

REGULATORY AND TECHNOLOGICAL CHALLENGES TO URDU JOURNALISM IN KHYBER PAKHTUNKHWA, PAKISTAN

DR. SAJJAD ALI, MR. KHAYAM HASSAN, MR. MUHAMMAD IRFAN, DR. FAIZA LATIF, DR. ABDUL SHAKOOR

Assistant professor, Department of Journalism & Mass Communication, University of Malakand, KP, Pakistan

Lecturer, Department of Media & Communication Studies, University of Swat, Khyber Pakhtunkhwa, khayamhasan@gmail.com

PhD Researcher, School of English, Irish and Communication, Faculty of Arts, Humanities and Social Sciences, University of Limerick, Ireland, greeks.eros@gmail.com

Associate Professor, Department of Public Relations and Advertising, School of Communication Studies, University of the Punjab, faiza.prad.scs@pu.edu.pk

Assistant Professor, Department Mass Communication, Lahore leads University, Punjab, dr.abdulshakoor@leads.edu.pk

Abstract

Introduction: In the sub-continent, journalism in Urdu and the other native languages began significantly later than journalism in English. Employees of the East India Company and European Christian Missionaries founded the Indian newspaper. The native Indian people first showed interest in this commerce in the third decade of the 19th century. The media in the NWFP (Now Khyber Pakhtunkhwa), like the national media, was crucial in helping Muslims vent their frustrations while also fostering increased awareness of and cooperation around the concept of Muslim nationhood in the past and playing a vital role in shaping public opinion in present as well.

Objectives: In recent years, social communication channels throughout the world have been dramatically impacted by the expanding usage of digital media. Information technology is changing the media and communication work in Pakistan. The avenues of communication are altered owing to the amazing growth of digital media devices. The objective of this study is to explore the experts' opinions about the past, present and future prospects of Urdu Journalism in Khyber Pakhtunkhwa. The central questions of this research is that what were, are and will be the causes and problems to Urdu journalism of Khyber Pakhtunkhwa (Previously NWFP).

Methodology & Analysis: In-depth interviews were conducted under the qualitative research design for data collection. Data was collected from the academicians and journalists of Khyber Pakhtunkhwa. Convenient sampling method was adopted, while data was collected from 10 experts i.e., 5 academicians and 5 journalists. Thematic and descriptive methods of analysis were adopted. One of the interviewees didn't give us time due to busy schedule. It is found that one of the reviewers was critical, while rest of the others were agreed that Urdu Journalism played a vital role in the past in the development of the Khyber Pakhtunkhwa. Currently, Urdu journalism is practicing commercialization instead of professionalism due to emergence of new media technology. Urdu journalism is facing financial problems, policy threats, and limitation of advertisement, slow media, and commercialization. Additionally, they explored that currently Urdu journalism nothing but just commercialization in the province. They suggest that Urdu Journalism needs freedom of expression, de-militarization, and usage of new technology, need quality news instead of quantity and trainings & facilities to the journalists in the Khyber Pakhtunkhwa.

Keywords: Urdu Journalists, Khyber Pakhtunkhwa, Past, Present & future, Expert Opinion

Introduction

The foundation of Urdu journalism was laid by Sadasukh Lal and Harihar Dutta in march 1822 by starting Jam e Jahan Numa in Kolkata. Soon it was spread to other parts of the continent. Many ups and downs have been faced by Urdu journalism in the 19th and 20th century. The history of the subcontinent which is now Pakistan, India, Bangladesh, Afghanistan and Burma is not complete without Urdu journalism (Iqbal. Z, 2022).



An important role has played by Urdu journalism in the country war of independence. The partition of the country, unavailability of facilities, narrow mindedness and politicians were some of the reasons of decline of the Urdu journalism. In the unfavorable situation after the independence Urdu journalism was on peak. But after 50 years of independence in 1997 the Urdu journalism started to decline. According to the reports in 2000 the number of Urdu publications were 6,120,317 and was declined to 516,182 in the year 2001 (Chandan, 2005).

In Pakistan the press is comprised of both English and Urdu newspapers. But the readers of Urdu newspapers are more than English because Urdu dailies are read by almost every class of the country while English newspapers are read by policy makers, elite class and liberal mind audience of the country. All the print media dailies are privately. All the newspaper have their online e-papers with a large number of subscribers. Due to the internet people read e-paper as compared to a printed edition. The industry is on boom as there are no state regulations to launch online newspapers in the country (Kamboh, 2020).

