



# Comparative Study of Editorials of Daily Dawn and Daily the News International Regarding Electricity Crisis of Pakistan

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## Abstract

*This research investigates the editorial coverage of two elite newspapers of Pakistan; Daily the News International and Daily Dawn regarding electricity crisis in Pakistan from June 2010 to May 2011. For this research study, 49 editorials were studied, comprised 648 sentences. Twenty-two editorials (291 sentences) in Daily Dawn and 27 editorials (357 sentences) published in Daily the News International during the proposed period of the study. All editorial sentences are divided into five different categories; Causes, Effects, Reactions, Solutions and Miscellaneous of the electricity crisis according to the nature of data. The study finds out that both newspapers gave 22.06% favourable, 36.57% unfavourable coverage, while 41.35% neutral coverage on the issue which shows that both the newspapers have given more neutral coverage. The researcher used framing theory as a theoretical framework. In light of results, the researcher concluded that the media framed this crisis in a neutral way.*

**Key Words:** Comparison, Coverage, Crisis, Electricity, Newspapers

**Introduction** Energy is the basic need of human being, and no one can live without energy. It makes and develops the infrastructure of any country. The countries who have spare energy can rule the world, today the all game is of energy. Electricity is one of the more desirable sources of energy throughout the world. Unfortunately, Pakistan is facing an electricity crisis due to the gap between demand and supply, management failure and wrong policies of government regarding this crisis. The researcher checks the editorial treatment of two elite newspaper of Pakistan regarding load shedding, outage, and power failure or electricity shortage.

## Shortage of Electricity

Shortfall of electricity is the world's problem. It is becoming worst day by day, especially in developing countries. Electricity shortage actually is a gap between demand and supply. When demand increased, and supply can't meet the demand, the electricity shortage is created.

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## **Shortage of Electricity in the world**

Many countries of the world are suffering load shedding due to the increasing demand for electricity. Lack of sources, mismanagement, lack of infrastructure and lack in the adoption of the latest technologies are the main reasons for electricity shortage in the world, especially in the third world countries. Different countries suffered from electricity shortage in different timings. (watts, 2011)

Some countries and States those suffered electricity shortfall in different times are; California, Nigeria, Bangladesh, India, South Africa, Brazil, Chile & Pakistan.

## **Shortage of Electricity in Pakistan**

Pakistan is facing this problem from 2005 on a large scale. Electricity shortfall reached up to 8500 MW in summer season while 3000 MW in winter and increasing day by day due to mismanagement, demand and wrong policies of government related to electricity. (Dawn.com, 2012)

## **Factors of Electricity Shortage**

There are many factors of electricity shortfall. (Wikipedia.com, 2012) some of these are; Financial barrier, Poor infrastructure, lack of planning, Institutional mismanagement, Wrong policies, Lack of training, Lack of latest technology, Lack of social awareness, Overpopulation, Shortage of water, New connections of the electric meter, Low generation of electricity, lack of dams, Power theft, Line losses and Misuse of available resources.

## **Impacts of Electricity Shortage**

Load shedding is a great curse. It brings untold misery to people belonging to all walks of life whether they are students, patients, businessmen, industrialists, farmers, laborers and mechanics. It has brought agricultural and industrial progress to a standstill.

Foreign investors shun investing money in different fields due to load shedding. Everywhere it has prevailed helplessness and frustration.

Pakistan cannot make progress in any field in the presence of load shedding. Therefore, the government should take all possible measures to end load shedding from the country. And this research “Comparative study of editorials treatment of the Daily Dawn and Daily the News International on electricity crisis in Pakistan” would help out the government communication strategies related to loading shedding campaign in media.

The reason behind the selection of this topic is load shedding has a strong impact on the life of everyman how this issue is portrayed in print media. It is carried under the topic “Comparative study of editorials treatment of the Daily Dawn and Daily the News International on electricity crisis in Pakistan”.

There are many effects of load shedding. (Zainab, 2009). Some main effects of load shedding are; Interruption in health services, Economic and social disorder (inflation, law and order situation), Psychological effects, Delay in industry, Hurdle in the adoption of technology, Effect on education, disturb individual performance, Unemployment, Destruction of the agriculture sector, Disturb basic necessities of life, Hesitation in foreign investment, Protest and boycotts, and Aggression and strife.

### **The demand for Electricity in Pakistan**

Electricity demand is increasing day by day in Pakistan. It is increased by 9.78% over the last five years. Actually, 83.1% of electricity is consumed for domestic use in residential areas. That's why the demand for electricity increased day by day as the population increased. (Saleem, 2011)

According to the ministry of water and power (Oct 2012), the total demand of electricity of Pakistan is 14400 MW while it is generating 11405 MW through different sources like; hydel, thermal, IPPs. So, the total shortfall of electricity in Pakistan is 2995 MW.

