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Print Media Production Perception of University Students in Pakistan

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Abstract

Accurate knowledge about newspaper production stands as one of the key elements of media literacy among readers. The newspapers have a greater role in enhancing the skills of young people. The newspaper helps students, particularly, to improve their writing and reading skills. The purpose of this study to assess the perception of students in the public sector universities of Sindh province, Pakistan about print media production. In the context to achieve the purpose of the study, the data is collected through a cross-sectional survey from the students of three leading public sector universities in Sindh province, Pakistan. The findings showed that university students have accurate perceptions and knowledge regarding newspaper and magazine production. knew that in the field of journalism and news media who writes features, editorial page represents to the policy of newspaper, layout staff is responsible for newspaper or magazine layout, and the lead story is placed on the front page of a newspaper. Summarily, it was deduced that the university students were found to have news media literacy of the specific variables assessed and tested in this study, in the context of having correct perceptions related to newspaper and magazine production.

Keywords: newspapers, production, perception, universities, students, media literacy.

1. Introduction

The authentic and accurate knowledge about newspaper production stands as one of the key elements of media literacy among readers (Oyeniya, Okike, 2019). Who and how newspapers are produced remain one of the significant questions among the readers? The whole process of producing content of the newspapers, content categories, page layout, and editorial policies inspire readers and build the credibility of the paper.

Though newspapers' role is to inform, aware, educate and entertain the public. However, the newspapers have a greater role in enhancing the skills of young people. Although, students are also potential readers of the newspapers. The newspaper helps students, particularly, to improve their writing and reading skills.

The state of newspaper production perception in Pakistan generally is supposed at a lower level. Most often people do not know or realize that news messages are constructed. It is also observed that readers in Pakistan mostly read the front page of the newspaper at first. The literature suggests that there is a gap in the studies regarding the university students' perception regarding newspaper production in Pakistan. Thus, the purpose of this study to assess the perception of students in the public sector universities of Sindh province, Pakistan about print media production.

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2. Materials and methods

The purpose of this study to assess the perception of students in the public sector universities in Sindh province, Pakistan about print media production. Hence, the data has been collected and analyzed about four variables. The first variable asks about the knowledge of the participants regarding who writes feature, and the second variable tests their perception about which page of the newspaper represents the policy of the newspaper. Then the remaining two variables assess the perception of the students about layout design and the placement of the lead story in a newspaper.

A cross-sectional survey was conducted for data collection. Among others, one of the characteristics of this method is that it is considered fit to elaborate on the distinctiveness of a large population. Additionally, it is put (Wimmer, Dominick, 2013) that this method also gives space to the authors and academicians to search a link between various variables of the research.

The population of this research has consisted of students at the public sector universities in Sindh province, Pakistan. In this way, ten out of the total of 23 universities have faculties of the subjects of social sciences. Therefore, for this study 3 largest universities having the department of media/journalism, international relations, political science, and sociology were chosen to sample the students of the said departments for conducting the survey. The names of those largest universities are the University of Karachi, the University of Sindh, Jamshoro, The Shah Abdul Latif University, Khairpur. Finally, just the students of the final year were included in the survey.

A pre-designed questionnaire was applied for data collection. The construction of that questionnaire was based on literature reviews and the objectives of the study. It was administered among the sampled students of the above-said universities and departments, with the help and necessary permission of the concerned faculty members in classrooms during lectures, whereas the collected data were analyzed having entered in SPSS statistical software.

3. Discussion

Accurate knowledge about newspaper production stands as one of the key elements of media literacy among readers. The newspapers have a greater role in enhancing the skills of young people (Oyeniya, Okike, 2019). The newspaper helps students, particularly, to improve their writing and reading skills (Ambika, UthiraSamy, 2018). Phelps and Pottorff (Phelps, Pottorff, 1992) argue in their study that the newspaper plays a key role in improving the skills of students. Students who read the newspaper and contribute in terms of writing are active than the students who do not do so (Nongmaithem, 2018). They emphasize that newspaper production should be part of the classroom. Stenberg (Stenberg, 1997) adds that newspaper production perception has changed and will likely change as time passes. Due to the developments in technology, communication modes and tools are changing as well and the process of newspaper production also changes continuously. Though, students are one of the active content contributors of the newspapers. Their perception about newspaper production is necessary to know.

