

Developmental Journalism in Pakistani and Indian Print Media: A comparative study of leading English and Urdu dailies

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Abstract

This research explores the development journalism in Pakistani and Indian newspapers (Daily Dawn, Daily Jang, Daily Times of India and Daily Sahafat) during 2012 to 2014. The researcher observed fifteen different development categories and finds out that the overall news coverage of development aspects remained only 5.34% in which more focused remained on health, education, infrastructural and economic development as health developmental coverage remained 14.76%, education 14.74%, infrastructural development 13.54%, and economic development remained 11.71% of overall development coverage while population control and national integrity developmental news remained less than all other development categories. The ratio of favorable developmental news remained more than unfavorable and neutral. While Indian newspapers given 3.59% more developmental coverage than the Pakistani newspapers, same as Urdu newspapers given 0.71% more developmental coverage than the English selected dailies. Two communication theories; development media theory & development communication used as theoretical framework. The development media theory supports the research as selected newspapers highlighted the problems of society member's life in development perspective but the newspapers did not use communication in systematic way as the development communication. The study recommended the development journalism trainings for journalists and systematic promotion & implementations of DJ.

Keywords: *development, journalism, communication, Project, construction, economic*

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Introduction

Development journalism is not new but it's still struggling in Pakistan. While its playing vital and productive role in many other developing countries of the world especially in African countries. Development journalism is a media model which widely practiced for development through implementing theories of communication. It has been recognized as an alternative journalism which primarily focuses on national development. Development journalism is an art of human communication for the transformation of poverty to a dynamic socio-economic state. (Simiyu, 2015) The introduction of information and communication technologies (ICTs) enhances the practices of development journalism in order to empower the ordinary people to participate in public debates more actively. Lack of ICTs in developing countries is a matter of concern and the people of rural areas of these countries are necessary to promote their social needs and changes (Franca, 2014).

Development journalism is a form of journalism which reflects descriptive and prescriptive normative philosophy. It focused on the improving of living conditions of the people of third world countries. The journalists of development journalism are often perceived by public authorities as '*Partner*' with government in its development efforts. The journalists of development journalism put the challenges of improved living standards on their shoulders and create a sense of relationship between media and society in third world countries. Development journalists are expected to produce stories with the depiction of societal needs & problems and also focus on the promotion of successful local development initiatives in a bid to encourage such activities in the other communities. (Teke, 2010)

Development Journalism is a term which use to refer the socio-economic development through media especially in under developed countries. It's not only focuses on the developmental news but also giving little attention to detailed analysis, evolution or interpretation of development. (Shah, 2008)

The developmental journalism refers to two different types of journalism. The first one is new school of journalism which is similar to investigating reporting and it focuses on developing countries and the ways to improve them. In this type of development journalism, the journalist are visit rural areas of the country and proposed different projects to improve the living conditions of the remote areas and also checked the effectiveness of different development projects. The second type of development journalism is similar to government own media or journalism which heavily influenced by the government. It focuses on government developmental activities and powerful tool for local education but it can also be means of suppressing information and restricting journalists. It is good that government can aware and educate the people about the national developmental projects but at the same time it can restrict journalist not to report certain issues and the way the nation is not being given access to the whole picture of the story. Now a day it is understood in the term of construction and infrastructure. Construction is related to individual independence which means human development and it is related to human rights while infrastructure perspective means economic

development. It refers to the advancement in physical structure such as school, roads, and health sector. (Chenreeyang, 2009)

Developmental journalism is an inspirational force which creates awareness and equally made effort to publicize the developmental work. This effort inspires to other society to do so. Press has become an active participant in promoting, supporting and projecting the developmental activities with the government. (Talabi, 2013)

The development journalism pursues the development as valid social goal. It has power and capacity to promote developments and positive change. It also mobilized the people for national development while developmental coverage stimulate further development and development journalism can address the health, education, poverty, infrastructure, agricultural practices, lack of political maturity, conflicts, accountability, gender inequality, poor social services etc. (Gadzekpo, 2001)

The development journalism focused on '*what is going right*' around us. It not only stresses the information but inspired the reader to take action. Masterton (1995) focused on the three acceptable rules of development journalism stories. As the story must stress on positive not the negative, the story must be encouraged the development not discourage and must be in the national interest.

