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Exploring Media Versus Public Agenda: The Case of Pakistan

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Abstract

Media bridges the gap between people and events that may be inaccessible, such as war zones or distant locations, and keeps the public well-informed about important news. As observed by Walter Lipmann, a pioneer in mass communication research, people rely on the media for information, forming their perception of the world based on the information provided. Five extensively covered national issues have been analyzed in the light of agenda setting theory to measure the media audience relationship. From May 2020 to October 2020, the researchers chosen readers of two prominent Urdu Dailies the Jung and Express for content analysis. To measure the audience agenda a survey has been conducted. The results of the study demonstrate meaningful effects, significant, moderate, and low correlations between +.95 to +.14. There is not significant difference in setting the agenda on five issues between both the newspapers. The results show that the agenda setting theory is validated the outcome of the study.

Keywords: Media Agenda, Public Agenda, Print Media, Agenda Setting, Daily Jung, daily express

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1. Introduction

In contemporary society, mass media plays a crucial role in keeping people informed about global events. It is often considered the reflection of society and occupies a significant position in modern social and global systems. Newsrooms and current affairs sections are inundated with the latest events and issues, making it a challenging task to incorporate all these happenings into news coverage. Media bridges the gap between people and events that may be inaccessible, such as war zones or distant locations, and keeps the public well-informed about important news. As observed by Walter Lipmann, a pioneer in mass communication research, people rely on the media for information, forming their perception of the world based on the information provided. Both print and electronic media serve as a platform for the expression of public opinion to the government and the world. Through editorial pages and talk shows, they can influence media-dependent individuals. Since the early 1970s, mass communication has gained power, attracting attention and concern from the public. Michael (2011) cites McCombs and Shaw (1972, 1976) to highlight the media's ability to elevate or downplay the importance of certain issues, leading to confusion at times. This demonstrates how media effectively sets the agenda and shapes people's perceptions according to its own objectives.

Werner (1997) emphasized the impact of agenda setting on public opinion through media coverage of topics of public interest. Walgrave (2006) and Jinnings (2004) contributed to media and communication research by adding the crucial concept of agenda setting. Cohen (1963) and McCombs and Shaw's (1971) scientific research on agenda setting during a political campaign revealed how the media can influence

people's opinions by strategically setting its agenda. This study aims to investigate how media agendas become the public's agendas over time. The impact of print media on national issues will be examined using well-established newspapers like Daily Jung and Express, which have a wide readership. Five national issues, namely Corruption, Governance, Democratic Process, Corona, and Price Hike, were selected to explore the correlation between media and public agendas. Corruption has been a dominant issue in Pakistan, extensively covered by the media. The research divided the selected newspapers into three aspects: Front page, editorial page, and back page, to measure the correlation between media coverage and this issue. Price hike is another significant issue in Pakistan, leading to extensive debates in both formal and informal media. Economic setbacks and the attitudes of world economic powers contribute to this issue. The impact of price hikes on poverty and food shortages has been severe, with 35% of children suffering due to food scarcity, according to Ikram (2012). A Gallup survey indicates that 91 percent of Pakistanis are affected by the rising petrol and diesel prices. The democratic process in Pakistan, led by Quaid-i-Azam Muhammad Ali Jinnah, resulted in the country's independence. Despite resistance from the Indian National Congress and the British government, the movement's logic-based and non-violent approach succeeded. The movement's foundation rested on the idea that Islamic ideology possesses distinct socio-economic, political, and cultural systems from those of Hindus. Governance has been an integral concept since the inception of human civilization. It involves the establishment and implementation of rules and regulations to govern society. Governance can be categorized into different types, such as corporate governance, national and international governance, and local governance.

