

# Information overload in Pakistani media: Case study of Sumbal

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## **Abstract**

*Media has always considered as important source of information. Media some time not only inform the public but develop opinion and consensus over certain issues. Media also ignore certain cases of same nature while ignore others as media did in Sumbal case. Information overload does not mean that media give lot of information but give repeated coverage to same issue. For this study content of print and electronic media was analyzed. Print media includes Nawa-i-Waqat and Express daily while electronic media includes Dunya and Geo news. Results showed that Sumbal and Samina's case was of same nature but media give more coverage to Sumbal case. Pakistani media gave week coverage mostly on the top place to Sumbal case while on the other hand they give just one to two days coverage to Samina's case. Pakistani media sometimes play irresponsible role, violate privacy of victims like in Sumbal case visuals were objectionable. Media most of time do this to fill the content but they must keep in media consequences of the content which is being broadcasted or published.*

## **Problem statement:**

This study aims to explore the excessive coverage of print and electronic media on rape of five year old girl Sumbal. The study also aims to explore the presentation of this particular case in print and electronic media.

## **Introduction:**

Media play vital role in contemporary societies. Societies, like species need to reproduce to survive, same is case with the culture; culture cultivates attitudes and behaviors that predispose people to consent to establish ways of thoughts and conduct. Forms of the print or electronic media, like films, dramas, music, magazines and advertisements mould the ways of life (living styles). Media engage people to the practices which integrate them into established society. Every individual make meanings of content differently and often in paradoxical ways. (Keller and Durham: 2006)

“Today we live in a society in which spurious realities are manufactured by the media, by governments, by big corporations, by religious groups, political groups unceasingly we are bombarded with pseudo-manufactured by very sophisticated people using very sophisticated electronic mechanisms. I do not distrust their motives; I distrust their power. They have a lot of it. And it is an astonishing power: that of creating whole universes, universes of the mind. I ought to know. I do the same thing.”(Philip K. Dick)

Media is called as the fourth pillar of society. It revolutionized society. It gives a new dimension to information. Television is now become a family member. It is considered as vehicle from where society gets information. Public consider media as the only source to get information. Media presentation of news attracts its viewers. Media is the face of society. Public is nationally and internationally predicted by the information broadcasted in the media (Hjarvard, 2008).

Media in Pakistan is always justified with the statement that “media is in its nascent stage” or we can say “media is immature”. Pakistan is on verge of crisis having social issues, economic crisis and most importantly terrorism. Present media in Pakistan is highlight issues without considering its impact. Media coverage over war on terror was and is always a debatable topic in Pakistani society. Media is unfortunately lagging behind their original values. Media can attract and direct attention any issue they want to in such a way that favor power and correlatively divert attention from rival individuals or groups (McQuail, 1976)

Media expended in recent years very quickly. Many electronic and print media outlets are operating. Due to some weak regulation policies media is much freer than it is required. Media give coverage of certain issues out of the way like terrorism, crime and rape issues etc. Griffin and Price (2004) argue that an independent and autonomous regulator without any control by the executive branch of government is desirable.

## **State of media in Pakistan**

### **State of print media**

Print media with the passage of time newspaper periodicals number increased but after 2008 it decreased. For example according to the data of provincial public relation department (2010), largest numbers of periodicals were in 2007 (1820) and then start decreasing and reach to 925 in 2010.

### **State of electronic media**

According to PEMRA Annual report 2010 state of electronic media in Pakistan, there are total 85 Satellite TV channels, 103 FM commercial Radio channels and 24 non commercial FM Commercial stations.

As far as growth of Satellite TV is concerned, in 2003 there was only 4 Satellite Channels, while in 2007 its number increased to 17 in 2010 number reached to 14. Growth of Cable TV Channels over the time increased remarkably. In 2003 number was in 900 and in 2010 it increased to 2500. The number of Cable TV subscribers across Pakistan has increased sharply since 2004-05, which has touched the level of approximately, 6.2 million in 2009-2010.

### **FM Radio growth in Pakistan:**

PEMRA has granted 138 FM Radio licenses out of which 114 licenses are commercial while 24 are non-commercial. Amongst the 114 commercial licenses 94 are operational while 20 are still non-operational, whereas out of 24 non-commercial licenses, 21 are operational. (PEMRA annual report 2010).

“National Institute of Population Studies (NIPS) in 2006-07 found that 32% households have a Radio set. It is believed that this ratio might be higher because the radio sets in pockets, mobiles, and vehicles usually remain uncounted”. (PEMRA annual report 2010)

### **Patterns of media content in Pakistan**

Media patterns in contemporary times include violence, journalist’s value statement about political leaders, media making some one hero and someone zero. Violence includes coverage of blasts, bloody bodies, violence against women and rivalries of politicians. News media mostly broadcast stories of politicians, government, ministers, other government officials and political candidates. Government conflicts and disagreements is also a hot topic for media.

### **Representation and Women**

Women are underrepresented in media and they are also portrayed in circumscribed and negative manner.

Women are often sexualized—typically by showing them in scanty or provocative clothing. Women are also subordinated in various ways, as indicated by their facial expressions, body positions, and other factors. Finally, they are shown in traditionally feminine (i.e., stereotyped) roles. Women are portrayed as nonprofessionals, homemakers, wives or parents, and sexual gatekeepers. Although the studies generally support these conclusions, some interesting moderating factors are identified, such as race. (Collins: 2011)

Women are represented in media mostly in stereotypical roles like women are always represented as nurse and male as doctor. Kalpper defines stereotyping as “stereotyping refer to things outside one’s social world, whereas social types refer to things with which one is familiar; stereotypes trend to be the conceived as functionless or dysfunctional, whereas social types serve the structure of society at many points” (Keller and Durham: 2006). Despite the program’s surface glamour and its apparent distance from the day to day lives make audiences or viewer to identify themselves with the character presented in the media (Ang: 1985).

“A recent development in television programs has been the integration of documentary and fiction formats into emergency shows in which real events are used in either through video or reconstruction as basis for the programs” (Curran and Gurecvitch, 1997).

### **Violence against women and media coverage**

Violence against women refers collectively violent acts committed against women. Violence against women is burning issue in past and in contemporary times too. Every society has certain values media not only determines but change the way people perceive these values. Survey is conducted by the Global media monitoring project and women media watch of Jamaica, they find out that women are underrepresented in presents times also; 76% coverage is given to males and 24 to females.