Development journalism is a notion to using media as a tool of national development. It encouraged the coverage of programs, ideas, policies, events, and activities related to the improvement of people life. It's generally practiced in colonial past countries; Asia, some part of Latin America and sub Saharan Africa. (Kunezik, 2014)

Development journalism means nation building, creation of unity, national consciousness and co-operation. Its reporting relates to the primary, secondary and territory needs of the population of a country. (Wijesiri, 2012) Media has become a central part of every aspect of human life than ever before. It has key position in the social, economic and political conditions of any nation. It might be said, the engine of development in the present era, the media has entered the phase of promoting democracy, socio-economic conditions and good governance. Some developing countries are witnessed of such desirable role of media through development journalism as Taiwan, India and Philippines, while development is the name of living conditions of the society and also freedom from poverty, diseases, sickness, ignorance and violence. Thus, development journalism formed an intelligence which helps to lead better lives of the people and serve according to the needs & interest of society. It's the source of promoting development process rather than events. It critically examines the development projects and not synonym of so-called positive news. But at the same time, it's similar to investigating reporting as well. (Lencho, 2014)

Some scholars treated development journalism as a practice done by the governments to achieve their political objectives. Governments trying to conquered the public on the name of nation building and national development while others view it in broad spectrum as it not only exposes the problems but also suggest solutions and guide government and people about the treatment of different projects. (Biswas, 2014)

The term development journalism is the result of the efforts of Juen-mercado and Alan Chalkley. It gained popularity after the creation of press foundation of Asia funded by the ford foundation and Asian newspapers. (Altschull, 1984)

Development journalism is a practice in third world and developing countries used for better living standard and positive change. This practice developed in Asian countries and especially in colonial past countries after 1957. This was brought in practices in Philippine, Nigeria and India but Pakistanis are still not applying it properly. The researcher selects this topic to check the condition of development journalism in Pakistan, where most of the time governed by the military dictators, which not only effected the other sectors of the government but also media development in Pakistan. The researcher also compared the practice of DJ with India and tried to get the solutions for the better use of media, because both countries got freedom on same years, where development journalism flourished but in Pakistan still under consideration, so for that the researcher compared the both countries development journalism through the lens of print media stories.

Development Journalism in India and Pakistan

Some scholars claimed that the development journalism was practiced in India even before the term evaluated. They gave the examples of Mahatma Gandhi writings that educate and inform the masses on the topic of nation progress. Gandhi said that they should give expression of people feelings while the newspapers work for molded the opinion of people in social issues. (Murty, 1966)

The development journalism did not gain popularity in India because of wide coverage of gossips, political news and sensationalism (Gowani, 1994). Indian press development news content is very low as up to only 10% of whole content which is less than other developing countries that developmental content is up to 50% like Malaysia, Ghana and Indonesia (Vilani, 1979).

Pakistani press achieved many targets to increase circulation, improved professionalism and adoption of technology but unfortunately, agenda setters of newspapers and Pakistani journalists could not pay attention on social development and not included top national needs into agenda of newspapers. The reason was lacking of academic base of development journalism in Pakistan. Media industry worked for quality journalism but did not done any progress in the field of development journalism until end of last decade of twenty century.

Statement of the Problem

Development journalism is not a new phenomenon but still struggling and is under the discussion of scholars and researchers. Some scholars believed it as a government own journalism which affect the freedom of press and governments capture the media on the name of development to achieve their political goals while others believed that development journalism is not merely the name of problem reporting but also provide solutions of the problems for the better living standard of people. It is best for the developing countries. Pakistan and India both are the developing countries and having

colonial past. India remained elected government through out of her history while Pakistan controlled by the dictators near about half time of her life. The researcher observed that development journalism is not practicing in Pakistan in its real sense while India enjoying the fruits of development journalism so the researcher selects this topic “To check the coverage of developmental issues in the Pakistan and Indian print media (2012-14)”.

Literature Review

Allan Chalkley (1968), the founder of development journalism stated that the development journalism’s basic task is to get readers to realize the seriousness of development problem, and open their eyes to the possible solutions. Development journalism focused not only the event but process of development or event. The limited researches have been conducted on development journalism within its different aspects and perspectives. The developing countries remained center of these researches, especially India, Philippines, Nigeria, Tanzania, Malaysia, Kenya, Rwanda, Ethiopia, Ghana, Nepal, Bangladesh, Zimbabwe, Sri Lanka, Indonesia and other countries of developing and developed world but unfortunately Pakistan is lacking in this regard. No significant research work previously done in the country and even practical journalist are don’t know about the real concept of development journalism. However, the department of Communication Studies, university of the Punjab took initiative, whereas a little research and application had done on development journalism.

Fontgalland (1980) mentioned in his research article that the record of Asian newspaper is very weak regarding the coverage of development journalism as they focused and highlighted other issues rather than development journalism.

