

## **Traditional Media Use of Journalists and Audiences in Sindh Province, Pakistan**

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### **Abstract**

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Media have become part and parcel in the routines of our everyday life. However, on the other hand media consumers have also become selective in their media preferences and choices to seek information. In this way, this study presents data about media consumption preferences of Sindh journalists and the widely consumed medium in Sindh in the opinion of Sindh journalists in Pakistan. A cross-sectional survey was conducted with a purposive and opportunistic sample of 576 Sindh journalists affiliated with print, electronic and wire-service media organisations. The key findings indicated that in the respect of print media the Sindh journalists preferred most to read newspaper. Whereas, in the perspective of electronic media it was observed that television was the highest consumed medium by the Sindh journalists. Additionally, the sample journalists viewed that among the Sindh audience the most widely consumed news medium is first, newspaper and then television.

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**Keywords:** Sindh journalists, media consumption, traditional media, widely consumed media

### **Introduction**

Generally speaking 'citizens acquire a preference for certain media types over others, as product of social interaction and communication (Tichenor et al., 1980) cited in Althaus L. Scott (2009). Because, 'media play a central role in everyday life and their importance is still increasing' as said Suess Daniel (1998). Therefore, media are naturally incorporated into the everyday routines of life at home (Pasquier Dominique, 1998).

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And about the media consumers it has been put that they have become selective and active participants in the production and generation of media content (Skogerbø & Winsvold, 2011). In this way, this research attempt is to investigate that what are media consumption preferences of journalists in Sindh province, Pakistan, and according to their opinion which is the most widely consumed new medium among Sindh audiences. Moreover, in today's world of Information and Communication Technologies (ICTs) the Sindh journalists and audiences have also a range of media options and choices to seek information. However, against such available diversity of media options, this study focuses only traditional media use preferences and consumption – radio, newspaper, TV and magazine.

### **Literature Review**

Previous studies about consumption and use of media suggest that though the usage of single media is dwindling and the media environment is such where people consume a varied diet of media (Ahlers, 2006), yet available industry data leads us to the conclusion that assumed migration of consumers from traditional news media to the online news media has not taken place (ibid, 2006). Moreover, it is also found that generally media use develops positively to the political efficacy (Lin & Lim, 2002). Particularly, in the perspective of traditional media it is studied that television is said a cheap and intellectually less demanding medium (Vandebosch, 2000). Thus public spends more time viewing television and less time reading print media (Orr, 2005) cited in (Yao, 2008). About socio-demographic variables in media use, it has been observed that they are considered as significant determinants of people's media use (Bourdieu, 1882; McQuail, 1997) cited in (Vandebosch, 2000). That is why 'media consumption becomes fragmented, especially on the basis of age, gender and linguistic ability' as suggest El-Issawi and Georgiou (2010). Thus out of the above referred literature about media consumption, there seems gap that media consumption has hardly been studied particularly in the perspective of journalists. Therefore, this study justified its position that there was a great need to study the traditional media consumption preferences of journalists and audiences in Sindh province, Pakistan.

## Research Questions

Based on above discussion and research gap, following research questions were developed:

- 1: Which news medium is consumed more by Sindh journalists in Pakistan.
- 2: In the opinion of Sindh journalists which medium is consumed more audiences in Sindh province, Pakistan.

## Research Methodology

The data was collected with a self-completed questionnaire that was administered to all accessible media organizations in the Sindh province, Pakistan and in all district-level press clubs. The purposive and an opportunistic sampling technique was used which made it possible to include as many journalists as possible. In addition, the survey included only those journalists who worked regularly for newspapers, magazines, news agencies, television channels and radio stations as reporters, sub-editors or editors. The questionnaire was administered by the field researchers who were available to answer queries over questions and that to collect the filled questionnaires. The questionnaire had a variety of topics related to journalists' careers, training and work experience, the organizations they worked for, their political affiliation, their attitudes to and use of technologies, their press club membership, education level, monthly income and working conditions. Thus a total of 576 working journalists filled questionnaires. The majority (59.0%) of them were accessed at press clubs; whereas the remaining number was accessed at their workplaces (38.0%) and homes 3.0%. Finally, particularly to know that which medium is consumed more by Sindh journalists, a five point ordinal scale ranging from 'very frequently' to 'never' was applied to collect data about their media consumption attitude. And to know that in the opinion of Sindh journalists which medium is widely consumed by audiences in Sindh, simply a question designed on nominal scale was included in the questionnaire having four options of the names of traditional media.