### **Brief about Selected Newspapers**

The researcher selects two English newspapers (Daily Dawn and Daily the News International) for the research purpose. Basic introduction of these newspapers is given ahead.

#### **Daily Dawn**

This newspaper is the largest English newspaper in Pakistan. This newspaper was started in 1941 from Delhi to project the Muslims of the subcontinent. Quaid-e-Azam Muhammad Ali Jinnah was the founder of this newspaper. It is published under the Pakistan Herald Publications. It covers all issues of the world. It is a mainstream quality newspaper which has highly educated readership. It is the source of opinion-making of the readers. The editor of the newspaper is Zafar Abbas. It's headquartered is located in Karachi. (Wikipedia.com, 2012)

#### **Policy of the Daily Dawn**

The editorial policy of the Daily Dawn shows that the newspaper is to follow the truth, concerning the important affairs of Pakistan. Its slogan is to believe in equality, objectivity, balance and fairness. It has a fair and free policy regarding commercialism and public interest. (Daily Dawn, 2012)

#### **Daily the News International**

Daily the News International was founded in 1991. It is publishing under the supervision of Mir. Shakil-ur-Rehman. It is a highly circulated English newspaper having 140,000 circulations in different cities of the country. It also has an international edition and is published from the USA & UK. The editor of the Daily News is Shaheen Sehbai, and the headquarter of the newspaper is in Karachi.

## **Policy of Daily the News International**

The news is an objective newspaper. Its policy is the same as the policy of the Daily Jang newspaper. Have the policy to highlight national and international issues. It is strict upon the code of ethics of journalism. The staff members are strictly forced to act upon the policy. Violation of purpose is considered an offence against the ethics of journalism. (The News, 2011)

## **The rationale of the Study**

The electricity crisis has become a burning issue in the country. It affects from individual to the whole community and paralyzes the social life of people. It damages industry, agriculture, health, education, economy, technology and social sector.

Media treats with this issue in different aspects. Some create exaggeration, sensitization while others covered problems of people, protests, boycotts and electricity shortfall during the electricity crisis. The researcher conducted research to check the editorial treatment of the Daily Dawn and the Daily News International on electricity crisis so that the real facts can be dugout and to suggest the newspapers how to cover this kind of issue.

## **Statement of the Problem**

This study has been designed to investigate the comparative study of editorials treatment of Daily Dawn and Daily the News International on electricity crisis in Pakistan.

## **Significance of the Study**

Energy is a lifeline of a nation. The current energy consumption trends in Pakistan are extremely efficient, especially in the domestic sector. Load shedding can be controlled by applying energy-saving methods.

This research study attempts to determine the coverage of mainstream newspapers that how they can be helpful to control an important issue of load shedding. This can be done only throw proper media coverage. This research will be helpful for media practitioners too. This study will be also helpful for the students and researcher in future studies.

This research would also be helpful to explore the unfavourable coverage of electricity crisis and suggestions for the favourable coverage.

## **Objectives of the Study**

As the aim of the study is to explore the role of media in the problem of load shedding, the research has the following objectives.

- To check out how the media frame this issue.
- To explore the coverage of electricity crisis in Pakistani print media.
- To find out the comparative coverage of the Daily Dawn and Daily the News about the electricity crisis.

- To find out the ratio of coverage about the reactions and solutions of the electricity crisis.
- To dig out that to what extent electricity issue is highlighted by Daily Dawn and Daily the News International.
- To find out how much highlighted the causes and effects of load shedding by the mainstream newspapers, Daily Dawn and Daily the News.
- To suggest how the press can be helpful in this kind of issue.

## **Literature Review**

This study is carried out to explore the causes of electricity load shedding problem. Review of literature related to the energy crisis in Pakistan and the world given under. The main focus of the researcher in the literature review is to summarize different researches related to this topic. The overview of some researches is given ahead.

Masood (2012) concluded in his research “Dilemma of third world countries-problems facing Pakistan energy crisis a case-in-point” that third world countries are facing a great problem of load shedding. He explored that the electricity problem is due to the supply and demand gap, energy losses and energy conservations.

Samreen (2010) mentioned in her research “The potential impact of coal on electricity generation and economic growth of Pakistan” that coal is a big source of energy which can be used in electricity generation. She also mentioned that with the use of coal, the economic growth of Pakistan could be increased. The researcher also argued that Pakistan could overcome electricity shortage with the usage of coal.