Wong (2004) worked on Asian development journalism and described in his research study that development journalism is a modern version of traditional authoritarian approach of the past and it has no legitimate position so it could be dismissed as it remained failed to cover the Malaysian general elections 1999 fairly and independent. Wong further mentioned in his research that developing countries are different in their situations thus does not match the western practice of journalism. Western practice of journalism produces commercial sensational news more than the socially important news for ordinary people.

Tshabangu (2013) conducted a study on Zimbabwean journalists regarding development journalism. In this study the researcher used interview method and content analysis to measure the development news and non-development news. The researcher used Vilanilam (1979) according to operational definition of development journalism, only 10% developmental coverage. It was not surprising because the interviews with journalists already showed that they have no understanding and awareness about the real philosophy of development journalism. 50% of the development coverage was relate to the minister’s sources in which only 5% were beneficiary according to the participatory model. The researcher concluded that the development journalism is not institutionalized due to commercial imperative of independent newspapers, tabloidization, Lack of specialized training, a

national slump in development, focus on urban areas, juniorization and westernization.

Ismail (2013) completed a thesis on “Exploring the strengths and limitations of development journalism in Malaysia” and concluded that development journalism is a motivational force which motivate the people to take part in development projects. It can be useful for the functions of the society but unfortunately it is confronted in Malaysia due to controlled practiced. The concept of national unity, commercialization, nation building, laws and regulations bounded the journalism in Malaysia to act upon the government wishes. Even after the 57 years of independence of Malaysia, media’s position is still confused to what it can do and what cannot do. The researcher also said that the media can perform in better way for the society in free atmosphere otherwise people lose their trust on media and it cannot perform its duties in constructive way. The researcher also resulted that the development journalism can bring peace and harmony in Malaysia but implementation of the development journalism practice is problematic.

Beer *et al.* (2014) mentioned in their research that watchdog role of media is a tension for governments while developmental role considered positive for society. The researcher also stated that the watchdog and development roles are not binary opposites. The mutual and over lapped position is also noted. So, attention should be given on the geographical context.

Theoretical Framework

The present study is conducted under the two theories of mass media;

Development communication

Development media theory

There is a much relevancy of the present research with these theories. To discuss the relevancy, it is necessary to briefly discuss the theories. The central theme of development communication theory argued that the media can promote the development on large scale through a systematic and well controlled communication. (Ocwich, 2010) Development communication can be traced back at 1940s but it widely spread after World War II and in 1950s. It recognized as communication science and becomes an academic discipline. The Term “Development Communication” first coined by the Norac Quebral in 1972. She also recognized as a mother of D.C.

On the other hand, Development media Theory propounded by Dennis McQuail in 1987. (Adeyinka, 2015). This theory claimed that mass media is the part of instruments to achieved national development in developing countries. McQuail (1983) described in his study that development media theory is quite influential as it assumed media as a pivot for national development in developing.

The main theme of the theory is primacy of national development task (cultural, political, social and economic) through the usage of mass media in developing nations. The present research “Developmental journalism in Pakistan and Indian print media: A case study of leading English and Urdu dailies (2012-14)” is more related to the selected theories as both theories

deals with the development media, developing countries, development communication, development journalism and journalists.

Objectives

The main objectives of the study are;

1. To evaluate the coverage of Pakistani and Indian print media regarding developmental news
2. To investigate the difference between the daily coverage of Indian and Pakistani print media towards overall coverage
3. To search out the suggestions for Pakistani print media regarding the improvement of developmental news coverage and reporting
4. To check the nature of developmental issues covered by the both countries
5. To find out the comparison of English and Urdu dailies regarding developmental journalism

Hypotheses

H1: The Indian dailies publish more developmental news as compared to Pakistani dailies.

H2: English newspapers of both countries highlight more developmental news as compared to non-developmental news than the Urdu newspapers.

H3: Ratio of favorable treatment would be significantly greater in the selected dailies in comparison of unfavorable representation of developmental issues.

H4: All selected newspapers give greater coverage to health category as compared to any other developmental category.

H5: Selected newspapers present greater developmental coverage in 2013 than 2014.

H6: It is estimated that the overall developmental news in Daily Sahafat remain more than any other selected newspaper.

Research Design

The researcher used qualitative and quantitative techniques to evaluate gathered data while the data has been collected and analyzed through content analysis.

Population of the study

All news of selected newspapers published during the 2012-2014 was the selected period of time which was the population of the study.

Unit of analysis

The news including; headline, sub heads, intro & and body text related to developmental issues published in selected newspapers during proposed period of the research considered unit of analysis of the study.

