

NEWSPAPER READING TREND AMONG STUDENTS AND THEIR INTEREST IN POLITICS: A CASE STUDY OF KARACHI UNIVERSITY, PAKISTAN

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Abstract

The aim of the present study was to explore the newspaper readership trend and politics interest particularly in studies duration among the students. For this study the researchers collected data through survey technique from two universities of Sindh province, university of Karachi and university of Sindh. Questionnaire comprising twenty questions was used for data collection, while simple random sample technique was used for the data collection. The researchers used SPSS for the data analysis to ensure impartiality in the findings of the study. The results of the study supported the objectives, and verified the assumptions of the present study. The study revealed that students of Karachi University reading trend are higher than University of Sindh. Among them the male proportion is higher than female students. The findings also disclosed that most of students of both universities were preferred to read daily Dawn as compared to other English newspapers, Khwahis is a local and Jang was chosen as better Urdu newspaper as compare to other Urdu press. The present study also unveiled that both KUS and SUS are in agreement that politics is given sufficient coverage in print media as well as most of the

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students of KUS and SUS approved that newspapers serve as a best source for political. The findings also explored that print media gives more coverage to academics than politics as well as majority of the students of KUS and SUS strongly support the students' politics during studies. The results disclosed that majority of the students of both universities support the idea that academic issues could be solved through political pressure. It is also exposed that campus politics destroy the academic environment of the students.

Keywords: Newspaper reading trends, students' politics, Karchi, Sindh,

INTRODUCTION

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 as well as the 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 proceeding of this study aims to explore the impact of the newsprint media on the Students of Universities in Sindh and the impact of Language and Ethnicity issues on their daily lives.

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, linguistic, 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 education; especially the higher education. However the most literate segment of the society attend 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 intend to convey their messages to the young generations who are literate and energetic for their future and wanted

** Federal Bureau of Statistics 1998

to render their services to the nation. There are more than twenty different languages spoken in Pakistan. The major languages are; Punjabi, Sindhi, Siraiki, Pashto and Balochi, Brohki, 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 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, 1994]

Sindhis are the indigenous people of Sindh with an ancient history; the mother tongue of the people is an index of regional loyalties. After the separation from subcontinent of India in 1947, Pakistan was considered as a country of one nation because India was divided on the basis of two nation theory i.e.; Muslim and Hindu. However a controversy developed very soon when Mr. M.A. Jinnah visited East Pakistan now Bangladesh and in his public speech at Dacca in 1948, he said “now Urdu should be the National language of Pakistan”. Since that day the Sindhi and Bangali people started feeling insecure and they agitated against this undemocratic and illegitimate decision on every corner of life. The second turning point came in 1952, when the first Prime Minister of Pakistan, Mr. Liaqat Ali Khan imposed his orders for Urdu as a single national language of Pakistan upon five nations. In response, the indigenous people of Sindh and Bangal opposed it tooth and nail. The Bangali nation got successful in retaining the status and script of their language. In 1953 Bangali was declared official language of East Pakistan.

The issues of Sindhi, as a national and official language of Sindh was not resolved and the struggle of indigenous people continued. The more fear and tension started in July 1948 when Karachi the capital

city of Sindh province was taken away from Sindh and incorporated as a federally administrated area. In that time Sindhi language was taught in 1300 schools in Karachi city. The newly established Government of Pakistan closed a large number of Sindhi medium schools in Karachi and furthermore converted the Sindhi medium schools into Urdu medium. In October, 1955 Sindh ceased to exist as a province, all the four provinces of West Pakistan were merged into one single province known as "One Unit".

In the Martial Law period of former dictator Field Marshal Ayoub Khan, another tension rose in 1962 when Sindhi language was replaced by Urdu on the recommendations of Education Commission which was held in 1961. In continuation of these decisions the Syndicate of Karachi University banned the teaching and learning in Sindhi language at higher education. During the same period of 1961, the son of General Tikka Khan an Army Core Commander of Hyderabad failed in the examination of Sindhi subject therefore he issued orders to stop the teaching of Sindhi as a subject or medium in public and army schools. In this scenario a language movement took rise in Sindh, all sections of the Sindhi nation came together for their cultural and political rights.

