

**ROLE OF MEDIA IN ETHNO-LINGUISTIC POLITICS:
PERCEPTIVE OF STUDENTS IN SINDH PROVINCE,
PAKISTAN**

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ABSTRACT

The aim of the current study is to explore the role of media in ethno-linguistic politics in Pakistan in the perspective of the students of University of Karachi and University of Sindh. The researchers used survey technique for the data collection. The respondents 300 were randomly selected from the total number of university students. Out of 300 respondents the number of Karachi University students in 140 and the rest of students respondent. The researcher analyzed the data through Statistical Package for the Social Sciences (SPSS) (version-19) to eliminate ambiguity in the results.

The results of the study show that the university students preferred newspapers over electronic media. They believed that newspapers given more freedom as compared to electronic media. It is also found that student in both universities consider ethnic issues important. The students also believe that ethnic identity is not against the ideology of Pakistan. Nevertheless, it is also argued by students that declaring Urdu language as national language could be a main cause of disintegration of Pakistan.

It was believed by majority of students that promotion of Urdu as a national language has created a sense of in security among the speakers of other native languages. Most students believe that ethnic politics is useful for solution of problems. These issues have been highlighted in regional press.

Keywords: Role of media, ethnic, language, politics, students, universities, Sindh, Pakistan.

INTRODUCTION

The discipline of mass communication has acquired great importance due to its role in promoting history, culture, language and ideology. The literature review suggested that conflict between Urdu and Sindhi language print media is a result of politics about

ethnic identities. The demand for Pakistan was justified on the basis of Two-nation Theory. After the creation of Pakistan, the Muslim migrated from India to Pakistan. The migration created a change in the politics of new country. However, the language issue was not tackled by state properly. Imposition of Urdu language as a national language caused serious conflict between speakers of Urdu language and the speakers of other regional languages.

The paper explores the policies and attitudes of newspapers towards ethnic differences. The purpose of the study is to discuss the impact of the print media on a regional & national level and to study the message of language as instrument of ethnic propagation. The collected data comprised of the statements used for suppression of indigenous languages in Pakistan, especially in Sindh. The researched is based on understanding the ethnic print media messages which have created a sense of insecurity among the students of the Universities of Sindh, Pakistan. The study will critically examine the responses of university students and the impact of print media messages on ethnic issues. In above terms, the purpose of the project is to help understand the historical perspective, development and conflicts of print media in Sindh.

The media consumption patterns draw the key conclusions for policy experts, media professionals, young generations, students and university authorities. Therefore, the newsprint media businesses consider both, the language and ethnicity issues as the 'agenda of their business.' It would enable academics, researchers, media owners and the general public to construct a future policy framework. The proceedings of this study aims to explore the impact of the newsprint media on students of Universities in Sindh & Karachi University and the impact of Language and Ethnicity issues on their daily lives.

Further the Sindhi and Urdu print media will be discussed and finally a detailed review of the Sindhi media in Sindh is elaborated that how the governments and the state has marginalized and created discrimination against indigenous languages and their media. It is concluded that state has supported the foreign language. Therefore, the indigenous people felt deprivation of their rights. The newspapers identified the conflict and made it their business market. Hence the conflict between Urdu and Sindh print media is a game for capturing the market.

Further the government and state created discrimination on the basis of language and their print media.

The main focus of the study is the understanding of opinion of the Sindhi and Urdu speaking students of the universities of the Sindh province and the pattern their interaction with the newsprint media that how students of universities are affected by the language and ethnicity issues in Sindh. Further it is analyzed that why newsprint media in Sindh considers the students as important audience.

LITERATURE REVIEW

Like the whole of world, mass media or print media has maintained its role and presence in our society. In a basic and simplistic way, print media can be defined as “the industry associated with the printing and distribution of news through newspapers, magazines and books”. Collectively, books, magazines and newspapers are some of the oldest and most basic forms of mass communication. These all sources individually play an important role in daily lives of the readers by providing news, entertainment and information regarding cultural, social and political changes. The print media in single word is called ‘Journalism’, which have different forms and all forms intended with different audience. In contemporary times the ‘prestige’ journalism is serving the role of fourth estate. Largely it is attributed to print media that the government, political parties and influential business companies have used it in the past or are using currently. Tony Harcup¹ defines as, “Journalism is the activity, or product, of journalists or others engaged in the preparation of written, visual, or audio material intended for dissemination through public media with reference to factual, ongoing events of public concern. It is intended to inform society