On December 23, 2010, Daily 'Ummat' reported the news regarding the rape victim in the Defence, Karachi case in these words: “The victims of gang-rape in Defence disappeared

mysteriously". While Karachi Tribune, dealing with the same story, splashed the news item in bold letters, and reported that certain police officers continue to exhibit a biased attitude:

**“Yeh larkiyan Mukhtaran Mai nahi hain, yeh doosri maiyan hain. (These girls are not Mukhtaran Mai, they are other 'girls').**

In Pakistani media sensationalism sells stories. Tragic incident of rape of a trainee nurse, media in this case zoomed in the face of girl (30 second video) but the oxygen mask save her face to be exposed. Arundhati Roy defined contemporary media as a 'crisis driven media'.

“In most of the television serials, women are portrayed either as helpless victims suffering silently or as tough and cunning; out to take revenge for their sufferings by resorting once again to violence. Hindi movies like „Pratighat“ and „Anjaam“, [„Khoon Bhari Maang“] and more recently Bandit Queen“ justifies revenge by women. An atmosphere is created wherein it seems justified that women should take up guns to fight their tormentors. All this, if followed in reality, would only lead to further crimes on women” (Srivastava & Agarwal, 2004).

“News is what newspaper makes it” (Gieber, 1964). The language use by journalist is occasionally biased, sensationalism and inaccuracy specially in case of female violence reporting. We don't say journalist fake the news but they make the news (Curran and Gurecvitch, 1997).

“To say that a news story report is a story, no more, but no less, is not to demean news, nor to accuse it of being fictitious. Rather, it alerts us that news, like all public documents, is a constructed reality possessing its own internal validity (Tuchman, 1976).

Media other than sensationalizing news story create information overload. By giving extensive coverage to stories not required.

### **Information overload in media**

Media is a powerful tool of communication. It aims to provide information to public about daily happening nationally and internationally. Media reflect what is happening in the society. Sometimes media print or electronic excessive coverage to the issues not required. It creates frustration among the member of a particular society and the public become desensitized. Bushman and Canto (2003) argues that the content of much entertainment media, and the marketing of those media combine to yield a powerful desensitization intervention on a global level. “Increasingly, as the abundance of information overwhelms us all, we need not simply more information, but people assimilate, understand, and make sense of it” (Duguid and Brown, 2000).

Politicians use media as a tool of propaganda. They propagate their message to the public as they want to through advertising or through the news. New media contain excessive political issues than others. Media coverage to political issues and criticism is not for their own gain but it

in turn benefit politicians because public opinion matters a lot for them. Media messages help to create public opinion (Balkin, 1998). “By media politics, I mean a system of politics in which individual politicians seek to gain office, and conduct politics while in office, through communication that reaches citizens through the mass media”. (John Ziller, 1999).

During the time of election in 2013 in Pakistan, the media give excessive coverage to political campaigns. News along with current affairs was full of the debates about election and who will win. During this session of election coverage media predict results of the election before they came. Like in Geo TV Hamid Mir conduct special program on election from special election cell made for elections in Geo TV. He said that Imran Khan although getting majority but would not win elections, PML (N) won elections. Another hype created by the media is that they display final results before announcement of government in fact before the process of election ends that PML (N) won the election. Media broadcasted speech of PML (N) leader who was thanking their supporters. This also influences the results of election as said by analysts.

“In Pakistan, I listened to and read the media which go to an increasingly large part of the population. Apparently, the government, no matter how repressive it is, is willing to say to them that you have your fun; we are not going to bother you. So they don’t interfere with it.”(Noam Chomsky, 2013)

Pakistan is in verge of terrorist attacks. There is not a single day without now a day with a terrorist blast. Very few days back there was terrorist attack in church kills hundreds of people. Media give whole day coverage of this issue. Electronic media print media headlines were about only this issue. This excessive coverage of events and coverage of grief and sorrows of loved ones was totally unethical. After two day media suddenly wipe out this issue from news completely.

Media overload information on certain issues while they give little coverage to other issues. In the past time media give overloaded information about Veena Malik while gives almost nil coverage to flood effects. Media in Pakistan just picks an issue give excessive coverage than required, afterwards wipe out an issue without and constructive ending. In short, media communicate what the media want to communicate.

“The idea that there is too much information to hand, exacerbated by the multiple formats and channels available for its communication, has led to the concept of information overload, perhaps the most familiar of the “information pathologies”. Other consequences include conditions termed infobesity information avoidance, information anxiety and library anxiety. They may be understood in terms of a general “paradox of choice”( Bawden and Robinson)

This study has a particular focus on media coverage of social issues. Sumbal is 5 year old girl. On 12<sup>th</sup> of September 2013 media give coverage of unfortunate happening. Rape case of this little girl was becoming headline of electronic media leading channels. Media from 1:00 pm on 12 September till a week give repeated information about who she was brought to hospital about health and other legal proceedings. Media broadcasted CCTV camera footage about happening. Language use by the media in this issue was totally unbearable.

One of the TV channels takes interview of this classmate that how are you feeling? Will you go out of your home alone? Etc. Pakistani media after overloaded coverage of the issue for a

week or so use this issue as filler as well. On 2<sup>nd</sup> October 2013 media headline was culprits of little girls are moving free, can't arrest by police.

There is no news to fill the gap, Pakistani media broadcast social issue as a filler to fill gap. That's how the media bombards the public with the same issues, everywhere. Media of Pakistan broadcast news for ratings so that they can generate profit. One media channel or newspaper giving coverage to certain particular issue like Sumbal or Malala attack other media outlets do seem to get high ratings. Due becoming first to break news media forget values and ethics of news. Pakistani media in short do what they want and follow own rules and regulations with considering impacts of it. This study is significant in this regard to explore that in real media is doing this or not.

### **Significance of study:**

Media is a powerful tool to manipulate the minds of people. Media give information and educated public about new happenings around the world. Along with this media particularly in Pakistan is creating sensationalism. It bombards public with overloaded information, which is not required like one news, everywhere.

This study is significantly important for media outlets to reformulate policies about coverage of critical issues. This study explores how the media give coverage of certain issues in excessive which are not required at all. Media through this study may know that how much unintentionally we are creating hype.

This particular study is also important for public, because it gives awareness about the agenda of the media. What and how the issue is presented in news media is not what in reality many times. Media creates need want public to absorb what is broadcasted in news media. This study is significant for media regulating bodies like PEMRA to make policies in this regard.

