

Coverage of Child Labor Issues: A Comparative Study of Daily Nawa-i-Waqt and Daily Express (2018-20)



Muhammad Tauseeq Gulshan	Visiting Lecture, Department of Media & Communication Studies, University of Swat. tauseeq.gulshan@gmail.com
Arshad Rehman	Visiting Lecture, Department of Media & Communication Studies, University of Swat. arshadrehman82@gmail.com
Afira Gulzar	MPhil Scholar, Superior University Lahore. afiraasif@gmail.com
Quratulain Ijaz	Communication Specialist, Strengthening Participatory Organization, Lahore quratulain_ijaz2001@yahoo.com

Abstract: *The current study focuses on the child labor issues and awareness in the print media of Pakistan. The main objectives of this research were the coverage of awareness about child labor issue in the selected newspapers as well as the educational issues being faced by the labor and also focus on the awareness of economic issues of the child labor. The study research design is quantitative content analysis, where data was collected from the contents of the selected newspapers namely Daily Express and Daily Nawa-i-Waqt of the national print media, where stories about the issue of child labor and awareness, educational issues and economic issues were studied systematically by the researcher. However, the data was collected through a coding sheet in which the researcher studied the stories regarding child labor issues and awareness about the child labor in the selected newspapers. The results revealed that the data confirmed that Daily Express gives more coverage about the educational awareness of the child labor issue in Pakistan. It is also evident that Nawa-i-Waqt gave less coverage to the educational awareness of child labor issue in Pakistan. The research hypothesis also confirmed that Express newspaper was focusing on the financial problems of the child labor. It is also clear that Nawa-i-Waqt was focusing on financial issues of the child labor and social issues higher than educational issues of the issue of child labor.*

Keywords: *Child Labor, Daily Express, Daily Nawa-e-waqt, Issues, Awareness*

Introduction

Child labor is a sensitive and problematic issue of most countries in the world and it is still upsetting. Children rights matters are multifaceted and deep in Pakistan. There is a common and natural thing or reaction in the developing nations that child labor should be banned but still need attention of the world. Child labor emerged from the expansion of industrialization and poverty increase in the under developed nations. Thus, child labor is said to be a disaster for many countries like

Pakistan, India, and other Asian countries. Children are considered as essential chunk of the society as they cannot raise their particular apprehensions themselves. The rights for children and issues of child labor have become a very important and integral part of our politics, social, economic, education agenda in Pakistan. The media is also being reporting on such issues widely by disseminating such type of issues to the authorities as well.

The child labor issue has been studied systematically by analysing newspaper contents

to identify the problems of child related issues are as follows where it was to inspect the human rights of children were given any importance in the coverage or not. Where the findings of the study states that English Dailies and Urdu Dailies are totally reporting contrary about the issue of child labor in Pakistan. There were very less editorials, op-eds and columns published on the child's issues which shows that there has been no such clear agenda or policy of the print media to create educational awareness about the rights of the children and the media is not playing its integral part and role (Khan & Rahman, 2019). A person whose age is 5 to 15 is called child and that person involved in physical work or labor force for support his everyday income is known as child labour. Any discussion of child labor must start with a detailed description of what the term means. The slogan "child labor" summons images of "Labor Organization ILO" 2006 is the international organization charged with counting child labor, and it evaluates that in "2004 there are 218 million child labourer's in the world" (ILO, 2008).

One of the main details of child labor in Pakistan is because of low education ratio in the country. According to Pakistan Economic "Survey 2017-2018" found that education literacy rate in the county is 58 % for over 10 years of age and net essential enrolment is 54 % (Alvi 2018).

According to Express Tribune (2020), states that "The labour department launched a crackdown against child labour in the district on Tuesday. Welfare Labor Director Malik Munawar Awan said the crackdown would continue for three days during which the teams would visit all brick-kilns, factories and mills. They will take prompt action if child labor was found anywhere in the district including shops, workshops and markets. He said child labor has been prohibited strictly under the law in Pakistan. Therefore, the owners of mills, factories, brick kilns, shops and workshops should avoid it, otherwise, they would be sent behind bars if they were found involved in the violation of labor laws".

Statement of the Problem

This particular research objects at analysing the child labor issue in the print media of Pakistan. The current study aims at investigating the issue in the selected newspapers. As we have seen child labor issue is most prominent and well discussed issue in the current scenario which needs to be studied systematically. This research will focus on the educational, social, economic and awareness issues of the child labour in Pakistan.