## Results

## Sample Description

**Table 1: Composition of Journalists by Demographic Variables**

	<b>Number</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	565	(98.1)
Female	11	(1.9)
<b>Ethnicity/Mother language</b>		
Sindhi	405	(70.9)
Urdu	104	(18.2)
Siraiki	24	(4.2)
Other	38	(6.7)
<b>Religion</b>		
Muslim	551	(96.7)
Hindu	14	(2.5)
Other	5	(.9)
<b>Level of education</b>		
School	44	(7.7)
College	163	(28.5)
University	365	(63.8)
<b>Mode of education</b>		
As a private student	197	(36.3)
As a regular student	346	(63.7)
<b>Name of academic institute</b>		
University of Sindh, Jamshoro	198	(54.4)
Shah Abdul Latif University, Khairpur	99	(27.2)
University of Karachi, Karachi	48	(13.2)
Other	19	(5.2)
<b>Age</b>		
0-30 years (Young)	239	(42.1)
31-40 years (Mature)	213	(37.5)
Over 40 years (Old)	116	(20.4)
<b>Monthly Income</b>		
Less than 10,000 Rs.	217	(37.7)
Above 10,000 Rs.	168	(29.2)
No answer	76	(13.2)
Put (X) cross symbol	5	(.9)
Commented instead of revealing Income	110	(19.1)

As mentioned in table 1 the typical Sindh journalist was male (98.1%), spoke the Sindhi language (70.9%) and believed in Islam as a religion (96.7%).

Moreover, academically the majority (63.8%) of the Sindh journalists was a university graduate; whereas, the remaining proportion got their final degree from colleges (28.5%) and schools (7.7%). Further, in the perspective of education it was found that the majority (63.7%) had got education as a regular student and the remaining proportion (36.3%) as a private student. In the context of the academic institute, the Sindh journalists who had sought their final degree from university (365), among them the majority (54.4%) had studied from University of Sindh, Jamshoro, and the remaining number from Shah Abdul Latif University, Khairpur (27.2%), University of Karachi (13.2%) and other various universities (5.2%). Moreover, in age the first highest proportion (42.1%) of the sampled Sindh journalists was young - up to 30 years old - and the second highest proportion (37.5%) was between 31 to 40 years old. Finally, in the salary context the highest proportion (37.7%) of the Sindh journalists earned monthly less than 10,000 (ten thousand) PK rupees.

### **Media Consumption Level and Attitude by Sindh Journalists**

One of the key factor to serve as an indicator of the level of professionalism among journalists can be their media consumption level and attitude. In this way according to the findings in table 2 it was observed that between both print and electronic the first highest consumed news medium by the Sindh journalists was newspaper ( $Mdn = 5.00$ ,  $n = 521$ ), about which the proportion of more than a two third majority (67.0%) of the sampled journalists reported to reading a newspaper 'very frequently'. And the second most consumed news medium by the Sindh news-workers was television ( $Mdn = 5.00$ ,  $n = 515$ ), which was viewed 'very frequently' by the majority of over than three fifths (64.5%) proportion of the journalists. However in contrast, the second least consumed news medium by them was magazine ( $Mdn = 3.00$ ,  $n = 443$ ) which was read 'very frequently' just by the proportion of 13.5% journalists. And finally the findings mentioned that the most little consumed mass medium by the journalists in Sindh was radio ( $Mdn = 2.00$ ,  $n = 440$ ), as it was listened to 'very frequently' by the proportion 10.2% journalists. In other words, overall, the findings indicated that in print media the most read mass medium is newspaper (67.0%), whereas in electronic media the most consumed mass medium was television (64.5%).

**Table 2: Composition of the Journalists by Consuming Media 'Very Frequently'**

<i>Media type</i>	<b>N</b>	<b>Median</b>	<b>S<sup>2</sup></b>	<b>Consuming 'Very frequently' (%)</b>
Newspaper	521	5.00	.692	(67.0)
Magazine	443	3.00	1.403	(13.5)
Television	515	5.00	.702	(64.5)
Radio	440	2.00	1.603	(10.20)

Note: For the medians, higher scores equal more consumption. Scale ranges from 5 = *Very frequently* to 1 = *Never*.

