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**SINDHI  
PRINT MEDIA  
ANALYSIS FROM  
A CONSUMER'S  
PERSPECTIVE**

Supported by

Friedrich Naumann  
STIFTUNG **FÜR DIE FREIHEIT**

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# History of Sindhi Language Press

Sindh is recognized as part of the Indian Subcontinent that witnessed different phases of human evolution. The archeological remains point toward its glorious past and how different invaders played their part in shaping the history of this region.

Also, Sindhi language is among those languages of the subcontinent that has a vast social and cultural background. Ancient religious scripts, such as Rig-Veda and Upanishads also contain references to Sindh. In times i.e. both before and after Christ, Sindh's borders extended to Kashmir, Kanuj, Kandahar and Sourashtra to the South. Due to the presence of River Indus and Arabian Sea, the people of Sindh had trade relations with different Asian countries. From Alexander the Great to the reign of Britain, Sindh never lost its distinct culture, language and place in history.

When Arabs under the Command of Muhammad bin Qasim attacked Sindh in 712, it was ruled by Raja Dahir. From 712 to 1843, Muslims ruled and dominated Sindh. Soomra and Samoun dynasties ruled Sindh from 1050 - 1350 and 1350 - 1520 respectively. Then Arghons and Tarkhans ruled from 1520 - 1590, followed by Mughal Empire till the death of Aurangzeb Alamgir. Then the Talpurs ruled Sindh from 1783 to 1843. On February 17, 1843 the British army under the command of Sir Charles Napier defeated Talpurs and brought Sindh under the British Empire. Due to Arab rule over Sindh for more than a thousand years, Sindhi underwent a number of transformations. Unfortunately, Sindhi language literature, as it existed before the arrival of the Arabs has been lost to history. The recorded history of Sindhi literature starts from the year 1000. The first ever reference to Sindhi poetry is found during the rule of Soomra dynasty. A famous writer, poet and scientist, Abu al-Rayhan al-Biruni visited India during years 1030 and 1075. He stayed in Sindh during this time. Al-Biruni writes in his book, "*Tareekhul-Hind*" or "The history of India", that a total of 11 languages were spoken in India. The Indus civilization played an important role in the development of Ardnagri, Sindhu and Malwari Sindhi languages that are spoken in Sindh. After observing the five thousand years old history of Sindh and the antiquity of Sindhi language, British termed Sindh as the "New Egypt." The Sindhi language also contains similarities with Sanskrit language, which also points towards its ancientness.

The present Sindhi language that is written in the Arabic script is more than a thousand years old. Qazi Qadan (died 1551), Shah Abdul Karim (1536-1620) and Abu al-Hasan (1661) are some of the famous Sindhi poets. Abu al-Hasan started writing Sindhi using Arabic script. Makhdoom Abdul Rahim Garhori, Makhdoom Muhammad Zaman Lanwari, Rohal Faqeer and Pir Ali Gohar Shah were famous poets of Sindhi language during the Khalora dynasty. Shah Abdul Latif Bhitai contributed a lot to the development of Sindhi language. "*Shah jo Rasalo*" is the compilation/Deevan of his poetry. He was born during the year 1679 and died in 1752. This was during the rule of Khalora dynasty. Shah Bhitai's poetry contains references to the geography, history, ancient folklores and songs of Sindh. It also contains accounts of the poor and destitute under the

tyranny of different rulers of Sindh. His poetry is also a great source of spiritual fulfillment for the natives of Sindh. After Shah Latif, during the reign of Talpurs, Sachal Sarmast (1739-1822) was a rebel poet of Sindh.

Persian was the official language, when British occupied Sindh in 1843. Sir Charles Napier declared Sindhi the official language of Sindh. In 1844, the government of Sindh started printing the first English language newspaper i.e. *The Advertiser*. W.A. Asterpunch was the editor of this newspaper. This also marks the beginning of newspaper publishing in Sindh. Later, Sindh was brought under the government of Bombay and Sir Bartle Frere was appointed Commissioner.

Sir Bartle Frere appointed a committee to formulate the script of Sindhi language. This committee devised a 52 letter script for Sindhi language that is still followed. Sir Bartle Frere's contribution to the development and spread of Sindhi language is immense. A Sindhi-Urdu dictionary was also developed under his patronage. Prior to this, Mr. Vathis's "Grammar and Vocabulary of Sindhi language", George Stokes's "Vocabulary of Sindhi language (1843)" and Canon Stink's "Dictionary and Sindhi Grammar (1849)" are valuable contributions to Sindhology.

In 1861, a German scholar, Ernest Trump, with the moral and financial support of Sir Bartle Frere published Shah Abdul Latif Bhitai's Journal (Shah Jo' Rasalo) from Luxembourg, and distributed it throughout Sindh. In addition to this, he also published a detailed grammar of Sindhi language in 1872. Mukhlis Ali started the first lithographic press of Sindhi in Karachi with the support of Sir Bartle Frere.

In 1854, two English language newspapers, named "*Sindhian*" and "*SindhQasid*" were also initiated. In 1855, a Persian newspaper named "*Mafrahul-Quloob*" was published for the first time. Mirza Mukhlis Baig was the editor of this newspaper. In 1854, under the patronage of Sindh government Sindhi typology was formulated, which marked the beginning of publishing in Sindhi language.

The development of Sindhi language press can be divided into three eras:

- First era: 1858-1910
- Second era: 1911-1947
- Third era: 1947-to date

### **First era: 1858-1910**

"*Fawaidul-Akhbar*" is termed as the first newspaper of Sindhi language. However, it was not completely published in Sindhi language. It consisted of two languages i.e. Sindhi and Persian. It was published for the first time on May 15, 1858 from a government owned press.

In 1860, "*Matla-e Khurshid*" was published for the first time and also consisted of two languages i.e. Sindhi and Persian. Mirza Mukhlis Ali was the editor of this newspaper and it consisted of 12 pages. In 1866, the first complete Sindhi language newspaper,



“*SindhSudhar*” was published from a government owned press. Narayan Jagannath was the editor of this newspaper. He also served as Deputy Secretary Education in the Ministry of Education, Government of Sindh. Later, Mirza Sadiq Ali was appointed the editor of this newspaper, followed by a great scholar of Sindhi language and education-ist, Sadhu Heeranand. By that time, *SindhSudhar* was handed over to a semi-political organization, SindhSabha. Sadhu Heeranand highlighted the problems faced by the people of Sindh through this newspaper. In 1884, Sadhu Heeranand also initiated an English language daily named, “*Sindh Time*” that was also used to highlight the problem faced by Sindhis and the corruption of bureaucrats.

The renowned authors and intellectuals of that time like Diyaram Gadumal, Ghulam Muhammad Gaddaa, Muhammad Qasim Halai, Mir Ali Nawaznaz, SyedFazil Shah, Muhammad Mushtaq Mahfilawi, Hafiz Hamid and poets like Mr. SyedMuhamamd Shah gave full support to *SindhSudhar*. In 1868, another government owned newspaper, the *Sindh Official Gazette* was initiated, both in English and Sindhi languages.

In 1888, *Mooenu-Islam* under the editorship of Mirza Muhammad Sadiq was published for the first time and many believe this to be the first newspaper of Sindhi language. During this time, the trend of learning English language was spreading throughout India, particularly among Muslims. The All India Muhammadan Association was also formed by this time and its impact was felt in Sindh as well. Hassan Ali Afandi laid the basis of the Sindh Muhammadan Association and in 1885 founded Sindh Madrassahtul-Islam in Karachi. His organization started publishing *MuavinMajama*, a weekly Sindhi language newspaper, which played an important role in the politics of Sindh. This newspaper sensitised Muslims as to the need to learn English and also raised political awareness among them. Allah BuxAbujo, Shams ud-din Bulbul and Muhammad Usman Aurangzada were the editors of this newspaper. In 1890, Sadhu Heeranand and Diyaram Gadumal founded the first Sindhi language magazine, *Saraswati*. Later, Chandaryani published the magazine and was also the editor for many years.

In 1895, the weekly *Aftab* was published under the editorship of Shams ud-din Bulbul. The same year, Sadhu Heeranand published another weekly, named *Patrika*. During this time, the weeklies *Sindhi* from Sukkur, *KhairKhwa* from Larkana, *Musafir* from Hyderabad and *Larkana Gazette* were also being published. Shams ud-din Bulbul and Tehalram Molchand were the editors of these newspapers.

A weekly *Parbhat* was published in 1896 whose editor was Laikhraj Tilokchand. In 1899, the weekly *Al-Haq* began publication under the editorship of Sheikh Muhammad Suleiman. During 1901, *SindhMuslani* magazine was published from D.G College Karachi that was established in 1887. This magazine played an instrumental role in raising awareness among students in Sindh and also contributed to the development of Sindhi literature. It is also important to mention *Jaut* magazine of Hyderabad, whose editor was Parmanad Mewaram. *Jaut* started publication as a fortnightly in 1896. Parmanand Mewaram was a renowned scholar of Sindhi language and contributed to the growth and development of Sindhi literature. In 1902, Government of Sindh’s Ministry of Education started publishing *Akhbar-e Taleem*, a magazine, from Hyderabad’s training college. Tarachand Shaukiram was the principal of the college at that time, who was also the elder brother of the famous journalist of Sindh, Sadhu Heeranand. He

dedicated this magazine to Sindhi language, education and history. During the same year, Sindh Madrassahtul-Islam started publishing *Rasal-e Madras* under the editorship of Allah BuxAbujho. During 1905, weekly *Akhbar-e Mata* was published from Hyderabad, Sindh. Its editor was Taularam Balani, who was also a dynamic political activist. Articles related to national issues and freedom were published in this newspaper. Government banned this newspaper. Following this, Taularam Balani started publishing the weekly *Sadaa-e Sindh*. However, it was also banned and shut down by the government in a month or two.