Sample

The researcher used selected newspapers published during proposed period of time for the comprehensive analysis as Celsius study method used in present research.

Newspapers selection

Two Pakistani and two Indian newspapers will be selected for the present study, keeping circulation, popularity, better image, credibility and language in view. The selected newspapers are; The Daily Dawn, Daily Jang, Daily Times of India and Daily Sahafat.

Statistical Tool

The researcher used frequency distribution cluster and bar graphs for the analysis and interpretation of the data. The researcher also used two sample proportion and Chi square tests for the analysis of assumptions.

Content categories

Whole gathered news item divided into two main categories including sub-categories according to the nature of content, objectives and hypothesis of the study. Haque (1986) were developed ten (10) categories in his developmental news study and same as Murthy (2001) identified two extra subject categories in his research while the present researcher helped from these categories and divided whole data in to two main categories;

- Developmental news
- Non- developmental news

Category I: Developmental News

Developmental news category comprised on the news of developmental process, planning, policies, implementations, critic, analysis, information, education, persuasion, inspiration, significant, benefits, weakness, governmental initiatives, public involvement, rural focus, suggestions etc are included in the developmental news category. Sub-categories of developmental news are identified as; Education (Vilani, 1979), Literacy (Mohapatra, 1984), Health (Haque, 1984), Agriculture (Ranada, 1971; Haque, 1984), Transport & communication (Prasad *et al*, 1992; Valani, 1979), Industry (Vilani, 1979), Energy (Prasad *et al*, 1992), Human Rights (Murthy, 2001), National Integration (Vilani, 1979), Ecology (Srivastava, 1996), Housing (Haque, 1984), Population Control (Mohapatra, 1984), Infrastructural Improvement, Economic Development, Miscellaneous.

Category II: Non-Developmental News

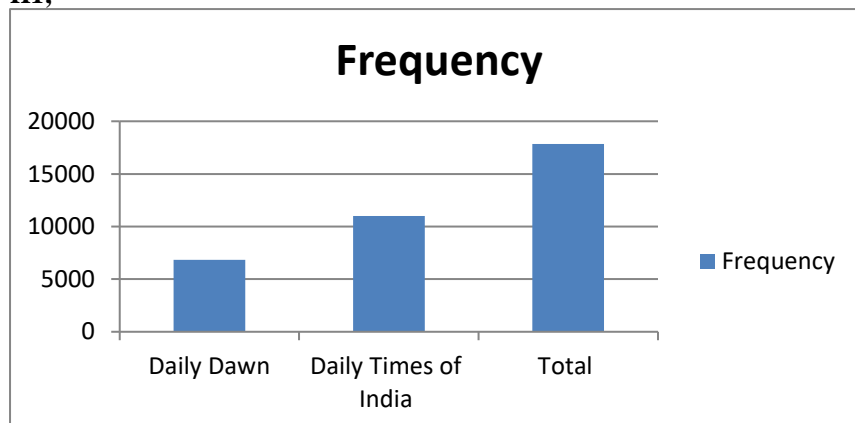
Other than developmental news category and its sub-categories considered as a non-developmental news category in the present study. The sub categories of non-developmental news are included; Crime, Politics, Protests, War and defense, Demographic problems, Law and order, Court proceedings, Disasters & accidents, Popular amusements & arts, Science & inventions, Sports, Public welfare, Human interests, Weather, Religious activities, Government acts, Moral problems.

Coding Unit

Headlines of the news stories of the selected pages were considered the coding unit of the study as headlines identified the topic and expression of the story. The study coded favorable on the basis of how it reflected cooperation, economic, social cohesion, strength, stability, growth and positive development in the implementation of schemes. At the same time unfavorable story was determined on the basis of how it reflected conflicts, indifferent attitude of government or any other group of individuals, delayed decision affecting development, economic instability, disorganization, negative occurrences of developments and weakens concerns issues in the development while the story neither negative nor positive coded as neutral. Lack of controversial material is also determined as neutral slant.