### **Objective of study:**

The main objective of this study is that how much excessive coverage media give critical issues to make them big ones. Some other objectives are as follows:

- To find out that how much coverage media give to the Sumbal issue.
- To ascertain that how to media present this case.
- To explore that media create importance of a news item by the placement of it.
- To explore that media cover some issue more than other of same nature

### **Research question and hypothesis:**

**Research Q 1:** How much coverage do the media give to Sumbal case?

**Research Q 2:** How Sumbal Case was presented in the media?

**Research Q 3:** Where Sumbal Case news story was placed?

**Research Q 4:** Media cover some stories while ignores others of same nature?

## **Hypothesis**

**H1:** Media give constructive visuals on Sumbal Case

**H2:** Media use deconstructive language on Sumbal Case

**H3:** Media give coverage to certain issues while ignore other issues of same category

## **Literature Review:**

Today we are living in an information age. Media is considered as the main source of information. The public is now bombarded with information from everywhere.

### **Information overload and coverage of war**

War is the hot topic of media coverage. It is the critical issue, media policy makers always concerned about particular policies use for the coverage of the war. Eilders (2005) conduct research on war coverage of the 1991 Gulf war, the Kosovo war and the 2003 Iraq war. He examines that how these wars were reported, what were shortcomings of these war converges. According to him media only report just for the sake of reporting gives excessive coverage to obvious events rather in-depth coverage of the war.

### **Information overload in political issues**

Politics has always been debate of media channels. In the prime time news, media gives extensive coverage to politicians and political news. Politics are like an entertaining celebrity for news. News media outlets sell their products through politician endorsement. Callaghan and Schnell (2001) conduct research on how the media frame political issues. According to this study politicians are always wanting to be in the news. They use a content analysis approach for analysis. This study find out that media some time own story they favor one side while lagging other side behind. Results find out that 25.7% coverage of prime times news allocated for the culture of violence. Politics also cover a large amount of prime time news.

“In particular, stories focusing on crime seem to fit journalistic standards nicely. They satisfy the criteria of event-oriented reporting, include drama, and usually provides stunning visuals. Thus, frames involving crime and violence are expected to be favoured by the media”. (Callaghan and Schnell, 2001)

McCombs and Shaw (1977) argued that the most important effect of the mass media was "its ability to mentally order and organize our world for us." The news media "may not be successful in telling us what to think", "but they are stunningly successful in telling us what to think about".

### **Social media and information overload**

Social media or internet is modern innovation through which public use to communicate and to update themselves about surroundings and daily happenings. Every media outlet has their own online version. Every newspaper and TV channel gives information on their web pages. Now even web radios are available to inform the public who don't have access through traditional media. Through all these innovation public is ever more informed than required.

Raoufi (2003) studied about information overload and how it could be avoided. According to this study it is personal choice of the individual to decide how much information he can get. By qualitative research approach he identifies nine factors that help individual to select what type of communication tool should be use for information. Once he decided to get information by social media, SMS, email etc it is up to the person to overload himself with excessive information or limit to get less information. Information overload is problematic according to Raoufi. Due to increase in technology leads to less control over the content. For this purpose he use qualitative (interview) technique because this was exploratory syudy. Heylighen (2002) conducted research on this aspect. He argues that easy ways of publication lead to information overload. According to this research media is now more technologies especially with the advent of the internet. The internet gives more freedom for publication of the story. For one issue is overloaded due to the easy way of publication it lessens control over the content of media. In short every citizen is a journalist now and so same news covered by many individual in different word but the same theme. According to Heylighen overloaded information effect economic productivity along with health.

Bawden, Robinson (2008) stated that information overload deals with too much information at hand. In his study it is also stated that due to innovation in technology, magazine, periodicals it is very difficult to keep up with the amount of information. The facts presented in the paper are “1) Weekly edition of the New York Times contain more information than the average person was likely to come into life time 2) More information has been created in the past 30 years than in previous 5,000 years 3) Number of documents on the internet is doubled from 400 million to 800 million from 1998 to 2000.

Information overload in media is considered as major issue by researchers. Lima and Peru (2010) argue that social media especially facebook news feed give low quality and dissatisfactory. Excessive information as a result control over quality is compromised. Lima and Peru use qualitative approach, conduct survey including interviews for data collection. Grounded theory was used in this research. This study has some inbuilt mistakes like in selection of theory and method of data collection. Results shows in research are that user itself is responsible of information overload.

Hargittai, Neuman and Curry (2012) conduct research on information overload through focus group discussion. Key founded themes were 1) Most of the people feel empowered due to more information 2) People easily avoid information with which they disagree. According to this research internet advent empower public as well as feel anxiety due to the bombardment of information by every media outlet.

### **Crime and information overload**

Media has the power to manipulate minds of public. Research was conducted in this regard in America. According to this research if the media give excessive coverage to televised entertainment with some aspect of reality then public perceives it as the ultimate reality. This study was conducted on the fact that excessive exposure to drug and terror, there is a good chance that they apply it to their lives. Blakley and Nahm (2011) in his study use cultivation theory that who media excessive coverage impacts public. According to this study 63% of prime time dramas depict drug and terror related stories. Another research was conducted on the fact that media over attention on an issue effect health of individual exposes. Keinan, Sadeh, and

Rosen (2003) found out that media some time overload information about terrorist attacks. According to them media give horrified details about the attack, exposure to these types of coverage effect health of individual badly. Stone (2000), found that

“Subjects exposed to media coverage of terrorist attacks experienced greater increases in anxiety than did a control group exposed to media coverage unrelated to terrorism”.

Sometimes terrorist attacks are done intentionally to gain media coverage. Once the tactics use by terrorist become outdated they get little coverage. For that reason they use new tactics to gain exclusive media coverage. Media coverage and their activities are over linked to very extensive. Sometimes they also do this to get political attention. The study was found that media framing of terrorist attack influence launching group perception. “Grievances against the authorities can lead individuals to consider supporting political violence” (Walsh, 2010).

### **Information overload and production of news**

News production has direct links with the amount of information deliver to public, because if there is more production and dissemination of news it also contributes to overload of information. Holton and Chyi (2012) conducted research on some issue of news production and overload of information. They argue that “News producers continue to increase news production and delivery platform in effort to reach and maintain larger consumers”. They also analyze the all is also due to technological advancements. These advancements led to increase in dissemination of news content. Online survey technique was used to analyze data.

### **Information overload in advertising**

In present times adverts effect all of individuals more than required. Same type of study was conducted by Ha and McCann (2008). They use qualitative and quantitative approach. And use information processing theory. They argue that media bombard public with information, as a result individual through selective retention process, retain some of the information while not whole of it.