Significance of the Study

The goal of this study to comprehend the extend coverage of print media to the issues and awareness about the child labour in Pakistan. This study will help to understand the number of coverage and space given by Express and Nawa-i-waqt to the news stories of child labour.

This study will also explain that to what extends the two Urdu dailies gives coverage to awareness and issues related to the child labour in Pakistan. Secondly this study also describe that what are the most highlighted and focused factor like financial, educational and social issues and awareness respectively by two Urdu dailies.

Objectives

- To examine the coverage of awareness about child labor issue in the selected newspapers.
- To analyze the coverage of educational issues of child labor in the Print media.
- To find the level of coverage of social issues in the selected newspapers.
- To know to what extent the print media is covering the economic issues of child labor.

Hypotheses

- H1: It is likely that Daily Express gives more coverage about the educational awareness of the child labor issue in Pakistan.
- H2: It is likely that Daily Nawa-i-Waqt gives less coverage about the

educational awareness of child labor issue in Pakistan.

- H3: It is assumed that Express newspaper focuses on financial issues as compared to social and educational issues of child labor.
- H4: it is assumed that Nawa-i-Waqt focuses on social and educational issues as compared to financial issues.

Literature Review

Pakistan has challenged most noticeably terrible circumstance with respect to youngster work in past. In 1996, “40 million children among the ages of 5-14 years” were associated with child labor and that number turned into country's 30 Percent of total population (Kazmi, et al 2015). According to “HRCP” (2011) “Pakistan suffered deadly natural disaster during last decade that destroyed the infrastructure. So, it is very important to give serious attention to recovery mechanism which has a connection with increase of child labor. The report also recommends government to expedite restoration of schools destroyed in natural disasters (horrible earthquake and floods) and in the conflict in the north western areas of Pakistan”.

There is a societal and situation based need for child labor for example in an farming economy are generally occupied with ranches, markets, streams, paid jobs with guardians to learn and to coordinate them into the general public in a lot of countries (Nnameka 2011). Grimsrud (2002) said that previous work laws instituted in Pakistan since the 1920s were not predictable in characterizing a specific limit age for work/service of child and applied distinctly to a couple of occupations for example the Factories Act 1934 (altered 1997) functional uniquely to Factories, where a plant is characterized as a reason where at any rate at least 10 laborers work on an assembling cycle. Essentially, in Pakistan, these work laws didn't have any significant bearing to the foundations in the un-organised area of the economy.

Agenda Setting Theory

After researching the US Presidential Election of 1968, McCombs and Shaw (1972) formally

formulated the agenda setting theory. They discovered a high association between the attitudes of Chapel Hill, North Carolina voters and their interpretation of news and media coverage. Similar findings were found in the media study surrounding the murder trial of OJ Simpson (Salwen & Driscoll, 1997) and the attempted impeachment of US President Clinton (Yioutas & Segvic, 2003).

Theory Relevancy with this Study

The researcher used the hypothesis to know about the agenda setting of child labor issues in national newspapers. The study does not focus on addressing the benefit and downside of child labor issues but discusses the coverage of the child labor issues which are printed in national publications to explain the process of framing. Child labor issues are increasing in Pakistan day by day according to the report by International Labor Organization (ILO). The researcher also assumed that media will also give coverage to child labor as it is important to cover.

Research Methodology

The research aim to explore and describe the child labor issues published in the two years' time frame of the selected newspapers. The issues that will be analysed are the social, economic and financial issued being faced by the child labor by both quantitative measurements of the data that is gathered through a proper coding sheet. Content analysis has been taken as research design for this particular study. Where the data was collected from two different Dailies Express and Nawa-i-Waqt. The data was collected through a pre-designed coding sheet both quantitatively studying the data and contents from the newspapers. The news stories being published in the selected time frame was studied systematically by driving out the educational, social and economic issues related with the child labor. The researcher explored the number of stories in front pages and back pages of the two different selected newspapers. The space given to the stories of child labor issues by analysing the number of columns in the taken newspapers.