In 1971, first elected and political government was formed in Pakistan under the leadership of Z. A. Bhutto; Sindh Provincial Assembly passed the resolution for Sindhi as Official language of Sindh province. The Urdu speaking immigrants agitated against the democratic decision. They burnt the libraries of Sindhi books and murdered hundreds of native Sindhis. Urdu had the state protection and Sindhis had fear that, they will be clawed under the clutches of an alien language and culture. Indigenous Sindhis had serious grievances against the persistent migration of other ethnic groups, primarily the Urdu speaking Muhajirs. The language issue is basic component of the regional loyalties. Indigenous people are still worried about the survival of their languages and lives as well. In 1971 Sindh Government moved a proposal to Sindh Assembly for adopting "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 those riots⁺⁺. Sindhi Language Bill was considered as a foundation of differences between two linguistic groups in Sindh and Urdu speaking immigrants.

After the death of dictator Zia-ul-Haque when first government of Benazir Bhutto was formed, newspapers grew like mushrooms, particularly in Sindhi Language. Urdu speaking people mostly supported the dictators in the name of Islam and Pakistan. It created psychological war between the supporters of democracy and dictatorship. All dictators and their collaborators worked against the indigenous languages of the country which were given the marginalizing label of “regional language” through this label they tried to reduce the importance of Sindhi language. Sindhi newspapers have been fighting the war of survival against the cold shoulder of Government and their collaborators.

The analysis of the situation of separation of sub continent is typical in the purview of two nation theory. This is totally wrong idea, that there are only two nations in India on religious basis; Hindus and Muslims. Islam and Hinduism, of course, are separate religions but their followers are not in frame of two nations.” One religion can be followed by many nations, as example Islam is a religion that came from Arab countries, all over the world those who follows Islam as a religion are not a nation. Same position of Hinduism is in sub continent, it is the indigenous religion and their followers are from various nations such as Bengali, Gujrati, Punjabi, Sindhi, Nepalese, Tamil, Bihari, Kashmiri, and so on, they are not a nation. India is a multinational, multicultural and multilingual country. Pakistan has the same situation as well, because the cultural identity has no meaning without language. When Urdu was imposed on a new country “Pakistan”, only Bengalis and Sindhis had the strong

⁺⁺ See page 146, Politics of Identity-Ethnic National and the State in Pakistan by Adeel Khan.

objection against this cruel decision, they felt their national identity under threat, they had no need to identify as a new nation but they wanted to retain their identity. Here in Sindh, the Urdu speaking people created a psyche that talking against Urdu is a sin as talking against God and religion. There is constant unrest against the Urdu imperialism in native Sindhi nation. Urdu was imposed on the nations not for a commercial purpose but it was purely a political decision. The majority province Punjab had no way to accept Urdu as a national language. They gave free hand to Urdu community and their writers to build the nation and give hand to indigenous nations but Urdu journalists and writers never supported indigenous nations as well as languages. Urdu journalists and writers played very dirty role, which was played by all intruders through the centuries. They imposed their culture and language on the conquered areas and nations.

The situation in Pakistan is going to be worst day to day. The politically oriented students are not proud of their first identity i.e. Student. But proudly identify themselves as essential part of its cultural heritage by Sindhi ethno nation. The Sindhi Press expressed similar views although the Karachi based Urdu press gave an impression that Urdu rather than Sindhi was acceptable to all the inhabitants of Sindh.

