



Applications of Media Ethics in Pakistan: Examining Journalistic Standards in Mainstream Print Media

Aqeel Ahmed¹, Mudassir Mukhtar², Khalid Sultan³

Abstract

This article focuses on examining the extent to which journalistic standards, a genera of the applied media ethics, have been followed in leading Pakistani English and Urdu newspapers by observing the front pages of four major newspapers; two English (The News and Dawn) and two Urdu (Khabrain and Express) for a period of four months (September–December 2015). The research is an investigation of the construction and placement of headlines and intros, the story structures, photographs and the element of objectivity. Resultantly, the English newspapers are balanced as compared to the Urdu newspapers as the Urdu newspapers look muddled-up by placing content, four-times more than the English ones, on the front pages. Out of 9682 content categories, 80.82% content has been published by the Urdu newspapers, while 19.18% content was placed by the English newspapers on the front pages. Out of a total of 6628 news stories examined in the study, more than 90% stories of the English newspaper completely met the standards in this regard while Urdu newspapers' content remained below 10 percent for the same category. In context of ignoring the standards, none of the stories were witnessed to follow the trend in English newspapers and all content came from the Urdu newspapers. Almost 65 percent photographs in the English newspapers completely met the standards while about 90% photographs in the Urdu newspapers ignore the professional standards.

Keyword: *Professional Standards, Pakistan, English, Urdu, Newspapers, Front Pages*

¹ lecturer at the Department of Mass Communication, National University of Modern Languages, Islamabad., Pakistan

² Assistant Professor at the Department of Mass Communication, National University of Modern Languages, Islamabad, Pakistan

³ Professor and the head of the Department of Mass Communication, National University of Modern Languages, Islamabad, Pakistan

Introduction

Ethics can be defined as enquiry, evaluation and implementation of what constitutes the veracious demeanor and honest character about the paramount prevailing moralities. Ward (2013) suggests the ethical reasoning as how the public interpret, and modify moralities and ideologies with reference to realities, technologies, and the social circumstances. Glover (1999) says that the ethical dimensions keep changing. In the present times, the ethics also cover emerging trends in societies. Steele opines that defining our roles and justifying various structures of practices, especially in journalism have always been a practical activity (Black, Steele, & Barney, 1999) seeking for a reason of their practical applicability. These may include the theoretical aspects of the ideas and approaches to justify the ethical reasons for various practices of journalism. Dworkin is of the view that the focus on the practice of theoretical standards gives us an assurance that the complications are, even logically, genuine not specious (Dworkin, 2000, p. 4).

The practical applications of the ethical standards is a study of various frameworks of values for areas of practices, like the corporate governance, the scientific research and practice (Dimock & Tucker, 2004). Journalistic standards have been genera of the applied media ethics, which probes into the smaller issues about the practice by the journalists in the given situations, and the large-scale matters of what the media personnel are required to do. The journalists being the members of media organizations have various rights, responsibilities and values. As human beings, they fall under universal ethical standards like being

objective by telling truth and shaping information in a manner so as to minimize the harm, and as professionals they are the agenda setters to frame various political and social agenda to influence the public beliefs (Ward, 2009; Elliott, 1986).

In past, the newspapers were considered as the most prestigious of all media that used to maintain and follow professional and ethical standards in all the aspect of news making, design and layout. Due to increased media outlets as well as the unprofessional practitioners in the market, the style and layout of both Urdu and English newspapers have also been transformed. In Pakistan, there appears to be a difference of theory and practice as both Urdu and English newspapers show different trends in following “Professional Standards” in terms of headline, intro, story structure, objectivity in news story, placement of photographs and advertisements. While devising the layout for a newspaper the designers always have alternative layout options at one time which might influence the newspaper readers in a better manner. The layout designers make such assumptions like the readers look at the upper left corner of a newspaper spread in case of English newspaper whereas the upper right corner when they opt to read Urdu dailies. Newspaper layout and design factors have another common conviction that colour grabs the attention of the readers soon as they start looking at newspaper (Akbar et al, 2012; Hall, 1973; Hall, 1980).

