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Cultural Journalism in Pakistan: Decline of Literary Content in National Urdu Newspapers

Abstract: *The crisis of cultural journalism is a contemporary debate in many countries. Various research explores that the media's focus of cultural journalism is increased on the coverage of pop cultural content (service and entertainment) instead of serious traditional high art forms like theatre and literature. The present study examines the space and coverage of literary content in national Urdu newspapers of Pakistan in the last 6 years (2013 – 2018) through quantitative content analysis. Moreover, findings show a huge decline in the daily national Urdu newspaper's attention to literature as the size of literary content decreased by 37% from 13824 cm in 2013 to 8848 cm in 2018. The study also gives insights to understand the approaches of newspapers towards the coverage of literary content which are based on their ideological & political alliances and set agendas that as a result used intermittently to shift cultural trends and decline of literary coverage.*

Key Words: Art Coverage, Art Journalism, Cultural Journalism, Literary Content, Newspapers, Media Priorities

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Introduction

Print media is a key institution which transmits and diffuses information regarding several issues and publishes coverage on a wide range of topics from politics to culture. It is claimed that the valuation of cultural products and culture is showcased by the cultural section of the newspaper which is responsible for the dissemination, legitimization and production of aesthetical standards and cultural classifications (Janssen, 1999; Janssen et al., 2011). Previous studies

showed that media organizations and cultural journalists are the tastemakers and gatekeepers of cultural journalism (Maguire & Matthews, 2014; Hovden & Knapskog, 2015). These journalists and media define and decide what appeared to be good taste and valuable culture specifically in time. Therefore, shifts and trends in cultural hierarchies could be noticeable in the cultural sections of newspapers (Jaakkola, 2015; Janssen, 1999; Verboord et al., 2015). Nowadays the crisis of cultural journalism (news, reviews, essays and critiques about

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culture and arts i.e. film, theatre, music, architecture and literature) is a topical issue in many countries. Various studies report that the press seemingly focuses on Pop art, entertainment and news instead of serious art content. (Hellman & Jaakkola, [2011](#); Verboord & Janssen, 2017). Researchers have explored that priority has been given by the press to popular cultural forms i.e. film, television fiction and popular music over high traditional arts like theatre, classical music and literature (Janssen, [1999](#); Janssen, Kuipers & Verboord, 2011)—a phenomenon shows as a representation of decline of serious cultural journalism (Kristensen, 2010). Literature, in specific is seen as a traditional high art form of culture. Tew ([2007](#)) argued that Literature and culture are deeply interrelated, and both have a strong relationship with each other, literature always embodied culture from a very old time. But Ironically Literature content is claimed to be declining in newspaper's cultural coverage (Heilbrun, [1997](#); Janssen, 1999; Janssen, Kuipers & Verboord, 2011). This raises questions that which genre of literature content is deteriorating in the press and whether the decline would be taken as a decreased focus on the coverage of highly traditional art forms. In recent decades cultural journalism has been studied from various angles (Jaakkola, 2015; Janssen, 1999; Kristensen, [2015](#)) what has not been researched in detail is the coverage of literature content and its relation to the alleged crisis of cultural journalism. As Pakistan is a traditional country with having rich cultural and literary history (Sadeed, [1992](#)). Hence examining newspapers and their section devoted to literature would be particularly an interesting study to chart trends and situations of cultural journalism. The present study examines the development of literature content coverage in Pakistan by charting how much space literary content is getting and which genre of literature obtain more journalistic attention in National Urdu newspapers during the last 6 years and how this literary content is reported, the objective of the study is to discover whether the claim is

justified that the coverage of the forms of serious traditional high cultural journalism like literature is in decline. The paper has four parts, first, it reviews the literature related to cultural journalism and art coverage. After that research methodology is presented and data analysis techniques are explained. The findings are discussed. At the end of the article implications of the study and its future directions are mentioned.

Literature Review

In this study, the literature is being reviewed on the crisis and paradigm shifts of cultural journalism in different parts of the world and the reasons behind the crisis are also discussed. Moreover, the importance and impact of literature in society are mentioned in the study while the rich history of literary journalism in Pakistan is also highlighted.

Literature is a true representative of a culture and a mirror of society. It also serves as an introduction to a new world of experience by penning down the ideas of people in and very creative and imaginative way. It equally represents and motivates changes in society and hence it is a credible source for the representation of culture. Tew (2007) argued that Literature and culture are deeply interrelated, and both have a strong relationship with each other, literature always embodied culture from a very old time while Hanauer ([2001](#)) states that literature gives its personal interpretation of life through personal experiences thus It is a valuable source of cultural knowledge. Researchers have discovered a great impact of literature on society. Literature opens new opportunities for social, ethical and emotional endeavours moreover one could change accustomed forms of perception and action as literature possess exceptional capacity which make us aware of real truths (Mack, [2012](#)). Similarly, in a study, Duhan ([2015](#)) states that literature and the theory of Reflection concluded that literature gives knowledge and information to readers. Thus, literature is an important entity of a society and its attention and coverage are essential for the safeguarding of culture from anonymity and the construction of a sensible

society, especially a traditional and rich cultural heritage like Pakistan.

The history of Pakistani literary journalism is very rich. A large quantity of literary content was published after independence which served literary and journalistic needs. According to Sadeed (1992) before 1947 the centres of literary magazines were in Lahore, Delhi, Lucknow, Hyderabad, Bombay and Bhopal. When Pakistan came into being only Lahore was the centre of production of literary magazines, due to this reason a gap was generated for a short period of time in the publication of literary magazines but soon some exceptional literary magazines were started throughout the country. These magazines got fame in masses and help in the mental grooming of readers. The book (Sadeed, 1992) also states that Maulana Chiragh Hassan Hasrat is known as the pioneer of literary editions in daily newspapers of Pakistan. With the downfall of literary magazines in Pakistan, Chiragh Hassan decided to dispatch literature to the public through dailies. He started a literary page in Daily Imroz with constant bases. After that many different newspapers followed the footsteps of Imroz and Maulana Chiragh Hassan Hasrat.

With the passage of time and technological advancement art and cultural journalism in general and literary journalism in specific is in crisis and decline and could not get the coverage and attention it used to get. Khan (2001) compiled and recorded all the details of literary content published in 96 different magazines. The study (Khan, 2001) shows that Pakistani print media especially magazine journalism is rich in Urdu literature published content moreover, Intellectuals and literary figures like Chiragh Hassan Hasrat, Qateel Shifai, Ahmad Nadeem Qasmi, Hajra Mastoor, Maulana Salahuddin Ahmad played a significant role in the popularity of Magazines but now literary magazines losing their worth, many literary magazines are ceasing their publication. According to Siddiqi (1974) after independence, several influential and standard literary magazines and newspapers continued publishing which enhances the

importance of literary journalism. In the Mid-nineties people eagerly wait for the new arrival of literary magazines like Naqoosh, Fanoon, Seep and Urdu and also discusses it in teahouses but with the popularity of electronic media especially television and computer, print media lose its place. Many literary magazines and newspapers stopped publication and with the invention of social media, the situation has become worst (Siddiqi, 1974).