Statistical Analysis for Testing Significance:

H1;



Test and CI for Two Proportions:

Sample	X	N	Sample P
Daily Dawn	6843	17852	0.383318
Daily Times of India	11009	17852	0.616682
Difference	=	p (1)	- p (2)

Estimate for difference: -0.233363

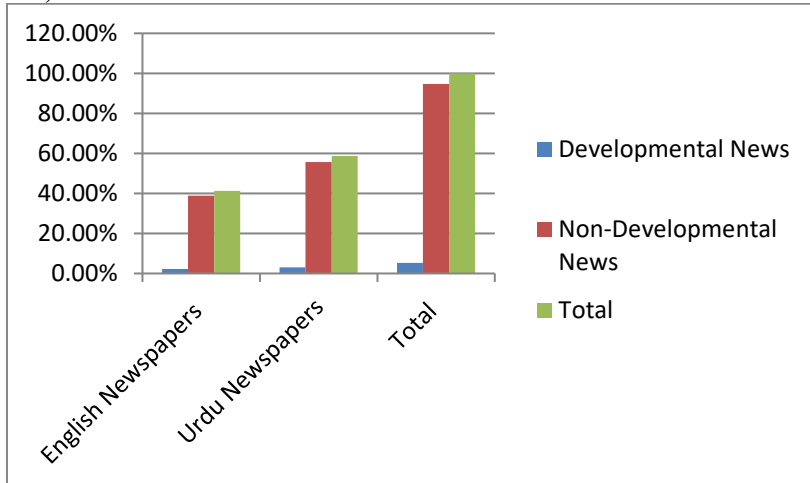
95% upper bound for difference: -0.224899

Test for difference = 0 (vs < 0): Z = -44.10 P-Value = 0.000

Fisher's exact test: P-Value = 0.000

The statistical calculations indicate that the Daily Times of India gave more coverage to development news as compared to Pakistan daily Dawn. The analysis shows the significance difference in coverage as the P-value is less than 0.05 ($P < 0.05$) which means the difference is significant. Thus, the hypothesis is proved.

H 2;



Pearson Chi-Square = 56.9807, DF = 7

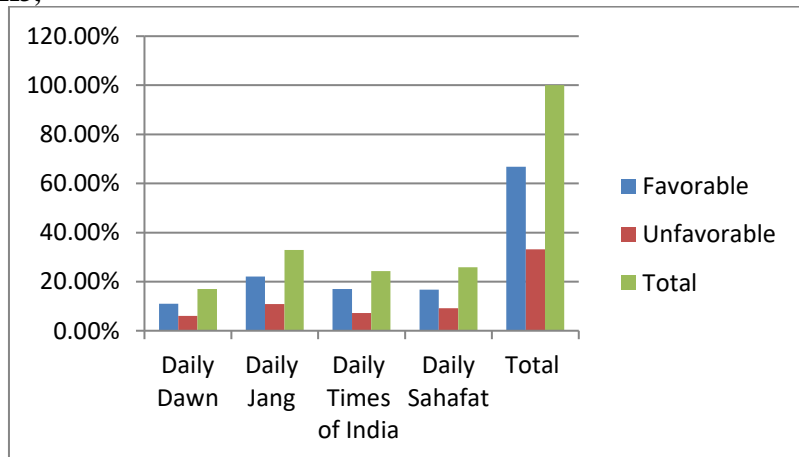
Likelihood Ratio Chi-Square = 17,111, DF = 7

Calculated P-Value=0.0791

Result is non-significant

The Chi Square application of statistical analysis shows that ($\chi^2=56.98$) DF (7) while ($P>0.05$) which means the difference between the development and non-development news coverage by Urdu and English dailies of Pakistan and India, were not significantly different. Hence, this hypothesis was not supported and rejected.

H3;



Test and CI for Two Proportions:

Sample	X	N	Sample P
Favorable Treatment	24313	36394	0.668050
Unfavorable Treatment	12081	36394	0.331950

Difference = p (1) - p (2)

Estimate for difference: 0.336099

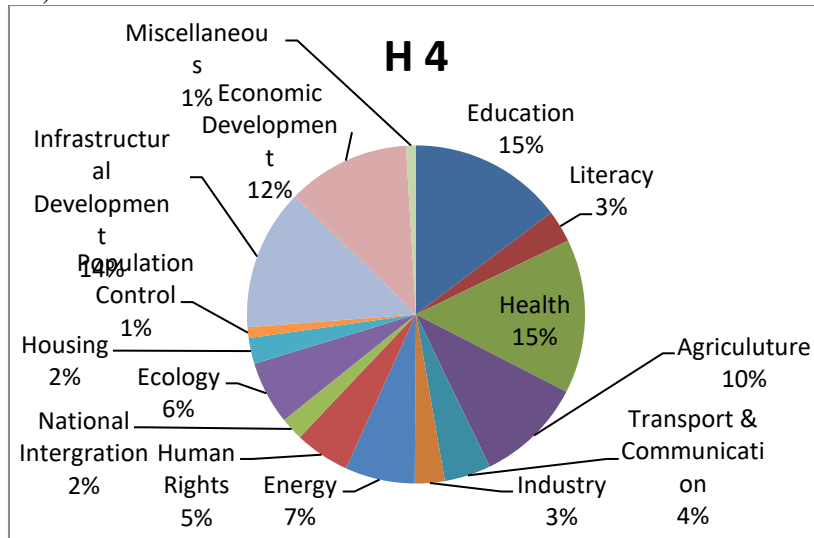
95% upper bound for difference: 0.341841