¹ Tony Harcup has more than 30 years' experience as a staff and freelance journalist on media and he is teacher, supervisor and researcher at the University of Sheffield in the Department of Journalism Studies. Tony's books have been designated essential reading for journalism students throughout the United Kingdom and in many other countries, with his *Journalism: Principles and Practice* being translated into several languages including Chinese, Korean, and Polish etc.

about itself and to make events public that would otherwise remain private” (Harcup, 2009). In contemporary times recently a trial of Bradley Manning has got top stories in the mass media, where a new definition of journalism has been discussed. Bradley Manning’s defense attorney wanted someone to explain the Journalism; they called a legal scholar and expert in networks and Co-director of Berkman Centre for Internet and Society at Harvard. Yochai Benkler² explained to the Court, “Journalism is a network – a network of fourth estate. In this network there are many roles linked together: witnessing, gathering, selecting, authenticating, explaining, distributing.” Benkler said, “Journalism is made up of many things.” The Merriam Dictionary defines the Journalism as, “Collection, preparation, and distribution of news and related commentary and feature materials through media such as pamphlets, newsletters, newspapers, magazines, radio, film, television, and books.” The term was originally applied to the reportage of current events in printed form, specifically newspapers, but in the late 20th century it came to include electronic media as well. It is sometimes used to refer to writing characterized by a direct presentation of facts or description of events without an attempt at interpretation. Colleges and universities confer degrees in journalism and sponsor research in related fields such as media studies and journalism ethics.

Further another definition comes from Philip Babcock Gore as, “(1) (a), The collection and editing of material of current interest for presentation through the media of newspaper, magazines, newsreels, radio or television; (b) the editorial or business management of the newspaper, magazine or other news agency engaged in the collection dissemination of news; (c) an academic study concerned with the collection and editing of news or the editorial or business management of a News medium. (2) Journalistic writing. (a) writing designed for publication in newspaper or popular magazines; (b) writing characteristic by a

² Yochai Benkler is an Israeli-American professor of Law. He is the Berkman Professor of Entrepreneurial Legal Studies at Harvard Law School. In 2006 he wrote a book ‘*The Wealth of Networks*’ and examined the ways in which information technology has transformative consequences for economy and society.

direct presentation of facts or description of events without an attempt at interpretation; (c) writing designed to appeal to current popular taste or current public interest; (3) Newspaper or magazine, and (4) The presentation of events or idea (as in a printing or play) in a manner regarded as similar to that of Journalism”.

Overall the definition and meaning of mass media work is derived from the word journalism. Carl G. Miller has described approaches to Journalism and explained Journalism is the business of timely knowledge; the business of obtaining the necessary facts, of evaluating them carefully, of presenting them fully, and of acting them wisely.

Keeping in view the terms, meanings and definitions of the word it is known that Journalism, journalist, news and print media are very much associated with one another. Further; News is the essence of the journalism and the services or business of the journalism or print media or mass media is based upon the News. The news is defined as, “(1) (a) Report of recent event; new information; fresh tiding. (2) (a) What is reported in a newspaper, news periodical or news broadcast. (b) Matter that is interesting to newspaper readers or news broadcast audiences. (c) Matter that is suitable for news copy. (3) (a) news broadcast. (b) News print. (c) Newspaper. (d) Newscast. (4) (a) News: to tell or repeat as news (it is seeing that the report is inaccurate (b) to tell or report news: Gossip.

The opinion and definition of news in front of Carl G. Miller is as, “News as you may know, is the substance of a newspaper. The Oxford Dictionary has described the news as, “Tiding the reports or accounts of recent events or occurrences, brought or coming to one as a new information; new currencies as a subject of report or talk, (in common use only after 1500); a news messenger. Mass media has got the main place and space in the human life therefore thinkers have discussed it lot. A writer has opinion that News is where you find it. John Hohenberg described the news in his book ‘The News media’ as, “What this means, in short is that the more progressive journalists at length have realized that there are both civic and national responsibilities that come ahead of their normal professional duties. Merely telling and printing the news is not enough. Nor it is sufficient to keep chanting latency about

interpreting the news without finding better people, better ways, more space and more time to do it before a crises makes it imperative.