1.2 Problem Statement

This research aims were to explore the correlation between media agenda and public agenda in Pakistan, specifically investigating agenda-setting effects and the role of print media. The focus was on understanding how the media's coverage of national issues, such as the COVID-19 pandemic, corruption, governance, democratic processes, and price hikes, influences the public's perceptions and priorities on these matters. Pakistan sought independence as an outcome of the democratic process led by the Quaid-i-Azam Muhammad Ali Jinnah. The movement was strongly resisted by the Indian Nation Congress, its allies, and the British Government. However, it succeeded on account of being logic-based and non-violent and competently led by the Quaid. The basic argument of this movement was that the Islamic Ideology has its own socio-economic, political and cultural systems, which are distinguished from those of the Hindus. Pakistan sought independence as an outcome of the democratic process led by the Quaid-i-Azam Muhammad Ali Jinnah. The movement was strongly resisted by the Indian Nation Congress, its allies, and the British Government. However, it succeeded on account of being logic-based and non-violent and competently led by the Quaid. The basic argument of this movement was that the Islamic Ideology has its own socio-economic, political, and cultural systems, which are distinguished from those of the Hindus. Pakistan sought independence as an outcome of the democratic process led by the Quaid-i-Azam Muhammad Ali Jinnah. The movement was strongly resisted by the Indian Nation Congress, its allies, and the British Government. However, it succeeded on account of being logic-based and non-violent and competently led by the Quaid. The basic argument of this movement was that the Islamic Ideology has its own socio-economic, political, and cultural systems, which are distinguished from those of the Hindus.

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1.3 Objectives of study

- i) The following are the major objective of this research study
- ii) To explore the print media sets the agenda of public agenda.

1.4 Research Questions

- RQ1 Whether and to what extent print media agenda influence the public agenda?
- RQ2 What is the relationship between the print media agenda and the public agenda on the issues of Corruption, Governance, Democratic Process, Corona, Price hike?

1.5 Daily Jang

The Daily Jang news holds a prominent position as one of Pakistan's oldest and most reliable newspapers. Its inception dates back to 1939 when it was first published in Karachi by its founder, Mir Khalil-ur-Rehman, a Kashmiri businessman. Presently, the Daily Jang is published from various cities such as Lahore, Karachi, Rawalpindi, Quetta, and London, making it the only newspaper published from abroad. This newspaper revolutionized Pakistani Urdu journalism by introducing computerized Urdu calligraphy, influencing other newspapers to adopt similar technology. With a daily circulation of sixty to seventy thousand copies and a Sunday circulation of around 85,000 to 90,000, the Daily Jang is the largest media brand in Pakistan. The Daily Express News, an Urdu newspaper in Pakistan, was launched in 2008 and is owned by the Lakson Group. It ranks as the second-largest circulated newspaper in the country and has its headquarters in Lahore. Like the Daily Jang, the Daily Express News follows a professional approach in journalism, establishing itself as a credible source of news in Pakistan.

2. Lite0rature Review

2.1 Post Modernism Media

According to Siraj (2004), post-modernist media focuses on reality and rejects fictional storytelling. With the abundance of media channels and options for cross-checking information, post-modernism relies on visual forms like footage, computer games, and film photography to depict reality. It gained prominence after the breakdown of the division between elite culture and mass communication culture.

2.2 Media and Public Agenda Correlation

Walgrave and Aelst (2006) emphasize that the media agenda's influence on the public depends on the people's desire to know more about a particular issue. As society becomes increasingly dependent on media for information about their surroundings, country, and the world, media will continue to wield significant influence. Numerous research studies have explored the link between media and public agendas, with scholars like Walgrave asserting a strong connection. Media's use is particularly prominent in politics, where it successfully informs people about what to think about rather than directly influencing their thoughts. Werner (1997) provides an example from the 1980 American presidential election, where media coverage on Jimmy Carter's involvement in the American hostage situation in Iran influenced the election results in favor of Ronald Reagan. Pakistani daily newspapers often prioritize political issues,

and media and politics both enjoy independent prominence. The newspapers *Jung* and *Express* are controlled by business families with their vested interests, leading to observable agenda setting and framing in their news coverage. People heavily rely on media for information, receiving second-hand information from media gatekeepers who decide what news to accept or reject based on their media agenda.