Newspaper	F	%age
Nawa-i-Waqt	12	26.1
Express	34	73.9
Total	46	100.0

The table 1 demonstrates that child labour related news items in both newspapers where the total number of stories are 46 in which the frequency of Nawa-i-Waqt covered 12 stories in

the selected time frame with 26.1% while on the contrary Express covered 34 stories related with child labour issue news with a percentage of 73.9 % higher than Nawa-i-Waqt.

Table 2 Pages on which the Story was Published about Issue of Child Labour

Page	F	%age
Front	14	30.4
Back	32	69.6
Total	46	100.0

The table 2 shows that total number of stories which is 46, where the front page of carried out 14 news stories about the child labor issue, on the opposing side the back page consisted o 32 news stories related with the issue of child labor.

In this regards the total 30 % of the stories were published on Front page while 69.6% of the stories were published on the back page of both newspapers.

Table 3 Type of Coverage Given to Child Labor Issue

Coverage	F	%age
Financial	22	47.8
Educational	10	21.7
Social	14	30.4
Total	46	100.0

The following tables 5.3 illustrates that the type of coverage of child labor issue related news where the total number of news stories were 46 in which the focus was on financial issues taking the highest number 22 while on the contrary 14 news stories were on the social coverage while

10 stories were about the educational issues of the child labor. In this regards the total percentage of the financial problems related news is 47.8 % while the Educational issue is 21.7 % and social issues is 30.4 % in the coverage of child labor issue.

Table 4 Source of News Stories Published in Newspapers about Child Labor Issue

Source	F	%age
National	44	95.7
International	2	4.3
Total	46	100.0

The table 4 shows the sources of news stories being published in the particular newspapers where 44 stories were from the national sources while on the other hand 2 stories were from

international source. In this regard 95.7 % is National while the remaining 4.3 % is from the international sources.

Table 5 News Stories on Child Labor Awareness

Newspaper	F	%age
Nawa-i-Waqt	12	26.1
Daily Express	34	73.9
Total	46	100.0

The table 5 demonstrates that child labor related news on awareness items in both newspapers where the total number of stories are 46 in which the frequency of Nawa-i-Waqt covered 12

stories in the selected time frame with 26.1% while on the contrary Express covered 34 stories related with child labor issue news with a percentage of 73.9 % higher than Nawa-i-Waqt.

Table 5.6 Pages on which the Story was Published about Awareness of Child Labor

Page	F	%age
Front Page	14	30.4
Back Page	32	69.6
Total	46	100.0

The table 6 shows that total number of stories about awareness of child labor which is 46, where the front page of carried out 14 news stories about the child labor Awareness, on the opposing side the back page consisted of 32

news stories related with the awareness of child labor. In this regards the total 30% of the stories were published on Front page while 69.6% of the stories were published on the back page of both Newspapers.

Table 7 Type of Coverage Given to Child Labor Awareness

Coverage	F	%age
Financial	18	39.1
Educational	18	39.1
Social	10	21.8
Total	46	100.0

The tables 7 explains that the type of coverage of child labor awareness related news where the total number of news stories were 46 in which the focus was on financial and educational awareness with frequency of 18 while on the contrary 10 news stories were on the social

awareness of the child labor. In this regards the total percentage of the financial problems related news is 39.1 % while the Educational issue is 39.1 % and social issues is 21.8 % in the coverage of child labor awareness.

Table 5.8 Source of News Stories Published in Newspapers about Child Labor Awareness

Source	F	%age
National	44	95.7
International	2	4.3
Total	46	100.0

The table 8 shows the sources of news stories being published in the particular newspapers where 44 stories were from the national sources while on the other hand 2 stories were from

international source. In this regard 95.7 % is National while the remaining 4.3 % is from the international sources.

Table 9 Coverage in Newspapers About the Awareness of Child Labor

Newspaper	Awareness			Total
	Financial	Educational	Social	
Nawa-i-Waqt	4	4	4	12
Express	14	14	6	34
Total	18	18	10	46

Table 9 shows the stories covered in both newspapers about child labor awareness in Nawa-i-Waqt were 12 in which 4 stories were about the awareness of financial problems of the child labor, similarly 4 Stories were about the educational problems and 4 stories were on the social problems of the child labor. However As compared to Daily express there were total number of 34 stories regarding the awareness of

the child labor. It is seen that 14 stories were published in the Daily express about the Financial problems, Similarly 14 Stories about the educational problems as well as 10 stories about the social problems. It is evident in the following table that Daily express is more inclined towards highlighting the awareness of child labor in their coverage to the issue.