Even in violent political stress situations imposed by the state, media in Pakistan plays an important role to inform the audience. The media got marvelous expansion after 2002. After the expanding competition in the media industry, sensationalism overcame on journalistic integrity (International Media Support. 2009).

Prior to independence, South Asia's media played a significant role in influencing public opinion. While pro-Muslim League media supported the two-nation theory and other League policies, a large portion of the media supported the non communal nationalist agenda of the Indian National Congress.

In addition to encouraging greater knowledge of and collaboration around the idea of Muslim nationhood, the media in the NWFP, like the national media, was essential in assisting Muslims in expressing their discontent. The Frontier province, though, was situated where the League fell short. In other parts of the unified India, the League was well-run. Despite the fact that the NWFP had a sizable Muslim population, the Congress held power. The League had to come up with a plan to handle the situation. It chose media as a tool to achieve this goal in addition to other measures. In Frontier, the All-India Muslim League achieved success. A careful examination of the circumstances revealed that the media helped the Muslim League deepen its roots. The League was evident in this way as the only defender and advocate of Muslim interests and that the Congress was a Hindu party pursuing a plan to permanently enslave Muslims. The province was won over to the League's philosophy as a result of this media backing. They began to think along the same lines as what the League had outlined for the Muslims of the Subcontinent (Rizvi, 2010).

Urdu Journalism in North West Frontier Province (Now Khyber Pakhtunkhwa)

There were 415 Urdu newspapers, including all daily, weekly, fortnightly, and monthly periodicals, at the time of the partition. When India and Pakistan were divided, 345 of them remained in India as the proprietors of 70 publications moved to Pakistan. The aggregate circulation of the 513 Urdu publications in 1957 was 7.48 lakh (Chatterjee, November, 03, 2011).

In an effort to stop Punjab newspapers from entering the Frontier Province in 1912, Roos-Keppel secretly drafted the Indian government a letter in which he described the nature of British administration in the North-West Frontier Province and how it affected the media there. The North West Frontier Province's press and journalism saw a stunted growth as a result throughout the first three years of the twenty-first century. The Frontier Government frequently used these tactics to stifle public opinion, including a ban on newspaper publication in theory as well as in practice, the exclusion of newspapers from entering the province, the confiscation of issues deemed to be "objectionable," the expulsion of the journalists, and their imprisonment. There were thirteen printing presses operating in the province, including five in Peshawar, one in Hazara, three in Kohat, one in Bannu, and three in Dera Ismail Khan, according to the first administration report of the province (Administration Report, N. W.F.P., 1901-1903).

Only three vernacular newspapers were published in the province in 1902-03, compared to 209 vernacular, anglo-vernacular, and English publications in the Punjab. This lack of outlets for expression in whatever form is evident (imperial Gazetteer of India-Punjab, vol. 1,1908). The Frontier papers were irrelevant by nature. One was Tuhfa-i Sarhad, the Church Missionary Society's journal, which was printed by the Bannu Mission. The weekly paper, which was fully devoted to the Society's operations, had a circulation of 310 copies (Administration Report, N.W.F.P., 1901-1903).



The "director" of Tuhfa-i Sarhad was Dr. Pennell, a devout missionary who also worked tirelessly in the fields of social work and medicine on the Bannu border for approximately twenty years (Administration Report, N. W.F.P., 1904-05).

The first nationalist weekly, The Frontier Advocate, debuted in Dera Ismail Khan in 1905 with a circulation of 200 copies, which eventually rose to 500. Karam Chand edited it (Punjab Native Newspapers Reports, 1906). A representative of the Hindi community in the Province, the periodical "stopped publishing after being asked to provide security under Act I of 1910," sometime in 1910 (Administration Report of N.W.F.P., 1910-11). This essay was anti-British and anti-communal. The Frontier Advocate's editor founded The Punjab Advocate from Minwil in 1911 to revive it. The Frontier affairs were the main focus of the new paper (Punjab Native Newspapers Reports, 1911).

In Peshawar, the Afghan was founded in 1909. The newspaper, an Urdu and Pushto bilingual weekly, had a circulation of 500 copies at first; by 1913, it had grown to 984 (Administration Report of N.W.F.P., 1909 & 1913). Sayyid 'Abdullah Shah afterwards gained its proprietary rights after Sayyid Mehd Shah initially published and edited the work (D.C. Peshawar Office Record, Bundle No. 31).