Moreover, the layout of the newspaper is one of the factors that determine its popularity and readership (Shehata, Ali, 2020). The designers always try to make the layout different so as the readers can be attracted. In this regard, Wartenberg and Holmqvist (Wartenberg, Holmqvist, 2005) state that designers change the reader's behavior. They influence the readers through their professional techniques (Tattersall, 2008).

Whereas, regarding editorial pages, it is considered that they represent the policy of a newspaper (Firmstone, 2019). Additionally, these pages make the opinions of the people. As Coppock, Ekins, and Kirby (Coppock et al., 2018) found in their research investigation that editorial pages influence people generally. They further reveal that the mindset of the masses usually molds easily as compared to the elites.

Generally, editorials show the attitude of the press towards the issues (Marques et al., 2020). The journalists who write editorials are not bound like other journalists who care about the objectivity of the news. Related to this Richardson and Lancendorfer (Richardson, Lancendorfer, 2004) reveal that editors straightforwardly write in their editorials what they think and understand.

As far as the front-page is concerned it is considered the most important page of the newspaper. It is mostly preferred for lead stories. As it is found that usually, the readers start to read the front page and then go through the further pages. Another significance of the front page is that it is perceived as the most current space of a newspaper; big news is often found on that page (Ihlström, Lundberg, 2004). Whereas Taiwo (Taiwo, 2007) regarding the significance of the front

page of the newspaper illustrates that headlines are created in a way that sensitizes the readers. The author further states that headlines make up the minds of the people about the issue and motivate them to be part of the discourse.

Print media Production Perceptions in Pakistan

The state of newspaper production perception in Pakistan generally is supposed at a lower level. Most often people do not know or realize that news messages are constructed. It is also observed that readers in Pakistan mostly read the front page of the newspaper at first.

Regarding editorials, it is added that they show the behavior of the newspaper. Tabassum, Shah, and Bilal (Shah, Bilal, 2013) state that editorials make the opinions and pass on the agenda of the media organizations. Results of their study express that editorials promote dominant discourse. The research scholars conclude that awareness should be raised among the people about media communication as only critical readers can challenge the ideologies being promoted by the media. Moreover, Jan, Ali, Siddiq, Noshina (Jan et al., 2013) conducted a comparative study of newspaper editorials on US attacks on Afghanistan. They argue that newspaper owners promote their policy through editorials.

It is further noted that some media groups have not still changed their editorial policies since their inception. Nawaz (Nawaz, 2015) found that on the issues of “Most Favored Nation”, the Daily Jang changed its policy over time, but Daily Nation did not. The results prove that the newspapers set their editorial policies on political issues.

4. Results

Demographic profile of the surveyed university students

Table 1. Composition of the respondents by demographic variables

| Demographic variables | Number | Percent % |
|---------------------------------------|--------|-----------|
| <i>Gender</i> | | |
| Male | 211 | 54.2 |
| Female | 178 | 45.2 |
| <i>Marital status</i> | | |
| Single | 366 | 94.1 |
| Married | 23 | 5.9 |
| <i>Age categories</i> | | |
| 21 years | 66 | 20.3 |
| 22 years | 111 | 34.2 |
| More than 22 years | 148 | 45.5 |
| <i>Mother language</i> | | |
| Sindhi | 172 | 45.0 |
| Urdu | 154 | 40.3 |
| Other | 56 | 14.7 |
| <i>Class</i> | | |
| M.A Final | 209 | 53.0 |
| B.S Part – IV | 169 | 42.9 |
| <i>Department</i> | | |
| Media and Communication | 135 | 34.3 |
| International Relations | 78 | 19.9 |
| Political Science | 67 | 17.1 |
| Sociology | 111 | 28.4 |
| <i>University</i> | | |
| University of Sindh, Jamshoro | 168 | 42.6 |
| Shah Abdul Latif University, Khairpur | 43 | 10.9 |
| University of Karachi, Karachi | 183 | 46.4 |