### **Information overload changes thinking of people**

Entman (1998) conducted study on newspaper editorial and its impact. He in his analysis divides public into moderate, liberal and conservatives. Through content analysis and survey find out that content that have agenda setting approach when overload individual, It has more impact. He argue openness of content also influence public. Openness of editorial content effect perception of liberals and conservatives more than moderate. Moderate just use editorial to get information rather to change thinking. Entman use information processing theory to analyze results.

One of the most profound consequences of the digital revolution is the exponential growth in the amount of information that has become readily available and accessible to end consumers (Lyman and Varian 2003). Study was conducted on same aspects by Mukherjee and Hahn (2006). They argue that growth of media resultantly lower down the cost of production

process. It in turn increases information delivery. Qualitative and quantitative data is used for analysis.

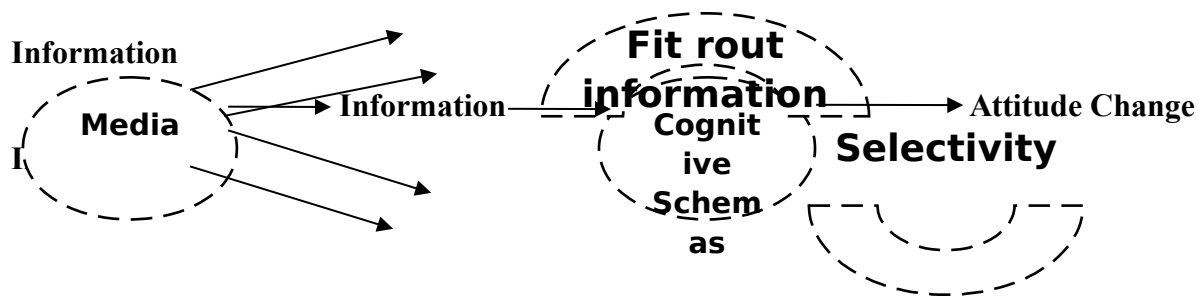
“The overall quantity of high quality information available for consumption increases more rapidly than the overall quantity of low quality information and the reverse effect occurs when the space and time constraints are decreased” (Mukherjee and Hahn, 2006)

### Theoretical framework

This research project is based upon the theory of “information processing theory”. This theory states that media bombard public with information but public perceive or retrieve information as they want to depend upon mental construct. Information processing theory was developed by Graber (1984), Kraus and Perloff (1985). This theory argues that people have cognitive structures called as <sup>1</sup>Schemas, which organize thinking (Entman, 1989).

A person’s system of schames stores substantive belifs, attitudes, values, preferences along with rules of linking different ideas. (Cf. Rokeach, 1973)

In media Context, media either print or electronic bombard public with information. When individual get this bombarded and overloaded information, cognitive Schemas link and filter out these information. After filtering out information, through process of selectivity infer meaning out of it. Than change attitude accordingly (Entman, 1989).



<sup>1</sup> Schemes are pre constructed thoughts of cognitive system (mind). It also means something that is pre known.

## **Methodology**

In this study content analysis has been used to analyze that why media give excessive coverage on one case while ignore other. For this purpose, we select two news channels and two newspapers. Two cases were analyzed to find out that media ignore some cases like one is Sumbal case other is rape case of a girl living in Islamabad.

Television channels include Geo TV and Dunya TV. Print media include Nawa-I-Waqt and daily express. The sample size used in this research was one week coverage of prime time news of 9:00 pm from 13 September to 19 September 2013. Sample of print media is also from 14 September to 20 September 2013.

For the purpose of analysis following **categories** were selected:

1. Duration
2. Placement
3. Framing ( in this study framing means constructive and deconstructive coverage of stories)

## **Conceptualization of key concepts:**

### **Information overload:**

Information is that increase knowledge of human being. Information overload in this study means excessive coverage of media on certain issues. Media give excessive coverage to a minute issue. Everywhere in every media channel newspaper only one issue is highlighted is information overload that the public has no choice to get out of a particular issue.

### **Pakistani media:**

Pakistani media in this research means print and electronic media. For this research in print media include only two newspapers Nawa-I-Waqt and daily Express. Electronic media include television channels Geo and Dunya TV.

### **Case study of Sumbal:**

Sumbal is the character who is a 5year old girl. Unfortunately she is a victim of rape. Every print and electronic media give this news, special current affairs programs were designed for coverage. Media give overloaded information on this issue.

## **Operationalization of major concepts along with objectives:**

### **Information overload:**

**Objective1:** To find out that how much coverage media give to the Sumbal issue.

**Operationalization:** How much coverage is given to Sumbal Case?

### **Duration/ space allocated**

Print media: number of lines

Electronic media: minutes

### **Media presentation of case:**

**Objective2:** To ascertain that how to media presented this case.

**Operationalization:** Do media give constructive visuals on this Case?

Do media use deconstructive language for Sumbal Case?

## **<sup>2</sup>Constructive and deconstructive reporting**

### **1. Visual**

Categories of visual for print media

(a) Face of victim, (b) Face of family & relatives, (c) visuals of protest, (d) visuals of law enforcing agencies, (e) location of home, (f) hospital visuals, (g) others

Categories of visual for electronic media

(a) Face of victim, (b) Face of family & relatives, (c) visuals of protest, (d) visuals of law enforcing agencies, (e) location of home, (f) hospital visuals, (g) unnecessary elements(like promos, songs, girl opening book, friends of girls playing and she was laying on bed etc)

### **2. Language**

Categories of language for print media

(a) Name of victim, (b) Name of family& relatives, (c) Name of place, Suggested opinion (d)

Categories of language for electronic media

(a) Name of victim, (b) Name of family& relatives, (c) suggested opinion(like cctv footage is missing said that what was happening to girl during this period, nani pari etc) , (d) unnecessary elements (like songs)

### **Placement of news depicts importance:**

- **Objective3:** To explore that media create importance of a news item by the placement of it.

**Operationalization:** In which place Case was placed?

**Placement of story** (for print media)

a) Front page b) Inner page c) Back page

**Placement of story** (for electronic media)

a) First story b) Somewhere in mid c) Last story

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<sup>2</sup> **Constructive reporting** means that media report Cases just in a way with appropriate visual and language, in ethical boundaries. While **deconstructive reporting** means reporting without considering ethical framework.

## **Data Collection and Analysis:**

### **Placement of news:**

#### **Sumbal Case:**

News placement play important role. It gives picture about how much this news is important. If the story is on the top of bulletin or presented in front page reveal the importance of particular news item. Results showed that Express News give 85.7% in front page while they did not cover story for a day. While on the other hand Nawa-i-Waqat results showed that (Front page: 42.8%, internal page: 28.5%, back page: 28.7%) they cover news in internal and back pages too but mostly in front page.