Test for difference = 0 (vs < 0): Z = 90.68 P-Value = 0.018

Fisher's exact test: P-Value = 0.015

The statistical calculations indicate that ($P < 0.05$) while Z (90.68) which means the difference is significant. The analysis of Z score of proportional test shows that there was significant difference between both countries' newspapers in terms of stance as favorable or unfavorable towards development news. Thus, the hypothesis is proved.

H4;



Test and CI for Two Proportions:

Sample	X	N	Sample P
Health Developmental News	6076	41167	0.147594
Miscellaneous Developmental News	393	41167	0.009546

Difference = p (1) - p (2)

Estimate for difference: 0.138047

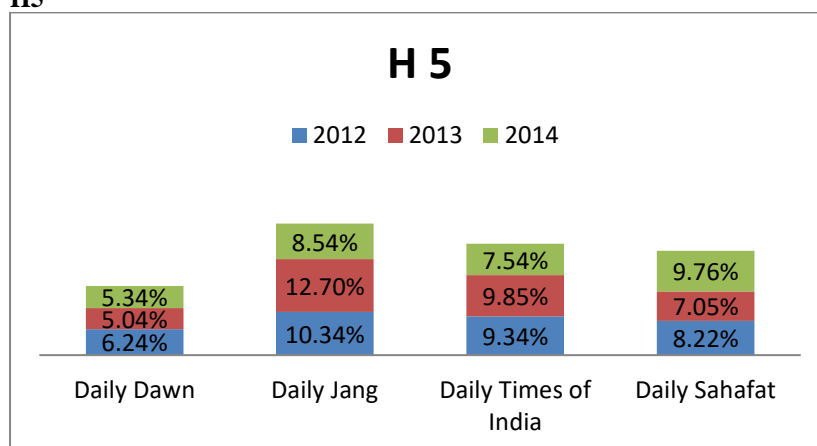
95% upper bound for difference: 0.141029

Test for difference = 0 (vs < 0): Z = 73.61 P-Value = 0.003

Fisher's exact test: P-Value = 0.002

The statistical calculations indicate that (P<0.05 while Z (73.61) which means the difference is significant. The proportion test indicates clearly that news about health development were significantly greater than any other category. Thus, the hypothesis is proved.

H5



Test and CI for Two Proportions:

Sample	X	N	Sample P
Coverage in 2013	14265	41167	0.346515
Coverage in 2014	12841	41167	0.311925

Difference = p (1) - p (2)

Estimate for difference: 0.0345908

95% upper bound for difference: 0.0399748

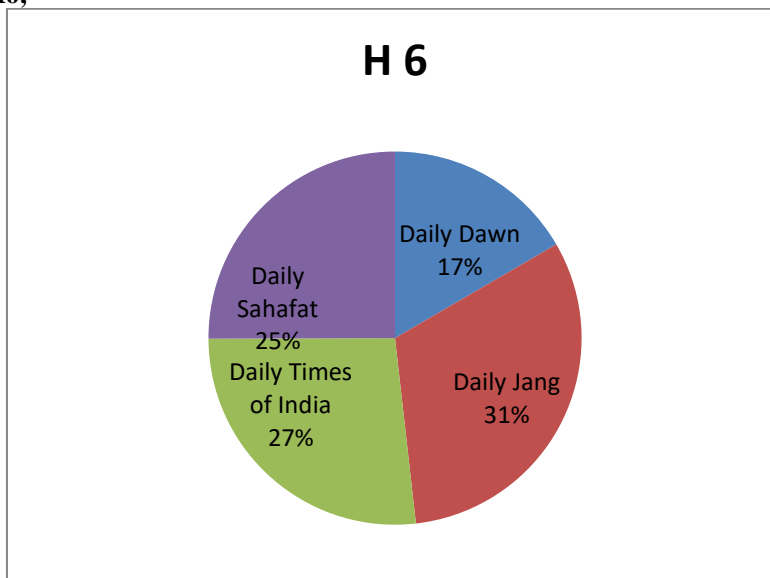
Test for difference = 0 (vs < 0): Z = 10.56 P-Value = 0.0456

Fisher's exact test: P-Value = 0.0321

The statistical calculations indicate that (P<0.05) while Z (10.56) which means the difference is significant. It can be safely concluded that the statistical analysis of the proportion test indicates that there was significant

different of coverage of development news in 2013 and 2014. Thus, the hypothesis is proved.