2.3 Agenda Setting Role of Media

The various research studies examine agenda setting (media agenda, audience agenda) and its supporting theories, including framing, priming, and gatekeeping. The type of target audiences affects the agenda-setting process. Various research studies have demonstrated that the media is powerful and that agenda setting is one of its most effective tools. According to scholars, a significant portion of our conversation involves safety issues. Each of us has an agenda or conversational goals, and in order to achieve those goals, the agenda needs to be set appropriately. Cobb and Elder (1971, p. 909) were cited by Walgrave & Mist (2006) as saying that media plays a significant role in elevating the importance of the issue. McCombs and Shaw's 1972 article, "The Strong Link between Political and Social Issues Agenda Shoe," was cited by Raza (2019). When we speak with our friends or family, a significant portion of the conversation is about politics, and when we discuss politics, we also discuss other social institutions like our families, schools, colleges, friendships, workplaces, and so forth. When we hear the news on the news channels, we begin talking about it with our friends and family. This is how we seek additional information on the subject. Using McCombs, 2002, Saqib (2008) TV news reporters and editors present the world as they see fit. The media agenda setting is what we refer to as.

2.4 Agenda-Setting Procedures

According to Moazma (2010), the media is a potent tool for influencing how people perceive or approach political content. On a variety of issues, the media has an impact on public opinion. The public's behavior can be influenced by the media in a variety of ways. Editors, news editors, new reporter and other journalist act as the gate keeper and plays important role in constructing the agenda. Regarding the aforementioned claim, there is no doubt that the media plays a significant role in raising public awareness of social and political issues. According to Littlejohn (2002), internal and external influences are the two factors that have an impact on the agenda-setting process. Gatekeepers like editors, reporters, managers, and media channel owners are examples of internal influencers. In conclusion, the elite society always has an influence on the media. The media is very interested in the elite community. To advance their company or their ideas within society may be one of these interests. Elite communities are always in the minority, but they use the media to advance their agenda and change society. Unprofessional media personnel are one of the factors that affect media credibility. The gatekeepers play a crucial role in setting the agenda. Because they are permitted to manipulate the information in accordance with the agenda set by the team, gatekeepers like editors, reporters, translators, and channel owners are constantly busy setting the agenda. Their significance can be seen in Pakistan. "The agenda setting function in their book *Emergence of American Political Issues*,"

McCombs and Shaw wrote, according to Littlejohn (2002) in his book *Theories of Human Communication*. The authors of this book note that there is a ton of evidence that editors play a significant role in selecting and disseminating news as they go about their daily tasks. The readership of newspapers has slightly decreased since the emergence of private news channels, claims one NGO report. It is because of simple access to news. Only 10 newspapers employ a professional journalistic approach, and the rest are entertainment publications, in the opinion of critics of this issue. "Frame can be defined as to focus a specific part of the image and blur the other part in a way to give that part more salient," Stephen (2001) cited (1993). When we need to concentrate on a particular issue, a particular person, etc., we use a frame. There are many contentious issues in Pakistan, including the LAL Mosque, the reestablishment of the judiciary, the fall of the Musharraf government, and the case against the Zardari administration. Pak-US relations etc. where the agenda is set by the media. Although Pakistani media has contributed to a paradigm shift, there is still criticism regarding its credibility, objectivity, and unprofessional approach to journalism. Pakistani media is very free, but it still faces criticism for its partisan reporting. Tankard et al. ((991)) were

also cited by Stephen D. Reese (2001), who stated that the frame is the main idea by which the issue is highlighted through selection elaboration.

2.5 Factors Affecting the Effects of Agenda-Setting

2.5.1 Media exposure

In a study of HisPani cable news, Wanta & Ghanem (2006) discovered that exposure was a stronger determinant than media credibility or media reliance, which were unrelated. Earlier, Wanta and Miller (1996) had discovered that, in relation to presidential state of the union addresses, exposure was more significant than media credibility. The same study found exposure led to thinking issues were important.

