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**POLITICAL AGENDA AND PUBLIC AGENDA ON THE ISSUE OF NEW PROVINCE  
A CASE STUDY OF SOUTHERN PUNJAB-PAKISTAN**

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**ABSTRACT**

This research study is intended to measure the understanding and opinion of public regarding the issue of proposed new province in Punjab with comparison to the political manifesto of political parties presented by the media. For this purpose two methods are applied. First an opinion survey is conducted in which a questionnaire is distributed to the target sample with their proportion in terms of educational standards, age groups, linguistic backgrounds and gender so that all the segments of population could be represented. The sample size for survey is comprises 600 respondents from 6 districts (Bahawalpur, Bahawalnagar, Rahim Yar Khan, Dera Ghazi Khan, Multan and Rajanpur) of Southern Punjab. Second, the political agenda is extracted from newspapers. Two widely circulated dailies, Daily Nawa-i-Waqt, Multan and Daily Khabrain, Multan are used for content analysis. As the issue of new province is popular in the southern part of Punjab therefore Multan edition of said newspapers are selected for content analysis. Political statements of main leadership and other political developments of all major national and local parties are observed to get the political agenda of political parties. The political manifesto was divided into favorable, unfavorable and neutral political plan. The findings describes that idea of new province is overwhelmingly popular in the public and they want a new province but they are not satisfied with the stance of political parties. People are mostly disappointed with the role played by the politicians of Punjab. People believe that media has highlighted this issue well and shapes the opinion of public. Moreover the notion of new province was present in the past but it has gained the much popularity in this current political scenario. And it is the media who sets the agenda for the public. This study confirms Maxwell Macomb and Donald Shaw's agenda setting theory which states that issues prioritized by media and the public perception when both become consistent this effect is called agenda setting effect of media.

**Keywords:** Public, political, agenda, province, newspapers, Punjab

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## Introduction

This research paper focuses on political agenda, presented by the media, specially focused on newspapers and public agenda measured through opinion survey. While elaborating the reasons the issue of new province in Pakistan was taken as the major substance of the study. Now after the boom in the sphere of media this movement has adopted three wide concepts. By examining this phenomenon we find that there are three schools of thought whom are currently running in Southern Punjab having the same agenda but with different destinations. One is the restoration of Bahawalpur State, second is formation on administrative basis and the third one is establishing new province on the linguistic grounds.

The issue of the division of Punjab has gained importance due to the presence of Saraiki-speaking population within this area of Punjab. The native people (Saraiki) believe that there is strong discrimination and split between the upper and lower Punjab. Most of the developmental projects are initiated in upper Punjab leaving behind nominal part for Southern Punjab which is creating a sense of opposition against the federation and provincial government. To overcome this social, cultural, political and economic deprivation, exploitation and to create their own supremacy they are demanding to establish the separate province based on the linguistics and this demand gained acceleration after NWFP was renamed as KhayberPakhtounkhua (KPK) by the Central government. Coming towards the latter point of view there is another opinion driving people to demand new province on administrative basis. In viewing the current scenario of the country perhaps this the most suitable and practicable idea. This concept is based on decentralization which assumes that power should be delegated to the lower level of apex. The sense of deprivation and exploitation is at the peak particularly in these parts of Punjab province as discussed earlier. Scholars and intellectuals are of the opinion that the decentralization stands the soul solution for the stability, sovereignty and sustainability of the country. (*Editorial Dawn, 2009*)

Another underlying concept “the restoration of Bahawalpur State” This phenomenon represents the voice of the people living specifically in Bahawalpur Division or the people whose ancestors were loyal to the royal Abbasi family “the Nawabs”. Currently the last prince of royal family NawabSallah-ud-Din Abbasi is leading the party named as Bahawalpur National Awami Party (BNAP).

This study perhaps has two fold purposes; first one is to evaluate the political agenda of the national and local political parties as portrayed by the media, specifically the newspapers. The other one is to measure the existence of the issue of new province among the public through opinion survey.

## OBJECTIVES OF THE STUDY

The prime objectives of the study are:

- To observe the mutual point of agreement between the people of Southern Punjab and the political parties.
- To find out the opinion of public regarding the new province.
- To explore the political stance of political parties through the window of media.
- To search out the common ground or base for the new province.
- To evaluate the role of media in portraying the issue of new province specially newspapers.
- To assess the news treatment of newspapers in favoring or opposing the said issue.
- To see the effect of media coverage on public perception.

This research study is theoretically linked with Agenda Setting theory of Mass Media. In this paper the public perception has been measured through an opinion survey while the importance of the current issue which is prioritized by the media was studied from treatment of news items by two national dailies.

### RESEARCH QUESTIONS

- R1:** Which newspaper has given the more media coverage to the issue of new province?  
**R2:** Which newspaper has substantially favoured the issue of new province then the other?  
**R3:** Which newspaper has more opposed the issue of new province then the other?

### HYPOTHESIS

- H1:** It is more likely that majority of the public are in favour of new province on linguistic basis rather on administrative basis.  
**H2:** It is more likely that media has played an accelerating role regarding the issue of new province.  
**H3:** It is more likely that media has a direct impact in shaping the public opinion rather than political parties.  
**H4:** It is more likely that political agenda is not well-matched with the public agenda.

### Research Design

As this was the comparative study of political and public agenda, therefore two types of methodologies were applied. The following steps were taken:

#### A. Opinion Survey

The opinion survey methodology was used to observe the public agenda and opinion of general public regarding the proposed concept of new province which is under study of researcher.

#### Population

In scientific research a population can be described as “any set of persons and objects which represents at least one common characteristic.” This survey research identified the public opinion, view point, attitude and approach of general masses regarding the issue of proposed new province in Punjab. To observe the whole population is very difficult work so researcher takes a sample from the population which signifies the characteristics of entire population. In this study the residents of six districts of Southern Punjab Bahawalnagar, Multan, Rahim Yar Khan, Dera Ghazi Khan, Rajanpur and Bahawalpur was the population of study.

#### Sample:

A sample is the subset of population which represents the characteristics of whole population and the results can be generalized over the entire population. For this current study stratified sampling (*A sampling technique which categorises the population and then selecting sample from each category according to its proportion in the whole population*) procedure was adopted to take the sample as the population was huge in number. A sample of 600 respondents was taken from above mentioned 6 districts of Southern Punjab (100 from each district)

As this was the public opinion survey so the stratified sampling technique was used and the sample was categorised according to their Gender, Age, Education and Language so that all segments of population can be observed to acquire the factual results.

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### **Data collection**

For the collection of data the researcher constructed a questionnaire regarding the topic which is under study covering all aspects of the matter such as awareness about the issue, expected benefits for common man, important reasons for accepting or rejecting the idea of new province, expectations from politicians and few questions were asked about the role of media that how and at what rate they highlighted the matter of new province. This questionnaire was then distributed to the public under study for data analysis.

### **B. Content Analysis**

The technique of content analysis was applied by the researcher to study the political agenda of major national and local political parties as presented by the print media.