Table 10 Coverage in Newspapers About the Issue of Child Labor

Newspaper	Issue of Child Labour			Total
	Financial	Educational	Social	
Nawa-i -Waqt	10	2	0	12
Express	12	8	14	34
Total	22	10	14	46

Table 10 Elaborates that issue of child labor in both newspapers are considered which contains total number of 46 stories in which Nawa-i-Waqt covered total number of 12 stories in which 10 stories are about the financial issues of the child labor, 2 stories about the educational issues. On the Contrary Express covered 34 stories about the issue of child labor in which 12

stories were about Financial issues, 08 stories were about educational issues and 14 stories about the social issues being faced by the child labor. It is clear that Express given a higher number of coverage to the child labor issue.

Results & Discussions

This research study is related with the issue of child labor and the awareness about the child

labor in print media of Pakistan where the researcher selected two newspapers to analyse the manifestations of child labor.

The research was conducted to know about the issue of child labor in the print media of Pakistan. The basic aim of this study was to investigate the coverage of awareness related news in the media contents of the selected newspapers, child labor awareness related news was highlighted in both of the newspapers, However the percentage of Nawa-i-Waqt for awareness related news is 26.1 % while 73.9 % is of Express. By analysing the data and interpretation of various issues like social, educational and financial problems of the child labor and its awareness in the print media, the researcher concluded that both of the newspapers also covered the economic issues of the child labor.

The research was also aimed at deriving the coverage of educational issues of child labor in the two newspapers. The data was collected and the analysis showed that according to the issue concerned with child labor the newspapers were highlighting and commenting about the educational problem about 21.7 % while if we see the awareness about the education of children the data seem to be 39.1 % about the type of coverage being given to the child labor.

Similarly, if we see the issue of social problems of the child labor both newspapers were commenting about the social issues of the child labor. Where in the issue of child labor the percentage was 30.4% while on the other hand awareness about the issue and the level of coverage about the child labor was seen 21.7 %.

This was also seen that most of the stories were published on the back page of the newspapers, similarly in the awareness about the child labor. The total number of stories in the selected time frame were 46 in which 14 stories were on the front page of the newspapers while the remaining 32 stories were on the back page of the newspaper.

Likewise, according to the source of news stories published in the newspapers about the issue of child labor out of 46 stories there were 44 news stories were from national sources

while 2 stories about the issues of child labor from international sources, similarly this was seen in the awareness of child labor in media as well.

Testing Hypothesis

H1: It is likely that Daily Express gives more coverage about the educational awareness of the child labor issue in Pakistan.

The data confirmed that “It is likely that Daily Express gives more coverage about the educational awareness of the child labor issue in Pakistan” as seen in Table 5.10 hence proved that express was giving more focus on the educational issues about the child labor as well as awareness of child labor in their stories. It is also evident that Nawa-i-Waqt gave less coverage to the educational issues and awareness of the child labor. The total number of stories covered about the issue of education was 14 and awareness of child education was 8. It is clear that Express gave more coverage to educational awareness of the child labor issue in Pakistan.

H2: It is likely that Daily Nawa-i-Waqt gives less coverage about the educational awareness of child labor issue in Pakistan.

It is clear and evident that Nawa-i-Waqt gave less coverage to the educational awareness of child labor issue in Pakistan. According to Table 5.9 and Table 5.10 it can be seen that Nawa-i-Waqt covered only 4 stories in the awareness of child labor while 2 stories in highlighting the issue of education of child labor. Hence it is also proved that Daily Nawa-i-Waqt gives less coverage about the educational awareness of child labor issue in Pakistan.

H3: It is assumed that Express newspaper focuses on Financial issues as compared to social and educational issues of child labor.

The above hypothesis confirmed that Express newspaper was focusing on the financial issues’ contrary with other issues like educational and social issues of the child labor. In the Table 5.9 and 5.10 it is clear that Express newspaper was focusing on the financial problems of the child labor.

H4: it is assumed that Nawa-i-Waqt focuses on social and educational issues as compared to Financial issues.