As the world is evolving, a new trend also affecting media attention towards a paradigm shift. Art journalism and cultural journalism are no more focus of attention for media outlets. Researchers found that the pages of broadsheet newspapers and literary journals like *ABR* and *Meanjin* reduced their coverage towards art in the mid-1990s due to the neo-liberal marketplace and business-oriented information producers (Davis, 2006). Along with globalization many other factors also resulted in the shrinking of art-related coverage. Findings show that journalistification, Commercialization, Elitization, popularization and professional apathy cause a decline in art coverage (Jaakkola, 2015). Researchers also mentioned and listed the historical art, cultural and literary coverage in different parts of the world. Almost 50 per cent of arts and cultural coverage space is given to movie and television showtimes (Janeway & Szanto, 2003).

Therefore, change shifts as in press give more priority to popular culture as compared to the arts is seen (Kersten, 2016). Moreover, fierce competition in the media industry in the past decades due to commercialization has drawn away the audiences from newspapers to online outlets (Kersten, 2016). Thus, audiences also look reluctant to art and culture coverage as findings show that news values are directly related to audience attention and audience attention is directly related to media coverage (Lee, 2009). Consequently, the decline in the coverage of art and cultural content is based on deliberate media agenda and set priorities. Previous studies by Maguire and Matthews (2014) and

Hovden and Knapskog (2015) showed that media organizations and cultural journalists are the tastemakers and gatekeepers of cultural journalism. The media persons define and decide what appeared to be good taste and valuable culture specifically at that time. Therefore, shifts and trends in cultural hierarchies could be noticeable in the cultural sections of newspapers (Jaakkola, 2015; Janssen, 1999; Verboord et al., 2015). Newspapers of Singapore *Straits Times* and *Lianhe Zaobao* were taken as a sample between 1999 to 2008 for two continuous weeks. According to the findings of 10 years analysis, reporting of popular commercial art forms varied in the period and showed a small increase compared to cultural arts while reporting of cultural arts showed a decline (Freeman, 2016). According to Hartsock (2000), ambivalence from both scholars of literature and journalism was the base for the exclusionary of American literary journalism as a recognizable discourse. Moreover, news authorities were more focused towards objective and hard news due to which in nineteenth-century literary coverage has received relatively little acknowledgement. In the book by Hartsock (2000), it is demonstrated that in the 19th century, literary journalism first appeared and attained critical recognition from the audience but in the twentieth century the sensationalistic "yellow press" and muckraking marginalized the coverage of literary items. Hartsock (2000) quotes many examples and arguments regarding literary journalism that will be illustrious for its scope and exacting scholarship. Subsequently, Janssen (2008) explores the internationalization of arts and culture in European countries in the coverage of art and culture in four countries i.e. France, Germany, the U.S. and the Netherlands from 1955 to 2005 through content analysis. Moreover, findings of the two largest paid circulated newspapers from all four countries show a complete shift in the attention of newspapers towards arts and culture coverage from the traditional form of art that contains literature, classical music and theatre to popular forms of art which include pop music, films and TV fiction in all

four countries (Janssen, Kuipers, & Verboord, 2011). Media audience fragmentation and declining readership of print media resulted in efficient news production and shifted trends to service journalism or lifestyle (Eide & Knight 1999; Kristensen & From, 2012). Press seemingly focuses on Pop art, entertainment and news instead of serious art content that causes a rising presence of journalistic approach in art journalism despite the aesthetic approach (Hellman & Jaakkola, 2011). It is relatable to professional trends of cultural journalism because youth is entering the profession through media and journalism studies degree programmes instead of studying in humanities (Hovden & Knapskog, 2015). Thus, in order to construct modern news globalized society, media organizations are bombarding audiences with non-literary information which causes a lack of interest in literature reading as an inability for literature to fit into the current pop culture scene (Hellman & Jaakkola, 2011; Verboord & Janssen, 2015).

From the above studies, it could be concluded that the importance and impact of literature in society is crucial. Historical popularity and admiration of literary content in Pakistan are also discussed. Researchers also throw light on the constant decline and downfall of art and cultural journalism around the globe with the passage of time moreover researchers only explained development in the coverage of popular cultural forms in cultural journalism like film which produces a gap and enable researchers to conduct study about the actual situation of traditional high art forms of cultural journalism i.e. literature. Also, they only focus on the technological and commercial effects on art coverage due to the existing processes of commercialization, professionalization, digitalization, and globalization have reduced and ignored the role of cultural journalism and its coverage in society (Kristensen, 2015). In recent decades studies have been conducted on cultural journalism from several angles (Jaakkola, 2015; Janssen, 1999; Kristensen, 2010) what has not been researched in detail is the coverage of literature content and its

relations to the alleged crisis of cultural journalism. This article addresses the phenomenon in light of data to know whether there is any evidence for the crisis of cultural journalism and the shift of art coverage to popular culture forms in the national newspapers of Pakistan. The guideline for the analysis is motivated by studies on the crisis of cultural journalism (Berger, 1998; Carroll, 2009; Elkins, 2003; McDonald, 2007) could be formulated. The hypothesis for the study is that the media agendas of national Urdu newspapers of Pakistan cause a shrinking in literary coverage while literary prose is given more space as compared to poetry. As in Pakistan large media monopolies and agenda setters always try to influence and persuade audience interest and set agendas to increase their circulation.

This article extensively analyses the coverage of literature content in National Urdu newspapers of Pakistan in the last 6 years. The study aims to explore how much space literary content gets and how it appeared in cultural journalism by looking at the space and genre of literature reported and in which manner it is done.

Methodology

The nature of the study is explanatory as it aims to understand the situation of cultural journalism in Pakistan. Among the research methodologies, the quantitative method is used to collect the data on literary content published in the Daily National Urdu newspapers of Pakistan. According to Berelson (1952), "Content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication" (p. 18). The quantitative content analysis approach is used in compiling numeric calculations, and measurements of coverage, size and space given to literary content.