### **Population**

The Two most widely circulated national dailies in this part of the Punjab, Daily Khabrain, Multan and Daily Nawa-i-Waqt Multan were taken under study for observing the political agenda of political parties through the treatment of news items. As the matter of proposed new province in Southern Punjab is at regional level therefore regional edition (Multan Edition) of both newspapers was used.

### **Sample**

From 1<sup>st</sup> January 2011 to 31<sup>st</sup> December 2011 published editions of both dailies were kept under study for acquiring the political agenda as projected by the two newspapers. Treatment of news items presented on Page 1 and 8 of each newspaper was examined as these two pages are the most significant and the news about the current and important issues are mostly placed here.

### **Data Collection**

A coding sheet was also constructed for collection of data by dividing the news stuff of the political parties and their view point about the proposed new province was then classified into favourable, unfavourable and neutral political agenda or manifesto.

### **Operational Definitions**

Operational definitions of some concepts are given below as they are observed in this particular dissertation:

#### **Political Agenda:**

Political Agenda refers to the manifesto or view point of a particular political party regarding the said issue having a legal political status within the boundaries of Pakistan as resolved under the top leadership of the same.

#### **Public Agenda:**

Public Agenda refers to the opinion or view point of general public for the purpose of this research. It refers to the general public consists of under six districts of province of Punjab as specified in the sample size.

Favourable, Unfavourable, Neutral:

### **FINDINGS AND ANALYSIS**

In this chapter the findings of this study have been discussed and presented in the tabulated and graphical form.

**Findings of Opinion Survey**

**District**

		Frequency	Percent	Valid Percent
Val	Bahawalnagar	100	16.7	16.7
	Multan	100	16.7	16.7
	R.Y.Khan	100	16.7	16.7
	D.G.Khan	100	16.7	16.7
	Rajunpur	100	16.7	16.7
	Bahawalpur	100	16.7	16.7
	Total	600	100.0	100.0

This study was focused on analyzing the awareness and opinion of the general public of 6 districts of Southern Punjab on the issue of new province. An opinion survey was conducted in the six districts of Southern Punjab consisting Bahawalnagar, Multan, Rahim Yar Khan, Dera Ghazi Khan, Rajunpur and Bahawalpur. Above table expressed that total 600 respondents (100 from each district) are used. These 600 respondents were categorised according to their proportion of gender, age, education and language. The graphical representation of the table is as under:

**Gender**

		Frequency	Percent	Valid Percent
Vali	Male	312	52.0	52.0
	Female	288	48.0	48.0
	Total	600	100.0	100.0

The first category is gender as this was opinion survey therefore the questionnaire was distributed to both male and female of six districts of Southern Punjab. Above table describes that among the total 600 respondents 312(52%) were male and 288(48%) were representing the female population of the Southern Punjab. The graphical representation of above table can be seen as under:

**Age**

		Frequency	Percent	Valid Percent
Vali	20-25	31	5.2	5.2
	25-30	277	46.2	46.2
	30-35	213	35.5	35.5
	35 & above	79	13.2	13.2
	Total	600	100.0	100.0

Age is the second category of this opinion survey. Data describes that above 18 years respondents were taken. Different age standards from all 6 districts are classified into 4 different categories such as 20-25(5.2%), 25-30(46.2%), 30-35(35.5%) and 35 & above were (13.2%). The graphical representation of age group can be identified as under:

**Education**

		Frequency	Percent	Valid Percent
Val	Middle	114	19.0	19.0
	Metric	65	10.8	10.8
	F.A	47	7.8	7.8
	B.A	128	21.3	21.3
	M.A and above	126	21.0	21.0
	Uneducated	120	20.0	20.0
	Total	600	100.0	100.0

By observing the above data we can see that different educational standards from all 6 districts (Bahawalnagar, Multan, Dera Ghazi Khan, Rahim Yar Khan, RajanPur and Bahawalpur) were taken as the respondents starting from middle(19%), metric(10.8%), intermediate(7.8%), graduation(21.3%), post-graduation(21%) and uneducated(20%). The graphical representation of the given data is as under. The ratio of respondents is taken according to their proportion in population.

**Language**

		Frequency	Percent	Valid Percent
Vali	Urdu	96	16.0	16.0
	Punjabi	187	31.2	31.2
	Saraiki	317	52.8	52.8
	Total	600	100.0	100.0

The current demand of new province in Punjab has different school of thoughts among which establishment of province on lingual basis was one of them therefore language was an important category of this survey, As these six districts of Southern Punjab were diversified in language speaking, therefore three major speaking languages were taken under study consisting Urdu 96(16%) respondents, Punjabi 187(31.2%) respondents and Saraiki 317(52.8%) respondents which is a widely spoken language in this region. The graphical representation of above data can be observed under:

**Table # 1.1: Awareness of the people regarding the issue of New Province.**

		Frequency	Percent	Valid Percent
Val	Yes	372	62.0	62.0
	No	126	21.0	21.0
	To some extent	80	13.3	13.3
	No Response	22	3.7	3.7
	Total	600	100.0	100.0

Result shows that 62 % of total respondents were aware of the matter of new province, 21 % don't know, the percentage of to some extent was 13.3 % while 3.7 % did not response to the question. The graphical representation of the data is as follows:

**Table # 1.2: New Province – as an issue of common man.**

		Frequen	Percent	Valid
V	Strongly agreed	271	45.2	45.2
	Agreed to some extent	139	23.2	23.2
	Disagreed to some extent	108	18.0	18.0
	Strongly Disagreed	76	12.7	12.7
	No Response	6	1.0	1.0
	Total	600	100.0	100.0

Result shows that 45.2 % of the total population were of the thought that establishment of new province is the issue of common man, 23.2 % agreed to some extent, 18 % disagreed to some extent, and 12.7 % are strongly disagreed while only 1 % of respondents did not reply to the question. The graphical representation of the table is given below:

**Table # 1.3: New Province – as a factor of positive change in common man’s life.**

		Frequen	Percent	Valid
V	Strongly agreed	226	37.7	37.7
	Agreed to some extent	198	33.0	33.0
	Disagreed to some extent	82	13.7	13.7
	Strongly Disagreed	92	15.3	15.3
	No Response	2	0.3	0.3
	Total	600	100.0	100.0

Result shows that 37.7 % strongly agreed to the question that establishment of new province will bring positive change in the life of a common man, 33 % agreed to some extent, 13.7 disagreed to some extent, and 15.3 % strongly disagreed to the question while only 0.3 % of total respondents did not answer the question. The graphical explanation of above table can be seeing under:

**Table # 1.4: Quest for new province in Punjab.**

		Frequen	Percent	Valid
V	Strongly agreed	262	43.7	43.7
	Agreed to some extent	178	29.7	29.7
	Disagreed to some extent	55	9.2	9.2
	Strongly Disagreed	96	16.0	16.0
	No Response	9	1.5	1.5
	Total	600	100.0	100.0

Data shows that 43.7 % people of total respondents were strongly agreed, 29.7 % agreed to some extent, disagreed to some extent were 9.2 %, 16 % strongly disagreed while only 1.5 % given no response to the question that is it necessary to establish a new province in Punjab. The graphical clarification can be observed as under:

**Table # 1.4 (A): Important factors in favour of establishing new province.**

	Frequency	Percent	Valid
V End of unjustified f resources.	127	21.2	21.2
Easy access to the f people problems.	161	26.8	26.8
Abolishing sense of	80	13.3	13.3
Give chances of to local people.	56	9.3	9.3
Other	16	2.7	2.7
Not Applicable	160	26.7	26.7
Total	600	100.0	100.0

Above table of the question describes that what should be the most significant reason of creating a new province in Punjab as 21.2 % thought it will end the unjustified division of resources, 26.8 % consider it easy access to the solution of the people problems, 13.3 % believes that it will abolish the sense of inferiority, 9.3 % public of Southern Punjab regard as it will give chance of leadership to the local people while only 2.7 % think in other way. It is evident that this question was not applicable to those respondents whom disagreed to the Q # 4 which were 26.7 % of total 600 respondents. The graphical representation of the above table can be observed as under:

**Table # 1.4 (B): Important factors against the establishing of new province.**

	Frequency	Percent	Valid
V Unnecessary burden.	44	7.3	7.3
Promotion of and regional prejudice	82	13.7	13.7
Weakening of	20	3.3	3.3
Lack of adequate	14	2.3	2.3
Not Applicable	440	73.3	73.3
Total	600	100.0	100.0

Result describes the question that what should be the worthy reason of disagreeing the idea of establishing new province in Punjab. 7.3 % believes that it will be an unnecessary financial burden, 13.7% consider it the promotion of lingual and regional prejudice in this region, 3.3 % are of the view that it will weaken the federation, 2.3 % have the opinion that there is a lack of adequate leadership in this part of Punjab. It is clear from the above table that this question was not applicable on those whom are agreed to the Q # 4 which were 73.3 % of total respondents. The graphical representation of the above table can be observed as under:

**Table # 1.5: Basis of establishing new province.**

	Frequency	Percent	Valid Percent
Va Administrational	283	47.2	47.2
Lingual	156	26.0	26.0

Regional	55	9.2	9.2
Other	89	14.8	14.8
No Response	17	2.8	2.8
Total	600	100.0	100.0

Result shows that 47.2 % people of these six districts wanted the new province on administrative basis, 26 % on Lingual, and 9.2 % Regional, 14.8 % answered in the option of other while 2.8 % did not response the question. The graphical form of above table is as under:

**Table # 1.6: Case of reinstating Bahawalpur State.**

		Frequen	Percent	Valid
V	Strongly agreed	296	49.3	49.3
	Agreed to some extent	174	29.0	29.0
	Disagreed to some extent	51	8.5	8.5
	Strongly Disagreed	64	10.7	10.7
	No Response	15	2.5	2.5
	Total	600	100.0	100.0

Answering to the above question 49.3 % were strongly agreed in the restoration of Bahawalpur as State, 29 % agreed to some extent, 8.5 % disagreed to some extent, strongly disagreed were 10.7 % while in no response 2.5 % has answered. The graphical illustration is observed as follows:

**Table # 1.7: Proposed name of new province.**

		Frequenc	Percent	Valid
V	Southern Punjab	211	35.2	35.2
	Saraikistan	194	32.3	32.3
	Bahawalpur Province	168	28.0	28.0
	Other	22	3.7	3.7
	No Response	5	0.8	0.8
	Total	600	100.0	100.0

Data explains that 35.2 % people were in favour of Southern Punjab, 32.4 were in favour of Sarakistan, people who wanted the name as Bahawalpur Province were 28 %, 3.7 % people wanted the name other then the given options while only 0.8 % did not answer to the question. The graphical description is as under:

**Table # 1.8: Satisfaction regarding the political plan of politicians.**

		Frequen	Percent	Valid
V	Strongly agreed	125	20.8	20.8
	Agreed to some extent	127	21.2	21.2
	Disagreed to some extent	124	20.7	20.7
	Strongly Disagreed	210	35.0	35.0
	No Response	14	2.3	2.3
	Total	600	100.0	100.0

Answering to the above question 20.8 % were strongly agreed, 21.2 agreed to some extent, disagreed to some extent were 20.7 %, 35 % were strongly disagreed while in no response 2.3 % of the total respondents. The graphical explanation is as under:

**Table # 1.9: Establishment of new province – a reality or a slogan.**

		Frequen	Percent	Valid
V	Strongly agreed	172	28.7	28.7
	Agreed to some extent	178	29.7	29.7
	Disagreed to some extent	107	17.8	17.8
	Strongly Disagreed	128	21.3	21.3
	No Response	15	2.5	2.5
	Total	600	100.0	100.0

Result shows that 28.7 % strongly agreed that establishing new province in Punjab is just a political slogan, 29.7 % were agreed to some extent, 21.3 strongly disagreed and 2.5 % did not reply the question. The graph of above data is as under:

**Table # 1.10: Perception regarding more new provinces in other parts of Pakistan.**

		Frequen	Percent	Valid
V	Strongly agreed	206	34.3	34.3
	Agreed to some extent	175	29.2	29.2
	Disagreed to some extent	67	11.2	11.2
	Strongly Disagreed	143	23.8	23.8
	No Response	9	1.5	1.5
	Total	600	100.0	100.0

Result gives details that 34.5 % were strongly agreed in the idea that there should be more new provinces in the other parts of Pakistan like Punjab, 29.2 % agreed to some extent, 11.2 % disagreed to some extent, 23.8 % were strongly disagreed while 1.5 % did not response the question. The graph of above table is as follows:

**Table # 1.11: Level of satisfaction about the role of media.**

		Frequen	Percent	Valid
V	Strongly agreed	213	35.5	35.5
	Agreed to some extent	175	29.2	29.2
	Disagreed to some extent	64	10.7	10.7
	Strongly Disagreed	131	21.8	21.8
	No Response	17	2.8	2.8
	Total	600	100.0	100.0

Result gives an idea that 35.5 % were strongly satisfied with the role of media in the context of new province, 29.2 % agreed to some extent, 10.7 % were disagreed to some extent, and 21.8 % were strongly disagreed to the above question while 2.8 % had not replied to the question. The graphical explanation can be observed as under:

**Table # 1.12: Better media coverage by different components of media.**

		Frequency	Percent	Valid Percent
Val	T.V	284	47.3	47.3
	News Papers	228	38.0	38.0
	Radio	43	7.2	7.2
	Magazines	32	5.3	5.3
	No Response	13	2.2	2.2
	Total	600	100.0	100.0

Result illustrate that 47.3 % people believed that T.V has highlighted the issue better, 38 % thought news papers, 7.2 % believed on the coverage of radio, 5.3 % considered the magazines as the main component of media who highlighted the issue better while only 2.2 % did not answer the question. The graph of the above table is as under:

**Table # 1.13: Accelerating Role of media about the said issue.**

		Frequen	Percent	Valid
V	Strongly agreed	346	57.7	57.7
	Agreed to some extent	149	24.8	24.8
	Disagreed to some extent	24	4.0	4.0
	Strongly Disagreed	75	12.5	12.5
	No Response	6	1.0	1.0
	Total	600	100.0	100.0