As far as news presentation in print media is concerned results showed that mostly Sumbal Case was presented in front page. Especially in Express news whole week coverage was on front page while they didn't give any coverage 6<sup>th</sup> day of week. It showed that in print media Express news give front page news, thorough this presentation of news it can be predicted that they considered Sumbal Case as most important.

Nawa-i-Waqat had mix opinions. In initial days, they present news in front page because media hip make it like that. As days passed new get coverage on back pages. Results showed that as news get older importance also decreased in Nawa-i-Waqat.

Importance or placement of news varies newspaper to newspaper it depends upon news media agenda that where they place. It also depends that how much this particular item is important for news organization.

News presented in electronic media also reflects importance of news by placement. Results from electronic media showed that Geo news in initial day's cover story in top places of news bulletin (First story: 42.8%, Middle page 57.1%). Sumbal case was covered by Dunya TV in mostly top position in news bulletin (First story: 57.1%, Middle page 42.8%).

As far as news in electronic media is concerned, both channels (Geo and Duniya) in first three days of week (when event happens) placed news as first news. It showed that in early days this case get importance. In next four days of story was placed in somewhere in middle of news bulletin.

#### **Samina's Case placement of story (Faisalabad case)**

A day after the Sumbal case same thing happened with girl of Faisalabad. But media coverage of case was much more different from coverage of Sumbal case. This case happened on September 14, 2013.

Coverage of Samina's case was covered in a different way that Sumbal case but case was of same nature. Samina's case was happened on September 14, 2014. Print media cover it next day on 15<sup>th</sup> of September. Express news gives coverage in front page for just two days while Sumbal case was covered for a week continuously. On the other Nawa-i-Waqat just cover Samina's case for a day and this coverage was on front page of newspaper.

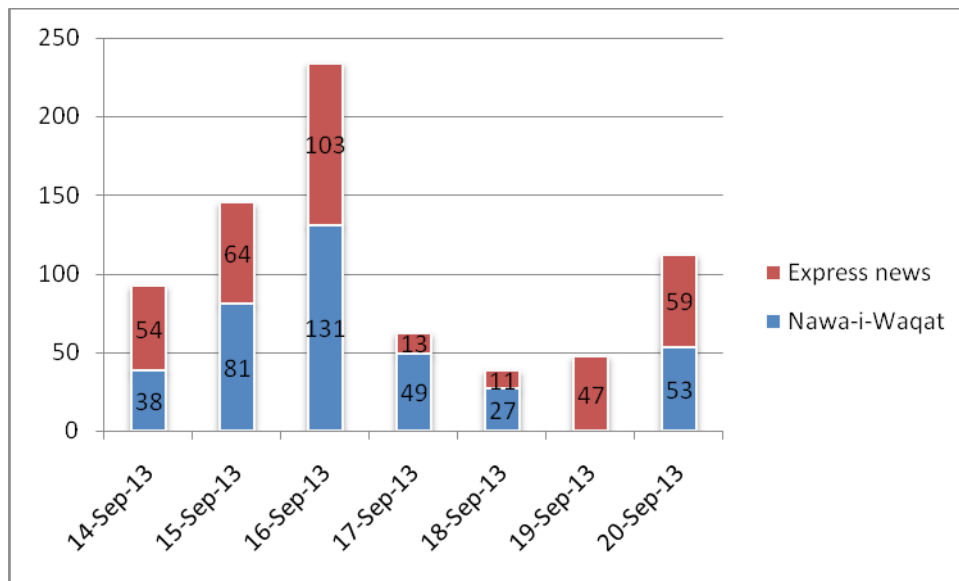
As far as electronic media coverage is concerned results showed that first story of headline on 14 September 2013 was Sumbal Case and second story was Case of Faisalabad's girl. Case was same of rape but coverage is quite different. Other than that media cover story only for a day.

## Duration of news

### Sumbal Case:

Duration of news also reveal importance of news. For example if a news story get more coverage in news bulletin its mean that news is important than other issues get less coverage. In case of print media no. of lines and no of stories per day showed that how much coverage Nawa-i-Waqat and Express give to Sumbal case.

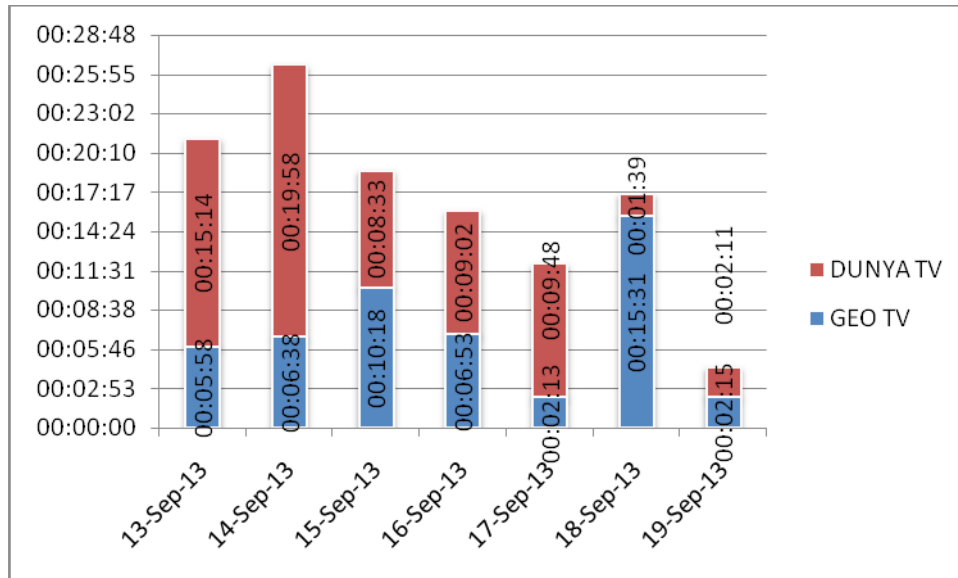
Express news during initial days of case, publish one story. As time passed in 3<sup>rd</sup> day of case happening they publish three stories a day. In last day of week Express news publish one story as was in initial day. As far as news in Nawa-i-Waqat is concerned, they publish two stories in three days. In other days one story per day was publish.



Duration of Story as per No of lines in print Media

## Coverage as per time in electronic media

Important of news in electronic media is also reveal through the placement of news. If news is give more coverage in news bulletin and placement in headline as first second news etc also reflect importance of news.



Coverage as per time in electronic media

Results showed that coverage fluctuate with day. Geo give comparatively less coverage than Dunya TV.