2.5.2 Obtrusiveness

Zucker (1978) found that as people depend more on the communication and journalism, they are exposed to it more. Salience transfer, he discovered, was more subtly problematic. Need for orientation: According to Weaver (1977), people need information more than anything else. The news he hears in the media has a greater potential to influence him. He will be more impacted by the orientation if there is a greater need for information.

2.5.3 People Required for Orientation

Maxwell McCombs wrote in 1972 whether an agenda is present or not depends on our needs for orientation. We want to keep ourselves conscious of the environment in which we are living. When we are unaware of our surroundings, psychological pressure arises e.g., when we visit a new place, a curiosity to learn more about it develops in our minds. The same applies to elections when we are presented with a new candidate whom we are unfamiliar with. The level of curiosity varies from person to person and circumstance to circumstance. Some people are more inquisitive than others. People need orientation in this situation. The degree of curiosity determines the need for orientation. The need for orientation increases with curiosity and vice versa. Everything is a psychological game. Two aspects of orientation need are explained. Relevance and skepticism. The first step in determining an individual's level of orientation need is to determine relevance. The need for orientation will be greatest when the subject is one that people are interested in. People will become more involved with the media and vice versa in this way. Setting the agenda has a greater impact on those for whom an issue is relevant and uncertain. Agenda-setting and tone are two factors, according to McCombs (1972) of the opinion that the impact of mass communication depends on the degree of exposure. Setting an agenda and priming it helps us visualize it clearly in our minds. By measuring the amount of media exposure, we can gauge the agenda effect. The presentation of the material is crucial. We can know the story structure by just by the presenting style.

2.5.5 Interpersonal Communication in Agenda setting

The main factor in creating the agenda is interpersonal communication. To discover the connection between agenda setting and interpersonal communication, numerous academics have conducted research studies. According to Yang and Stone (2003), interpersonal communication is crucial when people watch the media and engage in logical debates with one another about the information they learn. The modern world has become a global village, and problems are now presented as such. Because every problem that arises is global in nature. Information is obtained from the media, and the information creates an image in our minds based on the perceptions we have already formed about that information. When we receive information from the media, we discuss it with our friends and family to make sense of it. We accept a result as accurate when it closely matches our mental image of the situation. Throughout the entire journey, we have been actively promoting media agendas, voluntarily or unwillingly. Due to the existence of interpersonal communication, all of this is now possible.

2.5.6 The Role of Media Organizations in Agenda Setting

Information is shared between media organizations. Nowadays, print media or channels obtain the news from the news agency and report it, whether the information is local or international. Thus, when our channels rely on foreign organizations, they embed their agenda in the information they convey to

advance their western agenda. When media outlets rely on news agencies, an agenda is imposed on those outlets. Time is still very important in today's media and in an era of competition. The current trend is for an exclusive news journalist to have very little time to complete their tasks. Time, then, has a big impact on how the media sets its agenda.

2.5.7 External Influences and Pressures

According to Saurombe (2001), while some detractors contend that commercial advertisements can serve as public service messages, it is challenging to strike a balance between the two, so in most cases public service messages suffer. Raboy (1996) pointed out that a single service cannot have both commercial and public service goals because they are utterly incompatible. He also mentioned a different point of view, saying that public and commercial advertisements could coexist and even compete for customers' attention in the advertising industry. The media industry has developed into a sector that doubles profits. They occasionally disregard the objectives and standards of journalism while doing this. Advertising is the main source of revenue for media organizations. Businesses, organizations, the government, and others provide media with advertisements. Particularly in newspapers, advertisements frequently receive more space than news. Media organizations make use of these sources. As a result, they started to take cues from these sources and became their puppets. The Jung Group is thought to be immune to pressure from outside groups because of its solid financial foundation.

