the

largest distributed daily papers in their respective countries. The following core assumptions are made:

H1: There will be more development coverage in People's Daily as compared to Times of India.

H2: There will be more development coverage in Times of India as compared to Dawn.

H3: There will be more prominence given to development news and editorials in People's Daily as compared to Times of India.

H3 (i): More development news and editorials will be published on main and editorial pages of People's Daily than in Times of India.

H3 (ii): More space will be given to development news and editorials in People's Daily than Times of India.

H3 (iii): More news will be accompanying pictures in People's Daily than Times of India.

H4: There will be more prominence given to development news and editorials in Times of India as compared to Dawn.

H4 (i): More development news and editorials will be published on main and editorial pages of Times of India than Dawn.

H4 (ii): There will be more space given to development news and editorials in Times of India than in Dawn.

H4 (iii): There will be more development news with pictures in Times of India than in Dawn.

H5: There will be more coverage of secondary development issues as compared to primary and tertiary development issues in all three newspapers.

Operational Definitions

1- Development Coverage

The definition introduced by John Vilanilam (1979) was used as the operational meaning of development coverage for the research. News, articles and editorials identifying with the

essential, optional, and tertiary requirements of the masses of a country. Essential needs are food, cloths, and safe house. secondary needs are growth of agribusiness, industry and all financial progress, which direct to the satisfaction of the essential needs, in addition to this, literacy, health, safe environment, family planning, work welfare, social changes, national coordination and provincial and urban improvement. Tertiary needs are improvement of broad communications, tourism, transport, media transmission, and arts and culture (Vilanilam, 1979).

2- High Prominence

With regard to this study, high prominence is defined as the the news stories on the Front and back pages and editorials and articles in regards to development issues. Further the length and pictorial representation of the news refers to the prominence.

Research Method

Quantitative content analysis is used in this study. For the efficient investigation of communication and media content, it is a commonplace method utilized as a part of the past studies as outlined by Hansen, Cottle, Negrine and Newbold (1998). Hansen et al (1998) characterized Content investigation as quantitative strategy whose reason for existing is to ascertain and recognize the frequency of specific extents of writings which decides representations of such messages alongside their vast social ramifications.

Population& Sampling

The population in this study contains the online versions of People's Daily, Dawn and Times of India, from January 1, 2016 to March 31, 2016.

Categories

Following categories have been prepared for examination in this exploration:

1) Frequency

This alludes to the measure of scope stood to development new and issues relating to improvement in the chose daily papers through the span of the examination. This depends on a frequency investigation i.e. the quantity of news stories, articles and editorial distributed in every paper.

2) Development Coverage Prominence

The extent of prominence given to improvement news is gagged on the premise of three variables:

- i. Placement
- ii. Visibility or length
- iii. Picture

3) Category

All three categories of development news related to the development issues are studied.

- i. Primary
- ii. Secondary
- iii. Tertiary

3. Data Collection

With a specific end goal to demonstrate or negate each of the hypotheses, it is imperative that the information be examined. The accompanying tables display the data gathered.

Table 1 Accumulative Frequency

		News Stories	Articles& Editorials	Total
Newspaper	Dawn	274	78	352
	Times of India	348	59	407
	People's Daily	215	31	246

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Total	837	168	1005
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Table 1 separates the frequencies as indicated by stories, articles and editorials in each of the three daily papers. As can be seen, Dawn distributed an aggregate of 352 pieces on development coverage: 274 stories and 78 articles and editorials. In the interim, People's Daily distributed an aggregate of 246 items on development coverage, of which 215 were news stories and 31 were articles and editorials. The Times of India distributed a sum of 407 items on development coverage, of which 348 were news stories and 59 were articles and editorials.

Table 2 Prominence (Placement)

		High Prominence	Low Prominence	Total
Newspaper	Dawn	89	263	352
	Times of India	125	282	407
	People's Daily	101	145	246
Total		315	690	1005

The first sub-category of prominence alludes to the arrangement of the news stories in the daily paper, concerning the page number. As can be found in the Table 2, out of aggregate 352 stories on development issues in Dawn, 89 have been given high noticeable eminence, while 263 have been given low eminence. Likewise, 101 news things in People's Daily have been given high conspicuousness, while 145 have been given a lower level of eminence. In The Times of India 125 news items have been given high prominence, while 282 development news items have been given low importance.