Year 1908 is considered an important year for journalism in Sindh. A complete Sindhi language daily *SindhWasi* was published during this year from Hyderabad. Kanwal Singh was the owner and editor of this newspaper, who also owned the printing press. This newspaper continued publishing until 1929. In February 1909, *Zameendar Gazette* under the editorship of Dharam Singh, and during 1910, *Wapar Samachar* under the editorship of Tekchand Gokhlani was published from Shikarpur. *Wapar Samachar* was the first newspaper to be dedicated to business news and Shikarpur was regarded as a trade hub. Traders from this area had trade relations with Singapore, Hong Kong, Sri Lanka, Indonesia, Aden, Basra and different African countries. These traders were also referred to as SindhWarqi. From 1858 to 1910, Mirza Mukhlis Ali, Sadhu Heeranad, Shams ud-din Bulbul, Muhammad Hashim Mukhlis, Veerumal Baigraj, Parmanand Mewaram, Taularam Balani and Mirza Sadiq Ali were considered the leading figures of journalism.

## Second era: 1910-1947

Second era of Sindhi language journalism starts from the year 1911. During this year, a nationalist from Hyderabad, Maharaj Lokram Sharma, started publishing *Bhaskar* that was printed twice a week. This newspaper was also banned and shutdown due to its opposition to the British government, and Lokram Sharma was also put in jail. During 1924, he started publishing *Hindu*, twice a week, which was later converted into a daily newspaper. This newspaper later shifted to Karachi and continued publishing till 1947 as *Daily Hindustan*. This was a major Sindhi language newspaper that represented the All India Congress. Even after Partition, this newspaper continued publishing for 45 years from Bombay. During 1916, an author Jaitmal Parasram, started publishing a daily, "Hind Wasi" from Hyderabad. Parasram was a renowned scholar and writer of Sindhi language. Politically, he was affiliated with Dr. Annie Besant's Home Rule League. He was also imprisoned for four years for using a verse of Shah Abdul Latif Bhitai's poetry. The person who sentenced him was British Deputy Collector H.T. Sorley. After sentencing Parasram, Sorley studied Sindhi language in detail. Later, he authored a book in English, "Shah Abdul Latif of Bhit." This book is considered to be an important contribution to Sindhi literature. On the other hand, Jaitmal Parasram, authored a book in 1920, *Tarang Jhothraith*, which is considered as first jail diary in the Sindhi language. Barrister Ghulam Muhammad Bhargari provided financial support for the *Hind Wasi* newspaper. In 1916, Sindh's political leader from Hyderabad, Raees Ghulam Muhammad Bhargari started publishing "Al-Ameen", twice a week. He was a renowned political figure, who was affiliated with Congress and Muslim League. He made Sheikh Abdul

Majeed Sindhi who was then in jail, the editor of this newspaper. Bhargari was elected as the Secretary General of All India Muslim League in 1917, and later was elected as the President of All India Muslim League in 1923, during the Lucknow session. Mr. Bhargari had a crucial role in the political and journalistic development of Sheikh Abdul Majeed.

*Kaisri*, whose editor was Sawami Gouvind Aanand, was also a renowned weekly of 1916. This weekly journal was also used to campaign against the British. In 1918, the daily "Sauraj" under the editorship of Baldaiv Tarachand and weekly *Jangi* were among the renowned newspapers. Daily *Al-Waheed* had the financial support of Abdullah Haroon. The editor of this newspaper was Sheikh Abdul Majeed Sindhi. This newspaper also played an important role in fighting for the rights of Muslims in Sindh. This newspaper was published in Sindhi typology and had its own printing press. *Al-Waheed* continued publication from 1920 to 1957 and had a large circulation throughout Sindh. It was shut down after the decision of "One Unit." Apart from Sheikh Abdul Majeed Sindhi, Maulana Deen Muhammad Wafai, Hakeem Shams ud-din, Qazi Abdur-Rehman, Sheikh Abdul Aziz and Sheikh Abdur-Raheem also wrote editorials for this newspaper. *Al-Waheed* had a prominent place in the history of journalism in Sindh. Due to its opposition to "One Unit", even the printing press of *Al-Waheed* was auctioned. Initially, it consisted of 6 pages, however, later in 1923, was upgraded to 8 pages. Daily *Al-Waheed* from Karachi and *Hindu* that was later named *Hindustan* were two leading newspapers of Sindhi language. Editors of these two newspapers were also put in jail several times. Among the people who went to prison safeguarding the rights of the press were Sheikh Abdul Majeed Sindhi, Qazi Abdur-Rehman, Jai Ramdas Daulatram, Dr. Chohtram Gadwani, Vishnu Sharma, Jhamat Mal, Professor Ghansham, Heeran and Karamchand and Kamla Heeranand.

During 1922, weekly *Shikarpur*, whose editor was Sachanand, was considered a good newspaper. During the same year, *Sindh Zameendar* started publishing from Sukkur under the editorship of Pir Ali Muhammad Rashidi. Master Abdul Wahab was the first editor of this newspaper, and it was a famous political newspaper of Upper Sindh that was published with the financial support of Muhammad Ayub Khuro. Pir Ali Muhammad Rashidi remained the editor of this newspaper from 1929 to 1933. Later, he started publishing *Sitara-e Sindh* from Sukkur. In addition to this, during 1924, weekly *Muslim* under the editorship of Muhamamd Hashim Mukhlis was a renowned newspaper of MirpurKhas. The weeklies *Noor Islam* and *Mirpur Gazette* under the editorship of Gard-Nomal and weekly *Al-Hanifof* Shikarpur, under the editorship of Karim Bux Taanwari were also considered good newspapers. During 1924, Diyaram Gadumal College, Hyderabad's magazine *Phalaili*, weekly *DaishMitar* under the editorship of Khaimchand and during 1927, daily *Matar Bhoomi* and daily *Hindu Sansar* were newspapers worth mentioning.

During 1928, daily *Sansar Samachar* from Karachi, weekly *Al-Hizb*, weekly *Rahnuma*, weekly *Fernier Gazette* of Jacobabad, weekly *Khadimul-Islam* of Hyderabad under the editorship of Maulana Khair Muhammad Nizami, weekly *Dawat-e Islam* of Sukkur under the editorship of Dr. Muhammad Yameen and weekly *Paisa Akhbar* of Shikarpur were some renowned newspapers.

During 1929, *Sukkur Gazette*, weekly *Partab*, Chodas, weekly Parkash and daily *Sindh Shaiwak* under the editorship of Shaiwak Ram were some renowned newspapers. During 1931, weekly *Azad Karachi*, daily *Qurbani* of Shikarpur under the editorship of Maulana Abdul Karim Chishti, which was later shifted to Karachi when G.M. Syed bought it from Maulana Chishti in 1945 and Pir Ali Muhammad Rashidi was appointed as the editor of this newspaper. Later, during 1948, Ayub Khuro, Chief Minister Sindh shut down this newspaper. Maulana Khair Muhammad Nizamani, Hafiz Khair Muhammad Auhadi and Mir Muhammad Shah were among the editors of this newspaper.

Before 1947, renowned weekly newspapers included *Haari*, *Haqdar*, *Itihad*, *Hindu Samachar*, *Baydari*, *Sitma Samachar*, *Murgh-e Falak*, *Tairan Ababeel*, *Nau Muslim*, *Hamdard*, *Fateh*, *Chand*, *Subah-e Sindh*, *Paigham-e Nau*, *Khadimul-Islam*, *Islah*, *Naara-e Takbir*, *Aseekta*, *Inqilaab*, *Muslim League*, *Baghban*, *Al-jamat Nau Baharat*, *Rahbar-e Sindh*, *Ilm*, *Vidiya*, *Sindhri*, *Mujahid*, *Janam Bhoomi*, *Al-Kashif*, *Ibrat*, *Talpur*, *Panjtani*, *Awaam*, *Baabul-Islam*, *Al-Haider*, *Three Gazette* and *Chingari*.

The renowned journalists from 1910-1947 included Jaitmal Parasram, Lokram Sharma, Nainaram Sharma, Sheikh Abdul Majeed Sindhi, Maulana Deen Muhammad Wafai, Lalchand Amard Nomal, Maulvi Nor Muhammad Nizamani, Jai Ramdas, Daulat Ram, Heeranand Karamchand, Hakim Fateh Muhammad Sehwan, Qazi Abdul Rehman, Maulana Khair Muhammad Nizamani, Pir Ali Muhammad Rashidi, Hafiz Khair Muhammad Auhadi, Sheikh Abdul Aziz, Maulana Abdul Karim Chisti and Muhammad Khan Ghani.