Sampling

The population of the research is daily national Urdu newspapers of Pakistan. The aim of the study is to give insight into how the daily national Urdu newspapers give space and

coverage to literary content. The researcher chose two highly circulated daily national Urdu newspapers of Pakistan i.e. *Jang* and *Nawa i Waqt*. The time frame of the study is the last 6 years i.e. 2013 – 2019 as Islamabad Literary Festival was started in 2013. According to Stewart (2010), Literary festivals are significant sites of contemporary public culture. Writers' festivals claim to be both popular and important sites of public discussion and debate. Moreover, the topics discussed at the Festival are those typically produced and circulated in the media. therefore, the researcher focused on the literary pages published in the month of February. (Islamabad Literary Festivals organizes in February each year).

The sample size for the study is 48 issues of daily Urdu newspapers "*Jang*" and "*Nawa i Waqt*". Moreover, In the research, samples were chosen through a purposive sampling technique to analyze 4 issues of each mentioned two dailies published in the month of February. The literary page will be the unit of analysis. The objective of this study is to chart out the coverage and space of literary content in daily Urdu newspapers of Pakistan and this can be achieved by focusing on the space of content given on the literary page every week on Wednesday and Tuesday in daily *Nawa i Waqt* and daily *Jang* respectively.

Data

The literary content of mentioned newspapers can be classified into five main categories of data i.e. "Personality Profile" which includes Informatory articles published about ideologies, artworks, achievements and contributions of literary figures. Another category of literary content is "Literary Prose", this portion consists of essays, short stories (Afsana), book reviews, articles, quotations, jokes about literary persons and excerpts. Similarly, "Poetry" is also considered to be an important category of literary content that includes Odes (Ghazals), Poems (Nazm) and Couplets written by different renowned poets. "News Records" of different meetings and activities of literary organizations happening in literary circles, information about upcoming

literary events and death or birth anniversary is also a significant category. Moreover, "Images" also covered considerable space on the page. These images contain portrait pictures of literary figures, group photos of writers & poets and a look at the front and back covers of literary books.

Measures

Due to the digitization of the media industry, the number of datasets getting larger and larger, therefore the popularity and importance of automated content analysis (ACA) have increased although in Communication Sciences one of the main methods that is still used mostly is Manual content analysis (e.g., [Lacy](#), Watson, Riffe, & Lovejoy, 2015). According to Lynch & Peer (2002), manual content analysis of newspaper coverage through a ruler is a reliable measurement tool which examines that what information and news is appearing in a newspaper and also determine in what proportions it is appearing. In the present study, the researcher measure the space and coverage given to literary content in selected samples with the help of a standard ruler.

Results

A sample size of 48 issues of two daily Urdu national newspapers *Jang* and *Nawa i Waqt* between six years (2013-2018) was analyzed to measure the amount of coverage given to literary content.

Figure 1

Coverage of literary content in national Urdu newspapers in last six years (2013 – 2018)

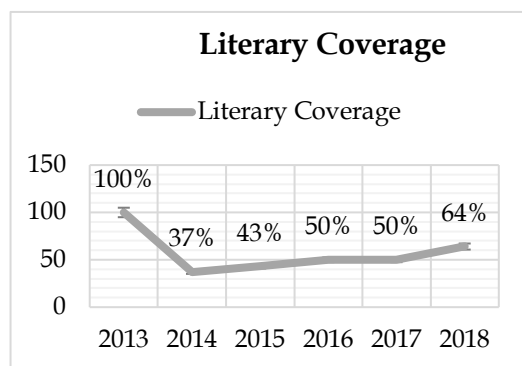


Figure 1 gives a survey of coverage given to the literary content in the two daily Urdu national newspapers of Pakistan (*Jang* and *Nawa i Waqt*) from 2013 to 2018. In absolute terms, the table shows a huge decline in the newspaper's attention to literature. Findings have shown that the coverage of literature content in daily national Urdu newspapers declined by 36% over the last six years. In 2013 full broadsheet literary editions/pages were published weekly by both *Daily Jang* and *Daily Nawa i Waqt* with named ادبی صفحہ and ادبی جہان respectively that made coverage of 13824 cm which declined by 63% in 2014 i.e. 5184 cm as the newspapers started publishing literary editions bimonthly with half-page coverage. However, the literature coverage showed a slight rise by getting coverage of 6048 cm (43%), 6912 cm (50%), 6912 cm (50%), and 8848 (64%) cm in 2015, 2016, 2017 and 2018 respectively. *Daily Nawa i Waqt* revived its weekly publication of literary edition/page by giving full broadsheet coverage to literary content. Although *Daily Jang* stopped publishing literary edition/page in 2016 but started it again in 2018 with a half-paged section of literary content named ادبی قسط.

The literary content of mentioned newspapers is classified into different genres and categories. A comparison of the space devoted to these literary genres in the last six years (2013 – 2018) shows considerable changes in their coverage space in newspapers could. As per findings *Personality Profile* was one of the major genres on the literature page in which Informatory articles were published about ideologies, artworks, achievements and contributions of national and local literary persons and authors including Faiz Ahmed Faiz, Ahmad Faraz, Amir Khurso, Maulana Hali, Sadat Hassan Manto, Mirza Ghalib, Josh Malihabadi, Murtaza Barlas, Mushtaq Yousfi, Majid Siddiqui and Rashid Nisar. The paper's attention to the coverage of *Personality Profiles* showed a constant decline i.e. from 4593.75 cm (33%) in 2013, 1465 cm (28%) in 2014, 1250.75 cm (20%) in 2015 and 525 cm (7.5%) in 2016. Though the coverage of *Personality Profile*

increased in 2017 i.e. 1785 cm (25%) but fall again in 2018 by getting 1630.5 cm (18%). Similarly, *Literary News* about gatherings, events and activities of literary organizations happening in literary circles, records of different meetings, information about upcoming literary functions and the death or birth anniversary of poets and writers were also given significant space in the literary page of newspapers. The coverage devoted to *News Stories* about literary activities kept changing in mentioned time frame i.e. 1870.25 cm (13%) in 2013 while 982.75 cm (18%), 947 cm (15%), 844 cm (12%) in 2014, 2015 and 2016 respectively. In 2017 and 2018 literary news did not get any space.

