Comparative coverage of missing persons in Pakistan:
A case study of The ‘News’ & The ‘Frontier Post’

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Abstract
This comparative study of elite press discusses the major issue of missing persons in Pakistan. The two national English newspapers the “News” and the ‘Frontier Post’ framed the issue with meaningful identity. Both the News and the Frontier Post are the most prominent newspapers of Pakistan. This content analysis explores the “Number Wise” & “Space Wise” coverage and treatment of newspapers on the front and back pages. Population of this study was all news pictures and stories. This study has been analyzed and presented by using different appropriate descriptive and inferential statistics.

Keywords: Coverage, Missing Persons, Treatment of Newspapers, Pakistan

1. Introduction
Media have the quality to produce the news, entertainment, advertisement, and public relation for masses. The mass media made up of groups of peoples and as with any group communication networks must be established and maintained if a group of people made a practical shape of work in real meaning in fine way (Iqbal, 2009). Mass media play a vital role in creating social relation among the people in the society for better purpose. Media introduces important issues to solve them in the society in fine way. Mass media (electronic & print) has to do well and positive steps on the topic of social issues (missing persons) in the society of Pakistan. According to the study media gives the fruit full information in high definition on the topic of society problem (Black, 1996).

Today’s world is a global village; media limitation is not limited to one society or one area but performs its function in every society in positive way as well as all over the world. Modern age is the age of awareness and entertainment, whole the world to do its role in fine way. Which is named by the media practitioners as “Era of information” today media reaches into every part of the world, our speeches, dreams, beliefs, action, role, attitude and thoughts all based on the imprints of the content that comes to us on TV or in the press (Abbas, 2010). “The News” and “The Frontier Post” are the national news paper of Pakistan. In the Pakistan a large number of people everyday read these papers in high interest on the social issues, because these papers cover the social problem in high definition in positive way. In Pakistan 200000 missing peoples are registered in police department. But actual position is different in Pakistan. We have not see any department to search the missing peoples in fine way, therefore, researcher select this topic for analysis. In the present study researcher has to analyze the coverage and treatment given by the two dailies “The News” and “The Frontier Post” on the topic of missing persons in Pakistan. The case study usually tries to learn and cover all the areas of the study in the form of investigation in high interest for the specific purpose to solve the case over a period of time (Chicago 1998).
1.2 Rationale of English Newspapers for the Study

The national newspapers of the country are either in Urdu or in English language. The regional language newspapers have not yet gained such area of influence as compared to the English and Urdu language newspapers. The English language newspapers are the most prestigious newspapers of the country especially the newspapers of the study i.e. Daily the News and Daily The Frontier Post are the most prominent newspapers of Pakistan. The elite and the influential class of the country including the politicians and bureaucrats always like to read and refer to the English language newspapers, especially the newspapers of the study, being the prominent of all.

1.3 Missing Persons

Pakistan has faces so many problems along with the problem of missing persons in Pakistan. Pakistan is developing country, therefore to solve the issue of missing persons in Pakistan is very important, because a large number of people are still missing in our lovely homeland (Kaul 2008). Missing peoples are those who are suffering in the domain of psychological problems and missing from their home without any information to their home lovers. In my study researcher have conduct research on the topic of missing persons in Pakistan, age level is (10- 25) years Coverage given by the two national dailies of Pakistan, ‘The News ‘& The Frontier Post “.

1.4 Role of International Committee of the Red Cross

The International Committee of the Red Cross (ICRC) is neutral, independent and impartial organization whose mission is to protect the dignity and lives of victims of violence and war, as well as to provide them with cooperation in Pakistan. It directs and coordinates the international relief activities conducted by the different Movement in situations of conflict as well as missing persons all over the world. (Koal 2010)

It also aimed at providing power to prevent suffering by strengthening and promoting universal humanitarian article and humanitarian law, established in 1863, International Red Cross at its origin of ICRC and Red Crescent Movement. International Committee of the Red Cross working in Pakistan for missing persons since in 2007 (Kenneth 1978). There is a report of missing persons in urban setting around the whole world at a given time of the day. In such scenario, each missing person either actually have lost or simply avoiding the caregiver, Main Points of Questions regarding to missing persons in Pakistan.