2.5.8 Theoretical Framework

The relationship between the media agenda and the public agenda predicts that at some point, the media agenda will overtake the public agenda. In 1922, Walter Lipmann published *Public Opinion*, which introduced the idea of agenda setting. By demonstrating how the media creates an image of an agenda or the outside world in our minds, lies explore the media agenda. Our thoughts are influenced by the media, which then modifies them to suit its own purposes. McCombs and Shaw discussed how the framing draws attention to certain parts of the objects by highlighting them. In Pakistan today, newspapers gradually apply this framing technique. Therefore, the researcher can benefit more by applying this theory. According to Miller (2002), agenda setting is used to accomplish desired goals, and by concentrating on that, the agenda is highlighted. The other person is demoralized by the media, which makes the situation seem real. According to Edlerhan (1993), framing is a phenomenon that draws attention to the objective portion. Applying framing allows us to distinguish between focused and unfocused content. According to Gatlin (1980), the media in every location favors the local elite and follows their interests. It is also used as a tool to sway the public's perceptions of the predetermined agenda. The elite owns Pakistani media, which is influenced by and serves their interests. The third theory utilized in this study is the gatekeeping theory, which informs us about the media agenda influencers and their collaborative efforts. It talks about how news is produced, filtered, and shaped in accordance with media agenda. Media owners, reporters, editors, camera crews, translators, and sources are the gatekeepers. These are the factors that add to and subtract from news changes and separate the news from the crowd of news based on the space and time of the newspaper and the necessary media agenda. According to McQuail (1994), the gatekeeper theory is necessary for managing the news and the media's constrained time and space by adding or removing news. It aids in managing a variety of circumstances and keeps according to need of that media news.

H1. Print media agenda can influence the public agenda.

H2. Print media agenda can influence the public agenda on the issues of corruption, Democratic process, Governance, price hike and Corona.

3. Research Methodology

3.1 Research Design

The relationship between the research purpose and the research process is developed during the research process. Scientific research employs a trustworthy methodology and acceptable techniques for gathering data. To uncover potential connections between the public agenda and the media agenda, this research study uses a mixed methodology, or combination, approach that includes both survey research and content analysis. This approach is used to obtain more thorough research results. The combination

or mixed method will be used by the researcher in this study to obtain the most likely outcome for variables. Due to the use of a combination method, the research is divided into two sections. I will conduct a content analysis to learn more about the media agenda. ii) There will be conducted the research survey of readers of both newspapers Jang and Express to know about the public agenda. These two newspapers will be used as the sampling purpose of content analysis for the period of six months. These newspapers' readers will take the area into consideration. There will be a focus on news items. Corona, Corruption, Governance, Democratic Process, and Price Hike are recent national issues that have been examined to determine how the public agenda and media agenda interact.

3.2 Content Analysis

From May 2020 to October 2020, the researcher chose readers of two prominent private Urdu newspapers for sampling purposes. The newspaper is still a reliable source of information. The front and editorial pages for the six-month period from May 2020 to OCT 2020 were selected by the researcher as the universe for content analysis. Two newspapers' content analyses were sampled using a systematic methodology. The three selected days of the week are Monday, Wednesday, and Friday for the six-month period from May 1, 2020, to October 31, 2020. This gave us 144 (126) newspapers for our analysis.

3.3 Survey Research

300 readers of the selected newspapers were chosen to complete the questionnaire. To find out who reads these newspapers, assistance has been obtained from the local hawkers. These new forms will be completed by people in all of Islamabad's neighborhoods. E-11, E-8, E-9, F-1, G-11, G-6, G-7, G-8, G-9, G-10, and G-13. To content analysis, paragraphs have been examined in terms of the number of words used in that paragraph of the story. For instance, if a paragraph discusses press freedom and is favorable to the media, it will be viewed as favorable to the media; conversely, if the paragraph discusses press freedom and is unfavorable to the media. The sentence will be regarded as neutral if it is written objectively. The number of words in each paragraph has been counted to verify the slant.

