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Coverage Given to Inflation of Essential Commodities by *Daily The News* and *Daily Dawn*: A Comparative Analysis

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ABSTRACT

This study investigates the coverage of inflation in two leading English-language newspapers of Pakistan, namely Daily Dawn and The News, through the content analysis research technique. The study aimed to examine the number of stories published, the amount of space allocated, and the overall attention given to inflation-related issues during the period from March 1, 2023, to April 30, 2023. A systematic random sampling method was applied, and a total of 120 newspaper editions were selected as the sample size. The unit of analysis consisted of inflation-related stories appearing on front, back, and inner pages of the selected newspapers. Data were collected through a coding sheet that recorded the number of stories and the space spared in square centimeters.

The findings reveal that both newspapers provided considerable coverage to the issue of inflation, highlighting its importance as a major socio-economic concern in Pakistan. The results indicate that The News published a greater number of stories overall, with 74 stories and 10,174 square centimeters of space, compared to Daily Dawn, which published 65 stories with comparatively lower overall space allocation. However, during April 2023, both newspapers published an equal number of stories on inflation. The study concludes that English print media in Pakistan plays a significant role in informing, educating, and creating awareness among the public regarding inflation and its impact on society. The research further suggests that newspapers should increase the publication of editorials, feature articles, and analytical reports to enhance public understanding of inflation-related challenges.

Keywords: Inflation, *Print Media, Content Analysis, Newspaper Coverage, Pakistani Newspapers, Daily Dawn, The News, Media Studies, Economic Issues, Pakistan*.

Introduction

The term "media," which is the plural of "medium," refers to the communication avenues via which we spread information such as news, music, films, education, advertisements, and other types of data. It comprises print and digital newspapers, magazines, radio, TV, billboards, fax, telephone, internet, and billboards. It describes the different methods that people communicate in our culture. Everything from a phone conversation to the nightly news on television can be referred to as media because it encompasses all forms of communication (News 2000).

Different Types Of Media:

Media can be broken down into two main categories: broadcast and print. The Internet has also emerged as a major player, as a rapidly-growing number of people globally get their news, movies, etc. online.

Print Media includes all types of publications, including newspapers, journals, magazines, books and reports. It is the oldest type, and despite suffering since the emergence of the Internet, is still used by a major proportion of the population.

Broadcast Media refers to radio and TV, which came onto the scene at the beginning and middle of the 20th century respectively. Most people still get their news from TV and radio broadcasts – however, experts predict that it will not be long before online sources take over. Over the past twenty years, cable news has grown in importance.

The Internet – specifically websites and blogs – are rapidly emerging as viable and major channels of

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communication as more and more people seek news, entertainment and educational material online. The term 'viable,' in business, years. Virtually every part of the Internet has become a medium of communication – most free email services have little boxes that display ads and other messages.

The Internet as we know it today did not take off until the late 1990s. In 1995, just 1% of the world's population was online, compared to over 49% today. The notion of the Internet started in the 1960s in the USA during the Cold War, when the military and scientists were worried about a missile attack, which could knock out the telephone system (News 2000).

Significance Of The Study:

Content analysis is the study of human artifacts. Content analysis first started after world war-II. Researchers and scholars use this technique of research to investigate phenomena. Inflation is one of biggest issue in Pakistan. People around the country want to know media coverage of inflation, especially the print media. In this regard, this research study is significant enough to investigate the role of print media in highlighting the issue of inflation of essential commodities by Pakistani print media.

Objectives of study:

- To document numbers of stories published in two national daily newspapers.
- To document which newspaper published a greater number of stories inflation.
- To document which newspaper space more space on the issue of inflation.
- To investigate overall coverage, give to inflation by two national dailies in terms of number of stories and space spared.

Review of Literature

Numerous studies show that despite most people using electronic media more frequently, daily newspapers and other print media still hold a significant amount of relevance.According to Gifford (1980), "it was assumed by several media experts that television would result in a drop in entertainment". Print media is always expanding and becoming more and more significant. The stark rise in the number and readership of daily newspapers in Pakistan serves as the primary evidence for this assertion.

In their observation from 1982, Cacciopo et al. stated that "for some people, religious consideration and arguments are particularly persuasive when they think about social issues, but for other people, logistics carry

the most weight." In a similar vein, research has shown that "some people evaluate advertisements for consumer products, they are primarily concerned about how usage of the product will effect the image that they project; for other people, this dimension is unimportant."