What types of resources would you like to adopt for the conduct the search, e.g., who or what & what would you use? Where do you intend commence searching?

Missing people are usually found by relatives or friends, or they return on their home, which is termed as “self-rescue.” meant activities associated with searching and rescuing people who were influenced by many disasters. USAR teams were called upon for the assistance of local agencies to deal disasters, such as psychological problems might face in Pakistan. Currently, many USAR teams have fire service. In many parts of Pakistan it Enforcement agency’s jurisdiction takes responsibility to conduct the urban search regarding issues of missing persons in Pakistan, however, other governmental agencies depending on state laws and local protocols. USAR established in Pakistan on 2008. In Pakistan it is deemed essential to resolve the issue of missing persons in great line-up (Ricd, 1989).

1.5 Missing persons position in Pakistan

Edhi foundation, human right organization, police department, & NGO, s are busy to clear up the product of missing persons in Pakistan. Pakistan has faces so many problems along with to said subject to solve out the issue of missing persons in fine way, with the cooperation of international organization. (www.missing person’s .Gove .com)

Categories of Missing Person in Pakistan

1. Highly recommend person
2. psychological problem
To have full understanding on the burning issue of missing individuals, it is quite appropriate to find what risk factors having variety of categories within the missing person’s population in Pakistan. As far as definition of risk factors is concerned it is, those figures or characteristics that, if found for a given individual, rather than someone selected from the population, will result in disorder. It is therefore, risk factor is anything that increases the probability that a person will be more sensitive to specific types of harmful behavior in the society (Stone et al, 1998).

The concepts of ‘voluntary’ or ‘involuntary’ have been extensively used in the literature of Pakistan, particularly as people who are mentally ill can be classified as going missing ‘voluntarily’. In these cases, the people either had no choice or having control over their action and behavior because of having a Problem. Therefore, to resolve the issue, it has been suggested that the concepts of ‘voluntary’ or ‘involuntary’ not be used for missing nesses, common to young people and adults, was proposed. This ranges from unintentional to intentional absence, with intervals spanning ‘decided’ (relationship breakdown, escaping personal problems, violence Problem and mental health problems), (losing contact and a transient lifestyle, which means that people simply lose touch with their families and friends), to ‘unintentional absence’ (Alzheimer’s disease, other mental health problems, accident or misadventure, and miscommunication (Sheraton 2008).

1.6 Problem of Missing Persons in Pakistan
The states do not take such kind of responsibility during the crisis situations and the aftermath of the conflicts in the society, Therefore, some peoples has formulated by the international community to preserve the rights of missing Persons. However, these are only guidelines and not legal bindings. For example, there are principles relating the freedom of movement, humanitarian assistance and political rights etc (Newland, 2003: p. 121). Though, the missing Persons have basic right to resume interaction with supportive social network. However, it is a matter of fact that at the end of the crisis in the country when many people return to their homes, integrate locally or resettle elsewhere, some also prefer remaining in the camps for long time under direct conditions. It also happens that "some people usually become passive and reluctant to take any kind of responsibility for their own lives after such crisis" (Black, 1998).

2. Statement of the Problem
It is also seen that in many cases where huge missing persons are occurring, no appropriate human rights instruments to guarantee the rights and entitlements of the missing Persons have so far been endorsed (Muggah, 2003, p.7). Media content is also influenced by the ideology of the persons or groups who are in power in a society. The Ideology also plays a vital role in the phenomenon of the social problem. So the media accepts the frames imposed by the powerful groups, thus maintaining the dominant ideology of the ruling power. The Treatment of both of the dailies “The News” and “The Frontier Post” on topic of missing persons in Pakistan, on the front page and back page from first January to 31 march 2011.
3. Significant of the Study
The logic behind the selection of this topic is that, newspapers have a great role to analysis the missing person’s situation in Pakistan. Newspaper is attached with over life without any differences and gives the valuable information to all concern. According to my study, the researcher has to conduct study on missing people’s coverage and treatment given by the two elite press the “The News” and “The Frontier Post” as the study relating to the coverage given to the missing persons. In this scenario judging the role and treatment of Pakistani media with special reference of social responsibility theory. The study will be more help full to the media persons, research scholars, media managers and non governmental organizations, especially working in the humanitarian and social sectors.