The media has portrayed itself as a reflection of the society. Media tells what is happening around us. Wherein there is government controlled media and also private owned media, therefore there is always tug of war upon the occupation of masses as their reader and purchaser. It suggests that media companies need a market, a market of identity and ethno-linguistic ideas. In this scenario identity conflicts are published and promoted in the print media for their market. In this regard the identity conflicts are found all over the world and in many countries i.e.; America, India, Nepal, Sri Lanka, Afghanistan, Russia, Central Asia, Iran, Middle East and also in Europe. The political parties and their intellectuals, writers, columnists, reporters and editors of the print media are using the newspaper printing medium as a tool of message. The print medium plays a significant role in the development of the countries and it is a popular means of addressing the political, social, cultural, linguistically, economical and commercial issues to the literate segment of the population. The literacy rate of our country is as low as 35% which means that the most population does not attend the education; specially the higher education. However the most literate segment of the society attending the higher academic institutes; therefore, the students of the universities are a prime target of the print media. Further the politicians, social and religious commentators also intended to convey their messages to the young generations who are literate and energetic for their future and wanted to render their services to the nation. There are more than twenty different languages spoken in the Pakistan. The major languages are; Punjabi, Sindhi, Siraiki, Pashto, Balochi, Brohki and Hindko. In this regard English, Urdu and Sindhi are the only three languages which have academic excellence. These three languages are spoken, written and taught in the schools, colleges and universities. The print media in Pakistan pertains to these three languages, wherein there are about the twelve hundred publications of daily, weekly and monthly periodicity. All of them are published from the capital city of Pakistan, other big cities of provinces and many district headquarters of the country. The newspapers published in English

and Urdu languages are considered as National Press whereas the newspapers published in the Sindhi language are declared as regional Press. (Hijazi, 19940).

The language issue is basic component of the regional loyalties. Indigenous people are still worried about the survival of their languages and their lives. In the year 1971 Sindh Government moved a proposal in Sindh Assembly for adopting “The Sindhi as a Provincial Language” and the bill was passed. Urdu speaking migrants rejected this motion outright and created violence in the major cities of Sindh where they were in majority. Hundreds of people were murdered in riots (Khan, 2004).

Another example of ethnic violence is the Tamil-Sinhali ethno-linguistic fight between immigrants and indigenous people at Sri Lanka (Perera, 1999). Further the Africans are in shadow of conflicts; Edmond J. Keller of Indiana University, Bloomington wrote upon volatile nature of situation ethnically in Africa”. In Uldis Ozolins (1995) in his article “Language Policy and Political Reality” discussed the basic ethnic and structural factors of language in former USSR.

Mass media has got the main place and space in the human life therefore thinkers have discussed it lot. A writer has opinion that News is where you find it.

OBJECTIVES OF THE PRESENT STUDY

- To search out the demographical influence among the students.
- To determine the ethnographical influence on the students.
- To understand and explore the impact of newsprint media messages on the Students of the Universities in Sindh i.e.; Karachi and Sindh.
- To study the impact of published language on their daily lives through empirical examination of the effects of newsprint media on the students of these two Universities of Sindh, Pakistan.
- The specific objectives are; to understand the logic behind the bifurcation of print media by the state in regional & national languages and popular attitude of newspapers towards ethnic differences as a factor in their notion of identity.

HYPOTHESES

- The conflict of Urdu and Sindhi language print media is an indication of identity crises due to mass migration in response of two nation theory.
- The conflict of Urdu and Sindhi news print media is a natural outcome of deliberate imposition of the State policies.
- Print media messages with ethnic undercurrents have created a sense of insecurity among the students of the Universities of Sindh and Karachi.

RESEARCH DESIGN

The researchers used survey technique for the data collection. The respondents 300 were randomly selected from the total number of university students. Out of 300 respondents the number of Karachi University students in 140 and the rest of students respondent. The researcher analyzed the data through SPSS (Version-19) to eliminate ambiguity in the results.

DATA ANALYSIS AND INTERPRETATION

The findings in table 1 indicated that the students of both universities prefer reading newspaper over watching television because press enjoys more freedom than electronic media. Further, Sindh University Students (SUS) believed that print media is free from biasness and state control but Karachi University Students (KUS) claimed that the newspapers were less independent than electronic media. The other important reason for preference over print media for SUS was that it gives more information, however for KUS it was that it gives better local coverage. Moreover the KUS preferred print media because it focuses and highlights lingo-ethnic and youth issues but SUS have less proportion on the lingo-ethnic and youth issues.

TABLE: 1
THE CAUSE OF PREFERENCE TO NEWSPAPER READING OF
THE UNIVERSITIES STUDENTS IN SINDH PROVINCE

Reasons for preference to newspapers	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
It has more freedom than electronic media	43	22.63	48	24.87	62	31.79	45	28.48	91	23.75	107	30.31
It gives more information	41	21.57	43	22.27	51	26.15	51	32.27	84	21.93	102	28.89
It is focusing on language-ethnic issues.	27	14.21	20	10.36	13	06.66	27	1.08	47	12.27	40	11.33
It highlights student/Youth issues	31	16.31	29	20.2	28	14.35	14	08.86	70	18.27	42	11.89
It gives better local coverage	48	25.26	43	22.27	41	21.02	21	13.29	91	23.75	62	17.56

Source: Questionnaire.