Munawar (2009) concluded in his research “Energy and renewable energy scenario of Pakistan” that Pakistan should focus on renewable energy as on solar energy, wind energy, micro hydel, and biogas and on geothermal energy. He also suggests in his research that the government should renew his policies.

Ahsan (2012) write down in his research “Power crisis in Pakistan” that Pakistan is facing a huge problem of electricity. He focused on the short term and long-term solutions. He stressed the change in attitude regarding the usage of electricity.

Andrew (2010) examines that if people want to reduce load shedding, they have to make a few changes to their lifestyles as soon as possible.

Javaid (2011) explores in his research “Electrical energy crisis in Pakistan and their possible solutions” that Pakistan is facing the worst electricity shortfall in the present era. The main reason for this shortfall, according to the researcher, is the increment in the demand for electricity. The researcher also presents some solutions in his research as the hydel generation, thermal generation, nuclear power generation, renewable energy, solar energy, wind energy and biomass energy.

Khan (2010) writes down an article on “Pakistan textile industry facing new challenges” and concluded that the Pakistan textile industry is facing new challenges due to the shortage of

electricity. More than 60% of the export in the textile sector decline due to this crisis. This decline increases the inflation rate and decreases the value of Pakistani currency.

Kanti (2011) mentioned in his research “Electricity crisis and load management in Bangladesh” that only 18% of the population is electrified but the population also facing load shedding problem. The reason behind load shedding is mismanagement, declared by the researchers in this article.

Chaudhry (2010) mentioned the reason for the increase in rates of electricity in Pakistan due to the lack of usage of alternative sources in his research “Electricity rates in Pakistan.”

Rafique (2012) concluded in his research “Solution of energy crisis in Pakistan” that electricity is the big challenge for Pakistan. He focused on electricity management as a short- and long-term solution of the electricity crisis.

Chandru (2011) concluded in his article “Electrical crisis in Pakistan and its possible solutions” that power shortage in Pakistan is getting worse day by day, and it is affecting the economy of Pakistan. Government has failed to manage the 46% of the population who have the facility of electricity. The researcher focuses on the wind turbine and solar power as an alternative energy source.

## **Theoretical Framework**

Theoretical framework is a way out according to which a researcher conducts his/her research. This research is conducted on the basis of framing theory.

Framing theory proposed that how to present anything to the audience, it's also called as the frame. This process also influences the choice of people and people that how they process the information. The common use of frame in to check the presentation of news that how the news of any media group is presented and how to convey the information. Actually, framing theory suggests that how to think about the issue but not tell that what to think about like agenda-setting theory.

Framing theory was presented by Goffman in 1974, and this theory is much useful to identify how and in which context a news ore event is represented.

This theory is applied to this research because the researcher has to check in what context the coverage has given by the selected newspapers; Daily Dawn & Daily the News International regarding the electricity crisis of Pakistan. This theory is also helpful to differentiate the favourable, unfavourable and neutral frames given by the selected newspapers during purposed period of research.

## **Hypotheses**

H1: It is more likely that Daily the News International has given more coverage than that of Daily Dawn on the electricity crisis issue.

H2: It is more likely that Daily Dawn has given more coverage to the causes of the issue than that of Daily the News International.

H3: It is more likely that both the newspapers did not present the proper solutions to the issue in their editorials.

H4: The overall ratio of favourable coverage of the electricity crisis would likely to be more in Daily Dawn as compare to Daily the News International

## **Research Methodology**

This study is conducted to check the editorial coverage of the Daily Dawn and Daily the News International about the electricity crisis of Pakistan from June 2010 to May 2011.

## **Research Design**

This research is conducted through content analysis.

Qualitative and quantitative methods are used in the research for analyzing data.

## **Universe**

All editorials of the Daily Dawn and Daily the News International from June 2010 to May 2011 are the universe of the study.

## **Population**

The total population of this research comprised (49 editorials) 648 sentences. Daily Dawn published (22 editorials) 291 sentences while Daily the News published (27 editorials) 357 sentences about the topic.

## **Unit of Analysis**

All sentences of editorials related to electricity published in Daily Dawn and Daily the News International during a selected period of research are taken as the unit of analysis.

## **Sample**

The whole population used in the analysis, so this research is conducted through Census Study.

## **Period of Research**

The period of research comprises 1 year from June 2010 to May 2011.

## **Content Categories**

The researcher conducts this research through content analysis and divided the whole related content into different five categories. According to the nature of the content, these categories are; causes, effects, reactions, solutions, miscellaneous.