The outcome of the data explains that 57.7 % were strongly agreed that media has played an accelerating role in highlighting the movement of new province, 24.8 % agreed to some extent, 4 % disagreed to some extent, and 12.5 % were strongly disagreed and only 1 % did not response the question. The graphical representation of the data is as under:

**Table # 1.14: Effect of media as compared to the political parties in creating public opinion.**

		Frequen	Percent	Valid
V	Strongly agreed	311	51.8	51.8
	Agreed to some extent	193	32.2	32.2
	Disagreed to some extent	38	6.3	6.3
	Strongly Disagreed	45	7.5	7.5
	No Response	13	2.2	2.2
	Total	600	100.0	100.0

Result explains that 51.8 % were strongly agreed that media had affected more in shaping public opinion rather than political parties, 32.4 % agreed to some extent, 6.3 disagreed to some extent, 7.5 % strongly disagreed and only 2.2 % did not answer the question. The graphical description of the data is given below:

**Table # 1.15: Effect of proposed new province upon the functionality of the federation.**

		Frequen	Percent	Valid
V	Strongly agreed	204	34.0	34.0
	Agreed to some extent	222	37.0	37.0
	Disagreed to some extent	32	5.3	5.3
	Strongly Disagreed	132	22.0	22.0
	No Response	10	1.7	1.7
	Total	600	100.0	100.0

Data explains that 34 % were strongly agreed to the question that establishment of new province will strengthen the federation, 37 % agreed to some extent, 5.3 disagreed to some extent, and 22 % strongly disagreed to the question while only 1.7 % did not reply to the above question. The graphical explanation is given below:

### **Opinion of Respondents on Open Ended Question (Q # 16)**

Question No.16 was an open ended question which says “In your point of view what sort of role should the provincial and the federal govt. play for the creation of new province?” and the answers of different respondents has been categorized below:

#### **1. Need for New Province in Southern Punjab**

1. As per opinion of respondent, the new province should be established that will be beneficial for the people of this region. Provincial and Central govt. should play an important role.

2. Media should play a vital role in highlighting the problems which are facing the people of Southern Punjab as we are the most deprived part of the country therefore it is the basic right of Saraki's to have their own province.

3. The issue of new province should be completed on the priority basis as it will bring the educational development in this part of Punjab; major chunk of our budget is spent on the central parts of Punjab so the new province is the need of the hour.

4. It is the fundamental right of the Saraki's to have their own province as it will be the beginning of new hopes for the people of Southern Punjab.

5. Provincial and Federal govt. should take them into the confidence and they should directly ask the opinion to them. Govt. should not just rely on the media reports it should investigate the matter to him.

6. The problems of common man should be addressed then this new province can bring the change in people's lives. Resultantly the problem solving governments will gain the popularity at mass level.

7. The central and provincial govt. should divide the province in accordance to the public interest rather their own. Moreover they should keep in mind the resources of the resources of Punjab.

8. Govt. should establish the new province not just in Punjab but also the other parts of the country there is a serious division of developmental projects and resources throughout the country therefore to bring the harmony; we need more units in the country.

9. The quest of new province has definitely gained the importance at this present time. To diminish the sense of deprivation call for new province should be promoted in this region. This will surely be beneficial for the people of this land.

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10. People of different languages should be given proper representation of their community on basis of population so that the social disturbance is ended or the resources should be divided at regional level honestly which is I think the last solution.

11. With complete cooperation all positive steps should be taken in viewing the national interest of the country.

12. Local common man of this region should be given a chance to represent its people rather than a feudal lord whose interests are not compatible with the interest of people.

13. Federal govt. should start the process of dialogue to the mainstream leader of this movement of new province and build a consensus to satisfy them and try to reach a common point which is acceptable for all and provincial govt. should distribute the resources justly.

14. Govt. should redress the problems of this region and they should be given equal opportunities of education, health and employment. Equality will resulting bring the harmony.

15. New province will definitely end the superiority of upper Punjab who is constantly isolating us since 1947, now it's time to empower the locals of Southern Punjab. It will end the unjustified distribution of resources and people of this region will have the due share of their rights.

16. There should not just be the geographical division but also the division of resources like division of water, funds, quota of jobs, and representation in assemblies etc. The due share of this region should be handed over to the people of Southern Punjab.

17. By sitting aside all personal and political interests all segments of the country like political party, media and civil society should jointly work to accomplish this task of establishing new province because unanimous decision are widely respected by the nation.

18. If both federal and central govt. are keen in making new province then let's put this task to the legal forum which is parliament and discuss it in detail.

19. With the formation of new province the federation will be strengthen and sense of deprivation will also end among the people of Southern Punjab.

20. Federal and Provincial govt. should finish the personal conflicts and formulate such policies that are directly beneficial for the public; we hope that with the establishment of new province people will prosper more rapidly.

21. Formation of new province will defiantly open the new era of development and prosperity the people of Southern Punjab will surely enjoy their rights at their own door step so creating a new province is indispensable now.

22. New province should be established so that the people of Southern Punjab can elect their own local leadership and their problems will be resolved at grass-root level.

23. Formation of new province will surely end the unrest and sense of deprivation in the people of Southern Punjab because they will have their own govt.

24. Federal govt. should take the steps so that a common man is involved in the administrative issues and he should be facilitated and provincial govt. should pass the resolution in favour of new province.

25. According to the constitution they should move a bill and debate over it investigate all aspects of this issue and then reach on some common basis this is the real beauty of democracy to promote the idea of dialogue.

26. One major area that should be kept in mind that it is not possible for existing provincial Govt. to run the business of Govt. province therefore it is the need of the hour to establish new administrative units so that it can resolve the issues of general masses of this area.

27. New Province will open the new avenue of employment opportunities for the masses of south Punjab as it will have its own Public Service Commission.

## **2. Views against New Province**

1. I think there is no need of new province as our politicians are not well equipped with the leadership qualities; the current situation of existing provinces can tell us the sincerity of our politicians.

2. There are so many other issues which need immediate attention rather than the issue of new province like energy crisis, social injustice and unemployment so first look into these matters.

3. The establishment of new province will open the door of new problems as country is going through a sensitive phase of time we are not in a state of experiments we should go ahead by resolving the other important national issues like energy crisis, terrorism and poverty.

4. Pursuit of new province will be an unnecessary financial burden over the gov. of Punjab and there is no need of new units as government's current situation is not capable of dealing it.

5. Public issues should be resolved on prior basis rather just making political statements a common man is not interested in the issue of new province. There are so many other public issues which should be addressed by the gov.

6. Establishment of new province will weaken the federation and it will be a direct attack on the national security and solidarity of Pakistan. Govt. should strengthen the good governance in the existing provinces of Pakistan instead of divide the people on the basis of language, region and cast.

7. Southern Punjab is a peaceful part of Punjab where there is no ethnic or lingual division like in Sindh, Baluchistan and Khyber Pakhounkhua (KPK) therefore Saraiki province will defiantly promote the idea of provincialism and it will send a wrong message to the other than Saraiki's and they will feel deprived. So we don't need any new province.