See Table 1 that shows data about the demographic variables of the study. According to data in table 1 regarding demographic variables first, subject to gender it was found that the proportion of over fifty percent (54.2 %) was male; and the remaining higher than two-fifths (45.2 %) was of a

female. Hence, it was found that most of the respondents (54.2 %) were male. Secondly, regarding marital status, it was seen that almost all the respondents (94.1 %) were unmarried, as just 5.9 % mentioned themselves as married. Thirdly, in the context of age, the first highest proportion of the respondents (45.5 %) was above 22 years old; and the second-highest bigger than one-third (34.2 %) said they were 22 years old. Whereas the last proportion that is a bit higher than one-fifth (20.3 %) of the respondents was just 21 years old. Fourthly, about the mother language of the respondents, the first highest proportion of more than two-fifth (45.0 %) was Sindhi speaking; and the second-highest proportion that was slightly over than two fifths (40.3 %) was Urdu speaking, whereas the last proportion of higher than one-tenth (14.7 %) spoke 'other' various languages. Those 'other' languages are in descending order, Punjabi (4.3 %), Balochi (2.5 %), Pashto (1.0 %), Hindko (1.3 %), Kashmiri (1.3 %), Gilgit 1.0 %, Shina (1.0 %), Saraiki (.5 %), Dhatki (.5 %), Gujrati (.3 %), Burjshaski (.3 %), and Khowari (.3 %).

Finally, in the perspective of education, the proportion of larger than fifty percent (55.3.0 %) of the respondents was studying in class M.A Final. Whereas the remaining fraction that was higher than two-fifth (44.7 %) was studying in class B.S. Part – IV year. Thus, most of the students were in M.A Final. Further, about education, the data mentioned that the first highest proportion higher than one third (34.3 %) were students of the Department of Media & Communication (M&C). And the second-highest that was more than a quarter (28.4%) were students of the Department of Sociology. However, the third greatest proportion of about one fifth (19.9 %) was studying in the department of International Relations (I.R.). Whereas the last proportion of 17.1 % studied in the Department of Political Science (P.S.). Finally, in the respect of university, the highest quantity that was greater than two-fifth (46.4 %) were students in the University of Karachi (KU), and the second greatest proportion that stood higher than two-fifth (42.6 %) was studying in the University of Sindh (SU), Jamshoro. However, the last fraction that was higher than one-tenth (10.9 %) studied at Shah Abdul Latif University, Khairpur (SALU).

Print media production perception

Table 1. Print media production perceptions of university students

| Newspaper/magazine production perception variables | Number | Percent (%) |
|---|--------|-------------|
| <i>Who writes features?</i> | | |
| Feature writer | 292 | (77.5) |
| Beat reporter | 33 | (8.8) |
| Feature editor | 52 | (13.8) |
| <i>Page representing newspaper policy?</i> | | |
| Editorial page | 186 | (48.8) |
| Opinion page | 55 | (14.4) |
| Frontpage | 140 | (36.7) |
| <i>Newspaper/magazine layout is the responsibility of ?</i> | | |
| Editor | 135 | (35.7) |
| News editor | 83 | (22.0) |
| Layout staff | 160 | (42.3) |
| <i>The lead story in a newspaper is found on</i> | | |
| Frontpage | 254 | (66.7) |
| Back page | 68 | (17.8) |
| Editorial page | 59 | (15.5) |

The purpose of this question-set was to assess the perception of the students regarding the newspaper and magazine production that is whether they have corrected knowledge or not. In this way, according to [Table 2](#) about writing features for newspaper or magazine, it was known that the proportion of greater than three quarter (77.5 %) of the students said that someone who writes feature is called 'feature writer'. However, the second-highest proportion of over than one-tenth (13.8 %) mentioned that feature is written by feature editor. As far the remaining proportion of 8.8% percent of the respondents expressed that feature writing is the job of a beat reporter. Thus, it was deduced that overall, the great majority of the respondents had corrected knowledge and perception that feature writing is the responsibility of a feature writer rather than a feature editor or beat reporter.

Moreover, regarding the page that represents the newspaper policy, it was observed that the proportion of slightly little than two quarters (48.8 %) of the respondents viewed that it is the editorial page that represents the policy of any newspaper. Against it, however, the second-highest proportion of over one third (36.7 %) of the respondents said that it is the front page of the newspaper that shows its policy. Whereas the remaining proportion of 14.4 % percent was of the view that it is the opinion page of the newspaper that represents its policy. Hence, it was found that overall, the first highest proportion of almost two-quarters of the students had a correct perception about the page that represents the policy of any newspaper.