4. Objectives of the Study
- To know the pro-statements of newspaper on topic of missing persons.
- To know the anti-statement of newspaper on topic of missing persons.
- To know the neutral-statements of newspaper on topic of missing persons.
- To know the total devoted stories of both the elite news papers.
- To know the index of space-wise coverage given the missing persons.
- To know the coverage given to the missing persons in pictures.

5. Research Question
Is there any difference between the coverage and treatment given to the missing persons by the two dailies “The News” and “The Frontier Post”?

6. Review of the Literature
News is basically constructed for the people in a given society. As Shoemaker and Reese (1991) say News is a socially created product, not a reflection of an objective reality. As a socially constructed product News is influencing by a number of factors i.e. political, economic, and ideological and open to a fascinating process of cognition simplification as a result the images we form of thing and people are actually based on mediated reality created by the mass media (Majid & Prasad, 1995). There are many External pressures on media practitioners or journalist that are responsible for the coverage while these may include Government laws and regulation. Some are the pressure point belong more in the realm of government manipulation of the media. Shoemaker and Reese (1914) in fact thousand of government workers and media specialists are engage with the media to manipulate media content for a desired goal (Shoemaker and Reese, 1991). It is a matter of fact that the missing people face different type of causes, some people go out after a short period of time due to payment and some people remain in camps. Some people become passive and reluctant to take any kind of responsibility for this phase after crises (black 1996).

K. Asif, a student representative, condemned the intelligence outfits for their role in extra-judicial arrests and vowed complete support to the families of missing persons on behalf of the students of Islamabad. Next, Zafar Jan, a relative of a Baloch missing person said that armed forces have no legal right to make unnecessary intervention on its own in the affairs of the country until and unless requested by a civil government.(Aliwah 2010). This was followed by a talk by Mrs. Amina Janjua – the wife of Masood Janjua, missing since May 2005, anchorperson of the organization ‘Defence of Human Rights’ and spokesperson of the families of the missing persons. She expressed her concern to lawyers in the UK and the US as well as the chief counsel of missing persons, Shaukat Siddiqui, for their support (Aliwah, 2010). Civil society activist, Ghazala Minallah, empathized highlighted the significance of independent judiciary to safeguard citizen’s rights (The News 2010).

David Perkins (2001) has made a researcher on missing people. David conducted content analyses on elite press. This study framed different aspects of missing people. Attitude: cognition: and behavior. Researcher selected two news papers the Bulge & the mirror. The Bulge has given more coverage to said object in high definition (David, 2001).

Pete Robert (2004) has made an analysis in UK on the topic of missing people character. What type of activity missing people have act in the society. He selected two major news papers the Wall & the...
Fiction. In this study the coverage to missing Persons character (Pete, 2004) Mountain rescue (March 2011) has made a study on children age up to 20 Years in England. This study based on content analyses, to know the Psychological Problem. Researcher selected the two newspaper the Slash & the Time. The Time has giving the more coverage to the psychological problem.

David (2008) conducted a content study on missing persons. How to act in natural setting? Researcher selected two daily newspaper for analyses to know the actual position of Missing Persons on the topic of natural setting to act when they are in the society. The Umpire & the Whittle. The Whittle has giving the more space coverage to the Missing Persons role in natural setting. Dr. Dole in England has made a study on the missing people which are ready to make a suicide attempt in missing situation. This study based on content analyses to know the real situation in the society. He selected two newspaper for analyses. The Light, has giving the more coverage to the Missing persons action in the running society (Dole, 2001). M Deluge (2001) in England has made a survey study on missing people. In this study researcher know the economic problem create the missing activity in the society. He selected two areas for study to know the situation in the natural setting in high demand.