Another, significant genre in literary content was *Poetry* as it is also one of the important genres of Urdu Literature published in national Urdu newspapers. The coverage and space given to *Poetry* was fluctuating throughout the last six years. In 2013 poetry got 1236 cm (8%) of space in newspapers while the space devoted to poetry in 2014, 2015, 2016, 2017 and 2018 was 188 cm (3%), 911 cm (15%), 784 cm (11%), 424 cm (6%), 951.5 cm (10%) respectively. The majority of the *Poetry* that was published was poems (nazm) while odes (ghazals) and couplets also attained a reasonable amount of coverage. On the contrary coverage of *Literary Prose* showed a constant increase over the period of time. In 2013 space devoted to *Literary Prose* was 1649 cm (11%) which constantly raised each year from 1441.75 cm (27%) in 2014, 1745.5 cm (28%) in 2015, 2644 cm (38%) in 2016 and 3198 cm (46%) in 2017. The space of literary prose was slightly reduced in 2018 i.e. 3828 cm (43%). Essays, short stories (Afsana) and safarnama were mainly published in the *Prose* genre.

In the literary edition/pages, coverage was also given to *Book Reviews* and *Letters to editors*. Though the attention dedicated to *Book Reviews* and *Letters to Editor* was not much as compared to other literary categories/genres

still it covered considerable space of the page. In 2013, space given to *Books Reviews* was 244 cm (1.7%) while in 2014, 2015 and 2016, *Book Reviews* got 88 cm (1%), 44 cm (0.5%), and 100 cm (1.4%) coverage respectively. In 2017 & 2018 *Book Reviews* couldn't get any space in newspapers. Likewise, changes also occurred in the amount of coverage given to *Letters to Editor*. In 2013, *Letters to Editor* got 929.5 cm (6.7%) whereas the amount of coverage devoted to *Letter to Editors* in 2014, 2015, 2016, 2017 and 2018 was 128 cm (2.4%), 80 cm (1.8%), 842 cm (12%), 180 cm (2.6%) and 290 cm (3.2%) respectively. Moreover, *Advertisements* also got small space in the literary page/edition i.e. 240 cm (1.7%) in 2013 and 100 cm (1.9%) in 2014.

In addition, *Images* were also a main part of literary pages. A considerable amount of coverage was given to the portrait pictures, animations and caricatures of literary personnel, group photos of writers & poets and front and back covers of literary books. As shown in Figure 2. *Images* attained 2059.75 cm (14.5%), 582.5 cm (11%), 689.25 cm (11.3%), 703 cm (10%), 1165 cm (16%) and 1097.5 (12%) in 2013, 2014, 2015, 2016, 2017, 2018 respectively.

Subsequently, when the codebook was instituted by the numbers and the coders were trained then a sample of 6 literary editions/pages from the whole data was been tested for reliability. A reliability test was performed on each variable of the research. Cohen's Kappa, Scott's Pi and Krippendorff's Alpha was chosen for reliability as shown in Table 1. Checking of Inter-coder reliability was done after every revision unless the reliability between inter-coders exceeded 75% for each literary content genre/category and literary edition/page specific. Inter-coder reliability was 100% for the size of the literary page/edition while reliability was above 80% for the coverage of *Personality Profiles*, *Poetry*, *Prose* and *Literary News*. Besides, reliability was above 90% for *Images* of literary figures/personnel specific as shown in Table 1.

Table 1*Reliability Tests for Literary Coverage*

	Percent Agreement	Scott's Pi	Cohen's Kappa	Krippendorff's Alpha	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1	100	1	1	1	6	0	6	12
Variable 2	83.33	0.80	0.80	0.81	5	1	6	12
Variable 3	83.33	0.78	0.79	0.80	5	1	6	12
Variable 4	83.33	0.80	0.80	0.81	5	1	6	12
Variable 5	83.33	0.80	0.80	0.81	5	1	6	12
Variable 6	100	1	1	1	6	0	6	12

Consequently, the data was entered in SPSS after coding was completed. 15% of the random sample of coding sheets was rechecked and examined for errors in data entry. Of the 118 entries of data of 69 articles, 4 were wrongly entered for an accuracy rate of 97.89%.

Conclusion and Discussion

The study aims to measure the amount of coverage literature content is getting in national Urdu newspapers of Pakistan and also determines the diversity of literature genres published in daily national newspapers in order to shed light on the approach of Urdu print media towards the coverage of literary content which is based on their ideological & political alliances and set agendas that as a result can be used intermittently to shifting cultural trends and influence the masses. For this purpose, quantitative content analysis was conducted of literary editions/pages published by *Daily Jang* and *Daily Nawa i Waqt* during the time frame of 2013 – 2018. Researchers found that the coverage of literary content decreased by 37% during the last six years (2013 – 2018) whereas the literary edition/pages in newspapers are mostly complied of different diverse

genres/categories of literature content i.e. *Personality Profile*; including Informatory articles about ideologies, artworks, achievements and contributions of literary figures, *Literary Prose* that consist of essays, short stories (Afsana), articles, quotations, jokes about literary persons and excerpts, *Poetry* that consist of Odes (Ghazals), Poems (Nazm), Couplets written by different renowned poets. Similarly, *Literary News* and records of different meetings, activities, events of literary organizations happening in literary circles, information about upcoming literary events and death or birth anniversary were also an important part of the literary edition/page. Moreover, the page also consists of *Images*; portrait pictures of literary figures, group photos of writers & poets and front and back covers of literary books, *Books Reviews* and *Letters to the Editor*. Thus, the data failed to reject the hypothesis of the study.

The present research's first hypothesis that – the media agendas of national Urdu newspapers of Pakistan cause a shrinking in literary coverage – was supported by the research data as a huge decline in literary coverage is analyzed in the last 6 years (2013 – 2018) shown in fig 1. Moreover, in 2016 & 2017 full page coverage was given to the

developmental project of Govt instead of the Literary page by Jang Newspaper whereas during the mentioned time period political party of Pakistan Muslim League Noon (PMLN) was in the Govt. while Ayesha and Ahlam (2018) states that Jang media group is a big supporter of PMLN hence set preferences, priorities and agendas of news organizations literary content is not getting the space which it used to get. (Davis, 2006). Thus, in order to propagate their ideological & political stance, media organizations are bombarding audiences with non-literary information which causes a lack of interest in literature reading as an inability for literature to fit into the current agenda-based news globalized world (Hellman & Jaakkola, 2011; Verboord & Janssen, 2015).

The second hypothesis of the study that – *Literary Prose* gets more coverage and attention than poetry in daily Urdu newspapers – was also supported by the data shown in Figure 3. According to the finding *Poetry* was given 1/3 of space and coverage as compared to literary prose which shows a clear shift in the literature taste as *Poetry* used to be a prominent genre of Urdu literature (Asif, 2014). The study findings coincide with previous research of Maguire & Matthews (2014) and Hovden & Knapskog (2015) which states that media organizations and cultural journalists are the tastemakers and gatekeepers of cultural journalism. Moreover, media persons define and decide what appeared to be good taste and valuable culture specifically at that time. Therefore, shifts and trends in cultural hierarchies could be noticeable in the cultural sections of the newspaper (Jaakkola, 2015; Janssen, 1999; Verboord et al., 2015) similarly press seemingly focuses on Pop art genres like literary prose instead of serious traditional art forms like poetry that shows a shift towards a journalistic approach in cultural journalism despite aesthetic approach (Hellman and Jaakkola, 2011).