Pakistan is not only a multilingual but also a multinational state. Five indigenous nationalities were defined as Punjabi, Pashtoon, Sindhi, Balochi and of course Bengali. The state always denies the existence of the nationalities and imposed that Pakistan constitutes to one nation i.e. Muslim nation. The identity as a one nation Pakistani can also be called the official point of view. Indigenous people have always declared Urdu as the only devil for their indigenous languages in Pakistan. Language and ethnicity issue is at the heart of Pakistan's most significant political problem particularly in Sindh province. The differences in language and ethnic stock led to disintegration. The issue like the replacement of mother tongue by Urdu language came to force and has gradually come to be a major source of unrest and

hostility. The language issue in Pakistan is about hegemonic and counter-hegemonic movement about compromises and balance between groups. The Urdu speaking minority manipulated the situation and created a fear in the other minority linguistic groups in Sindh and politicized, hired few groups of Punjabis and Pathans to help them in linguistic riots and like a mushroom an organization took birth over night “Mohajir, Punjabi and Pathan Muthada Mahaz” under the leadership of Nawab Muzafar Ahmed Khan.

After the settlement of Indian Muslim immigrants from India in Sindh, the internal immigration started, mostly Punjabis and Pathans were shifted to settle in the cities of Sindh. This politics of language and ethnicity provided an unending platform to news in print media. At present newspapers are most powerful and popular carriers in the province of Sindh. They encourage a sense of linguistic community for their political power as well as marketing. They unconditionally support their language community and reinforce its politics. Newspapers have an open market to encourage an ethno-linguistic community which holds one group together and separates them from another group.

It has been observed that the leading Sindh newspapers focus on the tensions arising from the politics of language, ethnicity and the regional differences. The clear linguistic and ethnic division is the main cause that one group is not accepting the other group in the print media circles. There is a clear division in the cities of Sindh after language and ethnic clashes during 1970-1992. Since the majority of students of the universities are considered as keen readers of newspapers and also because the majority of literate public depends on newsprint media, therefore; the division particularly on the basis of language and ethnicity, create an identity crisis and newspapers are fully promoting the issue. This is the main cause that the newspapers of Sindh focus on tensions arising from politics of language and ethnic difference; it is their main agenda for marketing. The news print media created the whole scenario, because newspapers are very powerful carriers of linguistic traditions. They

identify a language and community, after that reinforce its politics for their market. The Urdu news print media in Sindh province consciously creates such types of atmosphere to develop their market to increase their circulation without realizing that this phenomenon will create a disaster in the multi lingual society of Sindh. Day by day attacks on Sindhi language and undue state support to Urdu language and community have created a hate and sense of insecurity between two communities.

LITERATURE REVIEW

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 journalism and the services or business of 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 (where - ing over the teacups).^{##}"

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

^{##} The Random House Dictionary of the English Language. See page - 1524

^{§§} Carl G., Modern Journalism. See page- 1, Miller

^{***} The Oxford Dictionary; Vol. VII. See page - 119

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.⁺⁺⁺"

Arthur Miller describes the print media and states that, "A good newspaper, I suppose, is a nation talking to itself". However Craig Brown has idea that, Journalism could be described as turning one's enemies into money. When Napoleon Bonaparte has view that, four hostile newspapers are to be feared more than a thousand bayonets. Wherein Will Rogers has point of view that, "I hope we never see the day when a thing is as bad as some of our newspapers make it". Keeping in view the above references and definitions; here history is traced to understand the role of print media in a conflicting society like Sindh, which has a conflict between Urdu and Sindhi press. The same has an impact upon the literate segment like students of the Universities.

The media has portrayed itself as a reflection of the society, what is happening in a society media publishes it or newscasts it as a message. 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

⁺⁺⁺ Flaherty, John F., *Get That Story*; New York. See page - 31

⁺⁺⁺ Hohenberg, John. *The Professional Journalist*. New York: Holt, Rinehart and Winston, 1978. See page - 21

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.

There is 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 1995- Uldis Ozolins in his article "Language Policy and Political Reality" discussed the basic ethnic and structural factors of language in former USSR.