Table 2 shows expectations of students from the print media. The results indicate that KUS expect more that print media be neutral. However against it SUS expected more it be free and free reporting than being neutral. In this way the least expected value from both University students was stated that print media avoid yellow journalism. It was further analyzed in the context of gender it was found that female KUS (60.67) expected more than male (45.45) that print media be neutral. Similarly the female SUS (28.26) as well expected more than male (16.84) that print media be neutral.

TABLE: 2
EXPECTATION OF THE UNIVERSITIES STUDENTS FROM MEDIA

Expectations	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Being Neutral	30	45.45	54	60.67	16	16.84	26	28.26	84	56.00	42	22.45
Free and Fair Reporting	21	31.81	28	31.46	69	72.63	46	50.0	49	32.66	115	61.49
Avoid yellow journalism	10	15.15	07	07.86	10	10.52	20	21.73	17	11.33	30	16.04

Source: Questionnaire

The table 3 reveals the significance of language and ethnic issues in opinion of respondents. Accordingly the majority of both University students (57.41) of KUS and (55.61) of SUS thought that language and ethnic issues are important for them. Whereas the proportions of one fourth of both University students (25.80) of KUS and (25.66) of SUS were of the view that language and ethnic issues rather extremely important for them. Thus finding overall concluded that language and ethnicity are very personal sensitive issues for the respondents. Hence the messages regarding ethnicity and language are treated very deliberately in the newspapers.

TABLE: 3
DISTRIBUTION OF RESPONDENTS ACCORDING TO THE IMPORTANT OF LANGUAGE AND ETHNIC ISSUES IN PRINT MEDIA

Importance of Newspapers	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Extremely important	17	25.75	23	25.84	29	30.52	19	20.65	40	25.8	48	25.66
Important	36	54.54	53	59.55	45	47.36	59	64.13	89	57.41	104	55.61
Not at all	13	19.69	13	14.6	21	22.10	14	15.21	26	16.77	35	18.71

Source: Questionnaire.

Moreover to know the reason of language and ethnic issues being important table 4 that shows that the great majority proportions of both University students (67.09) of KUS and (67.91) of SUS concluded that the language and ethnic issues are still unresolved therefore these are important. The second highest proportions of both university students (20.64) of KUS and (19.25) of SUS, however, shared that instead of being unresolved the issues of language and ethnicity are rather ignored. Finally, it is analyzed that students of both universities are impacted greatly by the linguistic and ethnic media messages of the newspapers.

TABLE: 4
VIEW POINT REGARDING THE LANGUAGE AND ETHNIC ISSUES IMPORTANCE FOR THE UNIVERSITIES STUDENTS

Importance of ethnic issues	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
It is un resolved	44	66.66	60	67.41	65	68.42	62	67.39	104	67.09	127	67.91
It is ignored	14	21.21	18	20.22	18	18.94	18	19.56	32	20.64	36	19.25
It is not matter	08	12.12	11	12.35	12	12.63	12	13.04	19	12.25	24	12.83

Source: Questionnaire.

Table 5 demonstrates the opinion of respondents about language and ethnic identity being against ideology of Pakistan. In this way the analyzed findings mentioned that the good majority proportion of both of University students (66.45) of KUS and (67.91) of SUS do not agree with the statement that language and ethnic identity is against the ideology of Pakistan. Moreover those who did not think language and ethnic identity are against Pakistan among them in the context of gender in both universities the proportions of male students were higher than female.

TABLE: 5
DISTRIBUTION OF THE RESPONDENTS TOWARDS THE
LANGUAGE AND ETHNIC IDENTITY AS CAUSE FOR THE
PROMOTION OF IDEOLOGY OF PAKISTAN

Language & Ethnicity	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	07	10.6	14	15.73	13	13.68	14	15.21	21	13.54	27	14.43
Agree	13	19.69	18	20.22	15	15.78	18	19.56	31	20.00	33	17.64
Do not agree	46	69.69	57	64.04	67	70.52	60	65.21	103	66.45	127	67.91

Source: Questionnaire.

The table 6 exemplifies the opinion of students about the attention of the Pakistan government towards the development of indigenous languages. The students of the both universities are in agreement that the government of Pakistan is not paying due attention to the development of the indigenous languages. In context of proportions KUS (76.77) and SUS (78.07) are strongly agreed that government of Pakistan is not giving attention to the development of indigenous languages. Further, (13.54) of KUS and (13.36) of SUS are agreed with the question. Moreover, a little number of students from both universities, as (09.67) of KUS and (08.55) of SUS are not agreed with the quest and have opinion that the government of Pakistan is giving proper attention to the Development of Indigenous languages. Finally, it is analyzed that the students of both universities are strongly in agreement that government is not giving proper attention to the development of the indigenous languages.