Moreover, for further analysis firstly, a Mann-Whitney *U* test was run, which resulted to the following statistically significant differences. First, in the context of journalist type it was found that on average news-reporting journalists ( $Mdn = 5.00$ ,  $S^2 = .61$ ) compared with the newsroom journalists ( $Mdn = 5.00$ ,  $S^2 = .83$ ) were more newspaper readers ( $U = 25377.50$ ,  $z = -3.08$ ,  $p = .002$ ). Second, in the regard of geographic affiliation the rural journalists ( $Mdn = 5.00$ ,  $S^2 = .60$ ) on average were found more newspaper readers ( $Mdn = 5.00$ ,  $S^2 = .80$ ) compared with the urban journalists, ( $U = 29882.500$ ,  $z = -2.42$ ,  $p = .015$ ). Secondly, in the result of running a Kruskal-Wallis Test the following statistically significant differences were found. In the perspective of organisation type wire-service journalists ( $Mdn = 5.00$ ,  $S^2 = .57$ ) compared with the broadcast ( $Mdn = 5.00$ ,  $S^2 = .77$ ) and print journalists ( $Mdn = 5.00$ ,  $S^2 = .65$ ) on average were more newspaper readers  $\chi^2(2, n = 521) = 7.87$ ,  $p = .020$ . However, in television use the broadcast journalists ( $Mdn = 5.00$ ,  $S^2 = .42$ ) compared with the wire-service ( $Mdn = 5.00$ ,  $S^2 = .52$ ) and print media journalists ( $Mdn = 5.00$ ,  $S^2 = 1.56$ ) on average were more TV news viewers  $\chi^2(2, n = 515) = 13.60$ ,  $p = .001$ . In the respect of job seniority, it was observed that in newspaper consumption senior journalists ( $Mdn = 5.00$ ,  $S^2 = .65$ ) compared with the junior ( $Mdn = 5.00$ ,  $S^2 = .90$ ) and cub journalists ( $Mdn = 5.00$ ,  $S^2 = .66$ ) were more newspaper readers,  $\chi^2(2, n = 521) = 5.93$ ,  $p = .051$ . Whereas, in the context of age in television consumption young journalists ( $Mdn = 5.00$ ,  $S^2 = .57$ ) compared with the mature ( $Mdn = 5.00$ ,  $S^2 = .81$ ) and older age journalists ( $Mdn = 5.00$ ,  $S^2 = .77$ ) were more TV news viewers,  $\chi^2(2, n = 509) = 9.05$ ,  $p = .011$ .

### Widely consumed medium in Sindh in the perception of Sindh Journalists

**Table 3: Composition of the Journalists by Media Consumption Related Variables**

<i>Media consumption related variables</i>	<b>Number</b>	<b>Percent (%)</b>
<b>Widely consumed news medium</b>		
Radio	43	8.1
Newspaper	279	52.2
Television	212	39.7
News magazine	0	0.0
<b>Total</b>	<b>534</b>	<b>100.0</b>

In addition to media preference attitude of the Sindh journalists, they were also asked for their view on the most widely consumed news medium in Sindh province (see table 3). In result out of the total of 534 respondents the first highest proportion of over than fifty percent (52.2%) reported 'newspaper' as the most widely consumed news medium in Sindh and the second highest proportion of almost two fifths (39.7%) mentioned 'television' as the most widely consumed news medium. The remaining small proportion (8.1%) of the respondents said that 'radio' is the most widely consumed news medium in Sindh. The survey therefore found that a considerable majority (52.2%) of the journalists perceived that among all traditional media types the most widely consumed news medium was 'newspaper' and the second one television. Additionally, it was also significant to know that no journalist reported that the 'news magazine' was widely consumed news medium in Sindh. In other words, magazine is the least popular traditional news medium in Sindh.

Moreover, (see table 4) in terms of organisation type the print journalists rated to the newspaper as most widely consumed news medium (68.5%) compared with television (52.8%) and radio (58.1%). In contrast the broadcast and wire-service journalists rated to the television as most widely consumed (35.8% and 11.3% respectively) news medium than newspaper (29.4% and 2.2% respectively) and radio (34.9% and 7.0% respectively). Thus the findings indicated that according to the opinion of print journalists, the newspaper was the most widely consumed medium. In contrast, in the perception of broadcast and wire-service news people, television was the most widely consumed news medium. In the context of media ownership the private media journalists viewed that newspaper (97.8%) was greater in news consumption than radio (90.7%) and television (90.6%).

Conversely, the state-run media journalists considered to the television (9.4%) and radio (9.3%) as most widely consumed than newspaper (2.2%). In conclusion, in the opinion of private media journalists the newspaper is the most widely consumed medium; whereas the state-run media journalists viewed that television and radio were more widely consumed news media than the newspaper.

In the regard multi-lingual media the English media journalists, 17.5% chose television as the most widely consumed news medium, higher than radio (7.0%) and newspaper (5.7%). In contrast the Sindhi media journalists chose radio (72.1%) as the most widely-consumed medium, compared with newspaper (67.7%) and television (52.6%). As far as Urdu media journalists are concerned they were of the opinion that television (29.9%) was greater than radio (20.9%) and newspaper (26.5%) in news consumption.