OBJECTIVES OF THE STUDY

- To find out the trends of newspaper reading among the students of Sindh province.
- To search out the acquiring ratio of the students in the Sindh province.
- To explore the gender influence among the students.
- To disclose the ratio of students who read national, regional and local newspapers.
- To find out the students exposure to political issues.
- To determine the print media coverage regarding academic and political issues.
- To investigate the view point of the students regarding campus politics.
- To find out the newspapers coverage regarding students politics.

HYPOTHESES

- The readership ratio of newspapers among male students is more than that of female students.
- Most of the contents of newspapers are consisted of politics rather than academic issues.
- Student politics is better during study time than the leisure time.

RESEARCH METHODOLOGY

As a quantitative methodology, the researchers used survey technique and collected data through a questionnaire comprising 40 questions. Data was collected from 300 student from Karachi university 140 and Sindh University 160 students through simple random sampling. Data was analyzed by the use of SPSS (version-19) to make sure impartiality in the findings of the study.

DATA ANALYSIS AND INTERPRETATION

Table 1: Sample Selection From the Selected Universities

No	University	Population	Sample Selection		
			Male	Female	Total
1	Karachi	10,000			
2	Sindh	11,000	70	70	140
Total			80	80	160
			150	150	300

The study was undertook a representative sample covered approximately 5% of the total population of Sindhi and Urdu speaking students from both the universities i.e. University of Karachi and University of Sindh. Further the findings are compiled on the basis for returned filled questionnaire. Both the universities have their large intake of students and their unique status as the pioneer institutions of the higher education in Sindh after the establishment of

Pakistan. The entire sample was divided into two categories as both the genders; male (M) and female (F) along with ethnic origins i.e.; Sindhi and Urdu. The sample and the size with respect to gender were collected in December 2001 from the selected universities.

Table 2: Distribution of the respondents according to the Newspaper Reading

		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	f	%
6.1	Every day	37	50.06	51	57.30	42	61.76	40	43.47	88	56.77	82	52.22
6.2	A few days a week	23	34.84	33	37.07	44	33.82	44	47.82	56	36.12	67	42.67
6.3	Once a week	06	09.09	05	05.61	03	04.41	05	03.26	11	07.09	08	05.09

The table 2 shows the reading trend among the students of the selected universities. The daily reading of newspapers among the Karachi University is higher (56.77%) than that of the University of Sindh (52.22%). A newspaper reader a few days in a week is higher in University of Sindh (42.67%) than university of Karachi (36.12), while the students who read newspaper once in a week are higher in university of Karachi (07.09%) than university of Sindh (05.09%).

Table 3: Distribution of the respondents according to access to newspaper

		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	F	%
7.1	Buy it your self	18	27.27	04	04.49	28	29.47	04	04.43	88	56.77	32	17.11
7.2	Home delivery	17	25.75	73	82.02	36	37.89	79	85.86	56	36.12	115	61.49
7.3	Read in University library	25	37.87	11	12.35	28	29.47	08	08.69	11	07.09	36	19.25
7.4	Others home	06	09.09	01	01.12	03	03.15	01	01.08	22	14.19	04	02.13

In the context of getting newspaper table 3 indicates that the proportion of those who bought newspapers themselves was higher in Karachi University (56.77) than Sindh University. Whence the proportions of those who got home delivery and read newspapers at library were found higher in Sindh University (61.49 & 19.25) than Karachi University 36.12% & 7.09% respectively. However, regarding reading newspaper at other places than home and library it was observed that the proportion of Karachi University students was higher (14.19) than Sindh University students (2.13). In this way summarily it seems that between both Universities the newspaper subscription is found more among male than female students. However in contrast home delivery is found more among female students than males. Similarly the trend of reading newspaper in the library is found more among male students. Overall it was observed that home delivery of newspaper is higher than other forms of readings i.e. buying oneself, library readership and reading newspaper at other places.