H6;



Test and CI for Two Proportions:

Sample	X	N	Sample P
Daily Sahafat	10312	41167	0.250492
Other	13003	41167	0.315860

Newspaper

Difference = p (1) - p (2)

Estimate for difference: -0.0653679

95% CI for difference: (-0.0715066, -0.0592292)

Test for difference = 0 (vs ≠ 0): Z = -20.87 P-Value = 0.085

Fisher's exact test: P-Value = 0.085

The statistical calculations indicate that ($P > 0.05$) while Z (20.87) which means the difference is non-significant. Therefore, it can be safely said that Daily Sahafat covered development news significantly not greater than any other newspaper. Thus, the hypothesis is disproved as the coverage of development news was lesser in Daily Sahafat as compared to other newspapers coverage towards development news.

Conclusion

This research has been conducted to check the coverage of developmental aspects in Pakistani and Indian leading English and Urdu newspapers from (2012-14). The researcher mainly focused on the investigation of the coverage of various development categories like; education, health, literacy, agriculture, transport & communication, energy, industry, human rights, ecology, national integration, housing, economic development, infrastructure

development and population control. The researcher not only focused on quantitative analysis but directional analysis as well.

The findings showed that all selected newspapers published (41167) developmental news which becomes very limited ratio of whole news coverage given by the selected newspapers during January 2012 to December 2014. The all selected newspapers published approximately 770055 news in three years in which development coverage remained only 5.34% which showed that the both developing countries are not using well to development journalism for the betterment of the society. However, they are trying to utilized media for the development of the society.

There are some objectives of research on the basis of which this research has been took place and hypothesis has formulated. The researcher digs out the answers of the objects of the research. The results showed that the newspapers of both countries published a very limited amount of development news. However Indian newspapers published more developmental news than the Pakistani selected newspapers. During data gathering and analysis; the researcher observed that the Indian newspapers especially Urdu language newspaper focused on even small development aspects like position of students, competition of students, sports events and best performances etc in school level which inspired the student and teacher community. While Pakistani newspapers focused on large developmental aspects like big hospitals, universities, energy & infrastructure projects and agriculture and mostly only criticized rather than solutions. It is also observed that the Urdu newspapers of both countries more focused on development aspects as compare to English newspapers. The researcher searched out that the selected newspapers given more inside pages coverage to developmental aspects while only by line, investigative and unusual developmental aspects acquire the front- or back-page coverage. More positive frame of developmental aspects has been observed as compare to negative & neutral and this showed the positive attitude of newspaper organizations towards development. However negative & neutral slant also observed by the researcher.

The researcher also observed that the selected newspapers covered the issues according to the proximity, public interest and policy as Pakistani newspapers given more coverage to health, agriculture, energy, infrastructure and economy while Indian newspapers focused on health, education, ecology, national integrity and human rights.

The gathered data also showed that the selected newspapers covered developmental aspects according to development media theory which is theoretical framework of research as the selected newspapers covered the ideas, policies, programs, activities and events within the perspective of improvement in life of people but did not support to development communication approach as data showed that the selected newspapers did not used communication systematically for developmental aspects in all developmental news.

This research is based on different hypothesis in which four hypotheses are proved and two are disproved. H1; "The Indian dailies publish more developmental news as compared to Pakistani dailies" has also been

proved through the gathered data as Indian dailies (Daily Times of India & Daily Sahafat) published 21321 developmental news while Pakistani dailies published 19846 developmental news which are approximately 3.59% less than Indian dailies so it proved to the H1.

H2 disproved in the light of gathered data as English dailies published 17852 (2.31%) developmental news in the comparison of non-developmental news which remained 299863 (38.94%). Same as Urdu dailies published 23315 (3.02%) developmental news which are 0.71% more than English dailies and less than non-developmental news stories as Urdu newspapers published 429025 (55.71%) non-developmental stories so the H2; “English newspapers of both countries highlights more developmental news stories as compared to non-developmental stories than the Urdu newspapers” has been disproved.