The Sarhad, an Urdu daily, was an attempt by Sayyid'Abdullah Shah to start a new publication in January 1915, but it failed miserably. In April 1915, it stopped to be published (Punjab Native Newspapers Reports 1915). After ten years, in April 1924, Sayyid 'Abdullah Shah launched the Hikmat, a monthly that was printed at the Hikmat Press in Nowshera. The paper was stopped publishing as a result of the death of its owner (Confidential: Annual Report on the Newspapers, Journals, etc., published in the N.W.F.P. 1924).

Sayyid Mehdi Shah founded a monthly publication called the Yar-i-Shater in December 1909, while Muhammad Latif began publishing the Edward Gazette from Abbottabad in June 1911 (D.C. Peshawar Office Record, Bundle No. 31 & Punjab Native Newspapers Reports, 1911).

Perhaps the only private newspaper that continued to be published in the region during the war years was The Peshawar Daily News December, 1914, which was published in both English and Urdu. It stopped being published in 1921 (D.C. Peshawar Office Record, Bundle No. 31).

In the Province in 1924, seven periodicals were published during the third decade of the century. The Islamia College Magazine, originally known as the Khayber Akhbar in 1917, was later known as the Khayber. Other publications included the Edwardes College Chronicle, the Frontier Clerk, the Rifleman, the Hatif, the Dilchasp, and the Almost. The former four were published in English and the latter three in Urdu. It started off in English before later adding sections in Urdu and Pushto. The Edwardian is the current name of the Edwardes Mission College's magazine, which was previously known as Chronicle, Post. It was most likely born at the same time as the Islamia College's Khayber Akhbar (Confidential: Annual Report on the Newspapers, Journals, etc. published in the N.W.F.P. 1924, & N.W.F.P. Gazetteers. Peshawar District, Volume A, 1931).

English service publications called The Frontier Clerk and the Rifleman were both printed. The initial one was released by the "Frontier Clerks' Association" in Peshawar, which also had chapters in Kohat, Bannu, and Dera Ismail Khan. The Rifleman, a military publication that was established in 1924 and dealt exclusively with issues relating to the Rifle Brigade, was officially recognized by the government and its purpose was "to improve the condition of the clerks serving in the Frontier Province." Its distribution was restricted to Regiments. The Hatif was an Urdu, and Mirza Fahim Beg from Khadim al-Taiim Press in Lahore published it for the first time in 1924. It was noted that "it deals with religious social and commercial matters, and it strives to better the situation of the Mussalmans of the Province, although it has not yet received much attention. In 1924, two Urdu publications—one from Dera Ismail Khan and the other from Hoti, Mardan—were published. Each was a monthly. Diwan Bogha Ram, the son of Diwan Milawa Ram, the Zamindar of Tank in Dera Ismail Khan, owned and edited The Dilchasp. This periodical covered subjects like religion, business, and the arts. In December 1924, it stopped to be published. Sha Abdul Rahman was the owner of the Almost. Dr. Shiv Ram Mehta of Hoti, Mardan served as its editor. Due to its inability to



provide security, the monthly ceased to exist in February 1925 (Confidential: Annual Report on the Newspapers, Journals, etc. published in the N. W. F.P. during the year 1924).

An Urdu magazine *The Sarhad* began in 1925, the year when Allah Bakhsh Yusufi made his first public appearance. The paper covered "religious and social issues affecting the Muslims of this Province," according to an official account. It promoted the establishment of reforms in the North-West Frontier Province and argued for India's independence. In August 1928, the weekly Urdu newspaper *The Frontier Advocate* debuted. Amir Chand Bhamwal, a nationalist Hindu, served as both its owner and editor. Krishan Chand Malhotra from Peshawar's Iqbal Steam Press published it. Additionally listed among its publishers were Pandit Amarnath and Daya Ram (D.C. Peshawar Office Record, Bundle No. 32).

Another newspaper, *The Islah-i-Sarhad*, debuted in October 1928. It was also a weekly and was printed in Urdu. Its owner and editor was Fazal-i Karim Sadiqi, although it was "originated and patronised" by Nawab Dost Muhammad Khan of Tahkal, a prominent Khan in the Province. It is an ally of the Khans and a defender of Afghan rights (Confidential- Annual Report during the year 1929).