TABLE: 6
OPINION OF THE RESPONDENTS REGARDING THE ROLE
OF GOVT. OF PAKISTAN TOWARDS THE DEVELOPMENT OF
INDIGENOUS LANGUAGES

Role of Govt.	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	49	74.24	70	78.65	76	80.00	70	76.08	119	76.77	146	78.07
Agree	10	15.15	11	12.35	11	11.57	14	15.21	121	13.54	25	13.36
Do not agree	07	10.6	08	08.89	08	08.42	08	08.69	15	09.67	16	08.55

Source: Questionnaire.

Table 7 shows the imposition of Urdu language as national language of Pakistan which said to be a main cause of disintegration of Pakistan. In this regard proportion of agreement of both university students is nearer, the percentage of (72.25) of KUS and (75.40) of SUS are strongly agreed. Further a proportion of (16.66) of KUS and (15.50) of SUS are agreed with that the imposition of Urdu as a national language is the main cause of disintegration of Pakistan. Moreover a small number of students from both universities; (10.96) of KSU and (14.43) of SUS do not agree that the Urdu as a national language is main cause of the disintegration of Pakistan.

TABLE: 7
DO YOU AGREE THAT IMPOSITION OF URDU AS A
NATIONAL LANGUAGE IS THE MAIN CAUSE OF
DISINTEGRATION OF PAKISTAN?

Urdu language & disintegration	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	44	66.66	66	74.15	75	78.94	66	71.73	112	72.25	141	75.4
Agree	14	21.21	16	17.97	13	13.68	16	17.39	26	16.66	29	15.5
Do not agree	08	12.12	07	07.86	07	07.36	10	10.86	17	10.96	27	14.43

Source: Questionnaire.

The table 8 illustrates the evaluation of question that whether the Urdu as sole national language has created a sense of insecurity among the speakers of native languages. The proportion (78.06) of KUS and (75.93) of SUS are strongly agreed and further (16.12) of KUS and (13.90) of SUS are agreed that Urdu as sole national language has created a sense of insecurity among the speakers of native languages. Whereas (05.80) of KUS and (10.16) of SUS are not agree. Finally it is analyzed that position of Urdu as sole national language has created a sense of insecurity among the speakers of native languages.

TABLE: 8
THE AGREE OF IMPOSITION OF URDU AS SOLE NATIONAL LANGUAGE CREATES A SENSE OF INSECURITY AMONG THE SPEAKERS OF NATIVE LANGUAGES

Urdu language & sense of insecurity	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	51	77.27	68	76.4	74	77.89	68	73.91	121	78.06	142	75.93
Agree	11	16.66	12	13.48	12	12.63	14	15.21	25	16.12	26	13.9
Do not agree	04	06.06	09	09.11	09	09.47	10	10.86	09	05.8	19	10.16

Source: Questionnaire.

Table 9 demonstrates the relation of Islam as national identity and Urdu as national language, as a binding force for the nations in Pakistan. The data reveals the proportion of respondents as the KUS 78.06% and SUS 74.86% were strongly agreed that the Islam and the Urdu did not prove a binding force for the nations in Pakistan. Whereas, 16.12% of KUS and 16.57% of SUS were agreed and a small number of KUS 05.8% and SUS 08.55% students didn't agree with the question. Finally it was found that the Islam as national identity and Urdu as national language did not prove a binding force for the nations in Pakistan.

TABLE: 9
VIEW POINT OF THE RESPONDENTS ABOUT ISLAM (AS NATIONAL IDENTITY) AND URDU (AS NATIONAL LANGUAGE) BINDING FORCE FOR THE NATIONS IN PAKISTAN

Islam & Urdu	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	51	77.27	70	78.65	68	71.57	72	78.26	121	78.06	140	74.86
Agree	11	16.66	14	15.73	18	18.94	13	14.13	25	16.12	31	16.57
Do not agree	04	06.06	05	05.61	09	09.47	07	07.6	09	05.8	16	08.55

Source: Questionnaire.

The study reveals the significance of language and ethnic politics in resolution of problems. Hence the both University students were strongly agreed. A proportion of 28.38% of KUS and 26.73% of SUS were strongly in favor, whereas a proportion of 65.16% of KUS and 65.67% of SUS were agreed that the language politics helps. Further a 06.48% of KUS and 07.48% of SUS were not agreed that language and ethnic politics cannot help to solve the problems.