During 1945 *Daily Inqilab* from Sukkur and during 1946 daily *Hilal-e Pakistan* from Hyderabad started publishing. In addition to this, a number of literary magazines were also published during 1910 and 1947. Lalchand Amard Nomal laid the foundation of Sindhi Sahat Society and started publishing books. Jaitmal Parasram was the first editor of this organization. During 1918, a literary magazine by the name *Sikh Tract* and during 1921, a monthly magazine *Roh-e Rahan* was published. This magazine continued publishing till 1947 and contained articles on Sufism and Vaidyanath. During 1932, a modern literary magazine in Sindhi language was published from Shikarpur. Its editor and owner was Bolchand Rajpal. It was a fine-looking literary magazine that was continuously published till 1947. During 1936, monthly *Rattan* under the editorship of Paromal Kaywel Ramani and in 1935 monthly *Mukhri* from Karachi under the editorship of Sobhraj and during 1938 Maulana Deen Wafai's magazine *Tauheed* were considered as some of the renowned magazines of that time.

### Third era: 1947-to date

After the partition of India/creation of Pakistan in 1947, a number of Sindhi Hindus shifted to India. At that time, only daily *Al-Waheed*, *Qurbani* and *Hilal-e Pakistan* Hyderabad were being published from Sindh. A big gap was left in the journalism of the region after the departure of Hindus from Sindh. During 1948, *Daily Mujahid* started publishing from Karachi. However, it was shut down in a few months. In January 1952, daily *Nawa-e Sindh* started publishing. Former Chief Minister of Sindh, Ayub Khuro was the owner of this newspaper and Abdul Ghafoor Saytai was the editor. In April 1953, G.M. Sayed

started publishing daily *NayiSindh* from Karachi, whose editor was Subhu Gayaanchandani.

In April 1948, on the decision to separate Karachi from Sindh, the famous Sindhi language newspaper *Al-Waheed* registered a strong protest. The students and the public in general were also against this decision. Following this, Chief Minister Ayub Khuro was removed from the position and Pir Ilahi Bux was appointed as the new Chief Minister. He handed over Karachi to the central government. However, the editorial titled “Karachi Gone” of his daily newspaper *Mujahid*, on July 24, 1948 read the following:

“Generosities of Pakistani Government,

My weak heart don’t despair, tears are not allowed,

Dear and beloved Karachi has been separated from Sindh. Not a single person is happy over this separation. No one was ready to give away Karachi like this. Due to the headstrong attitude of the Pakistani government and on the persistence of the Governor General Quaid-e Azam and after gauging the severity of the situation, the Sindh Assembly handed over Karachi to the center, in order to avoid any conflict between the two. This was done to avoid a civil war like happening in Palestine, the Deccan and Kashmir. But unfortunately, the government of Pakistan couldn’t keep its promise and handed over Karachi to the centre.”

The anger among Sindhis over the separation of Karachi from Sindh can also be gauged from the April 1948 editorial of Maulana Deen Muhammad Wafai’s magazine *Tauheed*: “If Sindh had displayed some self respect like Punjab, then the separation of Karachi could have been avoided. Today, *Al-Waheed* is writing against this decision, like no other newspaper could have written.”

The Sindhi language press had started fighting for the rights of Sindhis since 1948. In 1954, when “One Unit” scheme was introduced, Sindhis went against this decision and daily *Al-Waheed*, daily *Karvan* of Hyderabad and daily *Nayi Sindh* were at the forefront of this resistance. However daily *Nawa-e Sindh*, of Karachi, which was owned by then Chief Minister Ayub Khuro sided with the decision of separating Karachi from Sindh. Ayub Khuro’s government forcibly held the assembly’s session in Session Court of Hyderabad, Sindh and passed a resolution in favor of One Unit. On the opposition to One Unit, the largest newspaper of Sindh, *Al-Waheed* was forcibly shut down. Sheikh Abdul Rahim was the last editor of this newspaper. The printing press was also auctioned. The newspaper *Nayi Sindh* was also shut down. During 1955, another newspaper named *Mehran* started publishing. It was owned by Pir Pagara. The first editor of this newspaper was Maulvi Khair Muhammad Nizamani and later Sardar Ali Shah became the editor of this newspaper. Hafiz Muhammad Auhadi was the editor of daily *Karavan* Hyderabad and the editor of daily *Hilal-e Pakistan* Hyderabad was Abdul Shakoor Munshi. After the closure of *al-Waheed* and *NayiSindh*, the Sindh government put more restrictions on Sindhi language newspapers like *Mehran* and *Karavan*. During 1958 i.e. under Ayub Khan’s Martial law, Sindhi language newspapers were told to remove the map of Sindh from their books. During the same year, Qazi Muhammad Akbar and Qazi Abdul Majeed, started publishing daily *Ibrat* from Hyderabad. Since that time, this daily

has played an instrumental role in Sindhi language press. Khair Muhamamd Nizamani, Sheikh Ali Muhammad and Khair Muhammad Khokhar are the prominent editors of this newspaper. Sheikh Ali Muhammad and Khair Muhammad Khokhar remained the editors for 10 and 35 years, respectively. Presently, Qazi Asad Abid is the managing editor of daily *Ibrat*. Daily *Sindh* news, *Sindhu* and fortnightly *Ibrat* magazine are part of the *Ibrat* group of newspapers.

In 1958, daily *Mehran* and *Nawa-e Sindh* were shifted from Hyderabad to Karachi. However, after some time daily *Karavan* of Hyderabad and daily *Nawa-e Sindh* couldn't continue publishing. From 1958 to 1970, daily *Ibrat* and *daily Mehran* were the two largest newspapers of Sindhi language. In 1969, People's Party bought daily *Hilal-e Pakistan* and under the editorship of Sheikh Ali Muhammad it became the mouthpiece of People's Party.

During 1970, *Al-Waheed* started publishing but was closed later on. During 1972, Mr. Bhutto shifted Daily *Hilal-e Pakistan* to Karachi and even founded a modern printing press for the newspaper. *Siraj-ul Haque* was the editor of *Hilal-e Pakistan*. After the Martial law in 1977, the government of Pakistan assumed control of this newspaper. This newspaper is still being published, but is no longer under the control of the Pakistani government. Syed Alam Shah, Dastagir Bhatti, and Madad Ali Sindhi were the prominent Chief Editors of this newspaper.

During 1974, daily *Aftab* started publishing under the editorship of Sheikh Ali Muhammad, who had previously resigned from the editorship of *Hilal-e Pakistan*. Daily *Aftab* was also shut down in 2001. During 1976, Qazi Abdul Majeed Abid started publishing *Sindh News* from Hyderabad. However, it was also shut down in 1999. Sheikh Aziz was the editor of this newspaper. From 1980 to 1990 Madad Ali Sindhi was the editor of this newspaper.

During 1991, Qazi Aslam Akbar started publishing *Kawish* from Hyderabad, which is presently the largest newspaper of Sindhi Language. Ali Qazi is the editor of this newspaper. This group of newspapers also owns daily *Shaam* and daily *Koshish*.

*Daily Sindh*, *Halchal*, *Mehran*, *Tameer-e Sindh*, *Barsaat* and *Sindhu Hyderabad*, and *Awaami Awaz*, *Sobh*, *Muqadama Karachi* are prominent newspapers of present time. Prominent journalists of present time are G.N. Mughal, Niaz Phanwar, Naz Satho, Jaffar Memon, Yousaf Shaheen and Iqbal Dil.

## Sindhi language press and Rights of Sindh

The history of Sindhi press consists of almost hundred and fifty years. Sadhu Heeranand was the first journalist who almost 127 years ago started his career with the Sindhi language newspaper *SindhSudhar* and English language newspaper *Sindh Times*. He completed his Bachelor's degree in 1882 from Calcutta and then returned to Sindh. Both these newspapers were owned by two Zoroastrian traders. Diyaram Gadumal was Heeranand's colleague. He was a brave and fearless journalist. An excerpt from his speech published on March 1895 in his private journal *Saraswati* is given below:

“The Viceroy of India gets a monthly salary of twenty five thousand rupees, which is too much. It should be reduced to fifteen thousand. And there is no requirement of seventy three thousand soldiers in India, fifty thousand are enough.”

This was a time when except in Bengal, nothing was written against the British government elsewhere. Sadhu Heeranand also contributed immensely to field of education in Sindh. Hyderabad’s first girls’ school and a boys’ school were result of his and his brother, Nolrai’s efforts. Unfortunately he died at the young age of thirty . However, the school, Nolrai Heeranand High School in Hyderabad bears witness to his efforts in this regard. In addition to them, Parmanand Mewaraam, Tolaram Menghraj Balani, VeerumalBaigraj, Sheikh Abdul Majeed Sindhi, Mirza Mukhlis Ali, Maulana Deen Muhammad Wafai, Maulana Khair Muhammad Nizamani, Qazi Abdur-Rehman, Sheikh Abdul Rahim and Syed Sardar Ali Shah are those journalists who played an important role in the development and growth of Sindhi language press.