This research paper attempts to analyze the professional standards followed by the leading English and Urdu dailies in Pakistan. It aims to develop a quantification system to measure

the professional standards followed by these newspapers. This research paper investigates the extent to which the professional standards regarding the headlines, intros, news story structures and photographs are followed in leading English (Daily The News International and Daily Dawn) and Urdu (Roznama Express and Roznama Khabrain) newspapers during October – December 2015. It also considers the element of objectivity in the news stories of the selected newspapers. By an analysis of the professional standards in the leading English and Urdu newspapers, this research, being unique of its nature, would contribute important data to the field of print media research.

Research Questions

RQ1: What is the difference of meeting/ignoring the professional standards of headlines in the English and Urdu newspapers?

RQ2: What is the difference of meeting/ignoring the professional standards of Intro among the selected English and Urdu Newspapers?

RQ3: What is the extent of meeting/ignoring the standards of photojournalism by the photographs among the English and Urdu newspapers?

RQ4: What is the difference of meeting/ignoring the professional standards of the story structure among the English and Urdu newspapers?

RQ5: What is the extent of observing/ignoring the standards of objectivity by the news stories in the English and Urdu newspapers?

Methodology

Quantitative Content analysis was conducted (Shoemaker & Reese, 1996) to examine the relevant contents in the leading Pakistani English and Urdu newspapers. The period of this research study is four months. The population of this study includes the front pages of Daily The News International, Daily Dawn, Daily Express and Daily Khabrain published during the defined timeline. The timeline of the study is September to December 2015. Headline, lead (intro), photographs, advertisements, story structure of all stories placed on front page, and objectivity observed in the stories placed on front page would be studied in this research. Variables selected for this study are Type of content and Category. This study considers following content of the front pages of the newspapers:

1. Headline
2. Lead(intro)
3. Photo

In this research study Headlines of news stories, Lead Paragraphs (Intros) of the news stories, Advertisement(s) appearing on front page, and Photographs are examined as variables and to measure these variables the entire front page is examined. The content is studied as a category meeting the standard and a category ignoring the standard.

Category 'A' has two values; value 1 is for 'Headline Meeting the Standards' and value 2 is for 'Headline Ignoring the Standards'. Likewise, Category 'B' has two values; value 1 is for 'Lead Paragraph (Intro) Meeting Standards' and value 2 is for 'Lead Paragraph (Intro) Ignoring Standards'. Category 'C' has two

values; value 1 is for Photograph Meeting the Standards and value 2 is for Photograph Ignoring the Standards.

Category A

(a) **Headline Meeting the Standards:**

- a) A headline is considered as meeting the standards if it meets more of the following standards:
- b) It should be the oversized type that labels each story.
- c) It should be present tense and active voice.
- d) It should be a phrase telling the most important information of a news story.
- e) It should be picked from news intro.
- f) It should either be flush-left, banner, cross-line, or inverted pyramid headline
- g) Its size should range from 12-24 point (small headline), 24-48 (mid-sized headline) to 48-72 (large size headline)
- h) It should use 3-30-1 formula of placement

(b) **Headline Ignoring the Standards:**

A headline is considered as ignoring the standards if it ignores more of the following standards:

- a) It should be the oversized type that labels each story.
- b) It should be present tense and active voice.
- c) It should be a phrase telling the most important information of a news story.
- d) It should be picked from news intro.
- e) It should either be flush-left, banner, cross-line, or inverted pyramid headline

Journal of Media Studies 35(2)

- f) Its size should range from 12-24 point (small headline), 24-48 (mid-sized headline) to 48-72 (large size headline)
- g) It should use 3-30-1 formula of placement

Category B

(a) Lead Paragraph (Intro) Meeting the Standards

A lead paragraph (intro) is considered as meeting the standards if it meets more of the following standards:

- a) It should be the opening sentence of the news story
- b) It should not be more than 20 words
- c) It should summarize the story
- d) It should follow inverted pyramid style
- e) It should be according to Rudyard Kipling's formula

(b) Lead Paragraph (Intro) Ignoring Professional Standards

A lead paragraph (intro) is considered as ignoring the standards if it ignores more of the following standards:

- a) It should be the opening sentence of the news story
- b) It should not be more than 20 words
- c) It should summarize the story
- d) It should follow inverted pyramid style
- e) It should be according to Rudyard Kipling's formula

Category C

(a) Photograph Meeting the Standards

A photograph is considered as meeting the standards if it meets more of the following standards:

- a) It should either be horizontal, square or vertical in shape.
- b) It should tell a story