3.4 Operational Definition of the Independent Content Variables

i) Frequency

News stories and the number of words has been counted from the respective newspapers according to selected issues of research study.

ii) Slant

Given news stories about the selected issues have been examined according to story nature of favorable, unfavorable, or neutral

iii) Placement

People judge a story's importance based on its placement, so placement is a crucial factor. When an issue is covered at the top of the front page, it is given more weight than when it is covered further down or at the bottom of the page. The relevant newspaper's first three pages have been looked at stories on the front and back pages of the newspaper.

3.6 Operational Definitions of the Survey's Independent Variables

i) Salience/Ranking of Issues

The salience of the issues was determined using an ordinal scale, in which a list was given a rank order. To match the contents with the readers' perceptions, a ranking system must be used.

ii) Sources of News / Information

The source of information is an important factor while studying agenda setting phenomena. In formulation of opinion about an issue, the source is a basic factor which can change the opinion of the reader by changing of the source. The readers will be asked to choose an option for source of information.

iii) Opinion Building

Slant is used to inform us about the nature of news coverage rather than to form opinions. By asking questions, correlation between has been measured. A questionnaire has been created with this objective

in mind. After conducting a pre-test of the tools, a content analysis of the news articles was conducted to assess the reliability of the survey. The survey's sample was drawn from Pakistan's private newspapers. The Jang and Express news served as the basis for the sample. The data recordings were gathered from the respective newspaper archives. SPSS was used to analyze the data and determine how the study's variables related to one another.

4. Findings and Analysis

Table 1 Reading Newspapers

	Frequency	Percent	Valid Percent	Cumulative
Very Frequently	97	16.7	32.3	32.3
Frequently	157	27.0	52.3	84.7
Rarely	46	7.9	15.3	100.0
Total	300	51.6	100.0	
System	281	48.4		
Total	581	100.0		

52% readers read the newspapers frequently while 32% were of the view that they read newspapers very frequently.

Table 2 Frequently Read Issues

	Frequency	Percent	Valid Percent	Cumulative
Corona	79	13.6	26.3	26.3
Corruption	44	7.6	14.7	41.0
Governance	75	12.9	25.0	66.0
Democratic Process	32	5.5	10.7	76.7
Price hike	70	12.0	23.3	100.0
Total	300	51.6	100.0	
	281	48.4		
Total	581	100.0		

Above table shows that 26% readers read Corona and 25% reader read governance news in this year.

Table 3 Corona in Daily Express

	Coverage	Rank order by Readers
Coverage Corona by Daily	1.000	.956**
Correlation Co		

Express	Sig. (2-tailed)	.	.000
	N	349	300
Rank order by Readers of Daily Express	Correlation Coefficient	.956**	1.000
	Sig. (2-tailed)	.000	.
	N	300	300

** . Correlation significant at the 0.01 level (2-tailed)

The table above indicates a perfect correlation of +.96 between coverage of corona by Daily Express and rank order given by readers of Daily Express has existed.

Table 4 Corona in Daily

Jang			
Rank order by Readers of Daily Jang	Correlation Co	.915**	1.000
	Sig. (2-tailed)	.000	.
	N	300	300

The table above indicates an almost perfect correlation of +.92 between corona coverage by Daily Jang and rank order given by readers of Daily Jang has existed.

Table 5 Corruption in Daily Jang

		Coverage by Daily Jang	Rank order by Readers
Coverage of Corruption by Daily Jang	Correlation Co	1.000	.140
	Sig. (2-tailed)	.	.153
	N	106	106
Rank order by Readers of Daily Jang	Correlation Co	.140	1.000
	Sig. (2-tailed)	.153	.
	N	106	300

The table above indicates a low correlation +.14 between coverage of corruption by Jang and rank order were given by readers of Daily Jang is existed.