The data established that Nawa-i-Waqt focuses on social and educational issues as compared to financial issues is rejected because according to the data it is evident that Nawa-i-Waqt was focusing on all the issues such as awareness of social, educational, financial problems of the child labor in Pakistan which is seen in the table 5.9 in which the coverage of the child labor issue was completely given to all of them. While according to the data in table 5.10 it is clear that Nawa-i-Waqt was focusing on financial issues of the child labor and social issues higher than educational issues of the issue of child labor.

Conclusion

The basic aim of this study was to evaluate the issues of child labor and secondly the awareness in the national newspapers about the child labor, as far we are concerned with our topic the data was collected from two major leading Urdu newspapers, from December 2018 to December 2020 where the total number of stories about the topic were 46. Similarly, the focus was on the educational, social, financial issues about the child labor as well as awareness of the child labor. The research concluded that child labor is raising day by day in the country and widely spreading issue of the century. Un-employment and illiterate people use to send their children for work on daily wages. The newspapers highlighted the social, financial, educational issues of the child labor. Most of the stories were published on the back page of the newspaper. The sources from which the stories came were on the national level rather than focusing on the international sources.

Recommendation

It is recommended that the issue needs to be emphasised correspondingly in all calendar month of the year to stretch more data to the public and people living in the country. It is also intended that the subject needs to be printed correspondingly on front and back pages of the newspapers that every person who reads should read about the child labor issue and awareness of child labor. It is also proposed that the editor in

chief should also publish columns, features, editorial and increase than single column. "It is also possible that the non-governmental voices must also highlight as well as the administrative news stories concerning the child labor issue. It is also suggested to newspaper experts to cover more stories about education and awareness instead of violation to solve the problems. It is also suggested that the issue needs to be highlighted in the international context because the problem is being faced all over the world, not only in Pakistan".

- It is recommended that other researchers can also conduct a content analysis by performing the specific research study by analyzing other contents of newspapers such as editorials of the newspapers, columns, features, etc
- It is also recommended that future researches on this specific topic can also be conducted by comparative analysis of National and International Newspapers
- It is recommended that the time frame can also be changed to know about the issues of child labor in the print media of Pakistan as well as international newspapers
- It is also recommended that future researchers can also conduct a discourse analysis of the contents of print media as well as electronic media about the issue of child labor in Pakistan and International arena.

References

- Alvi, M. (2018) Pakistan's literacy rate stands at 58pc. Islamabad: The News International
- Becker, G. S. (1993). Human capital: A theoretical and empirical analysis, with special reference to education. Chicago: University of Chicago Press.
- Grimsrud, B (2002) "The Next Steps: Experiences and Analysis of How to Eradicate Child

- Labor.” Fafo, Oslo. Norway.
- Human Rights Commission of Pakistan, (2012), “State of Human Rights in 2010”, Lahore <http://www.hrcp-web.org/Publications/AR2010.pdf>
- International Labor Organization (2008) Sub-regional information system on child labour. <http://www.ilo.org/public/english/region/asro/newdelhi/ipecc/reponses/pakistan/>
- Kazmi, Syed Mohsin Ali. How Does Socioeconomic Factors Force Children into Child Labour?
- A case study of Sahiwal district, Punjab, Pakistan. Working Paper, Islamabad: Sustainable Development Policy Institute (SDPI), 2015.
- Khan, A. N., & Rahman, B. H. (2019). Media Coverage of Children’s Rights: A Comparative Analysis of English and Urdu language Dailies of Pakistan. *Journal of Media Studies*, 33(2).
- Nasir U. Mohammad, H. Mohammad, G. Bernhard, G. (2009) “Physical and Psychological Implications of Risky Child Labor” A Study in Sylhet City, Bangladesh. (USA: Bangladesh Development Research Working Paper.
- Nnameka N C (2011) The Challenge of Child Labor to the Achievement of MDG2: Case Study of South-East Nigeria. Master Thesis, Department of Economics, Università Degli Studi “Roma Tre”.
- McCombs, M.E and Shaw, D.L. (1972) The agenda-setting function of mass media. *Public Opinion Quarterly*, 36 (2).
- Salwen, M. B., & Driscoll, P. D. (1997). Consequences of third-person perception in support of press restrictions in the OJ Simpson trial. *Journal of communication*, 47(2), 60-78.
- Yioutas, J., & Segvic, I. (2003). Revisiting the Clinton/Lewinsky scandal: The convergence of agenda setting and framing. *Journalism & Mass Communication Quarterly*, 80(3), 567-582.