- c) It should have a clean, clear center of interest
- d) It should have cutline
- e) It should be bordered
- f) It should interpret the reality

(b) Photograph Ignoring the Standards

A photograph is considered as ignoring the standards if it ignores more of the following standards:

- a) It should either be horizontal, square or vertical in shape.
- b) It should tell a story
- c) It should have a clean, clear center of interest
- d) It should have cutline
- e) It should be bordered
- f) It should interpret reality

Category D

(a) Story Structure Meeting the Standards

The news story structure is considered as meeting the standards if it meets more of the following standards:

- a) The news story should be written in the inverted pyramid style.
- b) It should be according to Rudyard Kipling's formula.
- c) It should include headline, lead, back up to lead, direct quotations/paraphrased quotations/attributions, and the nut graph to give a complete look of a news story.
- d) Personal opinion should not be the part of news story.
- e) Fact and figures must be accurate.
- f) Objectivity must be observed while writing the story.

Journal of Media Studies 35(2)

g) It should follow KISS principle of news writing.

(b) Story Structure Ignoring the Standards

The news story structure is considered as ignoring the standards if it ignores more of the following standards:

- a) The news story should be written in the inverted pyramid style.
- b) It should be according to Rudyard Kipling's formula.
- c) It should include headline, lead, back up to lead, direct quotations/paraphrased quotations/attributions, and the nut graph to give a complete look of a news story.
- d) Personal opinion should not be the part of news story.
- e) Fact and figures must be accurate.
- f) Objectivity must be observed while writing the story.
- g) It should follow KISS principle of news writing.

Category E

(a) News Stories Meeting Objectivity

The news stories are considered as meeting the standards of objectivity if more of the following standards are met:

- a) The news story is depersonalized.
- b) The news story is balanced.
- c) There must be a transparent approach to evidence – precisely so that personal and cultural biases would not undermine the accuracy of their work.
- d) Facts and figures must be accurately presented in the news stories.

- e) Impartiality must be observed in the news story (there must be clear difference of presentation of news and opinion).

(b) News Stories Ignoring Objectivity

The news stories are considered as ignoring the standards of objectivity if more of the following standards are ignored:

- a) The news story is depersonalized.
- b) The news story is balanced.
- c) There must be a transparent approach to evidence – precisely so that personal and cultural biases would not undermine the accuracy of their work.
- d) Facts and figures must be accurately presented in the news stories.
- e) Impartiality must be observed in the news story (there must be clear difference of presentation of news and opinion).

Data Analysis & Discussion

The frequency of overall content categories analyzed in this study was 9682, out of which, 3419 (35.31%) were from Daily Express, 4406 (45.51%) were from Khabrain, 953 (9.84%) were from Daily The News, and 904 (9.34%) were from Daily Dawn (Figure 1). Collectively the four newspapers published 6628 stories out of which 596 (9.23 %) were from Daily Dawn, 3090 (47.87%) were from Daily Khabrain, 2283 (34.44%) were from Daily Express and The News published 659 (9.94%) stories. Overall the four newspapers published 2260 photographs out of which 151 (6.68%) from Daily Dawn, 1062 (47%) Daily Khabrain, 913 (40.40%) from Daily Express and The News published 134 (5.93%) photographs.

Table 1. Frequency of Content on Front Pages of The Selected Newspapers During October-December 2015

Newspaper	Frequency
The News	10%
Dawn	9%
Khabrain	46%
Express	35%

Q1. What is the difference of meeting/ignoring the professional standards of headlines in the English and Urdu newspapers?

Out of 1221 headlines completely meeting the standards, 1129/1255 (89.96%) appeared in the English newspapers and 92/5373 (1.71%) were published in Urdu newspapers.

The Category 'Headlines Extensively Meeting the Standards', considered 1106 headlines among which 82/1255 (6.53%) headlines were published by the English newspapers whereas 1024/5373 (19.06%) appeared in the Urdu Newspapers (Table 2).

A total of 1450 headlines were taken into account in the category of Headlines Considerably Meeting the Standards. English newspapers published 24 (1.91%) headlines while Urdu newspapers placed 1426 (26.54%) in the same category (Table 2).

The overall headlines in Headlines Slightly Meeting the Standards were 838. The English newspapers published 20 (1.59%) while the Urdu dailies 818 (15.22%) headlines (Table 2).