Additionally, as far as the responsibility of the designing of the layout of any newspaper or magazine is concerned, then it was found that the proportion of higher than two fifths (42.3 %) of the students expressed that it is the responsibility of layout staff to design the layout of any newspaper or magazine. However, the other proportion of higher than one third (35.7 %) said that it is an editor who must be responsible for the design of the layout of the newspaper or magazine; whereas the remaining proportion of over than one fifth (22.0 %) was of the view that the design of layout for any newspaper or magazine is the responsibility of any news editor rather than layout staff or editor. As result, therefore it was deduced that overall, the highest proportion of the students had correction perception and knowledge that who is responsible for the design of any newspaper or magazine layout.

Finally, concerning the placement of a lead story in the newspaper, it was observed that the proportion of two thirds (66.7 %) of the respondents said that the lead story is placed on the front page. And the other proportion of less than one fifth (17.8 %) expressed that the lead story is published on the back page. However, the remaining proportion of 15.5 % percent viewed that the lead story is rather placed on the editorial page. In this way, it was deduced that overall, the majority proportion of the students had correction perception and knowledge regarding the placement of lead news story in any newspaper.

In this way, overall, it was found that the typical university student has accurate perception and knowledge regarding newspaper and magazine production. As the majority proportion of them had accurate knowledge that who writes feature, editorial page represents to the policy of newspaper, layout staff is responsible for newspaper or magazine layout, and the lead story is placed on the front page of a newspaper. Summarily, it was deduced that university students have a higher level of media literacy in the context of having accurate perceptions about newspaper and magazine production.

Moreover, when newspaper/magazine production perception was further analyzed in the context of gender then according to [Table 3](#) first, about who writers feature it was observed that those students who said that feature is written by feature writer among them the fraction of female students (80.2 %) was greater than the fraction of the male students (74.8 %). Whereas, against it those who said that feature is written by beat reporter among them the proportion of male (10.2 %) was greater than the proportion of the female (7.2 %). Similarly, those who said that feature writing is the job of a feature editor among them as well the fraction of the male (15.0 %) was bigger than the proportion of the female (12.6 %). In this way, it was found that on average the correction perception about who writes feature is higher among the female students than the male students.

Table 3. Distribution by print media production perceptions and gender

| Gender | Male (%) | Female (%) | Total (%) |
|--|------------|------------|------------|
| Newspaper/magazine production perception variables | | | |
| <i>Who writes features?</i> | | | |
| Feature writer | 154 (74.8) | 134 (80.2) | 288 (77.2) |
| Beat reporter | 21 (10.2) | 12 (7.2) | 33 (8.8) |
| Feature editor | 31 (15.0) | 21 (12.6) | 52 (13.9) |
| Total | 206 (100) | 167 (100) | 373 (100) |
| <i>Page representing newspaper policy?</i> | | | |
| Editorial page | 107 (51.7) | 77 (45.3) | 184 (48.8) |
| Opinion page | 30 (14.5) | 68 (40.0) | 138 (36.6) |
| Front page | 70 (33.8) | 68 (40.0) | 138 (36.6) |
| Total | 207 (100) | 170 (100) | 377 (100) |
| <i>Responsible for newspaper/magazine layout</i> | | | |

| | | | |
|-------------------------|------------|------------|------------|
| Editor | 87 (42.2) | 46 (27.4) | 133 (35.6) |
| News editor | 43 (20.9) | 40 (23.8) | 83 (22.2) |
| Layout staff | 76 (36.9) | 82 (48.8) | 158 (42.2) |
| Total | 206 (100) | 168 (100) | 374 (100) |
| Placement of lead story | | | |
| Front page | 135 (64.6) | 118 (70.2) | 253 (67.1) |
| Back page | 39 (18.7) | 28 (16.7) | 67 (17.80) |
| Editorial page | 35 (16.7) | 22 (13.1) | 57 (15.1) |
| Total | 209 (100) | 168 (100) | 377 (100) |

¹X²= 9.209, p < .010, DF = 2

Second, regarding the page that represents the newspaper policy, it was seen that those students who said that the editorial page of the newspaper reflects the policy of that newspaper among them quantity of the male (51.7 %) was greater than the female's proportion (45.3 %). However, against this those who said that the opinion page and the front page of the newspaper reflects the policy of newspaper among them on average the proportions of the females (40.0 % and 40.0 % respectively) were higher than the proportions of the males (14.5 % and 33.8 %). Hence, it resulted that on average the correct perception regarding the page that reflects the policy of any newspaper is higher among the male students than the female students.