7. Theoretical Framework
The social responsibility theory (SRT) is an extension of the libertarian theory in that the press recognizes that it has a responsibility of society to carry out its essential functions. The social responsibility theory ascribes basically the same six functions to the press as the libertarian theory. The basic principles of the social responsibility theory uphold conflict resolution through discussion, there is a high regard for public opinion, consumer action, and professional ethics and jealous guard over private rights and important social interests. This theory emerged in the United States in the twenty century.

Why the researcher select this theory for topic (Merrial, 1998).

7.1 Conceptual definitions
This type of study acquires very deep thinking and sharp eyes on the all visible and invisible constraints which are faced by the newspaper.

1. Content analysis “Number Wise” & “Space Wise” coverage and treatment of newspapers on the front and back pages. The operational definition of this concept is that to count the total number and measure the space of stories &Pictures to said issue.
2. Treatment of newspapers on missing persons (pro, anti and neutral statements).

7.2 Operational definition
It is the second step after the conceptualization of the concept. Because conceptualization of the concept is just like theory where as the concept is the practical work on the concept.

1. “Number Wise” and “Space Wise” coverage to picture and stories.
The operational definition of this concept is that to count the total number and measure the space of pictures to said issue.

7.3 Validity and Reliability
Special emphasis was made on the Validity and 'Reliability' during the study and especially during the collection and coding of the data. The detail of the tests is given in the following paragraphs.

7.4 Inter-coder and Intra-coder reliability
The Intra-Coder and Inter-Coder reliability tests were conducted with 27 out of the total 270 sample stories, which was 10 percent of the total sample. Equal number of articles was taken from all the two sample newspapers. For establishing reliability, two students of Phil Mass Communication were taken as a Coder. The Inter-Coder reliability between the coder and the researcher was calculated by using the Holsti formula presented in 1969 as below:
Reliability = \( \frac{2M}{N_1+N_2} \)

Here M is the number of coding decisions, which were agreed upon by the two coders and \( N_1 \) and \( N_2 \) are the total number of coding decisions made by the coder and the researcher respectively. The Inter-Coder reliability was established; the researcher proceeded to code all the 270 news items. Furthermore, the Intra-Coder reliability test by using the Holstí’s co-efficient gave 100 percent agreement.

7.5 Hypotheses

Following hypothesis have been formulated to test inferences and reach on certain conclusions.

1. The content wise coverage of “The News” is greater than “The Frontier Post”
2. The space-wise coverage of “The News” to the said issue is greater than “The Frontier Post”
3. The Daily “The News” gives likely more pro statements on the issue.
4. The daily “The Frontier Post” gives likely more anti statements on the issue.

8. METHODOLOGY

Content analysis is a systematic method of analyzing message content. It is a tool for analyzing the messages of different communities. Content analysis examines the communications in its domain in positive and actual way means, objective, systematic, and quantitative description (Bernard Burleson, cited in budd, 1967, p 3). It is a structured document analysis technique in which the researcher first constructs a set of mutually exclusive and exhaustive categories that can be used to analysis documents and then records the frequency with which each of these categories is observed in the documents studied. (Bialy, 1978).

Population of this study was all news pictures and stories of dailies “The Frontier Post” and “The News” during the period from January 2011 to 31 March 2011. Thus the population is comprised of total 90 papers. The time frame of the present study is started from January 2011 to 31 March 2011. Sample frame for the study is prepared by the researcher. All the dates that fall in between January 2011 to 31 March 2011 would have been listed in the frame to draw the sample.