Table 6 Corruption in Daily Express

		Coverage	Rank order by Readers
Coverage of Corruption by Daily Express	Correlation Co	1.000	.320**
	Sig. (2-tailed)	.	.003
	N	86	86
Rank order by Readers of Daily Express	Correlation Co	.320**	1.000
	Sig. (2-tailed)	.003	.
	N	86	300

A moderate correlation of +.32 has been observed on the issue of corruption in Daily Express.

Table 7 Correlations on Governance in Daily Express

		Coverage	Rank order by Readers
Coverage by Daily Express	Correlation Co	1.000	.933**
	Sig. (2-tailed)	.	.000
	N	311	300
Rank order by Readers of Daily Express	Correlation Co	.933**	1.000

Sig. (2-tailed)	.000	.
N	300	300

There is an almost perfect correlation of +.93 is observed on the issue of Daily Express as evident from the table above.

Table 8 Governance in Daily Jang

		Coverage	Rank order by Readers
Coverage of Governance by Daily Jang	Correlation Co	1.000	.913**
	Sig. (2-tailed)	.	.000
	N	338	300
Rank order Given by Readers of Daily Jang	Correlation Co	.913**	1.000
	Sig. (2-tailed)	.000	.
	N	300	300

An almost perfect correlation +.91 has been calculated on the issue of governance as shown in the table above.

Table 9 Democratic Process in Daily Express

		Coverage	Rank order by Readers
Coverage of by Daily Express	Correlation Co	1.000	.447**
	Sig. (2-tailed)	.	.000
	N	470	300
Rank order by Readers of Daily Express	Correlation Co	.447**	1.000
	Sig. (2-tailed)	.000	.
	N	300	300

The table shows a moderate correspondence of +.44 has been observed on the democratic process in Daily Express.

Table 10 Democratic Process in Daily Jang

		Coverage	Rank order by Readers
Coverage of by Daily Jang	Correlation Co	1.000	.382**
	Sig. (2-tailed)	.	.000
	N	451	300
Rank order by Readers of Daily Jang	Correlation Co	.382**	1.000
	Sig. (2-tailed)	.000	.
	N	300	300

A low correlation of +.38 is observed on the issue of the democratic process between coverage given by Daily Jang and the rank order given by the readers.

Table 11 Price Hike in Daily Express

		Coverage	Rank order by Readers
Coverage by Daily Express	Correlation Co	1.000	.888**
	Sig. (2-tailed)	.	.000
	N	127	127
Rank order by Readers of Daily Express	Correlation Co	.888**	1.000
	Sig. (2-tailed)	.000	.

	N	127	300
Correlation +.88 has been observed in the price hike on Daily Express.			
Table 12 Price Hike in Daily Jang			
		Coverage by Daily Jang	Rank order by Readers
Coverage by Daily Jang	Correlation Co	1.000	.826**
	Sig. (2-tailed)	.	.000
	N	116	116
Rank order by Readers of Daily Jang	Correlation Co	.826**	1.000
	Sig. (2-tailed)	.000	.
	N	116	300

The table above shows a significant correlation of +.83 is measured on the issue of price hikes between rank order of the readers and coverage by the newspaper.

5. Discussion and Conclusion

Two samples from two prestigious newspapers, Daily Express and Daily Jang, were used for content analysis, as was mentioned in the methodology section. The research study lasted a full year. Daily Express published 1343 news articles on all five of the research project's national issues during this time. On the other hand, over the time frame, Daily Jang published 1337 news articles about five national issues. The overall news reported in these Dailies for the five issues is displayed in Tables 5.1 and 5.2. The top three agenda items for both dailies were Corona, Governance, and Price hike, each of which received equal attention. The topics of corruption and the democratic process received rankings of fourth and fifth in both newspapers. In this way, there is no difference between the media agendas of Daily Express and Daily Jang in terms of the quantity of stories.