Third, regarding the perception of the layout of any magazine or newspaper the data shows that those students who viewed that layout designing is the responsibility of layout staff of any newspaper or magazine among them the fraction of the female (48.8 %) was higher than those of male students (36.9 %). Whereas, against it those who mentioned that layout designing is the responsibility of an editor among them the quantity of the male (42.2 %) was greater than the proportion of the female (27.4 %). As result, it surfaced that the correct perception regarding the layout designing of any newspaper or magazine was higher among the female students than the male students.

Finally, regarding placement of a lead story in a newspaper, it was observed that those who said that lead story is published in front of the newspaper among them the fraction of the female students (70.2 %) was greater than the fraction of the male students (64.6 %). Whereas, against it those who expressed that the lead story is put on the back page and editorial page among them on average the proportions of male students (18.7 % and 16.7 % respectively) were bigger than the proportion of the female students (16.7 % and 13.1 % respectively). In this way, it was deduced that on average the correct perception about the placement of a lead story in a newspaper was higher among the female students than the male students.

Table 4. Distribution by print media production perceptions and age

| Age categories | 22 years and less (%) | Above 22 years (%) | Total (%) |
|--|-----------------------|--------------------|------------|
| Newspaper/magazine production perception variables | | | |
| <i>Who writes features?</i> | | | |
| Feature writer | 129 (75.9) | 109 (74.7) | 238 (75.3) |
| Beat reporter | 17 (10.0) | 12 (8.2) | 29 (9.2) |
| Feature editor | 24 (14.1) | 25 (17.1) | 49 (15.5) |
| Total | 170 (100) | 146 (100) | 316 (100) |
| <i>Page representing newspaper policy?</i> | | | |
| Editorial page | 76 (43.9) | 79 (54.1) | 155 (48.6) |
| Opinion page | 27 (15.6) | 17 (11.6) | 44 (13.8) |
| Front page | 70 (40.5) | 50 (34.2) | 120 (37.6) |
| Total | 173 (100) | 146 (100) | 319 (100) |
| <i>Responsible for newspaper/magazine layout</i> | | | |
| Editor | 64 (37.4) | 50 (34.5) | 114 (36.1) |
| News editor | 36 (21.1) | 26 (17.9) | 62 (19.6) |
| Layout staff | 71 (41.5) | 69 (47.6) | 140 (44.3) |
| Total | 171 (100) | 145 (100) | 316 (100) |

| <i>Placement of lead story</i> | | | |
|--------------------------------|------------|------------|------------|
| Front page | 113 (66.1) | 100 (69.0) | 213 (67.4) |
| Back page | 35 (20.5) | 24 (16.6) | 59 (18.7) |
| Editorial page | 23 (13.5) | 21 (14.5) | 44 (13.9) |
| Total | 171 (100) | 145 (100) | 316 (100) |

Analyzed data about newspaper and magazine production perception in the context of age according to [Table 4](#) it was observed first, about who writes feature that those respondents who answered that feature are written by feature writer among them the fraction of those who mentioned themselves just 22 years old or less (75.9 %) was bit greater than the proportion of those who were above 22 years old. On the contrary, those who said that feature is written by feature editor among them the quantity of those who were above than 22 years old (17.1 %) was higher than the proportion of those who were just 22 years old or less (14.1 %). Thus, it surfaced that the correct perception regarding who writes feature is greater among those who were just 22 years old or less compared to those students who were above 22 years old.

Secondly about the representation of newspaper policy those respondents who expressed a view that the editorial page is the representative of any newspaper's policy among them the fraction of those who were above 22 years in age (54.1 %) was greater than the fraction of those who were just of 22 years or less (43.9 %). Whereas conversely those who said that opinion page and front is the representative of the policy of any newspaper among them the proportions of those who were just 22 years or less in age (15.6 % and 40.5 % respectively) were greater than the proportions of those who were above than 22 years old or less in age (11.6 % and 34.2 % respectively). In this way, it was deduced that on average the correction perception about the representative page for the policy of any newspaper was bigger among those who were above 22 years than those students who were just 22 years in age.