After partition and creation of Pakistan, Sindhi language press highlighted issues like One Unit, Quota system, injustices to Sindhi people, Sindhi language and allotment of land in Sindh. Unfortunately, from 1958 to 1970, Sindhi media remained a victim of state pressure. From 1958 to 1972 Sindhi language newspapers and magazines like *Mehran*, *Rooh Rahan*, *Sohni*, *Aagay Qadam* and *Malir Digest* wrote fearlessly about the rights of Sindh. Sindhi scholars and philosophers were at the forefront of this struggle. Sheikh Ayaz, Rashid Bhatti, Shamshir al-Haideri, Tariq Ashraf, Hameed Sindhi, Madad Ali Sindhi, Pir Hisamud-din Rashidi, Zarina Balouch, Rasool Bux Paleejo, Fatah Malik, Ghulam Hussain Rangraiz, Niaz Hamayun, Ibrahim Munshi and Sarvaj Sajawali are prominent names in Sindhi language press.

After 1977’s Martial Law, only five Sindhi language newspapers remained. *Daily Hilal-e Pakistan* under the editorship of Muhammad Hashim Memon, *Daily Ibrat* under the editorship of Khair Muhammad Khokhar, daily *Sindh News* under the editorship of Madad Ali Sindhi, *Daily Mehran* under the editorship of Sardar Ali Shah and daily *Aftab* under Sheikh Ali Muhammad played an instrumental role in the Movement for Restoration of Democracy (MRD) and represented Sindhis during the Martial Law years. However, all these newspapers had to undergo censorship during this time.

Later, during the rule of democratic governments, especially under the premiership of Muhammad Khan Junejo, the notorious Press and Publication Ordinance was removed. Sindhi newspapers that started publishing after 1985, are daily *Awami Awaz* from Karachi, daily *Bakhtawar* from Hyderabad, daily *Khalq* from Hyderabad, daily *Sawal* from Hyderabad, daily *Sindh* from Hyderabad, daily *Sach* from Karachi, daily *Tameer-e Sindh* from Hyderabad, daily *Halchal* from Hyderabad and daily *Sobh*, also from Hyderabad.

Thus, presently, the Sindhi media is very vibrant and accommodates many publications and viewpoints. However, unfortunately due to low salaries, a number of Sindhi language journalists are shifting to Urdu newspapers, where the salaries are higher.

# Sindhi Media Analysis

*Individualland Pakistan* is widely engaged with media on a number of issues. We initiated a series of media analyses primarily aimed at presenting views of consumers i.e. (readers, viewers and listeners) of media regarding the news content printed in daily newspapers.

Our engagement with media also helped us to develop a concept called FIRM: Free, Independent and Responsible Media. This concept aims at promoting a responsible media that is free and independent of external pressures. Similarly, the series of media analyses focuses on news content that according to a consumer's perspective deviates from the concept of FIRM. Hence, these deviations come under the parallel concept called "Non-FIRM" i.e. not following the principles of freedom and independence with responsibility.

The Non-FIRM analyses of English and Urdu language newspapers have already been conducted. This analysis aims at analysing Sindhi language newspapers, because they have the highest circulation amongst regional languages newspapers. The circulation of Sindhi language newspapers also comes third after Urdu and English language newspapers, respectively. According to a news report <sup>1</sup> published in esteemed English daily, with the primary research conducted by the Statistical Department of Pakistan, the average circulation of Urdu language newspapers in 1997 was 3,017,310 dailies, which by 2006 increased to 6,472,510. Similarly, the average circulation of English language dailies in 1997 was 485,073, which increased to 905,755 dailies by 2006. The average circulation of Sindhi language dailies in 1997 was 351,868, which increased to 688,200 dailies by 2006. The average circulation of Pushto language dailies in 1997 was 30,578 which increased to 54,700 dailies by 2006. Similarly, the average circulation of Punjabi language dailies by 2006 was 6700, which decreased from 7,223 in 1997.

In addition to the concept of FIRM, the organisation also keeps in view the universally recognised standards and 'ethics of journalism' as a barometer to gauge the deviation of news content from the said acceptable standards. The question is that are these standards being followed in Pakistan? According to John Vernon Pavlik's book, *Journalism and new media*<sup>2</sup>, the standards such as, objectivity, fairness and accuracy may limit the accountability of the news reporter if not complemented by truthfulness of whatever s/he is reporting. So the standards of news reporting are:

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<sup>1</sup> Asif, Qazi. Newspaper number decreases as readership increases. In: The Daily Times. March 4, 2008. Accessed online from: [http://www.dailytimes.com.pk/default.asp?page=2008%5C03%5C04%5Cstory\\_4-3-2008\\_pg12\\_11](http://www.dailytimes.com.pk/default.asp?page=2008%5C03%5C04%5Cstory_4-3-2008_pg12_11) Date of Access: December 12, 2011.

<sup>2</sup> John, V., Pavlik. Part II: Transforming How Journalists do their Work. *Journalism and New media*: Columbia University Press. 2001. P. 93. Accessed online: [http://books.google.com.pk/books?id=NkheF6ydc5oC&pg=PA93&dq=Truthfulness,+Accuracy,+Objectivity,+fairness&hl=en&ei=bqjITvOgBJTb4QSd1Pj6BA&sa=X&oi=book\\_result&ct=result&resnum=3&ved=0CDcQ6AEwAg#v=onepage&q=Truthfulness%2C%20Accuracy%2C%20Objectivity%2C%20fairness&f=false](http://books.google.com.pk/books?id=NkheF6ydc5oC&pg=PA93&dq=Truthfulness,+Accuracy,+Objectivity,+fairness&hl=en&ei=bqjITvOgBJTb4QSd1Pj6BA&sa=X&oi=book_result&ct=result&resnum=3&ved=0CDcQ6AEwAg#v=onepage&q=Truthfulness%2C%20Accuracy%2C%20Objectivity%2C%20fairness&f=false) Date of Access: December, 12, 2011.



- Truthfulness
- Objectivity
- Fairness
- Accuracy

In addition to journalistic ethics, there are certain elements of news worthiness that make a report interesting or newsworthy. It is important to describe here that these elements are described in different publications, with certain additions and subtractions. According to *American Government*<sup>3</sup>, a joint publication by Gitelson, Dudley and Dubnick, a newsworthy story should be timely and novel, i.e. what reporters like to call a breaking story. Further, it has been argued that newsworthiness of a story is increased by the presence of “violence, conflict, disaster or scandal.” In addition to this, familiarity is also described as an important element of newsworthiness.

According to *Writing and producing television news*<sup>4</sup>, the elements of newsworthiness are Timeliness; Proximity; Significance/Importance; Confrontation/Conflict; Prominence; Unusualness or Change and Human interest/Humor. The elements that we used as benchmarks for this analysis also share commonalities with the above given references. These are:

- Timeliness
- Proximity
- Impact
- Currency
- Oddity
- Prominence
- Controversy

## Selection of Newspapers

According to the information available on the website<sup>5</sup> of All Pakistan Newspapers Society (APNS), a total of twenty two Sindhi language dailies are being published, along with a number of weeklies and monthlies. Five leading newspapers out of these twenty two were selected for the analysis. These newspapers are listed below:

<sup>3</sup> Gitelson, Dudley and Dubnick. *Media and Politics: American Government*. Eighth Edition: Cengage learning. 2008. P. 253. Accessed online from: [http://books.google.com.pk/books?id=SDOgZDrr0IEC&pg=PA253&dq=elements+of+newsworthiness&hl=en&ei=V9zITqHUF4OD4gS2t-ymBQ&sa=X&oi=book\\_result&ct=result&resnum=2&ved=0CDAQ6AEwATgK#v=onepage&q=elements%20of%20newsworthiness&f=false](http://books.google.com.pk/books?id=SDOgZDrr0IEC&pg=PA253&dq=elements+of+newsworthiness&hl=en&ei=V9zITqHUF4OD4gS2t-ymBQ&sa=X&oi=book_result&ct=result&resnum=2&ved=0CDAQ6AEwATgK#v=onepage&q=elements%20of%20newsworthiness&f=false) Date of Access: December 12, 2011.

<sup>4</sup> Eric K. Gormly, Victoria Carrol. *Approaching the television news story: Writing and Producing Television News*. Blackwell Publishing: Iowa, USA. 2004. pp. 70-71. Accessed Online from: [http://books.google.com.pk/books?id=LOCNKZVRvCwC&pg=PA70&dq=elements+of+newsworthiness+writing+and+producing+television+news&hl=en&ei=0PLmTv6jOMjChAfakbD2Cg&sa=X&oi=book\\_result&ct=result&resnum=1&ved=0CCwQ6AEwAA#v=onepage&q&f=false](http://books.google.com.pk/books?id=LOCNKZVRvCwC&pg=PA70&dq=elements+of+newsworthiness+writing+and+producing+television+news&hl=en&ei=0PLmTv6jOMjChAfakbD2Cg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCwQ6AEwAA#v=onepage&q&f=false) Date of Access: December 13, 2011.

<sup>5</sup> Member Publications: Language wise (Sindhi). All Pakistan Newspapers Society. Accessed online from: [http://www.apns.com.pk/member\\_publication/language\\_wise.php?lang=sindhi](http://www.apns.com.pk/member_publication/language_wise.php?lang=sindhi) Date of Access: December 13, 2011.