The coverage of electricity crisis into valued newspapers of Pakistan has been analyzed according to these slant categories. The researcher divide slant into these categories; favourable, unfavourable and neutral

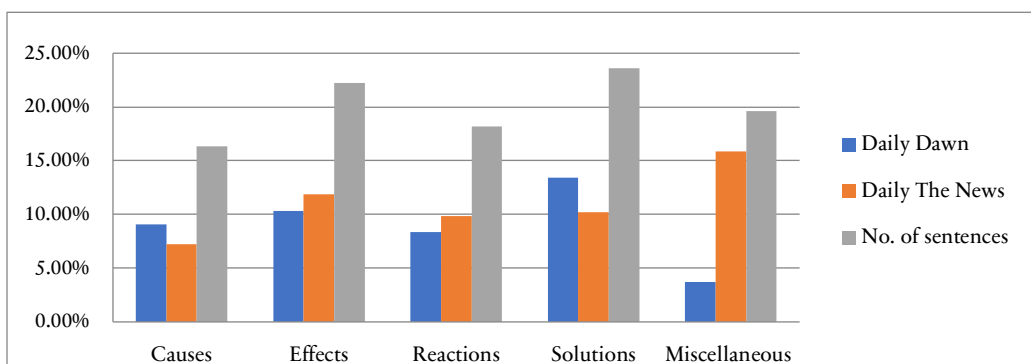
### **Coding Unit**

Sentences related to electricity crisis are helpful for identifying the topic, and the expression of the sentence in the editorials is considered as a coding unit. The favourable sentences about the causes, effects, reactions, solutions and miscellaneous of electricity crisis were coded as the favourable slant. The unfavourable sentences about these categories are coded as unfavourable. All editorials that not highlight the favourable or unfavourable aspects of the crisis are considered as the neutral slant.

### **Results**

The result shows that overall coverage in both newspapers, 41.35% remained neutral, 36.57% unfavourable while 22.06% remained favourable. Findings also show that both newspapers give more coverage on solutions as compare to causes, effects & reactions. Both newspapers gave 153 (23.61%) sentences on the solutions of the electricity crisis while 144 (22.22%) on effects, 118 (18.20%) on reactions and 106 (16.35%) sentences on causes of the electricity crisis in Pakistan. Both newspapers gave 49 editorials comprised 648 sentences on the electricity crisis in the proposed period of research from June 2010 to May 2011. Daily the News International gave more editorial coverage as compare to Daily Dawn. Findings are given ahead in shape to tables and graphs.

### **Comparative Coverage of Daily Dawn and Daily the News International Regarding Electricity Crisis**

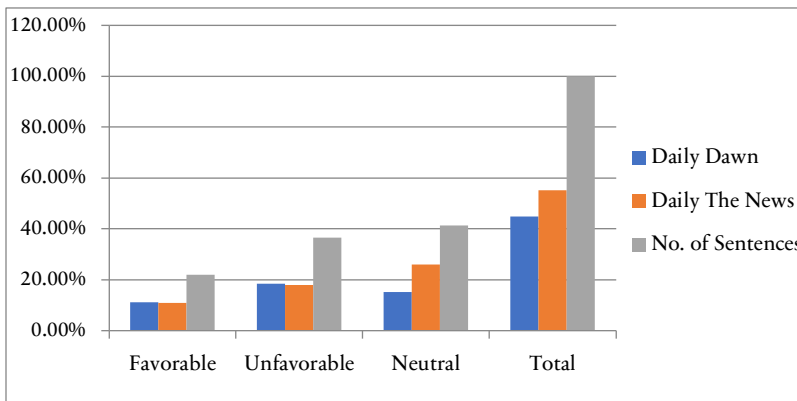


The finding of this graph shows the comparative analysis of the coverage of both newspapers. It shows that Daily the News International has given 357 (55.09%) sentences on the issue in the purposed period of research while Daily Dawn gives 291 (44.90%) sentences which shows that



Daily the News International given 11.81% more coverage than the Daily Dawn. This table shows that Daily Dawn has given 59 sentences while Daily the News International give 47 sentences on the causes of the electricity crisis. It also shows that Daily the News International has given 77 sentences on the effects of the crisis while Daily Dawn has given 67. Both newspapers published 118 sentences on the reactions of the crisis in which 54 given by Daily Dawn and 64 by Daily the News International. The Daily Dawn has given 87 sentences on the solutions of the problem while Daily the News International 66 sentences. One hundred twenty-seven sentences remained miscellaneous in which Daily Dawn given 24 and remaining are given by Daily the News International.