Thirdly, regarding the responsibility of layout of any newspaper or magazine is concerned then in this regard it was observed that those students who said that editor and news editor are responsible for the design of layout among them the proportions of those who were just 22 years or less of age (37.4 %) and 21.1 % respectively) were bigger than the proportions of those who were above 22 years old (34.5 % and 17.9 % respectively). However, against it, those who expressed that layout staff is responsible for the design or layout of any newspaper or magazine among them the quantity of those who were older than 22 years (47.6 %) was higher than the fraction of those who were just 22 years old or less (41.5 %). Hence, it was deduced that the correct perception regarding who is responsible for the layout design on average is bigger among those who were older than 22 years than those who were just 22 years or less of age.

Finally, regarding placement of the lead story in a newspaper, it was seen that those students who said that lead story is placed on the front page among them the fraction of those who were older than 22 years (69.0 %) was greater than the quantity of those who was just 22 years old or less of age (66.1 %). Whereas, on the contrary, those who said that lead story is published on the back page and editorial page among them the proportions of those who were just 22 years old or less (20.5 % and 13.5 % respectively) were greater than the proportions of those who were older than 22 years old (16.6 % and 14.5 % respectively). Therefore, as result, it was found that the correct perception regarding the placement of the lead story in a newspaper was greater among those who were older than 22 years than those who were just 22 years or less in age.

Table 5. Distribution by print media production perceptions and department

| Department | | | | | |
|--|------------|-----------|-------------------|---------------|------------|
| Media production perception variables | Media (%) | I.R (%) | Political Sc. (%) | Sociology (%) | Total (%) |
| <i>Who writes features?</i> ¹ | | | | | |
| Feature writer | 117 (87.3) | 51 (69.9) | 44 (67.7) | 78 (75.7) | 290 (77.3) |
| Beat reporter | 13 (9.7) | 6 (8.2) | 10 (15.4) | 4 (3.9) | 33 (8.8) |
| Feature editor | 4 (3.0) | 16 (21.9) | 11 (16.9) | 21 (20.4) | 52 (13.9) |
| Total | 134 (100) | 73 (100) | 65 (100) | 103 (100) | 375 (100) |
| <i>Representing newspaper policy?</i> ² | | | | | |

| | | | | | |
|---|------------|-----------|-----------|-----------|------------|
| Editorial page | 101 (75.4) | 23 (31.9) | 30 (47.6) | 31 (28.2) | 185 (48.8) |
| Opinion page | 6 (4.5) | 16 (22.2) | 11 (17.5) | 22 (20.0) | 55 (14.5) |
| Front page | 27 (20.1) | 33 (45.8) | 22 (34.9) | 57 (51.8) | 139 (36.7) |
| Total | 134 (100) | 72 (100) | 63 (100) | 110 (100) | 379 (100) |
| <i>Who Newspaper/mag layout responsible? ³</i> | | | | | |
| Editor | 50 (37.3) | 23 (31.5) | 28 (44.4) | 34 (32.1) | 135 (35.9) |
| News editor | 14 (10.4) | 18 (24.7) | 21 (33.3) | 30 (28.3) | 83 (22.1) |
| Layout staff | 70 (52.2) | 32 (43.8) | 14 (22.2) | 42 (39.6) | 158 (42.0) |
| Total | 134 (100) | 73 (100) | 63 (100) | 106 (100) | 376 (100) |
| <i>The lead story in the newspaper is on ⁴</i> | | | | | |
| Front page | 113 (85.0) | 39 (54.9) | 36 (55.4) | 66 (60.0) | 254 (67.0) |
| Back page | 9 (6.8) | 18 (25.4) | 14 (21.5) | 26 (23.6) | 67 (17.7) |
| Editorial page | 11 (8.3) | 14 (19.7) | 15 (23.1) | 18 (16.4) | 58 (15.3) |
| Total | 133 (100) | 71 (100) | 65 (100) | 110 (100) | 379 (100) |

¹X²= 27.70, p < .000, DF = 6; ²X²= 66.63, p < .000, DF = 6; ³X²= 25.49, p < .000, DF = 6; ⁴X²= 31.99, p < .000, DF = 6.