Table 4: Distribution of the respondents according to the Newspaper choice

		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	f	%
8.1	Daily Dawn (ENGLISH)	56	55.44	59	59.0	54	50.0	42	50.0	115	57.21	96	50.0
8.2	The News	16	15.84	23	23.0	17	15.0	10	11.0	39	19.4	27	14.0
	Sunday Times	19	18.81	13	13.0	29	26.0	20	23.0	32	15.92	49	25.0
	Reader Digest	10	09.9	05	05.0	08	07.0	12	14.0	15	07.46	20	10.0
8.3	Daily Kawish (SINDHI)	06	37.5	12	37.5	70	40.69	62	69.66	18	37.5	132	50.57
8.4	Ibrat	05	31.25	05	15.62	25	14.53	09	10.11	10	20.83	34	13.02
	Awami Awaz	02	12.5	10	31.25	56	32.55	03	03.32	12	25.0	59	22.6
	Sham	03	18.75	05	15.62	21	12.2	15	16.85	08	16.66	36	13.79
8.5	Daily Jang (URDU)	53	45.68	74	57.36	46	74.0	20	68.96	127	51.83	06	72.52
8.6	Quomi	28	24.13	30	23.25	09	14.51	04	13.79	58	23.67	13	14.28
	Express	18	15.51	10	07.75	07	11.29	05	17.24	28	11.42	12	13.8
	Ummat	17	14.65	15	11.62					32	13.06		

Table 4 reveals the reading habits of the students in the Universities. The data mentioned that among English newspapers the highest read

newspapers is Daily DAWN. Whereas in Sindhi language newspapers the most read one is Daily KAWISH; and in Urdu newspapers the most read one is Daily JANG. Further it was found that English language newspapers are found higher in Karachi University whereas the readerships of Sindhi and Urdu language newspapers are higher among the students of Sindh University.

Table 5: Distribution of the Respondents According to the Interest in Politics

			Karachi University				Sindh University				Total			
			Male		Female		Male		Female		KU		SU	
			f	%	f	%	F	%	f	%	f	%	f	%
12.1	World Politics	1	21	45.65	40	63.49	60	42.25	50	55.55	61	56	110	47.41
		2	17	36.95	17	26.98	45	31.69	30	33.33	34	31.19	75	32.32
		3	08	17.39	06	09.25	37	26.05	10	11.11	14	12.84	47	20.25
12.2	National Politics	1	41	68.33	45	77.58	55	57.29	45	53.57	86	62.31	100	55.55
		2	12	20.0	29	50.0	27	28.15	25	29.76	41	29.71	52	28.88
		3	07	11.66	04	06.89	14	14.58	14	16.66	11	07.97	28	15.55
12.3	Regional Politics	1	03	10.71	08	27.58	34	47.88	20	39.21	11	19.29	54	44.26
		2	14	50.0	07	24.13	17	23.94	17	33.33	21	36.84	34	27.86
		3	11	39.28	14	48.27	20	28.16	14	27.45	25	43.85	34	27.86
12.4	Local Politics	1	14	37.83	03	8.82	47	53.4	30	49.18	17	23.94	77	51.67
		2	11	29.72	15	44.11	22	25.0	15	24.59	26	36.61	37	24.83
		3	12	32.43	16	47.05	19	21.59	16	26.22	28	39.43	35	23.48
12.5	Campus Politics	1	07	18.42	08	17.77	39	39.0	20	30.76	15	18.07	59	35.75
		2	09	23.66	05	11.11	25	25.0	15	23.07	14	16.86	40	24.24
		3	22	57.89	32	71.11	36	36.0	30	46.15	54	65.06	96	58.18

The table 5 explores the level of politics for which students are seeking in the newspapers. Thus according to the findings mentioned in the table it is analyzed that KUS were impacted more by the world politics (56.00) and national politics (62.31); where they were least influenced by campus (18.07), regional (19.29) and local politics (23.94). In comparison to KUS the SUS were more impacted by local (51.67), regional (44.26) and campus politics (35.75). Summarily, it stands that the students of both Universities are influenced most by the understanding of political levels and impacts.