Headlines ignoring the standards were 2013 out of which English newspapers did not publish any headline. All of the headlines in this category were published by the Urdu newspapers (Table 2).

Table 2: Difference of the Meeting/Ignoring the Professional Standards of Headlines in the Selected Urdu and English Newspapers

Variable	Newspapers/ Professional Standards	English Newspaper	Urdu Newspapers	Total No. of Headlines	
Headline	Headlines Completely Meeting the Standards	1129(89.96%)	92 (1.71%)	1221	
	Headlines Extensively Meeting the Standards	82(6.53%)	1024 (19.06%)	1106	
	Headlines Considerably Meeting the Standards	24(1.91%)	1426 (26.54%)	1450	
	Headlines Slightly Meeting the Standards	20(1.59%)	818 (15.22%)	838	
	Headlines Ignoring the Standards	00(%)	2013 (37.47%)	2013	
	Intro	Intros Completely Meeting the Standards	1021 (81.35%)	40 (0.74%)	1057
		Intros Extensively Meeting the Standards	209 (16.65%)	292 (5.43%)	501
Intros Considerably Meeting the Standards		05 (0.40%)	792 (14.74%)	797	
Intros Slightly Meeting the Standards		12 (0.96%)	2831 (52.09%)	2843	
Intros Ignoring the Standards		08 (0.64%)	1418 (26.39%)	1426	
News Story Structure		News Stories Completely Meeting the Standards of Story Structure	1129 (89.96%)	92 (1.71%)	1221
		News Stories Extensively Meeting the Standards of Story Structure	82 (6.53%)	1024 (19.06%)	1106
	News Stories Considerably Meeting the Standards of Story Structure	24 (1.91%)	1426 (26.54%)	1450	
	News Stories Slightly Meeting the Standards of Story Structure	20 (1.59%)	818 (15.24%)	838	
	News Stories Ignoring the Standards of Story Structure	00 (0.00%)	2013 (37.47%)	2013	

It is generally said that the headline should be a phrase telling the most important information from that news story. It also said that the headline should not exceed the one third of the whole display. A total of 6628 news stories were examined for the study of headlines. Trends regarding the construction and placement of headlines in both the English and Urdu newspapers were also found different. The English newspapers are closer to following the professional standards of headlines while the Urdu newspapers violate more rules regarding the headline construction and placement. For example, the lead story of the Urdu newspapers always cover more than 70% of the whole display.

Q.2. What is the difference of meeting/ignoring the professional standards of Intro among the selected English and Urdu Newspapers?

A total of 6628 news stories of both the English and Urdu newspapers were examined. From among them, 1061 intros completely meeting the standards. Out of these, 1021 (81.35%) were published in the English newspapers while the Urdu newspapers published only 40 (0.74%) (Table 3).

Out of 501 news intros extensively meeting the standards, the English and Urdu newspapers published 209 (16.65%) and 292 (5.43) intros respectively (Table 3).

From the 797 intros considerably meeting the standards, the English newspapers published only 05 (0.40%) intros while 792 (14.74%) were placed by the Urdu newspapers (Table 3).

The English newspapers published 12 (0.96%) while the Urdu 22831 (52.09%) intros slightly meeting the standards totaling 2843 (Table 3).

Only 08 (0.64%) of the English newspaper intros ignored the standards while 1418 (26.39%) out of 1426 intros ignoring the standards belonged to the Urdu newspapers (Table 3).

Table 3: Analysis of Professional Standards of Intro in the Selected Urdu and English Newspapers

Newspapers / Professional Standards	English Newspapers	Urdu Newspapers	Total No. of Intros
Intros Completely Meeting the Standards	1021 (81.35%)	40 (0.74%)	1057
Intros Extensively Meeting the Standards	209 (16.65%)	292 (5.43%)	501
Intros Considerably Meeting the Standards	05 (0.40%)	792 (14.74%)	797
Intros Slightly Meeting the Standards	12 (0.96%)	2831 (52.09%)	2843
Intros Ignoring the Standards	08 (0.64%)	1418 (26.39%)	1426
Total	1255 (100%)	5373 (100%)	6628

When taking into consideration the formation of news intros, the English newspapers are far ahead of Urdu newspapers. According to the data analysis of 6628 news stories of the four newspapers i.e. The News, Dawn, Express and Khabrain, out of a total of 1057 intros completely meeting the standards, 1021 (81.35%) were published in the English newspapers while the Urdu newspapers published only 40 (0.74%). Contrary to that, the Urdu newspapers published most of the news intros which either slightly met or ignore the standards. Only 0.64% of the English newspaper intros ignored the standards and 0.96% slightly met

the standards of news intro while 26.39% and 52.09% intros which ignored and slightly met the standards respectively belonged to the Urdu newspapers.