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Table 3 Prominence (Space)

		Less than 500 words	More than 500 words	Total
Newspaper	Dawn	273	79	352
	Times of India	369	38	407
	People's Daily	220	26	246
Total		862	143	1005

As can be found in Table 3, out of aggregate 352 stories related to development in Dawn, 273 have given less than 500 words, while 79 have been given more space than 500 words. Further, 220 news items in People's Daily have less space and visibility while 26 have more space. The Times of India has 369 development pieces which are fewer than 500 words, subsequently bring down visibility, while 38 have been given higher length.

Table 4 Prominence (Pictures)

		Yes	No	Total
Newspaper	Dawn	121	231	352
	Times of India	185	222	407
	People's Daily	204	42	246
Total		510	495	1005

Table 4 demonstrates that out of aggregate 352 stories on development problems in Dawn, 121 are prominent as they are accompanied by pictures, while 231 are less prominent. Essentially, 204 news things in People's Daily have pictures, while 42 lack pictures. The Times of India has 185 items on development which have pictures, while 222 do not have any photos to run with them, and thus have a lower level of importance.

Table 5 Category of Development News

		Primary	Secondary	Tertiary	Total
Newspaper	Dawn	12	318	22	352
	Times of India	18	326	63	407
	People's Daily	11	167	68	246
Total		41	811	153	1005

As can be found in Table 5, out of aggregate 352 stories and editorials on development in Pakistani newspaper (Dawn), just 12 depend on essential issues, while 22 were related to tertiary issues. However 318 stories are related to secondary development issues. Similarly, only 11 news items in People's Daily based on primary issues, while 68 are related to tertiary issues. However 167 stories are related to secondary development issues. The Times of India has 407 news items on development news, only 18 news items in Times of India are based on primary issues, while 63 are related to tertiary issues. However 326 stories highlighted secondary development issues.

Findings and Discussion

H1: There will be more development coverage in People's Daily as compared to Times of India.

	Frequency	Percent	Valid Percent	Cumulative Percent
Times of India	407	62.3	62.3	62.3
People's Daily	246	37.7	37.7	100.0
Total	653	100.0	100.0	

The percentage of the development coverage of People's Daily stands at 37.7 which is lower than the Times of India, **thus we reject the H1**, and conclude that more development

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coverage is offered in Indian daily (Times of India) when compared with Chinese People's daily.

H2: There will be more development coverage in Times of India as compared to Dawn.

	Frequency	Percent	Valid Percent	Cumulative Percent
Dawn	352	46.4	46.4	46.4
Times of India	407	53.6	53.6	100.0
Total	759	100.0	100.0	

The percentage of Development coverage in Times of India is 53.6 which is greater than the 46.4 % of Dawn, thus we **will accept H2.**

H3: There will be more prominence given to development coverage in People's Daily as compared to Times of India.

H3 (i): More development news and editorials will be published on main and editorial pages of People's Daily than in Times of India.

		High Prominence	Low Prominence	Total
Times of India	Frequency	125	282	407
	% Placement	30.7%	69.3%	100.0%
People's Daily	Frequency	101	145	246
	% Placement	41.1%	58.9%	100.0%

People's daily have higher percentage of development coverage on main and editorial pages, so we accept **Hi.**

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H3 (ii): More space will be given to development news and editorials in People's Daily than Times of India.

		Less than 500 words	More than 500 words	Total
Times of India	Frequency	369	38	407
	% Space	90.7%	9.3%	100.0%
People's Daily	Frequency	220	26	246
	% Space	89.4%	10.6%	100.0%

The average of development stories, articles and editorials having more space published in People's daily is greater than Times of India, **we accept Hii as being true.**

H3 (iii): More news will be accompanying pictures in People's Daily than Times of India.

		News with Picture	News without Picture	Total
Times of India	Frequency	185	222	407
	% Picture	45.5%	54.5%	100.0%
People's Daily	Frequency	204	42	246
	% Picture	82.9%	17.1%	100.0%

The percentage reveals that People's daily give greater proportion of development news with pictures as compared to Times of India. **Thus we will strongly accept Hiii.** To answer H3, the findings of each of the three sub hypotheses must be checked. As all three sub-hypotheses have been accepted, therefore, **H3 is accepted** by effectively establishing that prominence given to development coverage in People's daily is greater than Times of India in terms of Placement, Space and Picture.