According to [Table 5](#) when newspaper and magazine production perception was analyzed in the regard of the discipline of the respondents in which they studied then first, about who writes feature it was observed that those who expressed that feature is written by a feature writer among them the fraction of those who studied media discipline (87.3 %) was greater in comparison to those who studied I.R. (69.9 %), political science (67.7 %), and sociology (75.7 %). However, those who said that features are written by beat reporters among them the quantity of those who studied political science (15.4 %) was higher than the proportion of those who studied media (9.7 %), I.R. (8.2 %), and sociology (3.9 %). And further, those students who viewed that feature is written by feature editor among them the fraction of those who studied I.R. (21.9%) was higher than the proportion of those who studied media (3.0 %), (21.9 %), political science (16.9 %), and sociology (20.4 %). Hence, it was deduced that on average the perception regarding 'who writes feature' average was more correct among media students compared to those students who studied I.R. political science, and sociology.

Secondly, about the representation of newspaper policy, it was seen that those who said that editorial page represents to the newspaper policy among them the fraction of those students who studied media (75.4 %) was bigger compared to those who studied I.R. (31.9 %), political science (47.6 %), and sociology (28.2 %). Whereas those who said that newspaper policy is represented by opinion page among them the proportion of those who studied I.R. (22.2 %) was higher compared to the proportion of those who studied media (4.5 %), political science (17.5 %), and sociology (20.0 %). However, those who expressed that the front page of the newspaper represents its policy among them the quantity of those who studied sociology (51.8 %) was greater compared to the proportion of those who studied media (20.1 %), I.R. (45.8 %), and political science (34.9 %).

In this way, it was found that the perception regarding the representation of newspaper policy was more accurate among the students of media than those who studied I.R., sociology, and political science.

Third, in the perspective of the layout of the newspaper or magazine the data showed that those who said that editor and news editor is responsible for the design of layout among them the fractions of those who studied political science (44.4 % and 33.3 % respectively) were higher than the fractions of those who studied media (37.3 % and 10.4 % respectively) I.R. (31.5 % and 24.7 % respectively), and sociology (32.1 % and 28.3 % respectively). However, those who expressed that layout designing is the responsibility of layout staff among them on average the proportion of those who studied media (52.2 %) was bigger than the fraction of those who studied I.R. (43.8 %), political science (22.2 %), and sociology (39.6 %). Thus, it surfaced that on average the perception regarding layout designing is more accurate among media students than the students of I.R. political science, and sociology.

Finally, about the placement of the lead story in a newspaper, it was observed that those respondents who expressed that lead story is published on the front page of the newspaper among them the quantity of those who studied media (85.0 %) was higher than the proportion of those who studied I.R. (54.9 %), political science (55.4 %), and sociology (60.0 %). However, those who said that lead story is placed on the back page of the newspaper among them the fraction of those

who studied I.R. (25.4 %) was higher than the proportion of those who studied media (6.8 %) political science (21.5 %), and sociology (23.6 %). And those who viewed that editorial page is the placement of lead story among them the fraction of those who studied political science (23.1 %) was higher than the proportion of those who studied media (8.3 %), I.R. (23.1 %), and sociology (16.4 %). Thus, it was found that the perception regarding the placement of the lead story in a newspaper was more accurate of those students who studied media than those who studied I.R., political science, and sociology.

5. Conclusion

This study was conducted to assess the perceptions of university students about print media production. In this way, overall, it was found that university students have accurate perceptions and knowledge regarding newspaper and magazine production. As the majority proportion of them knew that in the field of journalism and news media who writes features, editorial page represents to the policy of newspaper, layout staff is responsible for newspaper or magazine layout, and the lead story is placed on the front page of a newspaper. Summarily, it was deduced that the university students were found to have news media literacy of the specific variables assessed and tested in this study, in the context of having correct perceptions related to newspaper and magazine production.

Moreover, it was probed that about feature writer, the staff responsible for layout design, and the placement of the lead story in a newspaper on average the quantity of accurate perception of the female university students was higher than male students. Whereas the proportion of accurate perception regarding the page that reflects the policy of newspaper on average was higher of the male university students. In the context of age, it was found that the proportion of accurate perception regarding the representative page of newspaper policy, the staff responsible for newspaper layout design, and the placement of the lead story in any newspaper on average was bigger of those university students who were older than 22 years. However, about 'who writes features' the accurate fraction of those university students who were just 22 years old was comparatively higher. In the regard of the department, it surfaced that about feature writer, representative page of newspaper policy, staff responsible for newspaper layout design, and the placement of the lead story in a newspaper the quantity of accurate perception of those university students who studied in the department of media was comparatively higher than those who studied in the department of I.R. Sociology, and political science.

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