8. New provinces will bring no change in life of a common man political parties have their own interests and it has nothing to do with the issues of public. Political leaders are disinterested in public affairs, so provinces issues is just a game of politicians.

9. Govt should work to eradicate the corruption from this country this is the major issue of the day country is economically destabilized and we are not able to run another province with more expenditure spent on the administrative machines

10. Instead of making new province we should strengthen the system of country and economic stability of the country. Govt. should control the current scenario of the country. It will make no difference in creating new province it is better to control the existing provinces first.

11. The current issue of new province is just a political stunt of our all political parties for the upcoming elections. This gov. has failed to deliver now they are hiding themselves in these types of regional issues. It is impossible now to establish a new province at this time.

12. New province will surely weaken the federation of Pakistan because politicians are failed to govern the existing provinces and expecting from them something special is useless.

13. Formation of new province will be an extra financial burden on the govt. keeping in view the current scenario of the country where Pakistan is going through a bad energy crisis our industry is totally collapsed therefore how we can generate the revenue for the new province.

14. Establishing new province is just like living in fool's paradise our politicians have nothing in the country they shifted their property abroad then how can we expect the loyalty from them that they will solve our problems.

### **3. Basis of establishing New Province.**

1. New province should be made on administrative basis rather on linguistics as other than Saraiki communities are living happily here. They are playing their role according to their capacity and wisdom.

2. The name of new province should be Saraikistan as this is the province of Saraiki community.

3. The provincial and Federal govt. should establish the new provinces on administrative basis by keeping in view the prosperity and needs of the people.

4. The name of the Province should not be Saraikistan or Saraiki province because it will promote the provincialism in the country. Panjnad is right name for the proposed province in Punjab.

5. Establishment of new province on administrative basis will surely ends the all type of controversial ideas for making new province as it has opened a new Pandora Box for our politicians. Administrative ground is the strong base to make a new province.

6. Saraiki as a people are the most deprived nation of all therefore it would be much better to establish a province in the name of Sarakis as Saraikistan that will surely give a recognition to the people of Saraiki belt.

### **4. Need for good governance.**

1. As this is the regional matter I think federal govt. should cooperate with the provincial govt. not only constitutional grounds but also financially.

2. Lawlessness is a big problem rather than that of establishing new units in the country. Are we in a state that new province will be a place to live in .where no issue can harm the people of this region

3. Our part of Punjab is mostly ruled by the feudal and tribal heads that has their own interests and values so they cannot free us to the development and awareness therefore this issue is still in the media but cannot become the people voice as our Sardars are against it.

4. Govt. should take the practical steps in accordance to the law and constitution moreover consensus is very necessary.

5. According to the constitution they should move a bill and debate over it investigate all aspects of this issue and then reach on some common basis this is the real beauty of democracy to promote the idea of dialogue.

6. Governments should distribute the resources justifiably so that the division of province could not become a big problem for us; this issue is nothing then just making a political statements and maximum media coverage for politicians.

7. Federal govt. in collaboration with the provincial govt. should conduct a referendum on the issue of new province so that the direct view point of general public can be judge rather depend on the media reports and political statements of politicians.

8. Govt. should establish independent commission for new province that should investigate all possible constitutional aspects of the issue moreover a group of experts should also assist them for technical help in drawing the geographical lines of new province.

9. Consultation, cooperation and consensus these three are the solution motives of any problem by keeping in view these we can easily resolve the issue of new province.

10. Govt. should format a joint line of action for establishing the new province, they should eradicate the ethnicity and provincialism moreover they should address the human problems which are prevailing in this present time.

11. All the stakeholders of the country should come forward for table talk and try to solve this issue as this is a sensitive one, our politicians are the legacy of our democracy they should jointly and completely work for this country, avoid criticizing each other. Presently the country is going through a tense phase of time and all institution of the state will lose their confidence in the public.

12. Govt. should constitute a judicial commission to resolve this matter of new provinces so that the unrest and wave of speculations should be stopped in the minds of the people of Southern Punjab.

13. As per opinion of the respondent, the Govt. should finish the sense of isolation of this region by establishing new province moreover funds should also be divided throughout the province not just in upper Punjab.

14. Stop doing politics over the issue of new province it is increasing the restlessness among the people of Southern Punjab if our politicians are enough serious in making a new independent unit in Punjab they should discuss it on table and start dialogue.

### **5. Case of Bahawalpur State**

1. The case of Bahawalpur is rather different then the Saraiki province as it will not be established rather will regain its state entity so govt. should reinstate our Bahawalpur as an independent state of Punjab.

2. The Federal Govt. should look into the matter of Bahawalpur State as it was princely governed state and was first state which merged into the Pakistan after partition. It is the great demand of the people of Bahawalpur to have their own State.

3. Bahawalpur was the richest state before the partition of United India in terms of revenue but now it's facing great amount of unrest as the budget of this part is being used in the upper part of Punjab. It is the utmost desire of the people of Bahawalpur to regain the entity of State.

4. The literacy rate of Bahawalpur is more as compared to the other parts of Pakistan and people of this belt are not less than anybody else in the country but people of Bahawalpur are facing the issue of unemployment. This is expected that with the regain of the status of independent state, there would be opportunities for the people of Bahawalpur.

5. Federal Govt. should pass a presidential order immediately for reinforcing the State of Bahawalpur as the case of Bahawalpur is different to the Saraiki Province or Southern Punjab Province. Bahawalpur was an independent state before the partition and was first to merge in Pakistan.

6. Bahawalpur division is the largest division of Punjab in terms of area, so it would be much easier for the people of this division to resolve their issues locally rather to travel to the capital city Lahore which is far away from districts of Rahim Yar Khan or Bahawalpur. So it is the need of the hour that the federal and provincial govt. take this matter seriously and respect the feelings and desire of the people of Bahawalpur division.

**Testing of Research Hypothesis with respect to Language**

**Hypothesis # 1:**

**H<sub>0</sub>:** There is no association between language and Q # 5 (On which grounds the new province should be established?)

**H<sub>1</sub>:** There is association between language and Q # 5 (On which grounds the new province should be established?)

**Level of Significance:** α= 5%

**Test Statistic:**

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Which, if H<sub>0</sub> is true, has an approximate χ<sup>2</sup>- distribution with (r - 1) (c - 1) degrees of freedom.

**Computations:**

**Crosstab**

Languages	Q#5	On which grounds the new province should be					Tot
		Ad	Lin	Re	Ot	No	
U	Un	38	31	14	13	0	96
P	onal	92	54	16	24	1	18
S		15	71	25	52	16	31
Total		28	15	55	89	17	60

**Chi-Square Tests**

	Value	Df	P-value
Pearson Chi-Square	21.600	8	.006

**Critical Region:** we reject the null hypothesis H<sub>0</sub> if the P-Value is less than level of significance i.e. α = 0.05

**Conclusion:** As we can observe from the above chi-square test that the P-value is less than the level of significance. Therefore, we reject the null hypothesis and conclude that there is association between language and Q # 5

**Hypothesis # 2:**

**H<sub>0</sub>:** There is no association between language and Q # 13 (Do you think that media has played an accelerating role in highlighting the movement of new province?)