Category system

These categories know the fair inferences are:

1. Date of issue.
2. The number of Pictures and stories.
3. The amount of space in column centimeters.
4. To know the pro statements of newspaper on topic of missing persons.
5. To know the anti statements of newspaper on topic of missing persons.
6. To know the neutral statements on topic of missing persons.

9. Data Analysis

In order to answer the Research Questions and substantiating the Hypotheses, the data in this research study has been analyzed and presented by using different appropriate descriptive and inferential statistics.

<table>
<thead>
<tr>
<th>Month</th>
<th>No of Stories</th>
<th>Space in (cm)</th>
<th>No of Picture</th>
<th>Space in (cm)</th>
<th>Pro</th>
<th>Anti</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>January to 31 March 2011</td>
<td>11</td>
<td>1153.4</td>
<td>5</td>
<td>478.20</td>
<td>11</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>11</td>
<td>1153.4</td>
<td>5</td>
<td>478.20</td>
<td>11</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Finding revealed that news for the stipulated period published total (11) No of stories, & was covered 1153.4 cm & 5 pictures cover 478.20 cm on its front page about the selected issue.

**Table 2. The News (Back Page)**

<table>
<thead>
<tr>
<th>Month</th>
<th>No of Stories</th>
<th>Space in (cm)</th>
<th>No of Picture</th>
<th>Space in (cm)</th>
<th>Pro</th>
<th>Anti</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>January to 31 march 2011</td>
<td>8</td>
<td>868.7</td>
<td>7</td>
<td>733.2</td>
<td>8</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>868.7</td>
<td>7</td>
<td>733.2</td>
<td>8</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Result have been shown that daily “The News” on its back page were published total 8 No of Stories & was covered 868.7 cm &7 pictures for pained as already mentioned earlier on the selected issue, total space spared to the some is observed 733.2 centimeter.

**Daily “The News” front/back page**

Front Page Back Page
O = 1153.4 O = 868.7
E = 2041.1 E = 2041.1

\[
X^2 = \frac{(1153.4 - 2041.1)^2}{2041.1} + \frac{(868.7 - 2041.1)^2}{2041.1}
\]

\[
X^2 = \frac{(887.7)^2}{2041.1} + \frac{(1172.4)^2}{2041.1}
\]

\[
X^2 = \frac{788011.29}{2041.1} + \frac{1374521.8}{2041.1}
\]

\[
X^2 = 2162533.1
\]

\[
X^2 = 1059.49
\]

To explore the differences between the treatment in term of space allotment, by front and back page of the dailies news chi-square was used. The Chi-Square statistics showed that computed value was observed higher than the table value. The difference between the spaces in cm. devoted both by front and back pages was observed very significant. It means that the paper has not been only published more pictures on its front page as compared to back page but also allotted significant space to picture front page.

**Table 3. The Frontier Post (Front Page)**

<table>
<thead>
<tr>
<th>Month</th>
<th>No of Stories</th>
<th>Space in (cm)</th>
<th>No of Picture</th>
<th>Space in (cm)</th>
<th>Pro</th>
<th>Anti</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>January to 31 march 2011</td>
<td>7</td>
<td>755.8</td>
<td>3</td>
<td>283.1</td>
<td>7</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>7</td>
<td>755.8</td>
<td>3</td>
<td>283.1</td>
<td>7</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Data in table 3 showed that ‘The Frontier Post’ for the stipulated period published total 7 No of Stories & the covered space was 755.8cm on its front page about the selected issue. The paper spared 3 Picture & has covered 283.1 cm spaces in centimeters to the published pictures.
Table 4. The Frontier Post (Back Page)

<table>
<thead>
<tr>
<th>Month</th>
<th>No. of Stories</th>
<th>Space in (cm)</th>
<th>No. of Picture</th>
<th>Space in (cm)</th>
<th>Pro</th>
<th>Anti</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>January to 31 March 2011</td>
<td>6</td>
<td>636.6</td>
<td>6</td>
<td>738.0</td>
<td>6</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6</strong></td>
<td><strong>636.6</strong></td>
<td><strong>6</strong></td>
<td><strong>738.0</strong></td>
<td>6</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Result has shown that daily “The Frontier Post” on its back page has published total 6 No of Stories for pained as already mentioned earlier on the selected issue, total space spared was observed 636.6 centimeter. However, it was striking to note that among total 6 pictures & Space is covered 738.0.