According to Borgards (1984), "newspaper is at par with television as a source of news, if this defines simply intermis of daily exposure". Because print media are regarded as being somewhat independent, press exposure in Pakistan would be higher if it were on par with television in western society.

When there is a democratic administration, information flows freely and in great quantities, but when the government is semi-authoritarian, even seemingly unimportant news pieces are laden with "Guidance. However, the Pakistani press is still seen as having a fair amount of independence when it comes to informing readers. In other words, while the media lacks complete independence, it still has credibility.

Millions of people in Pakistan use print and electronic media, which are both employed for information collecting and dissemination. Television and radio have a big impact on listeners and viewers in electronic media. People equally favoured newspapers for obtaining objective information due to their multi-dimensional contents.

The earliest examples of contemporary content analysis can be found in World War 2, when allied intelligence agencies began keeping track of the quantity and variety of popular music broadcast on European radio stations. The allies were able to measure and, to some extent, adjust troop concentration on the continent by contrasting the music broadcast on German stations with that on other stations throughout occupied Europe. Bernard Berelson released his work on content analysis in 1952, and communication researchers have used it ever since.

Since then, this technique has been immensely popular. According to Tannen Baum and Green Berg's 1968 research, the majority of master's theses in mass communication were focused on newspaper content analysis. More than 225 content analyses of television programming were cited by Comstock G. in 1975.

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Walizer et al. (1978) defined content analysis as "any systematic procedure, which is devised to examine the content of recorded information." It is described as "a research technique for making reliable and valid references from data to their context" by Krippend Drof (1980). "Content analysis is a method of studying and analysing communication in a systematic objective and quantitative measure for the purpose of measuring variables," writes Kerlinger in 1973.

Research involving content analysis is usually time- and money-consuming. Examining and categorising enormous amounts of content is a difficult and occasionally boring task. It takes a significant amount of time and energy to go through 100 copies of daily dawn and 100 issues of daily The News.

The literature review conducted for this research project suggests that measures of the radio of level of the provided newspapers are primarily related to measurements of space and time. In this study, editorial and advertising are analysed using measurements of newspaper space in square centimetres in order to determine how many official advertisements are provided to the newspapers and the results of the distribution of editorial content and advertisements. To gather the required data, two national dailies, The News (English) and daily dawn (English), are maintained central.

In order to connect and comprehend how today's daily newspapers emerged and conduct research to the point where they can be seen as effective tools to advance public interests and national goals, it is crucial to take a very brief look at the history of printing in the subcontinent and later in Pakistan.

Reserarch Design:

Research design is the strategy of the investigator that how the data will be gathered and analysize. In this research study content analysis research technique was used for data collection and analysis.

Population of the Study:

For present research study two national English dailies selected from the period 1st March, 2023 to April 31st, 2023 was the population of this research work

Sample And Sample Size:

Sample is the sub-set of the population. For this research study systematic random sampling technique is used for sample and 120 newspapers are the sample size.

Unit of Analysis:

Unit of analysis for this research study was the stories related to inflation on front and back and inner pages of the selected newspapers.

Data Collection:

Data was collected by using coding sheet which included date, newspaper name, number of stoires and space spared to the stories related with inflation and its effects.

Data Tabulation and Analysis:

Present research study is based on content analysis technique to investigate and explore coverage given to inflation by two national dailies i.e. Daily Dawn and Daily The News on their front and back pages and inner pages. The data was collected according to the objectives of the study.

Date	Newspaper	No. of stories	Space in Sq. CM
01-03-23	Daily Dawn	2	182
01-03-23	The News	4	518.5

Table#1

Table one indicates that daily Dawn published 2 number of stories and spared 182 sq cm space while Daily The News published 4 number of stories and spared 518.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
02-03-23	Daily Dawn	2	220
02-03-23	The News	1	145

Table#2

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Table Two indicates that daily Dawn published 2 number of stories and spared 220 sq cm space while Daily The News published 1 number of stories and spared 145 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
03-03-23	Daily Dawn	1	63
03-03-23	The News	2	231

Table#3

Table Three indicates that daily Dawn published 1 number of stories and spared 63 sq cm space while Daily The News published 2 number of stories and spared 231 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
04-03-23	Daily Dawn	Nil	
04-03-23	The News	1	112.5

Table#4

Table Four indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published 1 number of stories and spared 112.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
05-03-23	Daily Dawn	1	225
05-03-23	The News	Nil	