#### Samina’s Case (Faisalabad’s girl case)

Air time media gives to a news story reveals it’s important given by media. In case of print media space allocated to a story reveal stories importance. Sumbal case as above results showed that media give importance to this case while things are in Faisalabad’s girl case.

#### Duration of Story as per No of lines in print media

A Day after Sumbal case this case happened but media cover it in second priority. They also cover a signal story a day and no coverage at all on other days.

#### Coverage as per time in electronic media

In electronic media allocation of Air-time reveals its importance. Coverage of electronic media coverage for Samina’s case is as follows:

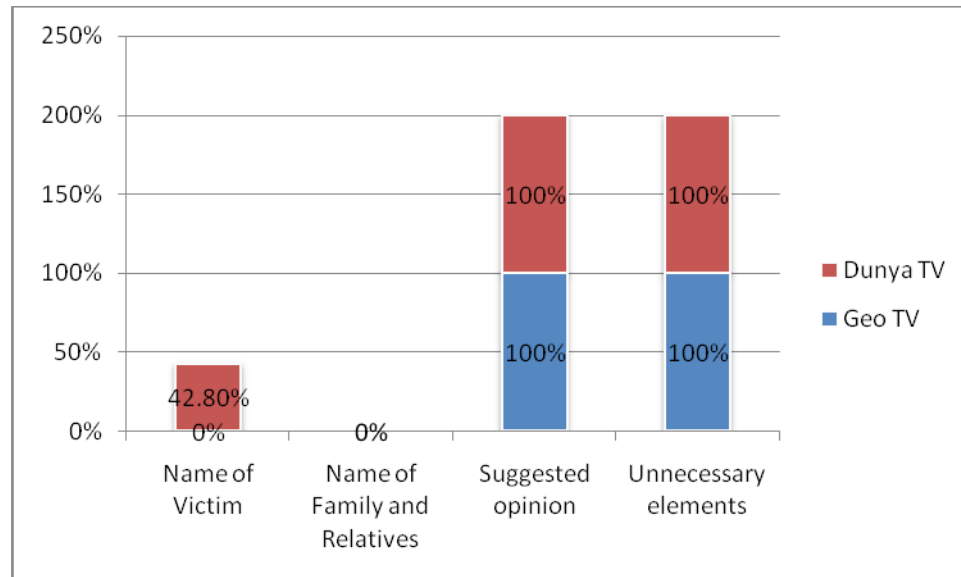
Media give more coverage to Sumbal case than Faisalabad’s girl case. Other than that media give Sumbal case coverage for a week, in day 14 September 2013 coverage in headline and main news was more than Sumbal case.

Geo news gave just one day coverage to Samina’s case and total duration of news bulletin on September 14, 2013 was 00:40:21 min. out of this time Geo news give 13 sec coverage in headline while 00:01:34 min coverage in main news bulletin (detailed news). On the other hand Dunya news gave a day coverage of to Samina’s case, they broadcast news on September 14, 2013 and total durations of news bulletin was 00:50:17 min. out of 50:17 min coverage Dunya news gave Samina’s story 09 sec in headline and 00:01:06 min in main news.

## Media framing of issue

### Sumbal Case:

In this research framing of issue was divided in to language and visual. As far as language is concerned it is further divided into name of victim, name of relative, suggested opinion is for example nani kali, Hawa ki beti and unnecessary elements include other music and songs.

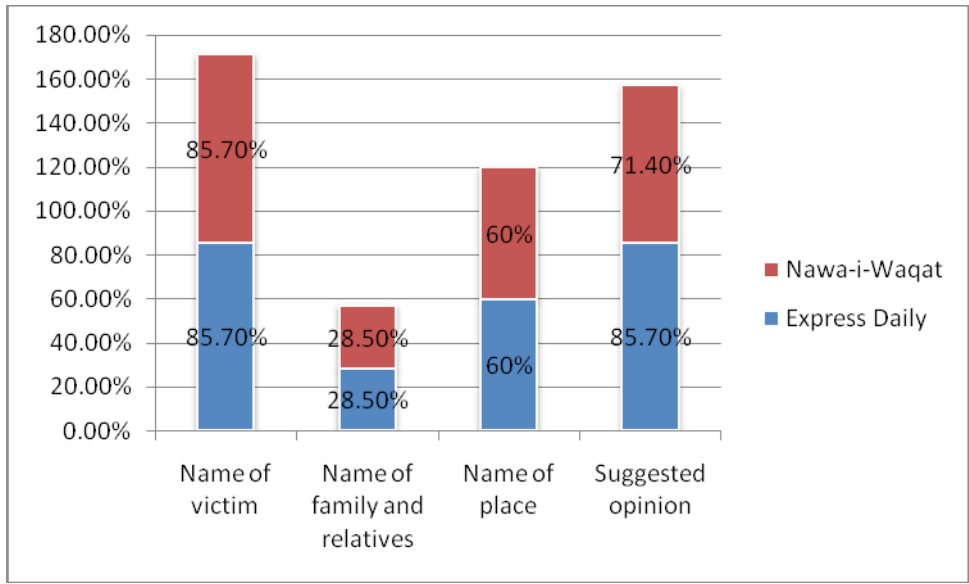


Framing of Sumbal Case through language in Electronic media

Geo news didn't display name of victim and name of family & relatives. As far as Dunya news is concerned they display name of victim. Both news channels fully include suggested opinion and unnecessary elements. They display songs and ironic language like nani kali etc.

### Framing of news through Language in print media

In print media there is no concept of songs etc. So Categories are somewhat different from electronic media. language analysis used in newspapers was divided into name of victim, name of family and relative, name of place (location) and suggested opinions as same in case of electronic media.