TABLE: 10
OPINION OF THE RESPONDENTS TOWARDS THE LANGUAGE AND ETHNIC POLITICS AS SOLUTION OF THE PROBLEM

Language & ethnic politics	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	16	24.24	28	31.46	22	23.15	28	30.43	44	28.38	50	26.73
Agree	44	66.66	57	64.04	63	66.31	60	65.21	101	65.16	123	65.77
Do not agree	06	09.09	04	04.49	10	10.52	04	04.34	10	06.45	14	07.48

Source: Questionnaire.

It is shown in the table with a proportion of 74.19% of KUS and 71.12% of SUS replies that Pakistan is a multi-cultural country, the referred number was strongly agreed, whereas, 17.41% of KUS and 17.11% of SUS were agreed that Pakistan is a multicultural country. Hence against proportion of KUS was 08.38% and SUS was 11.76%. In view of percentage it is found that Pakistan is a multi-cultural country.

TABLE: 11
POINT OF VIEWS OF THE RESPONDENTS THAT PAKISTAN IS A MULTI-CULTURAL COUNTRY

Pakistan: A multi cultural country	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	51	77.27	64	71.91	68	71.57	65	70.65	115	74.19	133	71.12
Agree	11	16.66	16	17.97	16	16.84	16	17.39	27	17.41	32	17.11
Do not agree	04	06.66	09	10.11	11	11.57	11	11.95	13	08.38	22	11.76

Source: Questionnaire.

The proportion of table 12 shows that significance of the indigenous languages in Pakistan. The study reveals that a proportion of 72.9% of KUS and 73.26% of SUS were strongly agreed that Pakistan is a multilingual country. Whereas, 09.67% of KUS and 12.83% of SUS believed that Pakistan is not a multilingual country. Finally in response of the proportions it is observed that Pakistan is a multilingual country.

TABLE: 12
POINT OF VIEWS OF THE RESPONDENTS THAT PAKISTAN
IS A MULTI-LINGUAL COUNTRY

Pakistan: A multi lingual country	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	49	72.24	64	71.91	70	73.68	67	72.82	113	72.9	137	73.26
Agree	10	15.15	17	19.1	13	13.68	13	14.13	27	17.41	26	13.9
Do not agree	07	10.6	08	08.98	12	12.63	12	13.04	15	09.67	24	12.83

Source: Questionnaire.

The detail of the table 13 discusses the impact of migration and unrest between natives and settler peoples. 27.9% of KUS and 24.95% of SUS are strongly agreed and a proportion of 63.87% of KUS and 64.7 of SUS were agreed that internal migration is creating unrest between natives and settlers. Further in against a proportion of 09.03% of KUS and 10.09% of SUS were not agreed. In conclusion it is found that the internal migration is base of unrest between natives and settlers.

TABLE: 13
OPINION OF THE RESPONDENTS REGARDING INTERNAL
MIGRATION AND THE CREATION OF UNREST BETWEEN
NATIVES AND SETTLERS

Impact of migration	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	14	21.21	28	31.46	20	21.05	26	28.26	42	27.09	46	24.95
Agree	48	72.72	51	57.3	65	68.42	56	60.86	99	63.87	121	64.7
Do not agree	04	06.06	10	11.23	10	10.52	10	10.86	14	09.03	20	10.69

Source: Questionnaire.

The table 14 reveals the impact of migration and worries of the natives about their conversion as minority in their own land. The both University students are in agreement that the migration is a major threat to the natives. The finding is stated a good majority of proportion 77.41% of KUS and 73.26% of SUS were strongly agreed, whereas, 13.54 of KUS and 17.11% of SUS were agreed. Hence a proportion of 09.03% of KUS and 09.62% of SUS were not agreed with the question. Finally it is found that the worries of native ethnic groups are genuine and migration is big threat for conversion of them to minority in their own land.

TABLE: 14
OPINION OF THE NATIVE ETHNIC GROUPS AND WORRIED
ABOUT THEIR CONVERSION AS MINORITIES IN THEIR OWN COUNTRY

Ethnic minorities	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	53	80.3	67	75.28	70	73.68	67	72.82	120	77.41	137	73.26
Agree	08	12.12	13	14.6	16	16.84	16	17.39	21	13.54	32	17.11
Do not agree	05	07.57	09	10.11	09	09.47	09	09.78	14	09.03	18	09.62

Source: Questionnaire.