Table#5

Table Five indicates that daily Dawn published 1 number of stories and spared 225 sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
06-03-23	Daily Dawn	2	230
06-03-23	The News	Nil	

Table#6

Table Six indicates that daily Dawn published 2 number of stories and spared 230 sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
07-03-23	Daily Dawn	1	240
07-03-23	The News	2	282

Table#7

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Table Seven indicates that daily Dawn published 1 number of stories and spared 240 sq cm space while Daily The News published 2 number of stories and spared 282 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
08-03-23	Daily Dawn	3	408
08-03-23	The News	3	432.5

Table#8

Table Eight indicates that daily Dawn published 3 number of stories and spared 408 sq cm space while Daily The News published 3 number of stories and spared 432.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
09-03-23	Daily Dawn	1	300
09-03-23	The News	3	397

Table#9

Table Nine indicates that daily Dawn published 1 number of stories and spared300 sq cm space while Daily The News published 3 number of stories and spared 397 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
10-03-23	Daily Dawn	2	353
10-03-23	The News	Nil	

Table#10

Table Ten indicates that daily Dawn published 2 number of stories and spared 353 sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
11-03-23	Daily Dawn	1	120
11-03-23	The News	2	203

Table#11

Table Eleven indicates that daily Dawn published 1 number of stories and spared 120 sq cm space while Daily The News published 2 number of stories and spared 203 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
12-03-23	Daily Dawn	Nil	
12-03-23	The News	Nil	

Table#12

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Table Twelve indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
13-03-23	Daily Dawn	Nil	
13-03-23	The News	2	372

Table#13

Table Thirteen indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published 2 number of stories and spared 372 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
14-03-23	Daily Dawn	2	216
14-03-23	The News	1	93.5

Table#14

Table Fourteen indicates that daily Dawn published 2 number of stories and spared 216 sq cm space while Daily The News published 1 number of stories and spared 93.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
15-03-23	Daily Dawn	1	136
15-03-23	The News	Nil	

Table#15

Table Fifteen indicates that daily Dawn published 1 number of stories and spared 136 sq cm space while Daily The News published nil number of stories and spared nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
16-03-23	Daily Dawn	1	105
16-03-23	The News	1	85

Table#16

Table Sixteen indicates that daily Dawn published 1 number of stories and spared 105 sq cm space while Daily The News published 1 number of stories and spared 85 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
17-03-23	Daily Dawn	1	216
17-03-23	The News	2	267

Table#17

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Table Seventeen indicates that daily Dawn published 1 number of stories and spared 216 sq cm space while Daily The News published 2 number of stories and spared 267 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
`18-03-23	Daily Dawn	1	154
18-03-23	The News	1	119

Table#18

Table Eighteen indicates that daily Dawn published 1 number of stories and spared 154 sq cm space while Daily The News published 1 number of stories and spared 119 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
19-03-23	Daily Dawn	Nil	
19-03-23	The News	Nil	

Table#19

Table Ninteen indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
20-03-23	Daily Dawn	Nil	
20-03-23	The News	3	422

Table#20

Table Twenty indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published 3 number of stories and spared 422 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
21-03-23	Daily Dawn	Nil	
21-03-23	The News	1	145

Table#21

Table Twenty-one indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published 1 number of stories and spared 145 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
22-03-23	Daily Dawn	3	562
22-03-23	The News	2	458

Table#22

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Table Twenty-two indicates that daily Dawn published 3 number of stories and spared 562 sq cm space while Daily The News published 2 number of stories and spared 458 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
23-03-23	Daily Dawn	1	170
23-03-23	The News	2	173

Table#23

Table Twenty-three indicates that daily Dawn published 1 number of stories and spared 170 sq cm space while Daily The News published 2 number of stories and spared 173 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
24-03-23	Daily Dawn	Nil	
24-03-23	The News	Nil	

Table#24

Table Twenty-four indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
25-03-23	Daily Dawn	1	150
25-03-23	The News	1	154

Table#25

Table Twenty Five indicates that daily Dawn published 1 number of stories and spared 150 sq cm space while Daily The News published 1 number of stories and spared 154 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
26-03-23	Daily Dawn	1	112
26-03-23	The News	Nil	

Table#26

Table Twenty six indicates that daily Dawn published 1 number of stories and spared 112 sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
27-03-23	Daily Dawn	1	75
27-03-23	The News	2	153.5

Table#27

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Table Twenty Seven indicates that daily Dawn published 1 number of stories and spared 75 sq cm space while Daily The News published 2 number of stories and spared 153.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
28-03-23	Daily Dawn	NIL	
28-03-23	The News	2	355