- *AwamiAwaz*
- *Hilal-e Pakistan*
- *Ibrat*
- *Kawish*
- *Khabron*

## Monitoring Period

The selected newspapers were monitored daily for a period of approximately two months i.e. from June 6 to August 9, 2011. A Sindhi language expert was hired for this task, who selected news reports that deviated from journalistic ethics and what should properly constitute newsworthiness.

## Common Inaccuracies

The front and back pages of the selected newspapers were monitored, as they contain the gist of the newspaper, consisting of headlines and other important national and international news reports. The inaccuracies were segregated into five categories, similar to the analyses of English and Urdu language print media conducted by *Individualland Pakistan*. These inaccuracies are listed below:

- Violation of Privacy
- Single ,Unknown or Unattributed Sources
- Lack of Professionalism
- Opinionated news stories
- Biased reporting

## Process of selecting inaccuracies

The Sindhi language expert monitored front and back pages of selected newspapers daily. Once a news report was selected, the inaccuracy was mentioned and comments were generated, so that the rationale behind the selection was understood. News reports, imagery and advertisements were particularly monitored for the analysis.

Due to the fact that lots of resources are needed to publish a newspaper, advertisements have become an integral part of it. These advertisements allow the owner to manage all costs involved, including salaries of staff members and other running costs. However, according to *Individualland's* own concept i.e. FIRM, there is a thin line between violation of citizens' media space and reasonable publication of advertisements. This is not to say that these advertisements should not be there at all, but it should be ensured that the space in a newspaper that is primarily meant for news reports is not encroached upon by advertisements. Citizens' media space refers to the space that is primarily meant for news stories, because consumers of media(citizens) are mostly interested in reading news not advertisements. However, it is also important that citizens must voice their concerns by writing to editors of newspapers. Unfortunately, Sindhi lan-

guage newspapers including Urdu language mainstream newspapers do not have the “letters to editor” section, which is only found in English language newspapers.

Similarly, imagery is an important part of newspapers. These images help describe news visually. However, images that result in spreading fear among citizens or are not considered ethically or morally correct should not be published. These images instead of informing citizens have a negative impact. A number of such examples, including imagery, advertisements and news reports have been shared in this publication, so that it may lead to greater awareness of what constitutes improper images.

## Structure of a Sindhi Newspaper

The layout of a typical Sindhi language newspaper is quite similar to an Urdu language newspaper. *Daily Kawish* contains 10 pages and *Daily Ibrat* contains 11 pages, whereas *Daily Awami Awaz* and *Daily Hilal-e Pakistan* contain 8 pages each.

Page 1 and 8 or the front and back pages contain the most important national and international news and this analysis also focuses on these two pages for the selection of news reports. The inside pages mostly contain regional and city pages along with Opinion-Editorial and sports pages.

## Analysis of News Content

Sindhi language newspapers are important sources of information for readers of Sindhi language. Although circulation is mostly limited to the province of Sindh, these newspapers are also available on demand in other parts of the country. While conducting the analysis of the Sindhi language newspapers, we found the following inaccuracies.

## Violation of Privacy

The Constitution of Pakistan grants every citizen the right to enjoy privacy, without any intrusion from outside. However, unfortunately, while conducting the analysis, a number of such examples/news reports were highlighted that compromised the privacy of individuals and communities as well.

A number of such news reports were identified that published real names of victims of torture, sexual abuse and violence. Throughout the monitoring period, this trend was particularly noted. Considering the socio-cultural environment of the country, particularly of Sindh province, it is unsuitable to disclose real names of victims, because it can have negative implications for the victims. This argument is justified in following examples from Sindhi language newspapers.

For instance, “A woman was forced to walk around the village, naked; son was blamed for having sexual relationship with a woman in Village.”<sup>6</sup> This news report was published on June 15, 2011 in *Daily Kawish* on the front page with the name of the victim and her son. This news report clearly violates the privacy of the woman in question. Article 14 of the Chapter on Fundamental Rights of citizens of the 1973 Constitution of Pakistan clearly states that “The dignity of man and, subject to law, the privacy of home, shall be inviolable.”

In a similar example, name of a victim/survivor of sexual abuse was published in the news report in *Daily Awami Awaz* on June 16, 2011. "Attack on the family of a sexually abused girl ABC; three injured, one dead."<sup>7</sup> The thirteen years old girl, ABC was abused five months back in village DEF. The name of the victim was published in the headline along with her age and her history of being abused. This is not only unnecessary but a clear violation of the privacy of the individual in question.



### Lack of Attribution

Mentioning sources in a news report is important, in order to validate the news. However, it is a common practice among all the newspapers in the country not to mention sources, or mentioning such sources as are unknown or not authentic, or unverifiable. Similar trends were noticed in Sindhi language newspapers as well.

For instance, a news report published in *Daily Awami Awaz* on June 22, 2011 states that "There is a shortage of doctors in Dadu Civil Hospital, and the Dialysis center has also been closed; 150 beds hospital has not been upgraded and patients are facing problems at the OPD."<sup>8</sup> Doctors are mostly doing chit chats with medical representatives and the generator is also not used in case of load shedding.”

<sup>6</sup> Daily Kawish. Hyderabad. June 15, 2011. P.1.  
<sup>7</sup> Daily Awami Awaz. Sukkur. June 16, 2011. P.1.  
<sup>8</sup> Daily Awami Awaz. Karachi. June 23, 2011. P. 1.



This news report does not mention any reliable sources and only presents the observations of a reporter. The point of view of doctors and other medical staff is also absent. This type of news reports lack authenticity. Reports must always be backed with proper sources.

In another similar news report, printed in *Daily Awami Awaz* on June 23, 2011 "Two girls killed and cut down to pieces on the allegation of *karo-kari* (honour killing), another girl missing, and dead bodies were found flowing in the river. Chanesar Mahar inhu-



manly killed his nieces Naila Mahar and Zakiya Mahar in the village Kamil Mahar.” The reporter has used the word “inhumanely” in this report, which is commentary on his behalf. Killing itself is not a humane practice, so using the word inhumanely was not necessary. Also, such trial by media could adversely affect the accused’s case when it goes to trial.

## Lack of Professionalism

Professionalism is necessary to uphold the minimum standards of a profession. The same goes for a journalist or a reporter, who has the biggest responsibility of informing the readers. Lack of professionalism was evident from a number of news reports selected as Non-FIRM (Free, Independent and Responsible Media) examples for this publication.

A news report published in *Daily Kawish* on July 14, 2011 describes killing of a woman in the following words, "Bullets hit the face, head and chest of a woman and a girl; the dead body of the woman was found only in her trousers and the girl had no clothes on her body."<sup>9</sup> The reporter has reported the incident without keeping the moral dimension of the report in perspective and has described that both the woman and the girl were found without clothes. By writing so although s/he may have reported the event and the scene of crime as it actually was, such a story might also be written purposely to add the factor of sensationalism in the news report.

Another example from *Daily Kawish's* July 14, 2011 edition describes that "Conflict between Jatoi - Bhatti (communities) near Razi Dairo, 2 labourers killed, both the communities protested with dead bodies."<sup>10</sup>

The headline and intro of the news mentions names of two communities. The reporter purposely drags both communities in the conflict. However, only two persons were involved in the incident. There was no need to mention names of the communities in the report. This act by the reporter can lead to serious consequences, considering the feudal culture of the province and the country.

## Opinionated News stories

A newspaper is supposed to voice concerns of the wider community and should always present the true picture without any exaggeration or sensationalism. Expression of personal views and comments in a news report is not only unnecessary but also shows the unprofessional attitude of the reporter and poor editorial skills of an editor. Opinionated news stories must not be given space in the news section. The right place for opinionated pieces should be the Opinion-Editorial section. During the analysis, a number of news stories were selected that were opinionated and lacked authenticity.

For instance, a news report published in *Daily Ibrat* on June 18, 2011 contains commentary, "Maulana tried, but Nawaz Sharif ignored to embrace him, only shakes hand."<sup>11</sup> The news report describes the meeting of two mainstream opposition leaders. However, instead of describing the points that were discussed in the meeting, the reporter has only described his own observations in the report.

<sup>9</sup> Daily Kawish. Hyderabad. June 24, 2011. P.1.

<sup>10</sup> Daily Kawish. Hyderabad. July 14, 2011. P. 1.

<sup>11</sup> Daily Ibrat. Hyderabad. June 18, 2011. P.1.

In another example, a news story published in Daily Ibrat on July 5, 2011 substantiates our claim, “Mutahida looking for Mustafa Kamal as Governor, 8 conditions given including local bodies elections.”<sup>12</sup> This is a lead story published in the newspaper, the report further states that: “Tomorrow President will meet PPP Sindh leaders, where Syed Qaim Ali Shah<sup>13</sup> will present conditions given by Muttahida Qaumi Movement (MQM)<sup>14</sup>. It is further described that MQM has demanded full authority for its ministers, including selection of Mustafa Kamal as the Governor.” This report is based on political speculation rather than facts. Thus, while it might be a worthy speculation based on excellent contacts of the reporter, but for it to be a news story on the front page, it has to:

- (a) Present points of view of the concerned groups
- (b) Inform the reader about sources of the information

Nevertheless the reporter is actually indulging in political speculation. Of course it is possible that the assumptions made could actually turn into real events. However the only news which is credible and verifiable is the fact that president had a meeting with members of coalition party members. The other details of the report which , demand of full authority for ministers and nomination of governor, lack substantiation, as a result of which story does not hold the credibility to be printed on the front page of the newspaper.