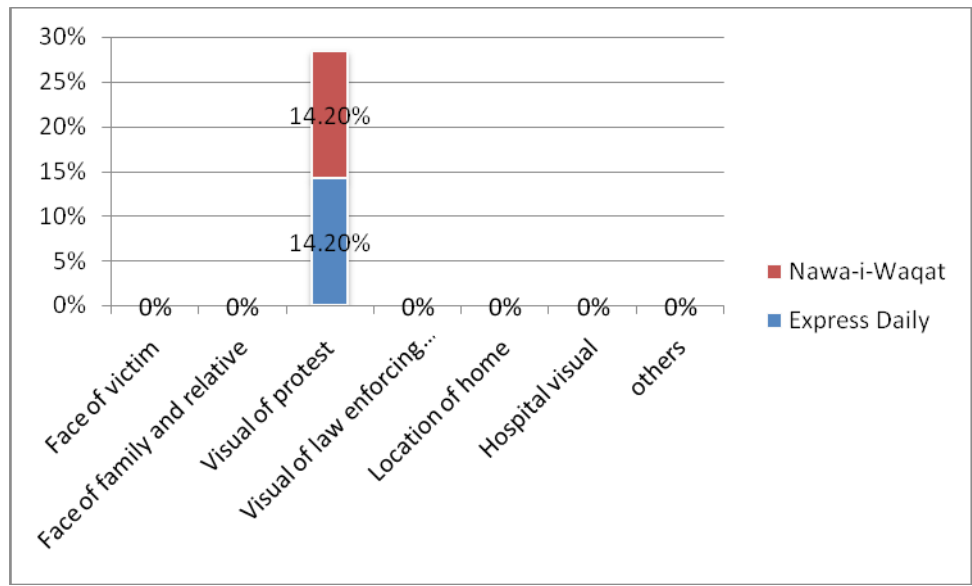
**Framing of Case through language in print media**

News construction is almost same in both channels while in case of Suggested opinions Express news de-constructively presents news as compared to Nawa-i-Waqat.

**Framing of Sumbal Case through visual in Electronic media**

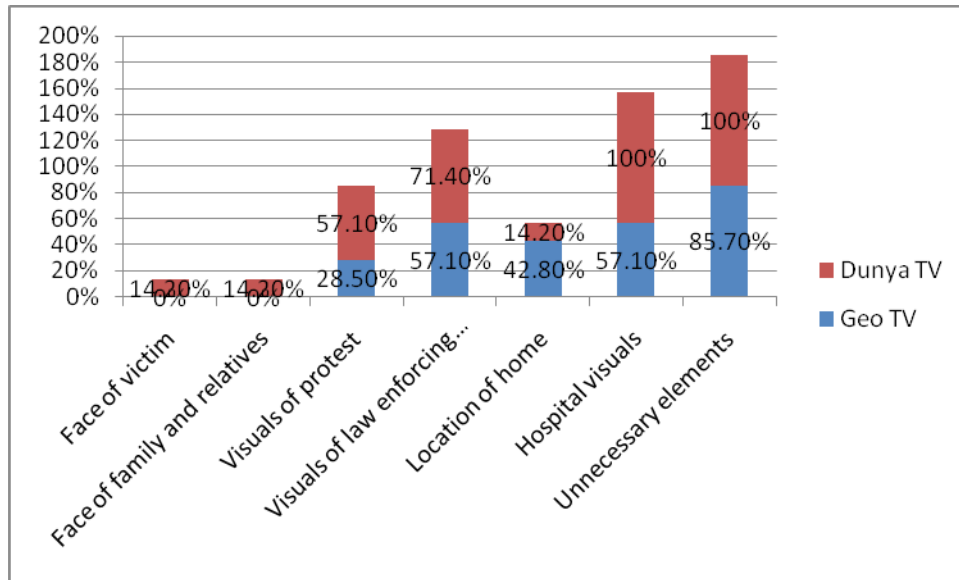
Visual has more impact than language or just audio. So for this research visual is further divided into face of victim, face of family and relatives, visual of protest, visual of law enforcing agencies, location of home and visuals of hospitals.

Results are showed that visual in print media is given less concentration.



## Framing of Case through Visuals in electronic media

Visuals play important role as far as electronic media is concerned. Visuals are influential too. To study how media frame Sumbal Case, Visuals was also analyzed. To study these, visuals was divided into face of victim, face of friends and relatives, visuals of protest, visuals of law enforcing agency, location of home, hospital and unnecessary elements like of book saying that kabhi hum khobsoorat thy .



Construction of news through visuals in electronic media

Results showed that Dunya news repost story deconstructively as compared to Geo news.

### Samina's Case (Faisalabad's girl)

For this study media framing of media is divided into language (words) and visuals. As far as Samina's case is concerned electronic media give just one day coverage.

#### Language of electronic media

Geo news didn't reveal the name victim while Dunya news does. On the other hand both channels didn't reveal the name of family and relatives. Suggested opinion and unnecessary elements was on coverage of both channels. for example Ek or Hawa ki beti darindgi ka nishan bani etc.

Language used for Samina's case in electronic media is different in both TV channels. Geo news did somehow constructive reporting as compared to Dunya news. Geo news didn't reveal name of victim. While name of victim was revealed by Dunya news. Suggested opinion used in this particular case was little girl, childhood spot etc.

## Framing of news through Language in print media

### Language of print media

Language in print media revealed name of victim in every story. Express news mentioned named of Family and relatives while Nawa-i-Waqat didn't reveal. Location where Samina lives was not mentioned in news stories of both newspapers.

Print media coverage is almost same in both newspapers because both channels revealed name of victim and mentioned place where she lives. Constructively identity of victim must not be revealed but media did.

### Framing of Samina's case through visual in Electronic media

Visuals have impact other than just audio. If both visual and audio combined together they has more impact. Media use effective visuals attract more and more views or readers.

### Construction of news through visual in print media

Categories	Express Daily	Nawa-i-Waqat
Face of victim	0%	0%
Face of family and relative	0%	0%
Visual of protest	0%	0%
Visual of law enforcing agencies	0%	0%
Location of home	0%	0%
Hospital visual	0%	0%
Others	0%	0%

As far as print media is concerned, they didn't use any visuals.

### Framing of Case through Visuals in electronic media

Categories	Geo TV	Dunya TV
Face of victim	No	No
Face of family and relatives	No	No
Visuals of protest	No	No
Visuals of law enforcing agencies	yes	yes
Location of home	No	No
Hospital visuals	Yes	Yes

Unnecessary elements	Yes	Yes
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In Samina’s case both channels didn’t reveal name of victim, while location of home was also not revealed.

**Discussion:**

Media most of the time, select an issue and then give excessive information. Excessive information doesn’t mean that media give more information but give repeated coverage on an issue selected by media. This happens with the issues, called as hard news. Hard news given by media is always on timely manner. Same is the case with Sumbal Case. Media give repeated coverage over this issue and cause overload according to general perspective.