The study attempted to fill the research gap by analyzing the unexplored coverage dynamics of cultural form i.e. literature. The researcher also validated several reasons for the decline of literary content coverage.

Findings show that in the last six years (2013 – 2018) a significant amount of coverage was given to Literary records and news stories about the activities and events of literary circles within the literary page. Moreover, local news and crime reports were published in newspapers in place of literary coverage that shows the journalist's fiction of content. This finding is consistent with a recent study (Jaakkola, 2015) that shows journalistification, Elitization, popularization and professional apathy cause a decline in art coverage. In addition to journalistification, commercialization is also an important factor which causes the downfall in the coverage of literary content. The findings of the present study showed that advertisements were given preference over literary content which supports previous research (Kristensen, 2015) that commercial effects on art coverage due to the existing processes of commercialization, economic factors, digitalization, and globalization have reduced and ignored the role of cultural journalism and particularly the coverage of literary content in the society.

The comprehensive present study about the coverage devoted to literature in national Urdu newspapers of Pakistan gives insight into the declining situation of highly traditional forms of culture. The study is helpful in understanding the shift and changes in cultural and literary trends in a traditional country like Pakistan which has a rich history of cultural heritage and literary legacy. Furthermore, the study also highlights the media priorities, preferences, newspaper's economic & commercial pressures; urge for advertisements and set agendas that affect the coverage of culture and literature. Therefore, the study could play a key role in reviving the cultural and literature crisis in Pakistan.

The present study analyzed the content of newspapers only for 6 years, instead of the whole time period of culture's trend shift in Pakistan which is spread over a time span of several decades. So, the present study is just focusing on the newspaper's coverage of the last six years (starting of literary festivals) instead of the whole time period of Culture's trend transformation is the main limitation of

the study. However, follow-up research could be conducted on the comparison of cultural coverage in the newspapers of different languages and locality that could be an

interesting study to know the approach and orientation of diverse media organizations toward cultural coverage.

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Appendix A

Coding Sheets (*Jang*)

Newspaper Name	Date	Page Size (cm)	Personality profile (cm)	Literary Article/Prose (cm)	Poetry (cm)	News About Literary	Picture/Images of Literary Figures (cm)	Page Label (cm)	Book Review	Letter to editor	ad	year
Jang	06-February-2013	1728	424	419.5	404	-	292.5	96	92	-	-	2013
Jang	13-February-2013	1728	405		124	657.5	205.5	96	-		240	2013
Jang	19-February-2013	1728	350.5	228	148	366	377.25	96	152	-	-	2013
Jang	26-February-2013	1728	620.25	305.25	311	124.25	271.25	96	-	-	-	2013
Jang	04-February-2014	-	-	-	-	-	-	-	-	-	-	2014
Jang	10-February-2014	864	320		112	218	50	64	-	-	100	2014
Jang	18-February-2014	-	-	-	-	-	-	-	-	-	-	2014
Jang	24-February-2014	864	127	187.5	40	292	65.5	64	88	-	-	2014
Jang	02-February-2015	864	209.5	209	144	78	84.5	96	44	-	-	2015
Jang	04-February-2015	864	281.25	-	-	366	120.75	96	-	-	-	2015
Jang	18-February-2015	864		208	221	261	78	96	-	-	-	2015
Jang	24-February-2015	-	-	-	-	-	-	-	-	-	-	2015
Jang	02-February-2016	-	-	-	-	-	-	-	-	-	-	2016
Jang	09-February-2016	-	-	-	-	-	-	-	-	-	-	2016
Jang	16-February-2016	-	-	-	-	-	-	-	-	-	-	2016
Jang	23-February-2016	-	-	-	-	-	-	-	-	-	-	2016

Newspaper Name	Date	Page Size (cm)	Personality profile (cm)	Literary Article/Prose (cm)	Poetry (cm)	News About Literary	Picture/Images of Literary Figures (cm)	Page Label (cm)	Book Review	Letter to editor ad	year
Jang	07-February-2017	-	-	-	-	-	-	-	-	-	2017
Jang	14-February-2017	-	-	-	-	-	-	-	-	-	2017
Jang	21-February-2017	-	-	-	-	-	-	-	-	-	2017
Jang	28-February-2017	-	-	-	-	-	-	-	-	-	2017
Jang	07-February-2018	864	426	242	-	-	36	160	-	-	2018
Jang	14-February-2018	864	-	504	-	-	200	160	-	-	2018
Jang	21-February-2018	864	256	308	84	-	56	160	-	-	2018
Jang	28-February-2018	1072	256	526	92	-	38	160	-	-	2018

Coding Sheets (*Nawa i Waqt*)

Newspaper Name	Date	Page Size (cm ²)	Personality Profile (cm ²)	Literary Article/Prose (cm ²)	Poetry (cm ²)	News About Literary	Picture/Images of Literary Figures (cm ²)	Page Label (cm ²)	Book Reviews	Letter to Editor	Year
<i>Nawa i Waqt</i>	06-February-2013	1728	503.25	417.25	24	400	192	132	-	168	2013
<i>Nawa i Waqt</i>	13-February-2013	1728	835.5	-	63	322.5	291	132	-	216	2013
<i>Nawa i Waqt</i>	20-February-2013	1728	785.25	279	20	-	232.75	132	-	279	2013
<i>Nawa i Waqt</i>	27-February-2013	1728	670	-	142	-	197.5	132	-	266.5	2013
<i>Nawa i Waqt</i>	05-February-2014	-	-	-	-	-	-	-	-	-	2014
<i>Nawa i Waqt</i>	12-February-2014	-	-	-	-	-	-	-	-	-	2014