In May 1928, the Pukhtun periodical was born. Abdul Ghaffar Khan, the creator of the *Anjuman-i-Islahul Afaghina*, published the periodical on a monthly basis in Pushto through Aftab Barqi Press in Amritsar. The following was provided as the paper's policy and objectives: "The interests of Pathans are protected by this paper. It promotes *Tanzim* [*Anjuman-i-Islahul Afaghina*] and the creation of *azad Anjumans*, calls for India's independence, and works to win the favour of the younger generation. It is an oppositional journal. In 1928, the editor received a warning ". A weekly publication called *The Hamdard-i-Afghm* was founded in January 1929. Abdul Hamid Nishat of Jallundur and Muhammad Khan Mir Hilali edited it. The newspaper's editorial declared that it would "protect the rights of Muslims against other communities and the rights of the zamindars against the Khans (Confidential: Annual Report during the year 1929).

During this time, the Afghan and Sindhunewspapers came into being. The Afghan was the first of its kind to be published in four languages and was published in Arabic, Urdu, Pushto, and Persian. 500 people circulated it. Mian Azad Gul Kaka Khel, a native of Mardan, served as both its owner and editor. Mian Azad Gul applied to establish a paper in April 1921, but it's quite likely that he was turned down (DC. Peshawar Office Record, Bundle No. 32).

The *Sindhu* was a newspaper published in English, Hindi, and Urdu. It was a unique paper that Kundan Lai Khanna published from Dera Ismail Khan. Only 150 copies were circulated each month, and they were given out for free (Secret; Fortnightly Report for April 1930).

The *Sarhadi Akhbar*, the *Sadai Sarhad*, and the *Huriyyat* were all published in 1928. The *Tijarat*, the *Razakar*, the *Kesri*, the *Naujawan Sarhad*, the *Ganjina-e Hikmat*, and the *Adib* were all published in 1929 (Annual Returns of Printing Presses, Newspapers and Periodicals for the years 1906 1933).

Like other parts of the Subcontinent, the NWFP witnessed the advent of journalism in the middle of the 19th century. The first Urdu newspaper printed in the NWFP, *Murtazai*, debuted in Peshawar in 1854. Later, more publications emerged and provided the province with knowledge and instruction (Irshad, 1998).

In 1935, Ghulam Hussain Kazmi launched *The Weekly Pakistan* from Abbottabad. It can be stated that this weekly contributed to popularity of the phrase *Pakistan* in Hazara. The weekly backed the League's campaign. In this way, it helped the populace become familiar with the name "*Pakistan*," and to be politically aware about new objective. By doing this, the weekly *Pakistan* demonstrated its exceptional contribution to the movement for *Pakistan*, the advancement of the Muslim cause, and the dissemination of the League's message to the Hazara villages. In 1938, it was abandoned (Kausar, 1975).

Taj Muhammad Khan from Huripur founded the *Weekly Nojawan-i-Sarhad* in 1938. It had a pro-League and anti-Congress stance. During World War II, it became daily and was moved to Abbottabad, but lack of funding made its way back to a weekly publication. In 1944, Mian Shumsul Huda began publishing *The Weekly Al-Jahad* in Mansehra. It used to speak on behalf of the Muslim League and had a policy against Congress. (Malik, 1980).

Malik Amir Alim Awan founded Turjuman-i-Sarhad in 1926 from Rawalpindi, and in 1933 it moved to Peshawar, where it flourished and was routinely published as a well-known NWFP weekly. The newspaper covered League events while being anti-Congress (Latif, 1992).

In 1932, Mr. Sanauallah launched the first successful English weekly newspaper, Khyber Mail, from Peshawar. Haroonur Rashid served as the paper's editor. This periodical generously covered League's efforts to spread its plan to gain support from the NWFP's masses during her struggle to establish herself in the province (Amer, 1986).

Table 1. Newspapers Details published since 1850s.

Newspaper	Date	Newspaper	Date
Murtazai	1854-55	Frontier Clerks' , The Rifleman, Hatif, Dilchasp & Almast	1924
Payam Haq & Bhartari Risala	1888 & 1889	Sarhad	1925
The Frontier Advocate	1905	Turjuman-i-Sarhad	1926
Afghan	1909	Islah-I-Sarhad, Pukhtun, Sarhadi Akhbar, the Sadai Sarhad & the Huriyyat	1928
Yar-i-Shater	1909	The Hamdard-i Afghm, The Tijarat, the Razakar, the Kesri', the Naujawan Sarhad, the Ganjina-e Hikmat, & Adib	1929
Edward Gazette	1911	Khyber Mail	1932
The Peshawar Daily News	1914	Pakistan	1935
Sarhad	1915	Nojawan-i-Sarhad	1938
Afghan and Sindhu Newspaper	1921	Al-Jahad	1944
Mashriq	1967	Roobaroo, Subh	2000
Sarhad	1970	Express, Khabrain, Pakistan, The Statsman	2002
Jihad	1975	Khabroona	2003
Wahdat	1976	Islam, Akhbar-e-Sheher, ittehad, Khabarkar (Swat)	2004
The Frontier Post, Jiddat,	1984	Akhbar (abbotabad), Awam-un-Nas, Nada-i-Khalq	2005