Table 6: Opinion of the Respondents Regarding the Coverage of Politics in the Newspapers

		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	F	%	f	%	f	%	f	%
17.1	More than Sufficient	10	15.15	23	25.84	10	10.52	50	54.34	33	21.29	60	32.08
17.2	Sufficient	40	60.6	52	58.42	44	46.31	33	35.86	92	59.35	77	41.17
17.3	Not Sufficient	16	24.24	14	15.73	41	43.15	09	09.78	30	19.35	50	26.73

Table 6 demonstrates the level of political coverage which has given in print media; therefore the findings indicated that both KUS and SUS are in agreement that politics is given sufficient coverage in print media. However among the proportions of those who thought that political coverage is not sufficient the percentage of SUS (26.73) was higher than KUS (19.35). It is revealed that the majority of the surveyed students deem that political coverage is sufficient in print media.

Table 7: Opinion of the Respondents regarding the Newspaper as a Main Tool of Politics

		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	f	%
18.1	Strongly agree	12	18.18	15	18.85	24	25.26	48	52.17	27	17.41	72	38.5
18.2	Agree	44	66.66	48	53.93	35	36.84	37	40.21	92	59.35	72	38.5
18.3	Do not agree	10	15.15	26	29.21	36	37.89	07	07.6	36	23.22	43	23.0

The table 7 explores the opinion of the students regarding newspapers being a tool of political parties. Hence the findings mention that the majority of the respondents in KUS (59.21) and the highest proportion SUS (38.50) agreed that newspapers serve as tools of political parties. Moreover, the proportion of almost two fifth (38.50) of the SUS believed more that newspapers are used as tool of dominant political parties and among those the proportion of female students (52.17) was higher than male (25.26). Overall it is found that the majority of students in both Universities firmly believe that newspapers serve as tools of dominant political parties.

Table 8: Opinion of the Respondents Towards the Coverage of Newspaper Regarding Politics and Academic issues

		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	f	%
19.1	Strongly agree	10	15.15	32	35.95	41	43.15	59	64.13	42	27.09	100	53.47
19.2	Agree	42	63.63	44	49.43	27	28.42	21	22.82	86	55.48	48	25.66
19.3	Do not agree	14	21.21	13	14.6	27	28.42	12	13.04	27	17.41	39	20.85

The results of the table 8 illustrate the comparison of coverage between academic and political issues, in this regard the finding revealed that majority of KUS (55.48) agreed that academic issues are given less coverage than politics. Whereas the majority of SUS (53.47) rather strongly agreed that academic issues are ignored in print media on the cost of political issues. Hence the students of both Universities were in agreement that academic issues need coverage equal to political issues.

Table 9: Opinion of the respondents towards students' politics during studies

		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	f	%
37.1	Strongly support	14	21.21	27	30.33	19	20.00	24	26.08	41	26.45	43	22.99
37.2	Support	42	63.63	51	57.3	69	72.63	57	61.95	93	60.00	126	67.37
37.3	Do not support	10	15.15	11	12.35	07	07.36	11	11.95	21	13.54	18	09.62

The table 9 discusses the significance of politics during the time of studies. A majority of the respondents 60.0% of KUS and 67.37% supported the question that politics is important for the students during their period of studies. Further a proportion of 26.45% of KUS and 22.99% of SUS strongly support the student's politics during studies. 13.54% of KUS and 09.62% of SUS did not support the student politics in the universities during their period of studies. Finally it is revealed from the study that student politics is important for students during their period of studies.