Newspaper Name	Date	Page Size (cm ²)	Personality Profile (cm ²)	Literary Article/Prose (cm ²)	Poetry (cm ²)	News About Literary	Picture/Images of Literary	Page Label (cm ²)	Book Reviews	Letter to Editor	Year
<i>Nawa i Waqt</i>	19-February-2014	1728	642	599	-	212	235	40	-	-	2014
<i>Nawa i Waqt</i>	26-February-2014	1728	376	655.25	36	260.75	232	40	-	128	2014
<i>Nawa i Waqt</i>	04-February-2015	-	-	-	-	-	-	-	-	-	2015
<i>Nawa i Waqt</i>	11-February-2015	1728	364	862.5	168	-	200	40	-	93.5	2015
<i>Nawa i Waqt</i>	18-February-2015	1728	396	466	378	242	206	40	-	-	2015
<i>Nawa i Waqt</i>	25-February-2015	-	-	-	-	-	-	-	-	-	2015
<i>Nawa i Waqt</i>	03-February-2016	1728	100	760	200	200	168	40	60	200	2016
<i>Nawa i Waqt</i>	10-February-2016	1728	125	874	100	227	100	40	-	232	2016
<i>Nawa i Waqt</i>	17-February-2016	1728	300	266	222	230	240	40	40	110	2016
<i>Nawa i Waqt</i>	24-February-2016	1728	-	744	262	187	195	40	-	300	2016
<i>Nawa i Waqt</i>	01-February-2017	1728	-	1198	180		190	40		120	2017
<i>Nawa i Waqt</i>	08-February-2017	1728	-	1160	-	-	528	40	-	-	2017
<i>Nawa i Waqt</i>	15-February-2017	1728	700	480	244	-	204	40		60	2017
<i>Nawa i Waqt</i>	22-February-2017	1728	1085	360	-	-	243	40	-	-	2017
<i>Nawa i Waqt</i>	07-February-2018	1728	150	780	282.5	100	175.5	40	-	200	2018
<i>Nawa i Waqt</i>	14-February-2018	-	-	-	-	-	-	-	-	-	2018

Newspaper Name	Date	Page Size (cm ²)	Personality Profile (cm ²)	Literary Article/Prose (cm ²)	Poetry (cm ²)	News About Literary	Picture/Images of Literary	Page Label (cm ²)	Book Reviews	Letter to Editor	Year
Nawa i Waqt	21-February-2018	1728	242.5	903.25	277	-	256.25	40	-	-	2018
Nawa i Waqt	28-February-2018	1728	300	565.25	216	181	335.75	40	-	90	2018

Appendix B

6 February 2013 (Nawa I Waqt)



Vol. VI, No.II (Spring2023)

در این مقاله به بررسی نقش و جایگاه زنان در جامعه ایران پرداخته می‌شود. در ابتدا به بررسی تغییرات اجتماعی و فرهنگی در ایران پرداخته می‌شود و سپس به بررسی نقش و جایگاه زنان در این تغییرات پرداخته می‌شود. در ادامه به بررسی چالش‌ها و فرصت‌های پیش رو برای زنان در ایران پرداخته می‌شود و در نهایت به بررسی راهکارها و پیشنهادات برای بهبود وضعیت زنان در ایران پرداخته می‌شود.



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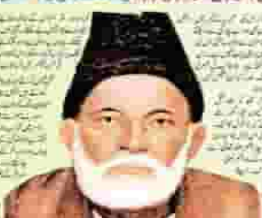
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البريد الإلكتروني: info@alukah.net
 رقم الهاتف: 011 460 1234
 الفاكس: 011 460 1234
 الموقع الإلكتروني: www.alukah.net

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خطوط

This image shows a page from the Voynich manuscript, specifically from the 'Liber Primus' section. The page is densely filled with handwritten text in the Voynich script. The text is arranged in several columns, with some lines appearing to be headings or sub-sections. The script is highly stylized and characteristic of the Voynich manuscript. The page is numbered '1' in the top left corner. The handwriting is consistent throughout the page, suggesting a single scribe. The ink is dark, and the parchment appears aged and slightly discolored.

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مشتاقانِ سخن کا ذوقِ تجسُّس ابھی تک نشہ ہے!

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کیا باتیں

The image shows a single page of a handwritten manuscript. The text is written in a dense, cursive script, characteristic of the 17th century. The ink is dark, and the paper is aged and slightly discolored. The handwriting is very close together, filling most of the page area. The text is written in a single column, and there are no visible margins or headings. The overall appearance is that of a historical document, possibly a letter or a page from a book.



کتابخانه

1. The first part of the paper is devoted to a review of the literature on the effects of the 1997-1998 Asian financial crisis on the economies of the Asian countries. The second part of the paper is devoted to a review of the literature on the effects of the 1997-1998 Asian financial crisis on the economies of the Asian countries. The third part of the paper is devoted to a review of the literature on the effects of the 1997-1998 Asian financial crisis on the economies of the Asian countries.

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27 February 2013 (Nawa I Waqt)

دہلی نوائے واقت، 27 فروری 2013ء

ادبی صفحہ

ادبی شخصیات کی تصاویر

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خصوصی گوشہ برائے مرزا اسد اللہ غالب



غالب خستہ کے بغیر

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”غالب ایک شاعر... فلسفی سا“

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Handwritten notes in Arabic script, likely from a manuscript or notebook.

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آکادمی اہلیات پاکستان کے شعبہ دار
پاکستان میں تحفظ اقلیتوں کے مسائل



[Faint handwritten notes in German, likely bleed-through from the reverse side.]

عقوب ہاشمی
کشمیر زادہ اداس



1. The first part of the paper is devoted to a review of the literature on the topic. It starts with a discussion of the general theory of the firm, which is based on the assumption that the firm is a profit-maximizing entity. This theory is then applied to the specific case of the firm's capital structure. The second part of the paper is devoted to a review of the literature on the topic. It starts with a discussion of the general theory of the firm, which is based on the assumption that the firm is a profit-maximizing entity. This theory is then applied to the specific case of the firm's capital structure.

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کراچی ادبی میلہ 2014

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تاریخ سے ملحقہ کا احوال

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Vol. VI, No.II (Spring2023)



18 February 2015 (Nawa I Waqt)



نوائے وقت
ادبی صفحہ

آج کے ادبی صفحہ پر ایک نیا اور دلچسپ مضمون پیش کیا گیا ہے۔ اس مضمون کا عنوان 'غالب کا تصور عشق' ہے، جس کا مصنف ایک معروف ادیب ہیں۔ مضمون میں غالب کی شاعری اور ان کے عشق کے تصور پر گہرا جائزہ دیا گیا ہے۔

غالب کا تصور عشق

عشق، غالب کی شاعری کا ایک اہم ترین موضوع ہے۔ ان کے ہاں عشق صرف ایک جذباتی لمحہ نہیں ہے، بلکہ ایک فلسفہ، ایک زندگی کا رویہ ہے۔ ان کی شاعری میں عشق کی مختلف صورتیں پیش کی گئی ہیں، جن میں محبت، خواہش، اور جدوجہد شامل ہیں۔