Table#28

Table Twenty Eight indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published 2 number of stories and spared 355 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
29-03-23	Daily Dawn	1	112.5
29-03-23	The News	Nil	

Table#29

Table Twenty Nine indicates that daily Dawn published 1 number of stories and spared 112.5 sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
30-03-23	Daily Dawn	1	270
30-03-23	The News	1	90

Table#30

Table Thirty indicates that daily Dawn published 1 number of stories and spared 270 sq cm space while Daily The News published 1 number of stories and spared 90 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
31-03-23	Daily Dawn	NIL	
31-03-23	The News	1	154

Table#31

Table Thirty one indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published 1 number of stories and spared 154 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
01-04-23	Daily Dawn	1	300
01-04-23	The News	1	300

Table#1

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Table one indicates that daily Dawn published 1 number of stories and spared 300 sq cm space while Daily The News published 1 number of stories and spared 300 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
02-04-23	Daily Dawn	1	224
02-04-23	The News	1	142.5

Table#2

Table Two indicates that daily Dawn published 1 number of stories and spared 224 sq cm space while Daily The News published 1 number of stories and spared 142.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
03-04-23	Daily Dawn	2	291
03-04-23	The News	1	136.5

Table#3

Table Three indicates that daily Dawn published 2 number of stories and spared 291 sq cm space while Daily The News published 1 number of stories and spared 136.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
04-04-23	Daily Dawn	1	105
04-04-23	The News	1	101.5

Table#4 Table Four indicates that daily Dawn published 1 number of stories and spared 105 sq cm space while Daily The News published 1 number of stories and spared 101.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
05-04-23	Daily Dawn	3	502.5
05-04-23	The News	2	202

Table#5

Table Five indicates that daily Dawn published 3 number of stories and spared 502.5 sq cm space while Daily The News published 2 number of stories and spared 202 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
06-04-23	Daily Dawn	2	288
06-04-23	The News	2	294

Table#6

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Table Six indicates that daily Dawn published 2 number of stories and spared 288 sq cm space while Daily The News published 2 number of stories and spared 294 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
07-04-23	Daily Dawn	Nil	
07-04-23	The News	1	130

Table#7

Table Seven indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published 1 number of stories and spared 130 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
08-04-23	Daily Dawn	Nil	
08-04-23	The News	Nil	

Table#8

Table Eight indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
09-04-23	Daily Dawn	1	160
09-04-23	The News	3	319

Table#9

Table Nine indicates that daily Dawn published 1 number of stories and spared 160 sq cm space while Daily The News published 3 number of stories and spared 319 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
10-04-23	Daily Dawn	2	243
10-04-23	The News	2	390

Table#10

Table Ten indicates that daily Dawn published 2 number of stories and spared 243 sq cm space while Daily The News published 2 number of stories and spared 390 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
11-04-23	Daily Dawn	1	112.5
11-04-23	The News	1	112

Table#11

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Table Eleven indicates that daily Dawn published 1 number of stories and spared 112.5 sq cm space while Daily The News published 1 number of stories and spared 112 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
12-04-23	Daily Dawn	2	350
12-04-23	The News	2	363

Table#12

Table Twelve indicates that daily Dawn published 2 number of stories and spared 350 sq cm space while Daily The News published 2 number of stories and spared 363 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
13-04-23	Daily Dawn	1	115
13-04-23	The News	1	170.5

Table#13

Table Thirteen indicates that daily Dawn published 1 number of stories and spared 115 sq cm space while Daily The News published 1 number of stories and spared 170.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
14-04-23	Daily Dawn	Nil	
14-04-23	The News	2	270

Table#14

Table Fourteen indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published 2 number of stories and spared 270 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
15-04-23	Daily Dawn	2	112.5
15-04-23	The News	1	65

Table#15

Table Fifteen indicates that daily Dawn published 2 number of stories and spared 112.5 sq cm space while Daily The News published 1 number of stories and spared 65 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
16-04-23	Daily Dawn	1	120
16-04-23	The News	Nil	

Table#16

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Table Sixteen indicates that daily Dawn published 1 number of stories and spared 120sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
17-04-23	Daily Dawn	1	270
17-04-23	The News	Nil	

Table#17

Table Seventeen indicates that daily Dawn published 1 number of stories and spared 270 sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
`18-04-23	Daily Dawn	1	755
18-04-23	The News	1	231