Table 10: Opinion of the Respondents Regarding Academic Problems Solution and Political Pressure

		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	F	%	f	%	f	%	f	%
38.1	Strongly Support	10	15.15	26	29.21	19	20.0	22	32.91	36	23.22	41	21.92
38.2	Support	52	78.78	58	65.16	71	74.73	65	70.65	110	70.96	136	72.72
38.3	Do not Support	04	06.06	05	05.61	05	05.26	05	05.43	09	05.8	10	05.34

Table 10 demonstrates the resolution of academic problems of the students through political pressure. It is found that a good majority proportion 70.96% of KUS and 72.72% of SUS were in support of the idea. Hence 23.22% of KUS and 21.92% of SUS were strongly in support of the idea that academic problems can be best solved through political pressure. Responding the question, a small number of proportion 05.8% of KUS and 05.34% of SUS did not support the idea.

Table 11: Opinion of the Respondents towards Campus Politics and its Effects on the Studies

		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	F	%	f	%	f	%	f	%
39.1	Strongly Agree	07	10.60	14	15.73	11	11.57	11	11.95	21	13.54	22	11.67
39.2	Agree	13	19.69	27	30.33	16	16.84	27	29.34	40	25.8	43	23.0
39.3	Do not Agree	46	69.69	48	53.93	68	71.57	54	58.69	94	60.64	122	56.24

The table 11 exemplifies the popular statement that the student politics in campuses has killed the academic environment. The respondents in good majority of proportion have rejected the idea and do not agree in both universities that the student politics has killed the academic environment. A good majority proportion 60.64% of KUS and 56.24% of SUS did not agree that politics has killed the academic environment of the campuses. Further 13.54% of KUS and 11.67% of SUS were strongly in agreement that politics has killed the academic environment. Similarly 25.8% of KUS and 23.0% of SUS are also agreed that student politics has killed the academic environment. It is revealed through study that the student politics on campuses has not killed the academic environment.

DISCUSSION AND CONCLUSION

Effects of the print media can be broadly defined as any change induced directly or indirectly by the recording or reporting of events. The analysis of effects or impact is concerned with the adaptation of attitudes and of behavior of individuals and groups. The process of measuring these effects are immensely complicated, as the ground upon which the measurements are taken is constantly shifting. The actual effect of the print media on audiences, so far as it can be ascertained, is arguably less significant than the perceived effect.

The results of the study revealed that daily reading of newspapers among the Karachi University student is higher than those of the University of Sindh. The findings of the study also disclosed that the proportion of those who bought newspapers themselves was higher in Karachi University than Sindh University. Whence the proportion of those, who got home delivery and read newspapers at library were found higher in Sindh University than Karachi University respectively. In this way summarily it seems that between both Universities the newspaper subscription is found more among male than female students. However in contrast home delivery is found more among female students than males.

The study also revealed English newspaper Daily DAWN has the highest readers, after that Sindhi language newspapers daily Khwaish and in Urdu Jang newspapers are the most read in among the students. The study also explored that both university students have different choices of politics in reading in the newspapers as majority of the university of Sindh students read World politics while university of Karachi students are interested in Local politics news.

The present study also unveiled that both KUS and SUS are in agreement that politics is given sufficient coverage in print media. It is also explored that the majority of the respondents in KUS and the highest proportion of SUS agreed that newspapers serve as a source of political parties. The study also confirmed that print media are giving less coverage to academics as compared to politics. It is also revealed that preponderance of the respondents of KUS and SUS strongly support the student's politics during studies.

The findings explored that most of the student of KUS and SUS were in support of the idea that academic problems can be best solved through political pressure. About the view point about the student politics on campus which destroy the academic environment most of the students of KUS and SUS did not agree that politics has killed the academic environment of the campuses, but a slight portion among them was strongly in agreement that politics has killed the academic environment.

The study confirmed the objectives and hypothesis of the study that male reading portion is more than female students. Most of the contents were consisted on political issues as compared to academic issues, while majority of the students have the view point that student politics is better during studies on the campus.

It is concluded that majority among the students read newspaper in both universities while the statements of both are interested in politics of national and international as well as in the campus politics as they believe that through this they can solve their academic problems on the campus.

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