**H<sub>1</sub>:** There is association between language and Q # 13 (Do you think that media has played an accelerating role in highlighting the movement of new province?)

**Level of Significance:**  $\alpha = 5\%$

**Test Statistic:**

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Which, if H<sub>0</sub> is true, has an approximate  $\chi^2$ -distribution with (r - 1) (c - 1) degrees of freedom.

**Computations: Crosstab**

Languages	Do you think that media has played an accelerating role in highlighting the movement of new province?						T
	Speed	St e extent	Agre e extent	Disag ne extent	Str agreed	No	
U	56	22	3	14	1	96	
P	96	53	13	25	0	18	
S	19	74	8	36	5	31	
Total	34	149	24	75	6	60	

**Chi-Square Tests**

	Value	Df	P-value
Pearson Chi-Square	13.035	8	.111

**Critical Region:** we reject the null hypothesis H<sub>0</sub> if the P-Value is less than level of significance i.e.  $\alpha = 0.05$

**Conclusion:** As we can observe from the above chi-square test that the P-value is greater than the level of significance. Therefore, we accept the null hypothesis and conclude that there is no association between language and Q # 13

**Hypothesis # 3:**

**H<sub>0</sub>:** There is no association between language and Q # 14 (Do you think that media has affected more directly in creating public opinion?)

**H<sub>1</sub>:** There is association between language and Q # 14 (Do you think that media has affected more directly in creating public opinion?)

**Level of Significance:**  $\alpha = 5\%$

**Test Statistic:**

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Which, if H<sub>0</sub> is true, has an approximate  $\chi^2$ -distribution with (r - 1) (c - 1) degrees of freedom.

**Computations: Crosstab**

Languages	Do you think that media has affected more directly in public opinion rather than the political parties?						T
	Strongly agreed	Agree to some extent	Disagree to some extent	Strongly disagreed	No		
Urdu	51	29	6	7	3	96	
Punjabi	86	66	22	11	2	188	
Sindhi	17	98	10	27	8	312	
Total	314	193	38	45	13	603	

**Chi-Square Tests**

	Value	Df	P-value
Pearson Chi-Square	19.168	8	.014

**Critical Region:** we reject the null hypothesis H<sub>0</sub> if the P-Value is less than level of significance i.e.  $\alpha = 0.05$

**Conclusion:** As we can observe from the above chi-square test that the P-value is less than the level of significance. Therefore, we reject the null hypothesis and conclude that there is association between language and Q # 14

**Testing of Research Hypothesis with respect to District**

**Hypothesis # 1:**

**H<sub>0</sub>:** There is no association between district and Q # 5 (On which grounds the new province should be established?)

**H<sub>1</sub>:** There is association between district and Q # 5 (On which grounds the new province should be established?)

**Level of Significance:**  $\alpha = 5\%$

**Test Statistic:**

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Which, if  $H_0$  is true, has an approximate  $\chi^2$ - distribution with  $(r - 1) (c - 1)$  degrees of freedom.

**Computations:**

**Crosstab**

Districts	On which grounds the new province should be					T
	Administ	L	R	O	No	
Bahaw	55	2	1	6	3	1
Multa	48	2	1	1	1	1
R.Y.K	45	2	8	1	2	1
D.G.K	41	2	1	1	1	1
Rajanp	45	2	1	1	2	1
Bahaw	49	2	5	1	8	1
Total	283	1	5	8	17	6

**Chi-Square Tests**

	Value	Df	P-value
Pearson Chi-Square	25.379	20	.187

**Critical Region:** we reject the null hypothesis  $H_0$  if the P-Value is less than level of significance i.e.  $\alpha = 0.05$

**Conclusion:** As we can observe from the above chi-square test that the P-value is greater than the level of significance. Therefore, we accept the null hypothesis and conclude that there is no association between district and Q # 5.

**Hypothesis # 2:**

**$H_0$ :** There is no association between district and Q # 13 (Do you think that media has played an accelerating role in highlighting the movement of new province?)

**$H_1$ :** There is association between district and Q # 13 (Do you think that media has played an accelerating role in highlighting the movement of new province?)

**Level of Significance:**  $\alpha = 5\%$

**Test Statistic:**

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Which, if  $H_0$  is true, has an approximate  $\chi^2$ - distribution with  $(r - 1) (c - 1)$  degrees of freedom.

**Computations:**

**Crosstab**

Districts	Do you think that media has played an accelerating role in speeding the movement of new province?					T
	Speed	Agree to some extent	Disagree to some extent	Strongly agreed	No	
Bahawa	5	33	2	13	0	1
Multan	6	24	3	9	0	1
R.Y.Kh	5	25	5	12	0	1
D.G.Kh	5	25	7	16	0	1
Rajanpu	5	22	4	12	6	1
Bahawa	6	20	3	13	0	1
Total	3	149	24	75	6	6

**Chi-Square Tests**

	Value	Df	P-value
Pearson Chi-Square	42.575	20	.002

**Critical Region:** we reject the null hypothesis  $H_0$  if the P-Value is less than level of significance i.e.  $\alpha = 0.05$

**Conclusion:** As we can observe from the above chi-square test that the P-value is less than the level of significance. Therefore, we reject the null hypothesis and conclude that there is association between district and Q # 13.

**Hypothesis # 3:**

**$H_0$ :** There is no association between district and Q # 14 (Do you think that media has affected more directly in creating public opinion rather than the political parties?)

**$H_1$ :** There is association between district and Q # 14 (Do you think that media has affected more directly in creating public opinion rather than the political parties?)

**Level of Significance:**  $\alpha = 5\%$

**Test Statistic:**

$$\chi^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Which, if  $H_0$  is true, has an approximate  $\chi^2$ - distribution with  $(r - 1) (c - 1)$  degrees of freedom.

**Computations:**

**Crosstab**

Districts	Do you think that media has affected more directly in public opinion rather than the political parties?					T
	St eed	Agr e extent	Disa ome extent	Str agreed	No	
Bahawa	5	36	6	3	2	1
Multan	5	34	7	4	1	1
R.Y.Kh	5	32	7	10	1	1
D.G.Kh	4	28	8	15	1	1
Rajanpu	5	29	3	9	7	1
Bahawa	5	34	7	4	1	1
Total	3	193	38	45	13	6

**Chi-Square Tests**

	Value	Df	P-value
Pearson Chi-Square	32.403	20	.039

**Critical Region:** we reject the null hypothesis H<sub>0</sub> if the P-Value is less than level of significance i.e.  $\alpha = 0.05$

**Conclusion:** As we can observe from the above chi-square test that the P-value is less than the level of significance. Therefore, we reject the null hypothesis and conclude that there is association between district and Q # 1

**Findings of Content Analysis**

Political agenda has been extracted from the news stuff presented by the two national dailies. Published edition of these two dailies has been taken under study from 1<sup>st</sup> January 2011 to 31 December 2011. Treatment of news items placed on page # 1 and 8 were observed regarding the issue of new province as these two pages are considered to be the most important one. Political agenda of different local and national political parties has been observed moreover other sources of news were also included so that their point of view can also presented in the form of favourable, unfavourable and neutral form of agenda. The two main schools of thought of proposed new province are presented in the form of Bahawalpur State and Southern Punjab Province.