### Front Page

<table>
<thead>
<tr>
<th>O</th>
<th>755.8</th>
</tr>
</thead>
<tbody>
<tr>
<td>E</td>
<td>1506.8</td>
</tr>
</tbody>
</table>

\[
X^2 = \frac{(755.8 - 1506.8)^2}{1506.8} + \frac{(738.0 - 1506.8)^2}{1506.8}
\]

\[
X^2 = \frac{(751)^2}{1506.8} + \frac{(786.8)^2}{1506.8}
\]

\[
X^2 = \frac{56401}{1506.8} + \frac{591053.44}{1506.8}
\]

\[
X^2 = 384.4
\]

### Back Page

<table>
<thead>
<tr>
<th>O</th>
<th>738.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>E</td>
<td>1506.8</td>
</tr>
</tbody>
</table>

\[
X^2 = \frac{(738.0 - 1506.8)^2}{1506.8} + \frac{(738.0 - 1506.8)^2}{1506.8}
\]

\[
X^2 = \frac{(751)^2}{1506.8} + \frac{(768.8)^2}{1506.8}
\]

\[
X^2 = \frac{56401}{1506.8} + \frac{591053.44}{1506.8}
\]

\[
X^2 = 766.56
\]

Tabulated value = 3.84
Computed value = 766.56

As computed value (766.56) was greater than the tabulated value (3.84) so the H1 is accepted.

Table 5. Number of stories

<table>
<thead>
<tr>
<th>Papers</th>
<th>No of Stories</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>The News</td>
<td>19</td>
<td>19/32 x100 = 59.375</td>
</tr>
<tr>
<td>The Frontier Post</td>
<td>13</td>
<td>13/32 x100 = 40.625</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32</strong></td>
<td></td>
</tr>
</tbody>
</table>

Table 5 showed that the percentage method of two newspapers. The News has 59.375 percentage & The Frontier Post has covered 40.625 level of percentage.

10. CONCLUSION

This is an exploratory study with the objective to investigate whether there was a difference between the two newspapers in this coverage to Missing Persons in Pakistan. The study has analyzed the content of the prescribed papers on front and back pages of the issues from First January to 31 March 2011. The findings illustrated that these was significant difference between the two newspapers terms
of pictures published on the selected pages. The Frontier Post had given total 32 news pictures, and the News had given 36 news pictures. Therefore, in space wise coverage of total number of all pictures, “The News” had given very much space to said issue. Two key elements make the Framing research significant. First element is that the people never live in the vacuum and the second element is that any fact or news never has a mouth of its own. This phenomenon was named as Agenda Setting by the traditional communication experts, which ultimately led to the concept of framing with not only the concept what to think about but how to think about.

The vast and in-depth study of the news on the front and back pages and treatment of the two sample newspapers i.e. Daily The News and Daily The Frontier Post explored many interesting results and facts about the media treatment of the Missing Persons. This study also explored the role of the press in the crisis situation.

The total number of stories and treatment analyzed in the study is 270. A total of 219 News Stories appeared in the sample newspapers regarding the Missing Persons, during the study period while a total of 51 treatments appeared in the two newspapers. Out of total 270 stories, a total of 84 stories were published in the Frontier Post The News published a total of 101 stories while The News gave space to 85 stories about the missing Persons from in Pakistan. So, it is evident that The News published the largest number of stories while Frontier post published the smallest number of stories about the Missing Persons. It is, therefore, the present research study paid special concentration to the sources used by the media in the social issues of the Pakistan. The study shows that the largest number of stories was initiated from 'Un-Official' sources while the second and third largest source of stories in the study remained as 'Official' and 'Others' respectively.

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