The English newspaper appear to be more perfect when it comes to construction of the news intros averaging 15-25 words with a proper opening sentence while daily Dawn usually publishes the intros with approximately 30-35 words i.e. both the newspapers follow professional standards regarding the introduction. On the other hand, the Urdu newspapers violate rules about it as mostly the intro is not a proper sentence and it is difficult to understand whether it is a phrase or where does it finish.

Q3. What is the extent of meeting/ignoring the standards of photojournalism by the photographs between English and Urdu newspapers?

As a total of 2260 photographs were examined to evaluate the extent of following the professional standards of photojournalism, 274 photographs published on the front pages of the selected newspapers completely met the standards. From among them, 177 (62.11%) appeared in the English newspapers, while 97 (4.91%) in the Urdu newspapers (Table 4).

A total of 544 photographs fell under the category of extensively meeting the standards of photojournalism and the English newspapers published 48 (16.84%) photographs and the Urdu newspaper placed 496 (25.11%) photographs on the front pages (Table 4).

Out of 393 photographs which considerably met the professional standards, 28 (9.82%) were published in the English

newspapers, whereas the Urdu newspapers had a share of 365 (18.48%) in this respect (Table 4).

Among the 494 photographs slightly meeting the standards, 15 (5.26%) came from the English newspapers, and 479 (24.25%) were published in the Urdu newspapers (Table 4).

Photographs ignoring the standards of photojournalism were 555 in number. Out of these the English newspapers published 17 (5.96%), and the Urdu newspapers gave space to 538 (27.24%) photographs on the front pages (Table 4).

**Table 4: Analysis of Professional Standards of Photographs
English and Urdu Newspapers**

Newspapers/ Professional Standards	English Newspapers	Urdu Newspapers	Total No. of Photographs
Photographs Completely Meeting the Standards	177 (62.11%)	97 (4.91%)	274
Photographs Extensively Meeting the Standards	48 (16.84%)	496 (25.11%)	544
Photographs Considerably Meeting the Standards	28 (9.82%)	365 (18.48%)	393
Photographs Slightly Meeting the Standards	15 (5.26%)	479 (24.25%)	494
Photographs Ignoring the Standards	17 (5.96%)	538 (27.24%)	555
Total	285 (100%)	1975 (100%)	2260

The Urdu newspapers like Express and Khabrain also violate the rules of photojournalism. Mostly the English newspapers publish a maximum of two and usually only one photograph with proper caption, a border and a clear focus, conveying the perfect newsworthiness but the story is completely different with the Urdu newspapers as most of the time on the front page, there are seven to eight photographs, most of which are stamp-sized. These photographs are the elements of

distraction, having no newsworthiness, focus, or a cut-line. Rest of the photographs are also not the perfect ones to be called as standard news photographs.

A total of 2260 photographs were published on the front pages of the selected newspapers out of which 274 photographs completely met the standards. Out of them, 62.11 % appeared in the English newspapers while only 4.91% were published by the Urdu newspapers. While analyzing the 'Photographs Ignoring the Standards' category, total photographs under study were 555 out of which the English newspapers published only 17 (5.96%) while the Urdu newspapers placed 538 (27.24%) photographs.

Q4. What is the difference of meeting/ignoring the professional standards of the story structure among the English and Urdu newspapers?

Out of 1221 news stories whose structures completely met the professional standards of news story structure, 1129 (89.96%) were published by the English newspapers while 92 (1.71%) stories were given space by the Urdu newspapers (Table 5).

From a total of 1106 news stories extensively meeting the standards of news story structure, 82 (6.53) were published by the English newspapers whereas Urdu newspapers had a share of 1024 (19.06) news stories (Table 5).