Overall ratio of favorable treatment of developmental stories remained more than unfavorable representation, as favorable representation of developmental stories remained 24313 (66.80%) and the unfavorable development coverage remained 12081(33.19%) which is approximately 33.61% less than the favorable developmental stories in selected newspapers during proposed period of time. So H3; “Overall ratio of favorable treatment would be significantly greater in the selected dailies in comparison of unfavorable representation of developmental issues” has been proved.

The findings showed that the selected newspapers published developmental news on different aspects of development which are called categories by the researcher. It is observed in the light of gathered data that all selected newspapers published health related developmental news more than all other developmental categories as all selected newspapers published 6076 (14.76%) health related developmental news, which are greater than any other category. The second category remained agriculture with 6066 (14.74%) news and third remained infrastructural developmental news with 5572 (13.54%). So, the H4; “All selected newspapers give greater coverage to health category as compared to any other developmental category” has been proved.

The findings also showed that all selected newspapers published more developmental news in 2013 than the two other proposed years, as the selected newspapers published 14061 (34.15%) developmental news in 2012, 14265 (34.65%) in 2013 and 12841 (31.19%) developmental news in 2014. So, the data proved H5; “Selected newspapers present greater developmental coverage in 2013 than 2014”.

The last hypothesis of the research, H6; “It is estimated that the overall developmental news in Daily Sahafat remain more than any other selected newspaper” has been disproved in the light of gathered data as it published 10312 (25.04%) developmental news while Daily Times of India published 11009 (26.74%), Daily Dawn published 6843 (16.62%) and Daily Jang published 13003 (31.58%) developmental news during proposed period of research. These figures showed that the Daily Sahafat given more developmental coverage from Daily Dawn but less than the Daily Times of India and Daily Jang. So H6 has been disproved.

The findings showed that all the selected newspapers mostly covered the government related developmental issues, events, problems and activities as all selected newspapers more focused on health, education, and infrastructural development related governmental activities, issues and problems. Pakistani newspapers mostly criticized the government acts and raised the problems of governmental hospitals, schools, colleges, universities, infrastructural issues and rarely tell the solution of the issues. However, these newspapers also discuss the efficacy of different developmental projects and suggest for further betterment. These also focused on agriculture problems, Agri-education, and awareness and at the same time give wake up calls to government for the solution of problems. The other category on which focused by the Pakistani newspapers remained energy.

The findings showed that the Indian newspapers focused on health, education, infrastructure and ecology. These newspapers not only criticized but also suggest solution of the problems and guide the governments to solve the issue for better usage of resources.

All selected newspapers not only criticized the governmental projects but also focused on non-governmental activities like human rights, transportation, national integrity, ecology, housing, population control and on social welfare for the betterment of the society and strengthen the countries.

The results of the study also showed that the selected newspapers highlight the needs and problems of society within the developmental perspective which support the developmental approach of Chalkly & development media theory but did not use development communication systematically in all developmental news which is against the development communication approach.

The present study indicate that the developmental coverage remained very less in Pakistani and Indian press in the comparison of other developing countries like Indonesia, Ghana and Malaysia. The reasons behind this may be political and crime beat news as all the selected newspapers focused on politics, crime and social events rather than development process.

In short, media, especially newspapers of both countries are trying to use the development journalism for the betterment of society but these are not fully concentrating on this notion because of media organizations financial problems, pressure groups, lack of awareness of notion, lack of trainings of the staff regarding positive journalism, affiliation with specific political parties & leaders and personal benefits. However, in spite of all difficulties, the practice of development journalism in both developing countries (India & Pakistan) is appreciate able but it is the need of time to accelerate the practice of development journalism for the better efficacy of resources, growth of society and prosperity of the nation.

Recommendations for betterment of DJ

This research will be beneficial for the journalists, government, scholars, academia, policy makers, and media to set their goals for the betterment of the country and for the students of journalism. There are some suggestions for the further improvement in the practice and implementation of development

journalism notion. The recommendations in the light of conducted research are given as under;

- There should be proper trainings of development journalism.
- Knowledge and information regarding development journalism should be disseminated through a systematic campaign for the promotion of DJ.
- Governments should focus on development journalism but don't misuse of it on the name of development.
- Media owners should take interest in development journalism so the prosperity may get through this type of journalism.
- Policies should be formulated in the favor of development journalism as category certificates should be given to the newspapers on the basis of developmental stories same as development journalism should be preferred in advertisement and newsprint quota.
- Media organizations should allocate special budget for investigative reporting to know the developmental process.
- The impact of western news values should be removed.
- The main objective of development journalism should be empowering to common people.
- World organizations like UNESCO and UNICEF should be more and more sponsored to development journalism in developing countries in the practice of DJ, popularization and awareness.

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