The below table, 15 shows that the ethnic and language politics are the main cause of the unrest in the country. A good majority proportion 68.36% of KUS and 70.05% of SUS strongly agreed and were of the view in study that ethnic and language politics are the main cause of the problems in the country, further 18.06% of KUS and 18.71% of SUS were agreed. Whereas, 13.54% of KUS and 11.22% SUS do not agree with the question. Finally it is found that the ethnic and language politics is a main cause of problems in the country.

TABLE: 15
VIEW POINT OF THE RESPONDENTS ABOUT THE
LANGUAGE AND ETHNIC POLITICS AS THE MAIN CAUSES
OF UNREST IN THE COUNTRY

Ethnic politics & unrest in the country	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	46	69.69	60	67.41	71	74.73	60	65.21	106	68.36	131	70.05
Agree	12	18.18	16	17.97	16	16.84	19	20.65	28	18.06	35	18.71
Do not agree	08	12.12	13	14.6	08	08.42	13	14.13	21	13.54	21	11.22

Source: Questionnaire.

A proportion of 24.51% of KUS and 20.25% of SUS is in strongly agreed, further a good majority proportion 53.22% of KUS and 67.37% of SUS are in agreement. Whether, 18.7% of KUS and 12.83% of SUS did not agree that ethnicity and language are not only binding force for the nation. Finally it is concluded through the data of the above table that language and ethnicity are only binding force for the Nation.

TABLE: 16
POINT OF VIEW OF THE NATIVE ABOUT THE LANGUAGE & ETHNICITY AS THE ONLY BINDING FORCES FOR NATION

Ethnicity: source of unity	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	16	24.24	22	24.71	17	17.89	19	20.65	38	24.51	36	20.25
Agree	41	62.12	57	64.04	67	70.52	59	64.93	98	53.22	126	67.37
Do not agree	09	13.62	10	11.23	11	11.57	14	15.21	29	18.7	24	12.83

Source: Questionnaire.

The table 17 demonstrates the grounds of the market for the newspapers. Keeping in view the study it is revealed that language and ethnic politics are the main grounds for the newspaper marketing. Hence a majority of the respondents were strongly agreed as KUS with 73.0% and SUS with 71.12% replied that language and ethnic politics are the grounds of the marketing of newspapers. It is further observed that 16.66% of KUS and 19.78% of SUS were simple in agreement. Whereas a proportion of 10.31% of KUS and 09.09% of SUS were not in point of view that the newspapers have market with language-ethnic politics. Hence it is revealed that the good majority of the proportions understood that language and ethnic politics are the main ground for their marketing.

TABLE: 17
OPINION OF THE RESPONDENTS ABOUT THE LANGUAGE-ETHNIC POLITICS AS THE MAIN GROUND FOR NEWSPAPER MARKETING

Ethnic politics & news market		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	f	%
34.1	Strongly agree	48	73.03	113	72.9	68	71.57	65	70.65	113	73.0	113	71.12
34.2	Agree	10	17.97	26	16.66	18	18.94	19	20.65	26	16.66	37	19.78
34.3	Do not agree	08	09.0	16	10.32	09	09.47	08	08.69	16	10.32	17	09.09

Source: Questionnaire.

The table 18 has a very important significance related to the attitudes of the newspapers towards language and ethnic issues. The study reveals that a good majority of proportions passed negative remarks that newspapers attitude towards language and ethnic issues is negative. The proportion 58.7% of KUS and 63.1% of the SUS were negative. Whereas a proportion of 18.065 of KUS and 12.8% of SUS were of the thought that attitude of newspapers is positive. Hence 23.22% of KUS and 24.06% of SUS have thought that newspapers are neutral towards language and ethnic issues. Finally it concluded that attitudes of newspapers towards language and ethnic issues are negative.

TABLE: 18
THE ATTITUDE OF NEWSPAPERS TOWARDS THE LANGUAGE AND ETHNIC ISSUES

Attitudes of newspapers	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Positive	17	12.35	28	18.06	13	13.68	11	11.95	28	18.06	24	12.83
Negative	38	59.55	91	58.7	62	65.26	56	60.86	91	58.7	118	63.1
Neutral	11	28.08	36	23.22	20	21.05	25	27.17	36	23.22	45	24.06

Source: Questionnaire.

Table 19 illustrates the quality of language and presentation content of newspaper in news, editorial, columns etc, the study revealed that the language and presentation content of above stated points is low. The majority of proportion from both University students is in agreement that language and presentation has low quality. 53.54% of KUS and 62.56% of SUS thought that language and presentation is low. Whereas 18.06% of KUS and 14.97% of SUS have idea that it is standard quality. Further 28.36% of KUS and 22.45% of SUS have thought that the language and presentation of newspaper content is of average quality.