Such stories which contain any kind of political speculation or analysis, no matter how trivial or important are not meant to be printed on the front page of newspapers. Rather the opinion and editorial pages are allocated for the publication of such views.

## Biased Reporting

Newspapers are supposed to be unbiased, because they do not represent a group, class or an ethnic community etc. Unfortunately, sometimes such news reports are spotted in a newspaper that are biased towards a particular group, political party or ethnic community.

An image published on the first page in *Daily Kawish* on June 27, 2011 shows three people, where two are female and the other is male. A woman is holding the ballot box in her hands, while the other has seized the hand of the woman who is holding ballot box, while the man is standing behind the two.

<sup>12</sup> Daily Ibrat, Hyderabad. July 5, 2011. P. 1.

<sup>13</sup> Chief Minister Sindh.

<sup>14</sup> A mainstream political party.



راولپنڊي، پي پي جي عمارتن دورت پولنگ اسٽيشن مان پولنگ باکس کڻي وڃڻ جي عورت کي ڪاوش ملڪي

The caption reads, “Rawalpindi: PPP women worker is trying to take away a ballot box.”<sup>15</sup> The caption describes that a woman who is worker of Pakistan Peoples Party, is trying to take away a ballot box.<sup>16</sup> If this news story is seen from the lens of attribution and biased reporting, it is evident that the reporter can only substantiate the city where the event is taking place and that a female is holding a ballot box in her hands. However the other aspect of report which states that the woman belongs to Pakistan Peoples’ Party holds no credible proof. The picture only shows, that three persons are present, two are female and one is male. The woman in the front of the picture is holding the ballot box in her hands and the other woman is holding her hand, while the man is standing behind. The picture fails to provide any substantiation that the lady in the front is a Pakistan Peoples’ Party member, because neither is her face visible nor she is wearing any sign, emblem or holding any flag of the said party.

Such news story along with imagery is printed on the first page of the newspapers. This story does not fulfill the criteria of attribution as well as it indicates biased form of reporting.

A news report, published in *Daily Awami Awaz* on 25 June, 2011 reads "Benazir Income Support Program, distribution on political bases, women staged protest; Poor people are being deprived of funding by the government in name of Benazir Income Support Program" This news was published on the front page of the newspaper. The reporter purposely used his own commentary in the report, which did not match the concerns raised by the protestors. The news report is biased and a deliberate effort to malign the government.

<sup>15</sup> Daily Kawish. Hyderabad. June 27, 2011. P.1.

<sup>16</sup> political party that has formed the present government.



## Background

Advertising is said to be a form of promotion of the face of a company or a product. The main objective behind advertisement is to promote the name of the company, product, ensure that the targeted customers know and appreciate company's products.<sup>17</sup> Newspapers have long been used for the publishing of advertisements, simply because of their daily circulation and outreach to millions of people at the same time.

The idea first took shape in the United States in the nineteenth century. The idea of "hidden advertising" soon began to be practiced. But the hidden advertising took a turn for the worse in the 1970s when, it was observed that newspapers began to print advertisements for the sake of revenue generation in order to overcome the decline in profits caused by falls in circulation.<sup>18</sup> Thus over a period of time newspapers have been increasingly viewed as products and as a vehicle for advertisers to reach their target consumer groups.<sup>19</sup> Furthermore due to the spread of consumer culture during the second half of the twentieth century, a new type of journalism was created, that is, journalism as /consumer/production news.<sup>20</sup> This has led to further distortion of the image of journalism and newspaper. These days newspapers are not only seen as a source of investigative journalism or information but it is seen as a marketing strategy as well.

Primarily, people read newspapers for news and to have only a casual glance at the advertisements. The increase in the number of advertisements in newspapers not only becomes an annoyance for the consumers of media, but also results in reduction of their media space.

Consumers may not realise that advertisements are actually limiting their scope for more news and information. While it has become quite impossible to pinpoint such a breach in many cases, but in order to provide an actual and unbiased picture to the consumers' one has to critically analyse the newspapers to stop them from exploiting the consumers.

## Analyzing the advertisements

This section of the analysis tends to examine the advertisements printed in specific Sindhi newspapers (mentioned earlier). The monitoring of the Sindhi newspapers was carried out over two months (June 2011 to August 2011).

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<sup>17</sup> Tim Golwa. White paper: advertisement process models. June 2002

<sup>18</sup> Halliki Harro-Loit and Kertu Saks. The diminishing border between advertising and journalism in Estonia. *Journalism Studies*, Vol. 7, No 2, 2006

<sup>19</sup> Ibid

<sup>20</sup> Ibid

In doing so the first and last pages of these newspapers were observed. It was seen that advertisements covered a major portion of the front and back pages of the newspapers, even consuming the space of the news and information content to be published.

The following example has been taken from *Daily Awami Awaz*<sup>21</sup>. It is clearly evident that the advertisements printed cover more than half of the page. The front and back



pages of the newspapers are actually used to print important day to day news rather than advertisements.

<sup>21</sup> Daily Awami Awaz. June 21, 2011. P. 1.

The Largest Circulated Sindhi Daily of Pakistan

# روزنامہ کاوش

18 SEPTEMBER 2011

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### سُنڌي ٻوليءَ جو اڀياس ڪنهن به ڀليءَ ڀلائيءَ کان وڌيڪ اهم آهي

سُنڌي ٻوليءَ جو اڀياس ڪنهن به ڀليءَ ڀلائيءَ کان وڌيڪ اهم آهي. اڄ جي دنيا ۾ سڀ کان وڌيڪ اهم ڳالهه اهو آهي ته اسان جي ٻوليءَ کي ڪيئن بچايو وڃي. اسان جي ٻوليءَ کي بچائڻ لاءِ اسان کي پنهنجي ٻوليءَ کي اڀياس ڏيڻو پوندو. اسان جي ٻوليءَ کي اڀياس ڏيڻ لاءِ اسان کي پنهنجي ٻوليءَ کي سکڻو پوندو. اسان جي ٻوليءَ کي اڀياس ڏيڻ لاءِ اسان کي پنهنجي ٻوليءَ کي سکڻو پوندو. اسان جي ٻوليءَ کي اڀياس ڏيڻ لاءِ اسان کي پنهنجي ٻوليءَ کي سکڻو پوندو.

### سُنڌي ٻوليءَ جو اڀياس ڪنهن به ڀليءَ ڀلائيءَ کان وڌيڪ اهم آهي

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## گولڊ اسٽار

تارگيٽ جو گولڊ اسٽار  
رڪي فصل سد اڀيار

اهو ئي سج آءِ امانتي پڪ آءِ  
گولڊ اسٽار سان ئي پڪ آءِ

ALI AKHAR PAKISTAN

## SINDH BANK

سمن شهيد محترمه بينظير ڀٽو رڪي سمن  
انوالجها ڏين پيوم ولادت تي  
مراج تحسين پيش ڪن ٿيون ٿا

سمن شهيد محترمه بينظير ڀٽو رڪي سمن انوالجها ڏين پيوم ولادت تي مراج تحسين پيش ڪن ٿيون ٿا. اسان جي ٻوليءَ کي اڀياس ڏيڻ لاءِ اسان کي پنهنجي ٻوليءَ کي سکڻو پوندو.

## اپيل

اپيل ڪمپنيءَ جي سروس ڏيڻ لاءِ اسان کي پنهنجي ٻوليءَ کي اڀياس ڏيڻو پوندو. اسان جي ٻوليءَ کي اڀياس ڏيڻ لاءِ اسان کي پنهنجي ٻوليءَ کي سکڻو پوندو.

سُنڌي ٻوليءَ جو اڀياس ڪنهن به ڀليءَ ڀلائيءَ کان وڌيڪ اهم آهي

پلاسو ۽ انوالجها ڏين پيوم ولادت تي  
مراج تحسين پيش ڪن ٿيون ٿا

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The above page has been taken from *Daily Kawish*<sup>22</sup>. The major portion of the back page of the newspaper has been occupied by advertisements. It is again evident that these advertisements are printed solely for the purpose of generating more revenue.

This page has been taken from the daily published newspaper *Ibrat*<sup>23</sup>. Almost the entire back page is covered with advertisements, leaving hardly any place for news content.

The primary aim of a consumer in buying newspapers is to access information about day to day events and happenings. Local language newspapers cater to the need of



<sup>22</sup> Daily Kawish. June 21, 2011. P. 1.

<sup>23</sup> Daily Ibrat. June 21, 2011. P. 1.

those readers who cannot read in languages other than the regional dialect or are more interested in reading about their own locality. For instance upcoming events, obituaries, job listings, local business ventures can only be found in such newspapers. A consumer spends approximately twelve rupees to buy such a newspaper. It becomes frustrating for the consumer who receives more advertisements than news and information. This practice may lead a consumer to stop buying newspapers at all, a classic case of killing the goose who lays the golden eggs.