**Daily Khabrain, Multan**

**Concerned Issue: Southern Punjab**

**Table No. 1.16**

Allied	Favorable(	Unfavorab	Neutral(o)	Total
PPP	114	0	1	115

PML (N)	8	11	30	49
PML (Q)	36	0	3	39
PML (F)	0	1	7	8
MQM	4	0	0	4
JI	0	0	0	0
PSP	49	0	2	51
SQM	27	0	2	29
SQI	85	0	5	90
BNAP	0	7	3	10
Media	5	0	1	6
Civil	18	0	1	19
Others	2	1	3	6
<b>Total</b>	<b>348</b>	<b>20</b>	<b>58</b>	<b>426</b>

Starting with the issue of Southern Punjab as presented by Daily Khabrain, it was clearly observed that PPP was highly supporting the issue of new province in Punjab as it had more instances of news as compared to any other political party. While considering the unfavourable stance of the said issue data shows that PML-N was opposing the proposed province in Southern Punjab with some neutral agenda also. The graphical representation of above data can be seen as under:

**Daily Nawa-i-Waqt, Multan**

**Concerned Issue: Southern Punjab**

**Table No. 1.17**

Allied	Favorable	Unfavora	Neutral	Total
PPP	50	0	2	52
PML (N)	3	5	20	28
PML (Q)	16	0	1	17
PML (F)	0	0	0	0
MQM	6	0	2	8
JI	2	0	4	6
PSP	6	0	0	6
SQM	2	0	0	2
SQI	7	0	0	7
BNAP	2	6	2	10
Media	0	2	4	6
Civil	6	1	1	8
Others	0	1	0	1
<b>Total</b>	<b>100</b>	<b>15</b>	<b>36</b>	<b>151</b>

Daily Nawa-i-Waqt had presented the same issue with a different angle. Here we can observe that PPP was the political party which was favouring the issue of Southern Punjab. PML-N had natural point of view while PML-Q was least interested in supporting the said issue as it had less number of news instances comparing to the other political parties. Furthermore, it is quite vivid from the above data that Daily Nawa-I-Waqt has given less coverage to the issue as compared to Daily Khabrain (See Table No. 4.16 & 4.17). The graphical illustration is as under:

Daily Khabrain, Multan

Concerned Issue: Bahawalpur State

Table No. 1.18

Allied	Favorable	Unfavorab	Neutral (o)	Total
PPP	0	16	7	23
PML (N)	15	0	4	19
PML (Q)	6	0	15	21
PML (F)	10	0	2	12
MQM	0	0	0	0
JI	15	0	2	17
PSP	0	14	2	16
SQM	0	6	2	8
SQI	0	16	3	19
BNAP	170	0	4	174
Media	1	0	2	3
Civil	3	2	0	5
Others	7	6	2	15
<b>Total</b>	<b>227</b>	<b>60</b>	<b>45</b>	<b>332</b>

Coming towards the issue of reinstating the Bahawalpur State, it was obvious that BNAP was supporting the movement very keenly with higher number of news instances among all. This is the local party working for reinstating Bahawalpur State. On national scenario, PML-N was the party which was more supporting Bahawalpur Movement as compared to others. PPP was opposing the said movement as highlighted by the Daily Khabrain while PML-Q had neutral stance over the issue of Bahawalpur State. On the whole we can observe that Daily Khabrain more highlighted the issue of Bahawalpur State. The graphical description is as under:

Daily Nawa-i-Waqt, Multan

Concerned Issue: Bahawalpur State

Table No. 1.19

Allied	Favorable	Unfavorab	Neutral (o)	Total
PPP	0	13	2	15
PML (N)	8	0	0	8
PML (Q)	0	0	3	3
PML (F)	3	0	0	3
MQM	0	0	0	0
JI	7	0	0	7
PSP	0	4	0	4
SQM	0	0	4	4
SQI	0	0	0	0
BNAP	83	0	0	83
Media	0	0	0	0

<b>Civil</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Others</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>
<b>Total</b>	<b>104</b>	<b>17</b>	<b>9</b>	<b>130</b>

Considering the Daily Nawa-i-Waqt in projecting the issue of Bahawalpur State, Here is again BNAP was more supporting the cause with more number of instances of news while PPP was against the issue. SQM had a neutral stance on the issue. Furthermore, it is evident that Daily Khabrain has given more coverage to the said issue as compared to the Daily Nawa-i-Waqt (See Table No. 4.18 & 4.19). The graphical explanation can be observed as under:

### Results of Research Questions

#### **R1: Which newspaper has given the more media coverage of the new province issue?**

On the basis of findings of content analysis, it is clear that Daily Khabrain, Multan has given more media coverage to the issue as compared to the Daily Nawa-i-Waqt, Multan. Data explains that during the year of 2011 Daily Khabrain has published total 758 news instances that are categorised in terms of favourable, unfavourable and neutral sort of responses about the issue of new province. On the other hand, Daily Nawa-i-Waqt, Multan has published total 281 news instances with the same sort of categories of responses as mentioned in above lines. So the results can be drawn that Daily Khabrain, Multan has given more media coverage as compared to the Daily Nawa-i-Waqt, Multan.

#### **R2: Which newspaper has substantially favoured the issue of new province then the other?**

The nature of the media coverage on new province issue can also been drawn through the findings of content analysis. Data explains that Daily Khabrain, Multan has more favoured the issue of new province with 575 news instances favouring the issue. This includes the Southern Punjab and issue of Bahawalpur State. On the contrary, Daily Nawa-i-Waqt, Multan has published 204 news instances in favour of new province. So the results shows that Daily Khabrain, Multan has more favoured the issue of new province as compared to the Daily Nawa-i-Waqt, Multan.

#### **R3: Which newspaper has more opposed the issue of new province then the other?**

On the opposing point of view of New Province, researcher received mix sort of response with the both dallies, Daily Khabrain, Multan has more opposed the issue of new province with 80 news instances. While Daily Nawa-i-Waqt, Multan has published 32 news instances in opposing the issue of new province. Data clearly explains that as the Daily Khabrain, Multan has given more coverage to the issue of new province therefore it has given the space to all three sorts of categories as mentioned above. So it is vivid from the data that Daily Khabrain, Multan has more oppose the issue of new province as compared to the Daily Nawa-i-Waqt, Multan.

### Results of Hypothesis

#### **H1: It is more likely that majority of the public are in favour of new province on linguistic basis rather on administrative basis.**

The result shows that 47.2 % of total respondents are strongly favouring the proposed new province on administrative basis. On the other hand, 26 % of respondents are in favour of linguistic basis. The rest of the other has mix sort of response. So, the above hypothesis is rejected as people want a new province on administrative grounds rather than linguistic basis. Statistical analysis shows that (Chi.Sq.Value =25.379, P.value=.187) which is greater than 0.05 so the results are not significant.

