

The role of print media for Promotion of Secularism in Pakistan; and content analysis of selected Urdu and English newspapers



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CERTIFICATE OF APPROVAL

It is certified that the research work contained in the thesis titled” The role of print media for Promotion of Secularism in Pakistan; and content analysis of selected Urdu and English newspapers.” has been carried out by Hafiz Ammar Waheed Sulemani Roll No. 13001167014 under my supervision during his M.Phill in media and Communication

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DECLARATION

I, Hafiz Ammar Waheed Sulemani ID # 13001167014 session 2013-2015, hereby certify that this thesis is being submitted in partial fulfillment of the requirement for the degree of M Phil in media and communication.

This thesis is my original work and the data presented herein has not been used for the acquisition of any degree from any institution

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Abstract

The purpose of this study is to find out the role of print media in spreading secularism in Pakistani society. The research aims at investigating the promotion of secularism among the youth of Pakistan through the print media of Pakistan. To serve this purpose, a thorough research has been made. Different interpretations of secularism by the authors and writers from different regions, countries, and religions have been studied and added to get an optimal knowledge of the word and its impacts on any society. To investigate the effect of print media on the reader especially young generation and to measure the change in their thoughts, a survey technique is used and the data is gathered from the graduate and post-graduate students of different government and private universities of Lahore. Quantitative measures have been taken to interpret the facts in the research that seeks to discover the effect of the columns on the readers of both languages, Urdu and English. Results of the research have been analyzed through SPSS by applying chi-square technique. Charts and graphs have been used to describe the results of study.

The finding of the study may help understand the thinking pattern of the columnists promoting secularism in society as well as knowing the impact of propagating secularism among the youth of Pakistan. Findings of the study reveal that columns written by Urdu and English columnists have profound impact on the minds of the people especially the youth is highly affected by the secular thoughts expressed by these columnists. Thus a state of anarchy and discomfort among the public, in general, and youngsters, in particular, have been noticed in the results.

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Dedication

I dedicated this work to my parents who sheltered me all through my life and whose prays will be the most precious asset for me. I am obliged to them for their kind support and also thankful to all my family members and Rida, my life partner who provided me enough time with comfort to work on my thesis.

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Chapter One

1. Introduction

Print media of Pakistan is secularizing the society with its columns. Independence of media has come up with enlightenment of the society on one hand, on the other, it has paved the way to many problems in society and the biggest of them is the peril of secularism with a half-baked truth presented to the public that leads to a clash of the media presentation and the social customs and ideologies of the layman. Thus, media is not compatible to the norms, creeds, customs, and ideologies. The efforts of media to revolutionize the society on the name of enlightenment are creating chaos, confrontation and distress especially in the youth. Youth has been left confused on the debate of religion and secularism (Awais, 2014)