The English Newspapers published 24 (1.91%) while the Urdu newspapers published 1426 (26.54%) write ups which considerably met the standards among 1450 news stories (Table 5).

Among 838 news stories whose structures slightly met the standards, The English newspapers published 20 (1.59%), and the Urdu newspapers published 818 (15.24%) stories (Table 5).

A total of 2013 news stories ignored the professional standards of story structure, and all belonged to the Urdu newspapers. Not a single story was published by the English newspapers which ignored the story structure standards. (Table 5)

Table 5: Analysis of Professional Standards of Story Structure of the Selected Newspapers

Newspapers/ Professional Standards	English Newspapers	Urdu Newspapers	Total No. of News Stories
News Stories Completely Meeting the Standards of Story Structure	1129 (89.96%)	92 (1.71%)	1221
News Stories Extensively Meeting the Standards of Story Structure	82 (6.53%)	1024 (19.06%)	1106
News Stories Considerably Meeting the Standards of Story Structure	24 (1.91%)	1426 (26.54%)	1450
News Stories Slightly Meeting the Standards of Story Structure	20 (1.59%)	818 (15.24%)	838
News Stories Ignoring the Standards of Story Structure	00 (0.00%)	2013 (37.47%)	2013
Total	1255 (100%)	5373 (100%)	6628

The English newspapers also stand apart when it is about the news story structures as most of the news stories are constructed according to inverted pyramid style of news writing. Urdu newspapers, however, do not exactly follow the professional standards of news story structure.

The English newspapers are outstanding at following the professional standards of news story structures whereas the Urdu

newspapers are very poor in this context. Out of 1221 news stories whose structures completely met the professional standards of news story structure, 92.47% were published in the English newspapers while only 7.53% were published by the Urdu newspapers. Out of 2013 news stories whose structures violated the standards of news story structure, none was published in the English newspapers. This huge difference between percentage shows that the Urdu newspapers violate the rules and ethics of formation of news intros, and news story structures.

Q.5. What is the extent of observing/ignoring the standards of objectivity by the news stories in the English and Urdu newspapers?

A total of 6628 news stories were examined to measure the extent to which the standards of objectivity were followed by them. From among them, 3778 news stories of the selected newspapers completely met the standards of objectivity. Out of them 1021 (81.35%) were published by the English newspapers, 2757 (51.31%) appeared in the Urdu dailies (Table 6).

A total of 1393 stories fell under the category of news stories extensively meeting the standards of objectivity and The English and Urdu newspapers had a share of 95 (7.57%), and 1298 (24.16%) respectively (Table 6).

Out of 374 news stories which considerably met the professional standards of objectivity, 25 (1.99%) were published in the English while 349 (6.50%) in the Urdu dailies (Table 6).

Among the 632 news stories slightly meeting the standards, 62 (4.94%) were published in the English newspapers, whereas 570 (10.61%) in the Urdu newspapers (Table 6).

News stories ignoring the standards of objectivity were 451 out of which the English newspapers published 52 (4.14%) news stories while 399 (7.43%) appeared in the Urdu newspapers (Table 6).

Table 6: Analysis of Professional Standards for Observing Objectivity in the News Stories of the Urdu & English Newspapers

Newspapers/ Professional Standards	English Newspapers	Urdu Newspapers	Total No. of News Stories
News Stories Completely Observing the Standards of Objectivity	1021 (81.35%)	2757 (51.31%)	3778
News Stories Extensively Observing the Standards of Objectivity	95 (7.57%)	1298 (24.16%)	1393
News Stories Considerably Observing the Standards of Objectivity	25 (1.99%)	349 (6.50%)	374
News Stories Slightly Observing the Standards of Objectivity	62 (4.94%)	570 (10.61%)	632
News Stories Ignoring the Standards of Objectivity	52 (4.14%)	399 (7.43%)	451
Total	1255 (100%)	5373 (100%)	6628

So far as the element of the objectivity is concerned, mostly the newspapers follow the standards of objectivity, but English newspaper take a lead in being more objective as compared to the Urdu newspapers. Sometimes, a clear violation is witnessed when it comes to some news stories in Dawn about the Middle Eastern conflict involving Saudi Arabia and Iran or political comments in The News by Shaheen Sehbai and Ansar Abbasi. Such instances have also been widely observed in the Urdu newspapers.