This study aims to explore that do media create information overload or not. It is further studied by placement of news through this important of Case will be known Secondly how media present story by analyzing construction of news. The first hypothesis was that “Media placed story in top place as a result Sumbal case was given more important than other issue”. Results find out that Express news give 100% coverage of Submal Case in front news while as far as Nawa-i-Waqat is concerned it give 3 day coverage to front page and others in middle and back page. As far as media coverage for Samina’s case is concerned media print media give coverage in first page while electronic media place this story in one of the top news of headline. Placement of news on front and back page depend upon the agenda of person constructing news. For Nawa-i-Waqat other issues like blast in upper dir and Martyred of general (sana ullah niazi). As far as Express news is concerned for them Sumbal Case is as important as other news. According to McQuail (2006), “social reality has to be made and given meaning (interpreted) by human actors”. Further McQuail says that “ Social construction refers to the processes by which events, persons, values and ideas are first defined or interpreted in a certain way and given value , and priority and largely by mass media, leading to personal construction of larger pictures of reality”.

Other than print media, electronic media also create importance of news through placement of item in first place or at end. In first three days Geo and Dunya TV placed Sumbal Case in first place. In other days story get middle place. In not a single day story was placed at the end. It reveals that story was given much importance than other issue like Karachi target killing, terrorism. It is agenda set by media. Media from many more issues select few, depict that this is more important than other issues. Same case with Sumbal Case, out of other issue media select a picture (issue) showed that this is important. McCombs and Shaw (1997), refers to the idea of agenda setting as there is strong correlation between the emphasis that mass media place on certain issue and importance attribute to these issues by mass audience.

Results show that other than Geo TV, three major media print and electronic media outlets place story in top place.

Secondly importance of news also reflects through the coverage as per time and space give to story. Another hypothesis was “Media give more coverage to Sumbal Case than required”. Results show that Dunya news give ore coverage than Geo TV on the whole. 18 min coverage to single issue in Dunya TV and Geo TV give maximum 15 min of coverage. This is more than enough coverage to single issue.

As far as print media is concerned Express give more coverage than Nawa-i-Waqat. Express daily give three stories a day. This repeated coverage de-sensitize public. Results showed that both TV and print media give same issue again and again. Public is as a result bombarded with information. Dijk (1979), “Media power is generally symbolic and persuasive, in the sense that the media primarily have the potential to control to some extent the minds of readers or viewers, but not directly their actions. Except in cases of physical, coercive force, the control of action, which is usually the ultimate aim of the exercise of power, is generally indirect, whereas the control of intentions, plans, knowledge, beliefs, or opinions that is, mental representations that monitor overt activities is presupposed”. There is another opinion that media bombarded with information but audience or viewer perceives it as they want to. According to Mukherjee and Hahn (2006), if information given by media is more and high class than consumption will also increase.

Hypothesis is that Sumbal Case is given more important as compared to other issues. Like results above showed. If it is relate with the study of Mukherjee and Hahn (2006), it will be concluded that it will have effect, if story have quality information and public have less time to expose to it.

Other than placement and duration of story, construction of news also effect. Thirdly how news was presented and framed is found through Construction and Deconstruction of news through language and visual. Hypothesis states that “Media give constructive visuals on Sumbal Case” and “Media use deconstructive language on Sumbal Case”. As far As print media visual is concerned, in one week both newspaper just display a picture about protestors. So visual use in print media is Constructive and as far as electronic media is concerned visuals used was deconstructive. Results showed that Dunya TV display face of victim, relatives and also display home location related to Sumbal Case. Results showed in electronic media are Geo news report constructively. Hypothesis is accepted for print media and rejected for electronic media. Because both channels de-constructively display visuals.

Visual without world have little impact. Results below showed that language presented in print media is deconstructive; same is the case with electronic media. So hypothesis that media give deconstructive language for Submal Case is accepted. If compared three media outlets with Geo TV. Geo TV somewhat broadcast constructive language.

Holton and Chyi (2012), have same results as find out by this study. They argue that technological advancement lower down the quality of information but production of news content is increased. Media through deconstructive language and visuals created sensationalism. Williams & Dickinson (1993) suggests that identifying why certain groups read certain newspapers is important. So this is the reason given by media that news constructed this way due to demand of public.

Media ignore some news story while give more importance to other news story of same nature. For example Sumbal case was give more than a week coverage almost in top position of headline or in front page of newspaper. Samina’s case was of same nature but media either print or electronic give less coverage means give less importance to Samina’s case. Samina’s case gets only one day coverage while print media give coverage for two days. There may be many reasons of it. Sumbal case was a news story of Lahore while Samina’s case was news story of

Faisalabad. Media is biased against locations as well. The news story of Karachi, Lahore, Islamabad etc. get more importance than news story of any small areas with fewer facilities. So same goes with Samina's case because it was news story of Faisalabad, journalist has fewer facilities and they have also less number of journalists. Less number of Journalists resultantly, news stories get less coverage, because if there are more number of media correspondents has to cover more stories which are of great significance like political news. People belonging to remote areas not allow media to cover stories like Samina's case while this is not with the case of areas which are developed. Another reason may be for which media give less important to Samina's case is gate keepers didn't allow journalist news to pass on because both Sumbal and Samina's case was of same nature media coverage to both till weeks or so news become monotonous covering same type of cases. Last reason for less coverage to Samina's case could be that media that they didn't get any follow up story. No follow up story no more coverage.

### **Conclusion:**

Media is presently considered as only source of information. Public rely entirely on the information presented either on print and electronic media, now days in social media too. If we consider Sumbal and Samina's case results showed that media give deconstructed language, constructive visual as far as print is concerned but case is different for electronic media. Media place news at top place and give coverage to one story more than other. Media through agenda setting pick a issue and through placement presented in a way that it is ultimate issue prevailing in the country. Whereas other issue likes terrorism and Karachi operation by arm forces was given second priority, even the story of same nature (Samina's case).

If public accept that this is only issue but the way news presented by media is objectionable, because in Cases like Sumbal and Samina Case, name and face of victim should not be displayed. After analysis of results, find out that Geo TV to very some extent reported whole event constructively as compared to Dunya TV. Same is case with print media. Express Daily give deconstructive news than Nawa-i-Waqat.

Media coverage was highly biased both cases was of same nature but coverage of media either print or electronic make story more important or less important. We can say it media agenda to create important in front of people through more intensified coverage. Sometimes media give information which is not understandable for general public they don't know what media agenda is, and general public never thinks about why same story is given less coverage. Indirectly reportage influences. General perception in this case is not media create information overload but perception is media want to highlight these stories for positive change in society.

It is concluded from all above discussion is Media give overloaded information. Overloaded information doesn't mean more information, we can say intellectual information. This is not the case information over load is media give information in a repeated manner almost the same news or with some amendments. Like through all above proves it can be deduced that Sumbal and Samina's case was of same nature but media give overload, repeated coverage to Sumbal case whatever the reasons were. In short media coverage has the power to make a small story big one and vice-versa.

### **About the Author**

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