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H4: There will be more prominence given to development news and editorials in Times of India as compared to Dawn.

H4 (i): More development news and editorials will be published on main and editorial pages of Times of India than Dawn.

		High Prominence	Low Prominence	Total
Dawn	Frequency	89	263	352
	% Placement	25.3%	74.7%	100.0%
Times of India	Frequency	125	282	407
	% Placement	30.7%	69.3%	100.0%

Percentage of High prominent coverage in Time of India is 30.7%, which is greater than 25.3% of Dawn, **thus we accept Hi.**

H4 (ii): There will be more space given to development news and editorials in Times of India than in Dawn.

		Less than 500 words	More than 500 words	Total
Dawn	Frequency	273	79	352
	% Space	77.6%	22.4%	100.0%
Times of India	Frequency	369	38	407
	% Space	90.7%	9.3%	100.0%

The percentage of number of stories, articles and editorials having more words than 500 in Times of India is 9.3 which are lesser than 22.4% of high space stories in Dawn so **Hii is rejected.**

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H4 (iii): There will be more development news with pictures in Times of India than in Dawn.

		News with Picture	News without Picture	Total
Dawn	Frequency	121	231	352
	% Picture	34.4%	65.6%	100.0%
Times of India	Frequency	185	222	407
	% Picture	45.5%	54.5%	100.0%

Percentage of stories having picture in Times of India is 45.5%, which is greater than Dawn having 34.4% of stories with pictures. **Hence, Hiii is accepted.** As two sub-hypotheses Hi and Hiii have been accepted, and only one sub-hypothesis Hii is rejected, so, **we accept H4.** Hence, we conclude that Times of India provides more eminence to development related editorials, articles and news stories.

H5: There will be more coverage of secondary development problems as compared to primary and tertiary development issues in all three newspapers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary Development News	41	4.1	4.1	4.1
Secondary Development News	811	80.7	80.7	84.8
Tertiary Development News	153	15.2	15.2	100.0
Total	1005	100.0	100.0	

Only 4.1 % of coverage in all three newspapers focused on primary issues, while 15.2 % were related to tertiary development issues. An overwhelming percentage of 80.7 were comprised of news stories, articles and editorials related to secondary development issues.

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Therefore, H5 is accepted.

Category	Type of News	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	Food	14	1.4	1.4	1.4
	Shelter	27	2.7	2.7	4.1
	Clothing	0	0.0	0.0	4.1
	Arts& Culture	37	3.7	3.7	7.8
Tertiary	Technology	53	5.3	5.3	13.0
	Tourism	33	3.3	3.3	16.3
	Transport	20	2.0	2.0	18.3
	Media	10	1.0	1.0	19.3
Secondary	Health	188	18.7	18.7	38.0
	Environment	146	14.5	14.5	52.5
	Development	152	15.1	15.1	67.7
	Social Reforms	117	11.6	11.6	79.3
	Education	93	9.3	9.3	88.6
	Agriculture	46	4.6	4.6	93.1
	Industry	18	1.8	1.8	94.9
	Employment	44	4.4	4.4	99.3
	National	7	.7	.7	100.0
	Integration				
	Total	1005	100.0	100.0	

A further breakdown of Primary, secondary and tertiary development coverage shows that Health related news took more coverage with 18.7% followed by 15.1% of news on Rural& Urban Development. Environment news was 3rd with 14.5 % followed by Social reform

11.6% and Education 9.3%. Top five types of news stories were all secondary development news. Issues receiving least coverage are Clothing 0.0 %, National integration 0.7%, Media 1.0% and Food only 1.4%.

Conclusion

A significant result of the study was that the Pakistani media positions itself least in the analysis of three newspapers from China, Pakistan and India regarding the scope of development coverage. Another noteworthy finding of the study was that, opposite, of the assumptions Times of India, however, gives more scope to development coverage; it fails to give much eminence to development editorials and news stories when compared to Chinese People's Daily. Further, the development news in these newspapers was not focused on primary development issues. They were predominately related to secondary development issues. Newspaper in Pakistan lacked the frequency and prominence, underlying the need for more emphasis on development related issues. With China Pakistan Economic Corridor (CPEC) in progress and the region thrives of development, Pakistani media should align itself with these development efforts.

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