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## **Coverage of Punjab Public Policy Issues: A Comparative Study of Leading Urdu and English Dailies**

*This paper draws a comparison between national Urdu newspapers and English newspapers on the coverage of public policy issues in Punjab which is the most populous province of Pakistan. Government uses various public policy initiatives for the inclusive improvement of socio-economic aspects of masses. Although Punjab is the most developed province of Pakistan but it still lags behind in public policy arena when compared with international standards of governance. The anomalies and problems in the public policy making process can be removed by taking onboard all the relevant stakeholders in the province. National newspapers both Urdu and English provide a platform through which various stakeholders especially the general public can express their reservations over various public policies. There is a common perception that Urdu newspapers are just interested in power politics and don't give due coverage to public policy issues of Punjab. English newspapers are perceived to give due coverage to issues related to public policy in the province. In regard of this perception this research tries to find out the amount of coverage given by both the Urdu and English newspapers to Punjab's public policy issues and then comparing them. This study adopted the method of content*

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