غالب کا عشق ایک ایسا تجربہ ہے جس نے ان کی شاعری کو ایک نئے رنگ عطا کیا۔ ان کی شاعری میں عشق کی آواز سنائی دیتی ہے، جو دل کو چھو کر گزرتی ہے۔

غالب کا تصور عشق

غالب کی شاعری میں عشق کی ایک نئی صورت پیش کی گئی ہے، جس کا نام 'عشقِ مجاہد' ہے۔ یہ عشق محبت سے زیادہ بڑا ہے، یہ ایک جدوجہد ہے، ایک لڑائی ہے۔

غالب کا عشقِ مجاہد ایک ایسا تجربہ ہے جس نے ان کی شاعری کو ایک نئے رنگ عطا کیا۔ ان کی شاعری میں عشق کی آواز سنائی دیتی ہے، جو دل کو چھو کر گزرتی ہے۔

غالب کا تصور عشق

غالب کی شاعری میں عشق کی ایک نئی صورت پیش کی گئی ہے، جس کا نام 'عشقِ مجاہد' ہے۔ یہ عشق محبت سے زیادہ بڑا ہے، یہ ایک جدوجہد ہے، ایک لڑائی ہے۔

غالب کا عشقِ مجاہد ایک ایسا تجربہ ہے جس نے ان کی شاعری کو ایک نئے رنگ عطا کیا۔ ان کی شاعری میں عشق کی آواز سنائی دیتی ہے، جو دل کو چھو کر گزرتی ہے۔

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غالب کا تصور عشق

غالب کی شاعری میں عشق کی ایک نئی صورت پیش کی گئی ہے، جس کا نام 'عشقِ مجاہد' ہے۔ یہ عشق محبت سے زیادہ بڑا ہے، یہ ایک جدوجہد ہے، ایک لڑائی ہے۔

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غالب کا تصور عشق

غالب کی شاعری میں عشق کی ایک نئی صورت پیش کی گئی ہے، جس کا نام 'عشقِ مجاہد' ہے۔ یہ عشق محبت سے زیادہ بڑا ہے، یہ ایک جدوجہد ہے، ایک لڑائی ہے۔

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3 February 2016 (Nawa I Waqt)



10 February 2016 (Nawa I Waqt)

نوائے وقت، 10 فروری 2016ء، شمارہ نمبر 78

پانچواں گروہ

پانچواں گروہ کی تقریب منعقد ہوئی

پانچواں گروہ کی تقریب منعقد ہوئی۔ تقریب میں پانچواں گروہ کے اراکین نے شرکت کی۔ تقریب میں پانچواں گروہ کے اراکین نے شرکت کی۔ تقریب میں پانچواں گروہ کے اراکین نے شرکت کی۔

نوائے وقت

ادبی صفحہ

راوی افسانہ اور کہانی

راوی افسانہ اور کہانی کی بات کرتے ہیں۔ افسانہ اور کہانی کی بات کرتے ہیں۔ افسانہ اور کہانی کی بات کرتے ہیں۔

عزل

عزل کی بات کرتے ہیں۔ عزل کی بات کرتے ہیں۔ عزل کی بات کرتے ہیں۔

قلم مکر

قلم مکر کی بات کرتے ہیں۔ قلم مکر کی بات کرتے ہیں۔ قلم مکر کی بات کرتے ہیں۔

شہر

شہر کی بات کرتے ہیں۔ شہر کی بات کرتے ہیں۔ شہر کی بات کرتے ہیں۔

قلم مکر

قلم مکر کی بات کرتے ہیں۔ قلم مکر کی بات کرتے ہیں۔ قلم مکر کی بات کرتے ہیں۔

17 February 2016 (Nawa I Waqt)

نوائے وقت

ادبی صفحہ

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مرزا غالب اور فیض احمد فیض

ایک ہی لفظ کو باندھا گئے معنی سے!!

مشاعرہ بیاد غالب

(مرزا غالب کی 137 ویں برسی پر)

ایکستان میں بیاد غالب کی برسی پر

ایکستان میں بیاد غالب کی برسی پر

مرزا غالب کی 137 ویں برسی پر

مرزا غالب کی 137 ویں برسی پر

نوائے وقت

ایک ہی لفظ کو باندھا گئے معنی سے!!

مرزا غالب اور فیض احمد فیض

مرزا غالب اور فیض احمد فیض

مرزا غالب اور فیض احمد فیض

نوائے وقت

ایک ہی لفظ کو باندھا گئے معنی سے!!

مرزا غالب اور فیض احمد فیض

مرزا غالب اور فیض احمد فیض

مرزا غالب اور فیض احمد فیض

نوائے وقت

ایک ہی لفظ کو باندھا گئے معنی سے!!

مرزا غالب اور فیض احمد فیض

نوائے وقت

ایک ہی لفظ کو باندھا گئے معنی سے!!

مرزا غالب اور فیض احمد فیض

نوائے وقت

ایک ہی لفظ کو باندھا گئے معنی سے!!

مرزا غالب اور فیض احمد فیض

نوائے وقت

ایک ہی لفظ کو باندھا گئے معنی سے!!

مرزا غالب اور فیض احمد فیض

نوائے وقت

ایک ہی لفظ کو باندھا گئے معنی سے!!

مرزا غالب اور فیض احمد فیض

نوائے وقت

ایک ہی لفظ کو باندھا گئے معنی سے!!

مرزا غالب اور فیض احمد فیض

24 February 2016 (Nawa I Waqt)



نوائے وقت
ادبی صفحہ

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[illegible][illegible][illegible][illegible]

پاکستان کے لیے ایک نیا دور کا آغاز ہے۔

مسیح الدین کی کتاب



سید محمد علی حسینی

[illegible]

ہائو آپ کی یاد میں خصوصی نوٹ

1. Definition
 2. Properties
 3. Examples
 4. Conclusion



آئینہ شریعت

آئینہ شریعت کی تالیف مولانا محمد رفیع الدین صاحب دہلوی نے کی ہے۔ یہ کتاب مسلمانوں کے لیے ایک جامع رہنما ہے جس میں اسلام کی بنیادی تعلیمات، عقائد، عبادات اور معاملات پر روشنی ڈالی گئی ہے۔ اس کی تالیف کا مقصد عام لوگوں کو اسلام کی حقیقت سے واقف کرانے اور ان کی زندگی میں اسلام کی پوری تعلیمات کو نافذ کرنا تھا۔

آئینہ شریعت


آئینہ شریعت کی تالیف مولانا محمد رفیع الدین صاحب دہلوی نے کی ہے۔ یہ کتاب مسلمانوں کے لیے ایک جامع رہنما ہے جس میں اسلام کی بنیادی تعلیمات، عقائد، عبادات اور معاملات پر روشنی ڈالی گئی ہے۔ اس کی تالیف کا مقصد عام لوگوں کو اسلام کی حقیقت سے واقف کرانے اور ان کی زندگی میں اسلام کی پوری تعلیمات کو نافذ کرنا تھا۔



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Handwritten manuscript page with Urdu text. The text is written in a cursive style. A prominent blue header is visible at the top right, containing the text "بسم اللہ الرحمن الرحیم". The page contains several lines of text, some of which are underlined or highlighted. The handwriting is dense and fills most of the page.