**Slant Wise Comparative Coverage of Daily Dawn and Daily the News International about Electricity Crisis**



This graph shows the slantwise comparative coverage of the selected newspapers about the electricity crisis during the purposed period of research. It shows that Daily Dawn gave more favourable and unfavourable coverage than Daily the News. At the same time, The news gave more neutral coverage than Daily Dawn. It also shows that both newspapers gave 648 sentences in the editorials about the electricity crisis during June 2010 to May 2011 in which Daily Dawn gave 291(44.90%) and Daily the News gave 357(55.09%) sentences. This figure shows that Daily the News gave more coverage on the issue as compare to Daily Dawn.

**Crux of the Study**

Newspapers	Categories	Total Sentences	Favourable	Unfavourable	Neutral
Daily Dawn	Causes	59	13 22.03%	23 38.98%	23 38.98%
	Effects	67	0	67 100%	0
	Reactions	54	3 5.55%	28 51.85%	23 42.59%

Newspapers	Categories	Total Sentences	Favourable	Unfavourable	Neutral
Daily the News International	Solutions	87	56 64.36%	0	31 35.63%
	Miscellaneous	24	0	2 8.33%	22 91.66%
	Causes	47	7 14.89%	25 53.19%	15 31.91%
	Effects	77	0	70 90.91%	7 9.09%
	Reactions	64	14 21.87%	20 31.25%	30 46.87%
	Solutions	66	49 74.24%	0	17 25.75%
	Miscellaneous	103	1 0.97%	2 1.94%	100 97.08%
Total		648	143 22.06%	237 36.57%	268 41.35%

This table highlights the total findings of the research. It shows the number and percentage of sentences about categories; Causes, Effects, Reactions, Solutions, Miscellaneous and slant; Favorable, Unfavorable and neutral in both newspapers during the proposed period of research.

## Conclusion

This research has been conducted to investigate the coverage of Daily Dawn and Daily the News International about the electricity crisis of Pakistan from June 2010 to May 2011. The researcher focused on a variety of research questions and objectives. But the main focus remained on; coverage of electricity crisis, causes of the electricity crisis, effects of the electricity crisis, reactions regarding electricity crisis and solutions about electricity crisis in the elite newspapers of Pakistan.

The researcher focused on to check the editorial coverage of Daily Dawn and Daily the News International about the electricity crisis and explored the realities and solutions of this crisis. This research is based on many research questions, but it focuses on the slant and quantity of coverage. Gathered data showed that both the newspapers gave very less coverage to this issue, and they remained neutral to a greater extent.

The finding showed that both the newspapers published 49 editorials comprised 648 sentences about the electricity crisis during the proposed research period. Daily Dawn published 22 editorials comprised 291(44.90%) sentences while Daily the News published 27 editorials comprised 357(55.09%) sentences which showed that Daily the News give more coverage than

Daily Dawn about the issue. And this data proved the H1 that “It is more likely that Daily the News International has given more coverage than that of Daily Dawn on electricity crisis issue.” The data showed that Daily Dawn published 72(11.11%) favourable sentences, 120(18.51%) unfavourable sentences and 99(15.27%) neutral sentences while Daily the News International published 71(10.95%) favourable sentences, 117(18.05%) unfavourable sentence and 169(26.08%) neutral sentence. The overall coverage of Daily Dawn about the crisis during the proposed period of research remained unfavourable while in Daily the News it remained neutral. Both newspapers published 143(22.06%) favourable, 237(36.57%) unfavourable and 268(41.35%) neutral sentences. It showed that the coverage of the electricity crisis in both newspapers remained neutral.

The findings also support H2 as Daily Dawn gives 59(9.10%) sentences on causes of the issue while Daily the News give 47(7.25%) sentences in this regard. So H2 proved that “It is more likely that Daily Dawn has given more coverage to the causes of the issue than that of Daily the News International.”

The findings do not support H3 that “It is more likely that both the newspapers did not present the proper solutions of the issue in their editorials” because both the newspapers have given sufficient coverage about the crisis. Coverage on the solution about the crisis in both newspapers remained more than any other category of the research.

One of the hypotheses H4 “The overall ratio of favourable coverage of the electricity crisis would be likely to be more in Daily Dawn as compare to Daily the News International” has accepted because Daily Dawn gave 11.11% favourable coverage on the issue while The News International gave 10.95% favourable coverage. So, findings proved the H4.

The overall ratio of coverage about the issue remained unsatisfactory because both newspapers published just 648 sentences in a year as well as it remained neutral as a whole. Daily Dawn criticizes and highlights the unfavourable points of the crisis as compared to Daily the News International.

Findings showed that frames remained neutral on this issue in the perspective of framing theory as both newspapers gave 41.35% neutral coverage which is more than that of favourable and unfavorable coverage.

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