Conclusion

The study was designed to understand the extent to which professional standards of content placement on the front pages of four major newspapers of the country are followed. Two English (The News and Dawn) and two Urdu (Khabrain and Express) dailies were taken into account for this research. After the analysis of data, it was found that the English newspapers were more balanced than the Urdu newspapers while describing the layout and design of the newspapers. After the analysis of the English newspapers, it was noticed that on average, approximately five stories were published on the front pages of the English newspapers with a maximum of two and usually only one photograph and an advertisement, which does not exceed more than one third of the whole display. Rest of the news stories and other related content are spread across the whole edition of the newspaper, hence making the whole newspaper equally important and balanced.

The results of data analysis of Urdu newspapers were opposite to the English newspapers. The Urdu newspapers carried maximum of the important news stories on the front pages averaging 18-25 jumped-news stories with 7-10 photographs, maximum of which are stamp-sized or of poor quality with no or improper captions, and on average two advertisements. The frequency of the overall content categories i.e. news stories, photographs and advertisements, analyzed in this study were 9682. Out of this sample, 80.82% content e.g. was published by the Urdu newspapers, while 19.18% content was placed by the English newspapers on the front pages. This muddled-up content

does not give a balanced and effective outlook to the layout and design of the Urdu newspapers.

It can be concluded at the end that the English newspapers are more balanced as compared to the Urdu newspapers with respect to placement of content on the front pages. The English newspapers follow the universal standards and ethics of journalism far more than the Urdu newspapers. The Urdu newspapers place five-times more content on the front page carrying 80% of the important stories with 7-10 photographs, and a couple of advertisements as compared to the English newspapers with five news stories one photograph and an advertisement on average and rest of the content equally dispersed on the rest of the pages. It gives the former a weird look.

The news stories published in the English newspapers have a proper headline as per the morals of journalism, and standard news intro formation and the story structure as per the inverted pyramid style of news writing and Rudyard Kipling's formula. There is a wide difference of following the standards of photojournalism in both the English and Urdu newspapers. The Urdu newspapers have been largely observed for violations of professional standards in placement of photographs. The stamp-sized photographs with no cut-lines, focus and border have always been distracting and unpleasing for the readers. The English newspapers are more balanced than the Urdu newspapers when it comes to advertisement placement and mostly the ads are more decent and do not exceed more than one third of the whole display. At the same instance the English

Journal of Media Studies 35(2)

newspapers are far more objective as compared to the Urdu newspapers.

References

- Akbar et al. (2012). Photojournalism in Pakistan: Ethics and Responsibilities, Analysis of Urdu Newspapers Front Pages. *Journal of Mass Communication and Journalism*.
- Black, J., Steele B., & Blarney, R. (1999). *Doing ethics in journalism* (3rd ed.). Boston: Allyn and Bacon
- Dimock, S., & Tucker, C. (Eds). (2004). *Applied ethics: Reflective moral reasoning*. Toronto: Thomson
- Dworkin, R. (2000). *Sovereign virtue: The theory and practice of equality*. Cambridge, MA: Harvard University Press
- Elliott, D. (Ed.). (1986). *Responsible journalism*. Beverly Hill, CA: Sage.
- Garcia, M.R. and Stark, P. (1991). *Eyes on the News*. St. Petersburg, Florida: The Poynter Institute.
- Glover, J. (1999). *Humanity: A moral history of the twentieth century*. London: Jonathan Cape.
- Hall, S. (1973). The determination of news photographs, in *The Manufacture of News: A Reader*, eds Stanley Cohen & Jock Young, Sage, Beverly Hills, pp. 176–190.
- Ward, S. J. A. (2007). *Utility and impartiality: Being impartial in a*

partial world. *Journal of Mass Media Ethics*, 22(2-3), 151-167

Hall, S. (1980). Encoding/Decoding. In S. Hall, D. Hobson, A. Lowe, & P. Willis (Eds.), *Culture, Media, Language* London: Hutchinson.

Shoemaker, P. & Reese, S. (1996). *Mediating the message: theories of influences on mass media content*. White Plains, NY: Longman.

Ward, S. J. (2009). Journalism ethics. *The handbook of journalism studies*, 295-309.

Ward, S. J. (Ed.). (2013). *Global media ethics: Problems and perspectives*. John Wiley & Sons.