**Table 4: Distribution of the Journalists by Widely Consumed Medium**

<b>Widely consumed news medium in Sindh, province, Pakistan</b>					
<b>Selected variables</b>	<b>Radio (%)</b>	<b>Newspaper (%)</b>	<b>Television (%)</b>	<b>Magazine (%)</b>	<b>Total (%)</b>
<b>Organisation type*</b>					
Print	25(58.1)	191(68.5)	112(52.8)	0(.0)	328(61.4)
Broadcast	15(34.9)	82(29.4)	76(35.8)	0(.0)	173(32.4)
Wire-service	3(7.0)	6(2.2)	24(11.3)	0(.0)	33(6.2)
<b>Total</b>	<b>43(100)</b>	<b>279(100)</b>	<b>212(100)</b>	<b>0(.0)</b>	<b>534(100)</b>
<b>Ownership**</b>					
Private	39(90.7)	273(97.8)	192(90.6)	0(.0)	504(94.4)
Government	4( 9.3)	6( 2.2)	20(9.4)	0(.0)	30(5.6)
<b>Total</b>	<b>43(100)</b>	<b>279(100)</b>	<b>212(100)</b>	<b>0(.0)</b>	<b>534(100)</b>
<b>Media language †</b>					
English	3(7.0)	16(5.7)	37(17.5)	0(.0)	56(10.5)
Sindhi	31(72.1)	189(67.7)	111(52.6)	0(.0)	331(62.1)
Urdu	9(20.9)	74(26.5)	63(29.9)	0(.0)	146(27.4)
<b>Total</b>	<b>43(100)</b>	<b>279(100)</b>	<b>211(100)</b>	<b>0(.0)</b>	<b>533(100)</b>
<b>Geographic affiliation§</b>					
Rural journalist	21(48.8)	172(61.6)	106(50.0)	0(.0)	299(56.0)
Urban journalist	22(51.2)	107(38.4)	106(50.0)	0(.0)	235(44.0)
<b>Total</b>	<b>43(100)</b>	<b>279(100)</b>	<b>212(100)</b>	<b>0(.0)</b>	<b>534(100)</b>

\* $\chi^2 = 22.95$ ,  $p.000$ ,  $df = 4$ ; \*\* $\chi^2 = 13.24$ ,  $p.001$ ,  $df = 2$ ; † $\chi^2 = 22.86$ ,  $p.000$ ,  $df = 4$ ; § $\chi^2 = 7.60$ ,  $p0.022$ ,  $df = 2$ ;



In conclusion the findings showed that the journalists of the various media languages differ greatly in their perception regarding the most widely consumed medium in Sindh. As in the opinion of English-language and Urdu-language media journalists, television was the most widely consumed medium. However, Sindhi-language media journalists believed that radio is the most widely consumed medium in Sindh. Finally, from the perspective of geographic affiliation, among rural journalists the proportion of those who chose newspaper (61.6%) was higher than those who chose radio (48.8%) or television (50.0%); whereas in contrast, among urban journalists the proportions of those who chose television (50.0%) and radio (51.2%) were almost equal and bigger than the proportion of those who chose newspaper. In conclusion in the perception of rural journalists the newspaper is the most widely consumed medium; whereas in contrast among urban journalists television and radio are the most widely consumed news media in Sindh.

### **Concluding Remarks**

As media have a role in our everyday life. And media consumers have become selective and active in preference both medium and contents for information-seeking. In this way, this study presented findings that which is most consumed news medium by journalists themselves in Sindh province, Pakistan, and then in their opinion which is widely consumed medium among the audiences in Sindh. The data collection was conducted by surveying the purposively sampled journalists across the Sindh province. The major findings showed that in the respect of print media, newspaper was the most consumed medium by Sindh journalists, and magazine was the least consumed medium. In contrast, in the context of electronic media the television was the highest consumed medium, and radio was the lowest consumed medium by Sindh journalists. However, overall among all the traditional media, it was found that to seek information the Sindh journalists consumed most tonewspaper, and consumed least to radio medium. Further, the findings indicated that on average compared newsroom the news-reporting journalists read more newspaper. In the media organisation type, it was observed that wire-service journalists on average were more newspaper readers than the broadcast and print journalists. Whereas on the contrary, it was found that on average the electronic media journalists were more television viewers than the print and wire-services journalists.

Additionally, the Sindh journalists were of the opinion that among all the traditional media, the most widely consumed news medium by audiences in Sindh province is newspaper and then television. However against it, the least popular news medium in Sindh is magazine.

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