**H2: It is more likely that media has played an accelerating role regarding the issue of new province.**

Answering to the question regarding the role of media, 57.7 % of the total respondents are strongly agreed to the idea that media has played an accelerating role regarding the issue of new province. 24.8 % are agreed to some extent. On the contrary, 12.5 % are strongly disagreed to the above statement and 4 % are disagreed to some extent. The rest of the others have mix sort of responses. So, on the basis of findings the above hypothesis is accepted as people strongly agreed to the above hypothesis. Statistical analysis shows that (Chi.Sq. Value =42.575, P.value=.002) which is less than 0.05 so the results are significant.

**H3: It is more likely that media has a direct impact in shaping the public opinion rather than political parties.**

Answering to the question about the impact of media coverage in shaping the public opinion as compared to the political parties, 51.8 % of total respondents are strongly agreed to the above statement and 32.2 % are agreed to some extent. While 7.5 % are strongly disagreed and 6.3 % of total respondents are disagreed to some extent. So, on the basis of findings of opinion survey the above tentative statement is accepted. Statistical analysis shows that (Chi.Sq. Value =32.403, P.value=.039) which is less than 0.05 so the results are significant.

**H4: It is more likely that political agenda is not well-matched with the public agenda.**

Comparing the political agenda and public agenda, the researcher received all possible results which were categorised which are described in detail earlier in this chapter. Here researcher has given the data which has relevancy with the above mentioned hypothesis. Findings of opinion survey which represents the public agenda it show that 73.4 % of total respondents perceived that it is necessary to establish new province in this region of Punjab. While 25.4 % strongly oppose the said issue and they don't feel the need for new province. 1.5 % people did not answer the question. Moreover, they want new province on administrative basis as 47.2 % of respondents answer in favour of this category.

Coming towards the findings of content analysis which represents the political agenda as presented by the media, data shows that total 779 news instances are published in favour of new province, 112 news instances are against and 148 news instances are published in neutral sort of responses during the year of 2011. So, on comparing both the political and public agenda it is vivid that both phenomenon are well matched and demand of public and political forces are at same level therefore on the basis of findings the above hypothesis is rejected.

### **Analysis**

The results of opinion survey shows that people of Southern Punjab has the awareness regarding the issue of new province by putting their answer in the Yes option that explains the popularity of this issue among the people of Southern Punjab. People also believe that it is the issue of common man that shows the people's level of interest in their issues. Then it further said the new province also brings the changes in the lives of common man. Majority of the public thinks that it is necessary to establish new province in Punjab. Maximum number of people believes that the new province will provide the easy access to their problems. Furthermore people of Southern Punjab are strongly supporting the issue of new province after observing the findings of opinion survey. But answering to the question of satisfaction from political parties, people are quite annoyed with the political plan of political parties and people believe that political parties are failed in establishing new province so far. People of Southern Punjab are also satisfied with the role of media and they also believe that media always plays the accelerating role in shaping in shaping public opinion. At the end people of Southern Punjab also believe that there should be also establish the more provinces in other parts of the Pakistan which will defiantly strengthen the federation of Pakistan.

The results of content analysis show that Daily Khabrain has given the maximum coverage to the issue of new province as compared to the Daily Nawa-i-Waqt, Multan. There is a drastic difference of

opinion between the national political parties of Pakistan as PPP is strongly supporting the Southern Punjab province while PML (N) is supporting the Bahawalpur State. PPP and PML (N) are the two major national political parties of Pakistan. Another difference among the coverage of these two dailies is that Daily Khabrain has favoured the issue of new province in Punjab rather than the Daily Nawa-i-Waqt, Multan. The prior focus of Daily Khabrain was the maximum news coverage given to all the political parties whether they are local or national while the Daily Nawa-i-Waqt has just focuses on the national political parties. Another difference is that Daily Khabrain not just only focused on the political parties rather they putted the point of view of civil society, published media reports and different sources of news. While coming towards the Daily Nawa-i-Waqt, they have given a little coverage to the other sources which can play an important role in shaping public opinion. Daily Khabrain has also given the coverage to the movement of restoring Bahawalpur State with the Southern Punjab province while Daily Nawa-i-Waqt has given more coverage to the Southern Punjab issue.

### **Conclusion**

After the findings of study, the researcher concluded with this observation that for the quest of new province in the Punjab, the people of Southern Punjab are highly passionate and they want the province on administrative basis rather on lingual or regional grounds. Furthermore, people are disappointed and dissatisfied with the role of political parties. Findings shows that media is the only medium who can shape public opinion rather than political parties although political parties also works as the pressure group they have the diffusion and roots in the public even then we cannot neglect the power of media. Media is the only source who sets the agenda for the public and it also shapes the minds of the public.

Public opinion and content analysis both favours the idea of new province in Southern Punjab with a little difference on the name of new province yet this issue is still in debate on public and political forum of Pakistan and Punjab as well. However, there seems to be a political deadlock on the issue under question. The grievances of the masses exist in this part of Punjab and it is need to be addressed. The solution of the said issue should be found through the platform of civil society and discuss it in the parliament and provincial assembly of Punjab as well with consciences to reach any point of agreement.

### **Suggestions and Recommendations**

In the light of the study following suggestions are given to the Government, Media organizations, Communication Scholars and public in general.

1. Government should clarify its policy regarding the issue of new province; it should through it to the electronic media as well as print media so that people and media organization clearly knows the stance of government.
2. Government is the only agency of the state which can bring the harmony in the country it should finish the ambiguity in the policy matters and state affairs. It should also take in confidence masses especially the people of the Southern Punjab.
3. Government should directly contact to the people and ask for their wishes, observe their problems and make sure for the solutions, Referendum could be an important tool for testing the wills and wishes of the people whether public is interested in having a new province or not. This method should be used according to the constitutional limits.
4. Government should also bring the other political parties on the table for dialogue rather just putting it on blame game it should talk to all stake holders of the state like opposition party, local parties, nationalist leaders and media organization to reach at mutual point.
5. Government should use the media for promoting its policy and receiving the feedback from public regarding the issue of new province in this connection people from Southern Punjab also can share their view point, by sending its message to the mass level government have to set some patterns and standards and role of media should also be neutral.

6. Political parties whether it is national or regional should also shape the public opinion and develop the roots in the public. They should bring the harmony to the public and put the majority of the people in their favor.

7. Government should move a bill in the assembly for establishing new province according to the wishes of people of Southern Punjab if they are serious in making a new province.

8. Media organizations should also highlight this matter in positive manner it should portray the real picture of the issue and there should be no sensationalism or point scoring.

9. Media organizations also include the voice of people they should encourage the people to give their opinion whatever it is in favor or against the issue. Moreover, media should also play its neutral role in shaping the public opinion.

10. Media should also highlight the issues and grievances facing by a common person of Southern Punjab. They should point out that how much hard it is to spend the life in deprived and less developed areas and what sort of problems people of this area are facing through past decades.

11. There is always a room for betterment therefore the future researcher can also conduct research on this topic with some different aspect of the study. By changing the population and sample size there will be opening of new doors of learning for the future researcher.

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