The two pages below are taken from the newspapers *Daily Ibrat*<sup>24</sup> and *Daily Awami Awaz*<sup>25</sup> respectively. Here it is observed that a major portion of the newspapers are allotted to the government sponsored advertisements. It is a message from the provincial information minister of Sindh to the people of the province. Advertisements are certainly necessary from the point of view of generating revenue, but assigning such a large space to the advertisements is unnecessary. Newspapers have social functions to fulfil. The publishers/editors of the newspapers must understand that the citizens' media space should not be compromised for money spinning advertisements.

The image shows a collage of newspaper content. At the top right is the masthead of 'THE DAILY IBRAT HYDERABAD' with the Urdu title 'ایبڑت' and the number '52'. Below it is a Toyota advertisement for the 'COROLLA ecotec' with 'Factory Fitted CNG in XLI & GLI' and 'Especially designed by Toyota for Pakistan'. To the right of the car is a news article with a photo of a man in a white uniform. Below the car and news is a large green advertisement for 'امن جو سفر' (Aman Jo Sufar). The ad features a white dove carrying a scroll that says 'امن کا سفر' (Aman ka Safar) and a green icon of two hands shaking. The text in the ad is in Urdu and mentions 'Aman Jo Sufar' as a government initiative. At the bottom of the ad are two portraits of men, one identified as 'سید قاضی علی شاہ' (Said Qazi Ali Shah) and the other as 'شرجیل انعام مبین' (Shirajil Anam Mubeen).

<sup>24</sup> Daily Ibrat. July 13, 2011. P.1.

<sup>25</sup> Daily Awami Awaz. July 13, 2011. P.1.





مذہب پر غرور اور برکت خیز ماہ ۱۲ ماہوں کی برکت خیز ماہ  
 ماہنامہ کاغذی اخبار میں ان کے بارے میں لکھا گیا ہے کہ ان کے  
 ان کے بارے میں لکھا گیا ہے کہ ان کے بارے میں لکھا گیا ہے کہ ان کے  
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The Largest Circulated Sindhi Daily of Pakistan

# روزنامہ کاوش

2780425 2780426 2780427 2782393

12 اکتوبر 2011ء بروز جمعرات 18 اکتوبر 2011ء شمارہ نمبر 432 شمارہ نمبر 12

**رنگین ڈور**

کھجور، کھجور، کھجور

**طالب پشاور**

مذاہف کی علامت

**کیو مینار**

پھولوں کی خوشبو

کیو مینار

مذہب پر غرور اور برکت خیز ماہ ۱۲ ماہوں کی برکت خیز ماہ  
 ماہنامہ کاغذی اخبار میں ان کے بارے میں لکھا گیا ہے کہ ان کے  
 ان کے بارے میں لکھا گیا ہے کہ ان کے بارے میں لکھا گیا ہے کہ ان کے  
 ان کے بارے میں لکھا گیا ہے کہ ان کے بارے میں لکھا گیا ہے کہ ان کے

**ویرینٹ**

کھجور، کھجور، کھجور

ویرینٹ

**کیو مینار**

پھولوں کی خوشبو

کیو مینار

**کچھ لاء وائٹل**

منافع جو نائٹل

کچھ لاء وائٹل

**سولوپلانٹ**

سولوپلانٹ

**کیو مینار**

پھولوں کی خوشبو

کیو مینار

**سولوپلانٹ**

سولوپلانٹ

**آخری موقع**

آخری موقع

**کیو مینار**

پھولوں کی خوشبو

کیو مینار

**سولوپلانٹ**

سولوپلانٹ

**اچی مک جی بیضن ۽ بچن جی خاتمی**

لاہ مک موثر کیمیائی ہتیار

اچی مک جی بیضن ۽ بچن جی خاتمی

صرف تارون ہرگز نہ موجود

فوری ہیلپ لائنیں : 0800 33 222



The above pages are taken from the daily newspapers *Daily Ibrat*<sup>27</sup> and *Kawish*<sup>28</sup> respectively. The advertisements have been published on the main page and they cover, more than half the page.

<sup>27</sup> Daily Ibrat. July 21, 2011. P. 1.  
<sup>28</sup> Daily Kawish. July 21, 2011. P.1.

## Background

Leo Bogart in his book, *Press and public: who reads what, when, where, and why in American newspapers*<sup>29</sup> argues that “A growing portion of the population has been weaned away from reading to dependency on television imagery. There is no real foundation for the alarmist view that “the cancer of illiteracy” is spreading though the problem of reading skill is a real one and the absence of motivation is even more serious.” It is further argued that

“one of the most important problems faced by the newspaper industry is to increase the reading frequency of people who are not regular daily readers rather than one of converting the small minority who don’t read at all. This suggests more emphasis on the continuing suspenseful stories and features that pull the reader from one issue to the next.”<sup>30</sup>

That is the reason why use of imagery on the front or the back/last pages of the newspapers is practiced by the newspaper industry to attract more consumers.

News is expressed in a newspaper through linguistic, typographic and graphic codes (images) which are defined by the medium itself.<sup>31</sup> First of all there is a need to briefly define ‘what is a photograph?’ A simple explanation of a photograph is a picture produced through the chemical action of light on light sensitive film. It is a medium of recording reality that is iconic as well as indexical.<sup>32</sup> It is pertinent to observe that a photograph is a representation of a particular moment and situation in time. A newspaper photograph is, ‘an object that has been worked on, chosen, composed, constructed, -treated according to professional, aesthetic or ideological norms which are so many factors of connotation.<sup>33</sup> There are many decisions taken by the photographer such as focusing, lighting, angle that produce various representations, and readings, of the same moment, creating different connotations.

The size of the photograph and the position it takes on the front page is an important code for the reader as it affects the attention given to the paper. The front page is often seen as the major selling point of the paper. It is what attracts the potential reader to buy the paper and to read further. The size and position of the photograph is also an

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<sup>29</sup> Leo Bogart. *Press and public: who reads what, when, where, and why in American newspapers*. Lawrence Erlbaum associates, Inc, Publishers, 1989 Accessed online: <http://books.google.com.pk/books?id=DzX-3JA4QZoC&pg=PA350&dq=imagery+and+effects+on+newspaper+reader&hl=en&sa=X&ei=sSb0Tr6TEsy1hAe43uTJDg&ved=0CDEQ6AEwAQ#v=onepage&q=imagery%20and%20effects%20on%20newspaper%20reader&f=false>

<sup>30</sup> Ibid

<sup>31</sup> Paul Carter, *A Semiotic Analysis of Newspaper Front-Page Photographs* Accessed from: <http://www.aber.ac.uk/media/Students/pmc9601.html>

<sup>32</sup> Ibid

<sup>33</sup> Ibid

important indicator of the importance of the story and the image itself. Each newspaper uses the indicators of size and position of the photographs to try and elicit a desired response from the reader and attach meaning to the accompanying story.

Images have a way of immediately affecting the emotions of viewers. Due to their tremendous impact on the readers, it should be accompanied with well chosen words so that they could help in educating, entertaining and persuading the viewers to take positive measures to help reform the society they live in. On the other hand the ill usage of images could offend, shock, mislead, stereotype and confuse<sup>34</sup> the readers which may not result in the reformation of the society.

After a gruesome image of dead or grieving victims of a tragic event is presented to the public in either print or tv, many viewers are often repulsed and offended by the picture.<sup>35</sup> Editors who are in a habit of showing such images of violence and tragedies often say that they do so in order to make people aware of the prevalence of crime, so that they may be on their guard. However the real reason such sensational images of violence are shown is economic; sensationalism sells.

Unfortunately, the media concentration on criminal activity creates an exaggerated perception of crime in the minds of viewers. Rather than focusing on bloody body bags, journalists need to explain the underlying social forces that cause such tragic events to occur.<sup>36</sup>

## Sensationalism

Academically, Danilo Angrimani<sup>37</sup> was the first one who coined the term 'Sensationalism.' He was of the opinion that it was a mere marketing strategy to attract the readers' attention. He also said that sensationalism could be referred to 'manipulation', 'information commoditization' and information market. Sensationalism also reveals that ordinary people have psychoanalytical needs like morbidity, death and love impulses and attraction to the grotesque and through sensational journalism such interests of the readers might be catered to.<sup>38</sup>

According to *Quality Popular Newspapers*<sup>39</sup> the connotation of sensationalism is extremely negative. There is no other meaning usually assumed except "low quality journalism". The publication presents the following remarks:

<sup>34</sup> Paul Martin Lester, Ph.D. Photojournalism Ethics Timeless Issues Book chapter for Michael Emery and Ted Curtis Smythe Readings in Mass Communication Brown & Benchmark Publishers (c)1995 All Rights Reserved accessed from <http://commfaculty.fullerton.edu/lester/writings/photoethics.html> accessed date October 5, 2011

<sup>35</sup> Ibid

<sup>36</sup> Ibid

<sup>37</sup> Wrote a book devoted to sensationalism and media. "That squeezes out blood: study of sensationalism and press"

<sup>38</sup> Laura Seligman. QUALITY POPULAR NEWSPAPERS: Ethics and Sensationalism in a New Standard of Interior Journalism in Santa Catarina-Brazil. Pp 2-3. Accessed from: <http://bjr.sbpjor.org.br/index.php/bjr/article/view/185/184>. Date of Access October 26, 2011.