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وہاں سے واپس لوٹ کر آئے۔ ان کے ساتھ ایک بڑا سا ڈبہ تھا جس میں وہ اپنے اپنے سامان رکھ رکھاؤ کرتے تھے۔ ان کے سامان میں کپڑے، کھانا، دوا، اور دیگر چیزیں شامل تھیں۔ ان کے ساتھ ایک بڑا سا ڈبہ تھا جس میں وہ اپنے اپنے سامان رکھ رکھاؤ کرتے تھے۔ ان کے سامان میں کپڑے، کھانا، دوا، اور دیگر چیزیں شامل تھیں۔



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تاریخ و تہذیب

1. *Phragmites australis* (Cav.) Trin. ex Steud.
 2. *Scirpus atrovirens* (L.) Link.
 3. *Scirpus americanus* (L.) Link.
 4. *Scirpus setaceus* (L.) Link.
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غالب کے خطوط کی سرودھیاں



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لو اے وقت تصویر کی خبر نامہ





گواہت کے ساتھ اس کی تائید کی جائے گی۔

تعلیمی اداروں کو ادبی گروہ بنائیوں
کے لائق سے دور رکھنا ہوگا!

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نوائے وقت
ادبی صفحہ

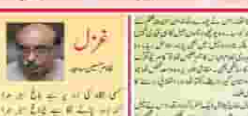
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میرا دغالب اور مشاعروں کا آغاز
گورنمنٹ گرلز کالج کے بعد اگلے کالج برے خواتین میں

انقلابِ حسرتاپ کی سچیز موجودگی نے تحریکِ حسن کو ہمیر کر دیا



درجہ اولیٰ

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کہ میں آج کا جہاد میں اپنی جانوں کا

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مسعود



تاریخ اسلام کے بارے میں جو کچھ لکھا ہے اس سے ظاہر ہے کہ یہ ایک جامع اور مفید کتاب ہے۔

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...میں نے اس کی طرف سے کوئی جواب نہیں دیا۔

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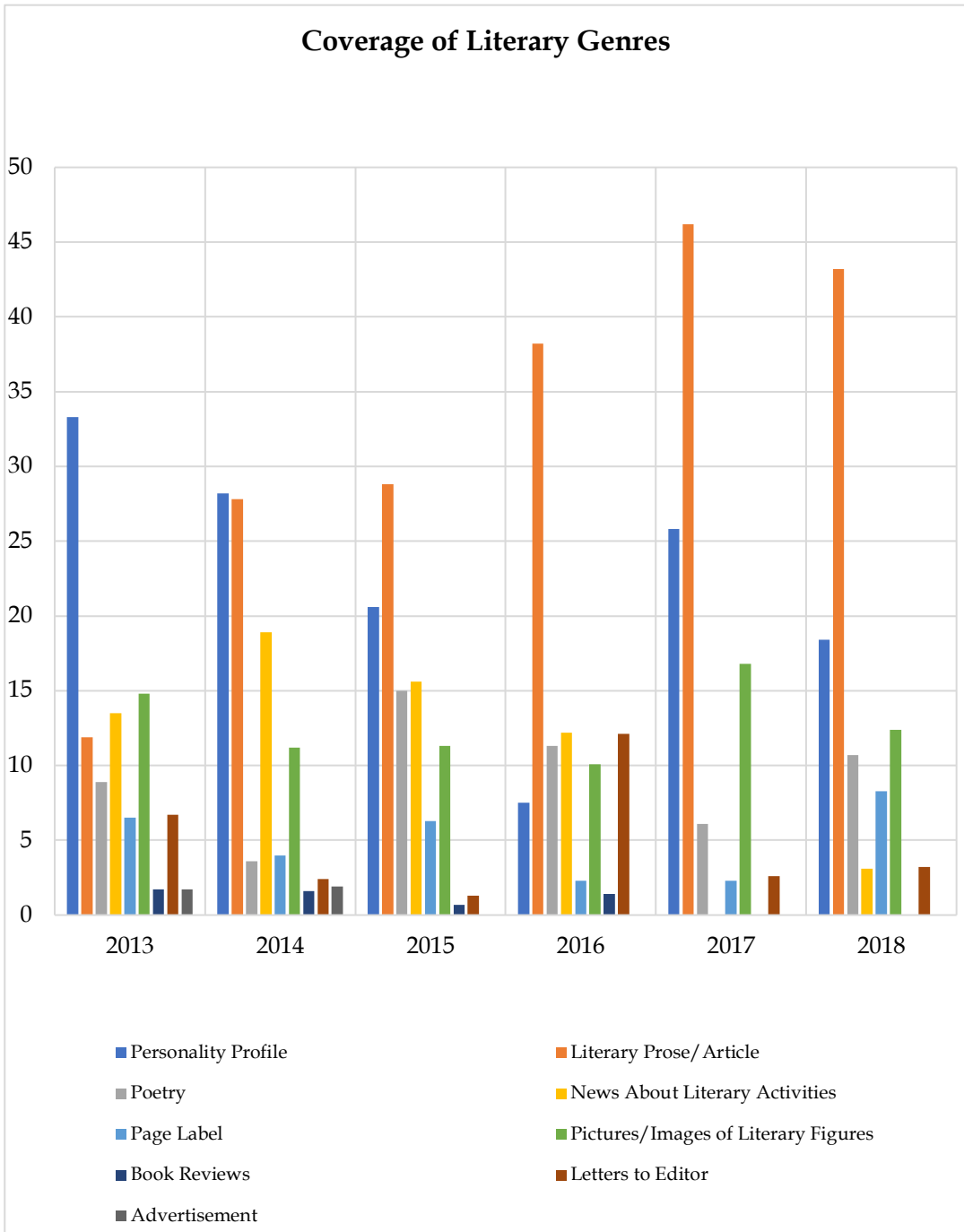


28 February 2018 (Jang)



Appendix C

Coverage of literary genres in national Urdu newspapers in last six years (2013 – 2018)



Comparison of prose and poetry coverage in national Urdu newspapers in last six year (2013 – 2018)