Table#18

Table Eighteen indicates that daily Dawn published 1 number of stories and spared 755 sq cm space while Daily The News published 1 number of stories and spared 231 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
19-04-23	Daily Dawn	Nil	
19-04-23	The News	2	214.5

Table#19

Table Ninteen indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published 2 number of stories and spared 214.5 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
20-04-23	Daily Dawn	2	277
20-04-23	The News	3	430

Table#20

Table Twenty indicates that daily Dawn published 2 number of stories and spared 277 sq cm space while Daily The News published 3 number of stories and spared 430 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
21-04-23	Daily Dawn	1	300
21-04-23	The News	1	300

Table#21

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Table Twenty-one indicates that daily Dawn published 1 number of stories and spared 300 sq cm space while Daily The News published 1 number of stories and spared 300 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
22-04-23	Daily Dawn	1	160
22-04-23	The News	1	135

Table#22

Table Twenty-two indicates that daily Dawn published 1 number of stories and spared 160 sq cm space while Daily The News published 1 number of stories and spared 135 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
23-04-23	Daily Dawn	Nil	
23-04-23	The News	Nil	

Table#23

Table Twenty-three indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
24-04-23	Daily Dawn	1	330
24-04-23	The News	1	300

Table#24

Table Twenty-four indicates that daily Dawn published 1 number of stories and spared 330 sq cm space while Daily The News published 1 number of stories and spared 300 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
25-04-23	Daily Dawn	1	193
25-04-23	The News	2	173

Table#25

Table Twenty Five indicates that daily Dawn published 1 number of stories and spared 193 sq cm space while Daily The News published 2 number of stories and spared 173 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
26-04-23	Daily Dawn	3	473
26-04-23	The News	1	78

Table#26

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Table Twenty six indicates that daily Dawn published 3 number of stories and spared 473 sq cm space while Daily The News published 1 number of stories and spared 78 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
27-04-23	Daily Dawn	Nil	
27-04-23	The News	Nil	

Table#27

Table Twenty Seven indicates that daily Dawn published Nil number of stories and spared Nil sq cm space while Daily The News published Nil number of stories and spared Nil sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
28-04-23	Daily Dawn	1	132
28-04-23	The News	1	112

Table#28

Table Twenty Eight indicates that daily Dawn published 1 number of stories and spared 132 sq cm space while Daily The News published 1 number of stories and spared 112 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
29-04-23	Daily Dawn	1	150
29-04-23	The News	2	252

Table#29

Table Twenty Nine indicates that daily Dawn published 1 number of stories and spared 150 sq cm space while Daily The News published 2 number of stories and spared 252 sq cm space

Date	Newspaper	No. of stories	Space in Sq. CM
30-04-23	Daily Dawn	2	543
30-04-23	The News	2	600

Table#30

Table Thirty indicates that daily Dawn published 2 number of stories and spared 543 sq cm space while Daily The News published 2 number of stories and spared 600 sq cm space

Month	Newspaper	Total No. of stories	Total Space in Sq. CM
March	Daily Dawn	31	4619.5
March	The News	40	5362.5

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Month	Newspaper	Total No. of stories	Total Space in Sq. CM
April	Daily Dawn	34	5057
April	The News	34	4811.5

CONCLUSION

This research study is based on content analysis research technique to investigate the coverage give by two national dailies Daily Dawn and Daily The News during the period from March 1st, 2023 to April 31st, 2023 on the issue of Inflation. The data was collected by using coding sheet according to the objectives of the study.

Data tabulation and its subsequent analysis reveals that overall daily The News published a greater number of stories i.e. 74 and spared 10174 as compared with Daily Dawn. The data tabulation and its analysis support our first hypothesis i.e., "it is more likely Daily the News published more number stories on Inflation as compared to Daily Dawn".

Data tabulation and its analysis also reveals that both the Daily newspaper published same number of stories on the issue inflation during the month of April and it appeared 34 stories. The subsequent analysis of the data does not support our second hypothesis i.e., "it is more likely Daily Dawn published more number of Stories as compare to daily The News".

Keeping in view the above findings in mind it is concluded that print especially the English newspaper show great concern on the issue of inflation to aware and educate the masses through their news stories. It is also concluded that both the English dailies provide special attention to the issue of inflation which is no doubt very essential for everyone in the country to understand. On the basis of findings, it is concluded that print media must publish editorials and articles to create more awareness and education regarding the issue which is no doubt have people attention and interest.

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