TABLE: 19
THE LANGUAGE AND PRESENTATION OF NEWSPAPER CONTENT (NEWS, EDITORIALS, AND COLUMNS ETC)

Language & contents of newspapers	Karachi University				Sindh University				Total			
	Male		Female		Male		Female		KU		SU	
	f	%	f	%	f	%	f	%	f	%	f	%
Standard quality	13	19.69	15	22.72	13	13.68	15	16.3	28	18.06	28	14.97
Average quality	17	25.75	27	30.33	20	21.05	22	32.91	44	28.38	42	22.45
Low quality	36	54.54	47	52.8	62	65.26	55	59.78	83	53.54	117	62.56

Source: Questionnaire.

DISCUSSION

A positive role of the Print media is plying a vital role in the development of the social, political, cultural, educational and economical of the country. The present study explored the role of media in the ethno-linguistic politics of the students in the universities level.

The findings of the study revealed that the most of the student of both universities were prefer to read newspaper because it has more freedom than electronic media. As well as the findings points out that KUS expected more that print media be neutral. However against it SUS expected more it be free and free reporting than being neutral. The data also explored that for both the University students of KUS and of SUS thought that language and ethnic issues are important for them. It is also disclosed that majority students of the both University of KUS and of SUS concluded that the language and ethnic issues are still unresolved therefore these are important, it is analyzed that students of both universities are impacted greatly by the linguistic and ethnic media messages of the newspapers.

The results of the study also unveiled that most of the both of University students of KUS and of SUS do not agree with the statement that language and ethnic identity is against the ideology of Pakistan. As well as the findings illustrated the imposition of Urdu language as national language of Pakistan this said to be a main cause of disintegration of Pakistan. In this regard proportions of agreement of both university students is nearer, the percentage of KUS and of SUS are strongly agreed. It is also disclosed that majority of the students of KUS and of SUS are strongly agreed that Urdu as sole national language has created a sense of insecurity among the speakers of native languages while slightly didn't agree.

The findings also confirmed that majority of the respondents as the KUS and SUS students were strongly agreed that the Islam and the Urdu did not prove a binding force for the nations in Pakistan, As well as the results disclosed that a large proportion of the students in the both university were strongly agree with the notion that politics on the base of ethno-linguistic is successful for the solution of the problems in the society.

The study also unveiled that both the University students were agreed that the migration is a major threat to the natives. It is also confirmed that ethnic and language politics are the main cause of the problems in the country. It is found that language and ethnicity are only binding force for the Nation.

The present study also found that a large proportion of the students of the both universities that language and ethnic politics are the main ground for their marketing. The research also explored that slant of the newspapers towards language and ethnic issues are negative, as well as majority of the students viewed that presentation content of newspaper in news, editorial, columns etc has low quality.

CONCLUSION

The image of the print media messages is an almost cyclical result of the state policies started in 1947 to accommodate the Urdu language and media. Wherein the Urdu speaking population is 20.75 % and other language speaking are 12.77 % in the Sindh province. Hence the Sindhi speaking population is in majority and the Sindhi is only language of country, in which a large number of daily newspapers are being published before partition of subcontinent and after creation of Pakistan. Furthermore it is an official language from many centuries and also in colonial period of British Raj. It is revealed that after partition of subcontinent the conflict between Urdu and Sindhi print media in Pakistan is an identity crises due to mass migration in response of two nation theory.

Further the print media is over addressing the questions of Public demand to secure market of their circulation. It is revealed that the conflict of Urdu and Sindhi news print media is deliberate imposition of State due to marginalizing of the Sindhi print media as a regional press and the Urdu as a National press. The content of newsprint media was discussed and it is revealed that the newsprint media messages have a big impact which has created a sense of insecurity among the students of the Universities of Sindh.

RECOMMENDATIONS

- It is suggested that as numerous aspects are attached with impact of media messages regarding academic, career,

language, social, cultural and political issues of the students; those might be kept in further study by the future research scholars.

- The policy makers of the state must stop the bifurcation of the print media in regional & national languages because this bifurcation has pushed the newspapers to publish the ethnic differences to achieve a secure market of their circulation.
- The marginalizing of Sindhi language in the name of regional language and Sindhi print media in the name of regional press must be stopped as it is indigenous and national language and national press of Sindh.
- The media messages published in newspapers regarding identity crises of Urdu or Sindhi language is causes of ethnic conflicts between present residents of Sindh, therefore the humanitarian messages will decrease insecurity among the masses and students of the Universities of Sindh.

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