5.1 Rank Order Correlation Results

The main goal of this study was to determine the relationship between the public agenda and the media. The researcher examined the media agenda by tracking the frequency of stories on research topics over the course of more than a year, while a survey was conducted to gauge readers' priorities. Using a closed-ended questionnaire, the public agenda was determined by ranking the five issues from most important to least important. There were perfect, significant, moderate correlations found about the issues. For the Corona issue, the Daily Express and Daily Jang have calculated nearly perfect correlations of +.96 and +.92, respectively (Tables 3 and 4). This study has looked into the idea that the public agenda is influenced by media agenda. On the topic of corruption, Daily Jang and Daily Express have low correlations of +.14 and +.32, respectively. Both newspapers have, however, published in-depth articles about the subject (Tables 5 & 6). Does the public's perception of corruption change as a result of the print media's agenda? It has been examined in this study that there is an influence of media agenda on the public agenda. There is a perfect correlation of +.93 and +.91 against the issue of governance on Daily Express and Daily Jang respectively as visible in Tables 7 & 8. It has been examined in this study that there is an influence of media agenda on the public agenda. Both the newspapers have given most coverage to the issue and in response to the extensive coverage, the readers of these newspapers ranked it as the most important issue among the five understudied issues.

Low correlations +.44 and +.38 have been observed between coverage of the issue of the Democratic process and rank order given by the readers by Daily Express and Daily Jang respectively as indicated in Tables 9 & 10. This study has investigated the idea that the public agenda is influenced by media agenda. It's interesting to note that despite receiving the most coverage from both channels, readers did not rank this issue as the most crucial. As shown in Tables 11 and 12, there have been significant correlations (+.89 and +.83) on the issue price hike that have been observed on Daily Express and Daily Jang. Does the public's agenda on the topic of price hikes get influenced by the print media's

agenda?

5.2 Conclusion

Corona, Governance, and Price Hike are three obtrusive issues; as a result, the newspapers have ranked these as the first, second, and third most important issues, respectively. Because the news issues are so obtrusive, readers have been successfully exposed to the media agenda or salience of the news, and this has increased the salience of the issues among readers because of the extensive coverage. On the other hand, despite extensive coverage by both channels, a low correlation regarding the democratic process has been calculated. The issue's lack of glaring implications could be one of the causes. The study is consistent with the fundamental tenets of the theory of agenda-setting, which holds that the media have the authority to shape public opinion. Many of the problems in this research project have also supported framing as the second level of agenda-setting assumption. The public is directed to accept and assimilate the media agenda because most of the today's communication is focused on media communication. The fundamental idea of the agenda-setting theory is still true. The role of the media in today's information age is to inform, educate, and inspire the modern society. In this democratic era, the media also serve as a link between the populace and the government. In this study, newspapers were looked at to see if they had any power to influence or control how the public felt about media agenda. Framing as the second level of agenda-setting assumption has also confirmed in most of the issues in this research project. Since the bulk of today's communication is centered on media communication, therefore, this dependency on the media directs the public to accept and digest the media agenda. The basic notion of the theory of agenda-setting is still valid.

5.3 Recommendations

The role of the media in today's information age is to inform, educate, and inspire the modern society. In this democratic era, the media also serve as a link between the populace and the government. In this study, newspapers were looked at to see if they had any power to influence or control how the public felt about media. The study will also relate to some crucial but neglected issues at the national level. The public will simultaneously assess and judge the differences between societal problems as they exist and issues that have been cultivated by the media. The findings of the research may be useful to media outlets' strategists, particularly newspapers. The research outcomes can be beneficial for the strategy makers of the media outlets, especially for newspapers. The news's perspective on every issue was primarily negative and critical of the incumbent government, with little or no positive perspective. Despite numerous positive and significant advancements on the part of the government, such as strengthening the election commission, human development programs, foreign relations, and economic reforms, both dailies continue to be anti-government in most of their news coverage. To be impartial and objective in its reporting, the media must strike a good balance between legitimate criticism and unwarranted praise. The watchdog function of the media should be clearly defined. The public becomes insensitive to the issue as a result of the rhetoric about the government's bad behavior, wrongdoings, and corruption.

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