<sup>39</sup> Ibid

1. The emphasis on criminal or extraordinary themes, the focus on the body in its scatological and sexual dimensions;
2. The presence of oral marks in the construction of the text, implying a day-by-day relation with the reader, as opposed to a more erudite academic sensibility;
3. the perception of a range of sensorial marks spread throughout the text, such as the use of verbs and corporal expressions (“smoking” gun, “icy” voice, “shiver” of terror, etc), as well as the recurrent use of personification (attributing or applying human qualities to inanimate objects) as a fundamental figure of speech;
4. The use of editorial strategies to emphasize the sensational appeal: headlines in capital letters, often followed by ironic or impatient titles; constant presence of illustrations, like photos showing details of a crime or tragedy; afflicting images; comics reconstructing the history of the event, etc;
5. In the narrative construction, the recurrence of simplicity and Manichean structures;
6. The relation between a sensationalist newspaper and its consumption by the lower classes that, because of several reasons, would be manipulated and would believe they were consuming a “popular press (...) whereas they would actually be buying a kind of commercial journalism made to sell and alienate.”

### Analysing the Imagery

While compiling this report, special importance was given to the usage of imagery in the newspapers. Apart from using excessive imagery at the front or back pages of newspapers, the images were also analysed according to the above mentioned remarks which provides us elaborate description of the news which fall under the criteria of sensationalism. According to ‘Quality popular newspapers’ the newspapers which use sensationalism (for example, extra emphasis on criminal themes, violence, bloodshed, death) also fall under the category of ‘low quality journalism (as described above)’.

Such practices are done to attract more readers in buying their newspapers and also cover the space which is supposed to be for news and information.

The use of blown up, images is a daily practice of Sindhi newspapers. Such stories could be highlighting the reality and providing to the reader the actual condition of the people. But the practice of dedicating the majority of the portion of the front page to images of people mourning and crying over dead bodies may describe just one dimension of the story. The other dimension which includes FIRM (Free, Independent and Responsible Media) reporting has been completely ignored by such newspapers.



The above image was printed in daily *Kawish* <sup>40</sup>. The newspaper has printed a set of pictures depicting a recent catastrophe. According to the above mentioned remarks of the “quality popular newspapers”, these images depict violent scenes, morbidity and death on the front page of the newspaper. Such images, when printed, denote that the newspaper has used sensationalism, in order to encourage the consumers to buy this paper. Sensationalism is an aspect of ‘low quality journalism.’ It is better to avoid sensationalism, especially on everyday basis, and replace it with factual, non-biased and non-judgemental reporting and balanced commentary.

The newspaper has also used words such as ‘city of lights’ or ‘blood bath’, which denotes that newspaper is using sensorial marks in the caption to attract readers towards buying the newspaper. It has been mentioned above that the newspapers placing emphasis on criminal or violence themes and using sensorial marks in the text may be said to be indulging in low quality journalism.

The page below has been taken from the newspaper *Daily Awami Awaz*. Here again the newspaper uses images of criminals and extraordinary, sensational themes. The images again denote violence, morbidity and death. By doing so this newspaper is using sensationalism, so as to urge more readers to buy this newspaper.

Below are examples taken from other Sindhi newspapers. It is clearly evident that all these newspapers used images which highlighted crime, violence and death. Sensationalism was used to urge the readers to buy these newspapers.

<sup>40</sup> Daily Kawish. July 9, 2011. P. 1.

Web Site: www.dailyibrat.com Email: ibratg@yahoo.com - ibrat@hyd.paknet.com.pk

ABC Certified THE MOST INFLUENTIAL & WIDELY ACCLAIMED SINDHI DAILY OF PAKISTAN

**THE DAILY IBRAT** HYDERABAD

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Karachi Ph: 2272030-7 - 4538862-3 - Fax: 2272038-9 - 4543839 - 2639492 - Lahore: Ph: 5854047-8

52  
1958-2011  
Celebrating the Golden Jubilee

سال (80) سومر 4 جولاءِ 2011 ع بمطابق 01 شعبان المعظم 1432 هـ صفحا 10 ملهه 10 روپيه شمارو 319



حيدرآباد: لياقت كالوني وٽ شادي پر فاترنگ دوران مارچي ويل شخص جو لاش



حيدرآباد: شادي پر فاترنگ دوران مارچي ويل نوحوان جو لاش اسپتال پر پيل آهي

☆☆☆

عوامي حقن جي ترجمان، ڪمپيوٽر تي پهرين مڪمل اخبار

+ABC+ CERTIFIED Daily AWAMI AWAZ Karachi روزاني

**عوامي آواز**

ڪراچي

چنچر 9 جولاءِ 2011 ع 6 شعبان 1432 هـ (سال 22) شمارو 189 قيمت 8 روپيا



### Violation of Privacy

Violation of privacy in such images is also a concern. Ordinary citizens are often subjected to insensitive treatment of camera, which in turn affects their lives a great deal. They become prey to frequent reporters and photo journalists as the events take new turns, the reporters try to unveil hidden stories so that their newspapers might sell more.

The general public too begins to judge these people and may perhaps even avoid them as a result of which their social and professional lives are often adversely affected.

“Therefore for private or public citizens, perhaps the most stressful news story is the funeral of a loved one. A guiding principle for journalists in deciding to cover such a story is whether the event is newsworthy. Newsworthiness is not determined by the number of cameras pointed through the gate at the cemetery, but a concept with roots to unemotional, objective and reasoned journalism principles.”<sup>41</sup>

The rules of truth telling and minimising harm often conflict because telling the truth often hurts people. The truth/harm pair is central to cases involving violation of privacy in journalism. Not only do journalists risk harming those whose privacy they violate, but they risk harming third parties who are not the “story” but get hurt nevertheless.<sup>42</sup>

<sup>41</sup> Ibid

<sup>42</sup> David E. Boeyink, Sandra L. Borden Making Hard Choices in Journalism Ethics: Cases and Practice, Routledge, 2010, Accessed from:<http://books.google.com.pk/books?id=6QvtEHOnmQC&pg=PA17&dq=violation+of+privacy+in+journalism&hl=en&sa=X&ei=-Er0TvajDYGrAeAtInSDw&ved=0CCwQ6AEwAA#v=onepage&q=violation%20of%20privacy%20in%20journalism&f=false>



Web: [www.dailyhilal.com](http://www.dailyhilal.com) ☆☆☆

ABC CERTIFIED لاڳيتي اشاعت جا 64 سال

**DAILY HILAL-E-PAKISTAN KARACHI**

عوام جو آواز روزانه

ڪراچي **هلالِ پاڪستان**

Regd. No: S.S. 251

جمعو 8 جولاءِ 2011ء بمطابق 5 شعبان المعظم 1432ھ (سال-64) شمارو 238 قيمت-7 روپيا



ڪهڙو ٻاري: اغوا ٿيل صفران هنگورجو  
جي پنهنجي مڙس سان ورتل تصوير

The above picture is printed in the daily newspaper Hilal Pakistan; the newspaper has printed an image, without keeping the newsworthiness in context. By using sensationalism the newspaper with little or no information attached other than the caption underneath the image, clearly shows that 'low quality journalism' has been practiced by this newspaper. Such an image violates the privacy of the individuals seen in this picture, who might acquire notoriety in society without have actually committed any crime.

## Conclusion

An effort has been made to analyse mainstream Sindhi language newspapers. Sindhi newspapers have been in print for more than a century and have played an instrumental role in campaigning for the rights of Sindh and its people. Compared to the rich history of Sindhi language press and the contributions made by Sindhi language scholars and researchers, the present day Sindhi media is deviating from journalistic ethics and standards. Their focus is mostly on selling the newspaper rather than presenting news and informing readers. This reality may be harsh but it is true and we have tried our best to substantiate our claims through facts and examples taken from mainstream Sindhi language newspapers. It is evident from the history of Sindhi language press that a number of Sindhi language newspapers had to face resistance by the government in different eras. However, it did not stop them presenting the true picture to the public. It is desired that the present day media and different newspapers would also try their best to rejuvenate the Sindhi media. We also expect that this analysis and the criticism will be taken positively, not as an effort to defame or demoralise Sindhi language press in the country.

Individualland (IL) is an active non-partisan and a not for profit liberal civil society group. It has worked on governance, rule of law, strengthening civil society and democratic development. Individualland has a demonstrated track of working with legislators and civil society organizations engaged in advocacy work. Hence, it has a strong national footprint and has the experience of implementing initiatives aimed at strengthening and institutionalizing interaction between the civil society and parliamentary committees. IL's world view is based on liberal values. It believes firstly in the individual, secondly in individual freedom and then consequently social responsibility but from the reference point of the individuals. Individualland is a space for liberal, secular individuals who believe that the state is for the individual and not vice versa, minimum government is more than enough, private entrepreneurship is the vehicle and root of creativity, markets need to be open and globalization to be embraced.

<http://individualland.com/firm-blog/>