Quaid	1988	Akhbar-e-Khyber, Bhasha News, Pakhtoon Post, Taqat	2008
Aaj, Daily Times, Ilhaaq,	1989	Paighammat, Riyasat	2009
Akhbar (peshawar), Jurat , shamal	1990	Nawa-i-Hazara (Abbottabad)	2010
Ittehad	1993	Payam-e-Khyber	2011
The Frontier Star, Azadi	1995	Aeen	2012
Ummat	1996	Waadi (Gilgit)	2013

OBJECTIVES

- To explore the role of Urdu journalism in Khyber Pakhtunkhwa after creation of Pakistan
- To find out the status, problems and challenges to Urdu Journalism in Khyber Pakhtunkhwa nowadays.
- To search out the future prospects of Urdu Journalism in Khyber Pakhtunkhwa.

RESEARCH QUESTIONS

RQ1: Has Urdu journalism played an effective role in Khyber Pakhtunkhwa after the independence of Pakistan?

RQ2: What is the status of newspapers, magazines, TV channels, etc., which have appeared in the name of promoting Urdu journalism?

RQ3: What problems and difficulties are they facing?

RQ4: To what extent is Urdu journalism successful in utilizing modern technological resources?

RQ5: How do you see the future of Urdu journalism in Khyber Pakhtunkhwa?

LITERATURE REVIEW

Journalism is built on a two-way transmission process. From the beginning, journalism has been regarded as the most effective way to spread information and social consciousness. The position is viewed as essential. Prior to the nation's independence, a number of social reformers, political figures, thinkers, and intellectuals utilized newspapers and magazines to protest against oppressive foreign rulers and promote public awareness of outmoded social norms. Journalists have played a significant part in India's struggle for independence. India's freedom might not have existed if there hadn't been Urdu journalism. The spirit of freedom and revolution was most effectively reawakened by Urdu journalism (Baig , 2022; Imran, Jan, 11, 2010).

The concept of a nation without an individual is impractical because nations are formed from individuals. As a result, both individuals and nations are dependent on one another. In the process of any nation's awakening of consciousness, the literature and situation play a significant role. Yes, it is evident that newspapers gave the Indian people and their properties a platform and steered the national consciousness toward a particular movement when we consider the chaotic circumstances of the time in the context of 1857 (Falahi, August, 10, 2022).

There were so many revolutionary Urdu newspapers in the first three decades of the 20th century that shook the British administration. He committed atrocities against these journals and their editors, but Urdu journalism's remained firm till the nation gained its independence (Anjum, August, 14, 2022).

Khyber Pakhtunkhwa province never had an independent status, according to historical records. This province was ruled by various kings for nearly 2,500 years. The British also reigned over Aryans, Iranians, Greeks, Ghaznavis, Ghoris, Mughals, Sikhs, and other peoples. A sad fact is that the province's residents have never demanded anything exceptional because they did not fight for their independent status. This region between 1849 until 1901, when England was in power, belonged to the province of Punjab. The province was established in November 1901, and as a result, it was awarded the position of Chief Commissioner. British were appointed and elections for the provincial parliament were held in 1937. The Western Province received the rank of a full province in 1935 in the North. The first Chief Minister, Nawab Sahibzada Abdul Qayyum Khan, took the oath of office in April 1937, marking the beginning of the province's status as a distinct

representative province. Additionally, the province has historically lagged behind in academics. In the beginning, publications were coming from Afghanistan and Punjab. As a result, the province's intellectual and literary communities started literary activities here in the province. The first literary organization, "Bizm e Sakhn." This took place in 1903. In 1900, Edwards College Peshawar was founded. After then, Islamia College (Peshawar) was founded in 1913 by Sahibzada Abdul Qayyum Khan. This college has significantly contributed to cultivating a love of knowledge and literature in the area, which initiated Political, Social, and Literary awareness through journalism in the province (Khatak, 2018).

Following the movement of Syed Ahmed Barelvi Shaheed's Jihad, journalism was first practiced in the Frontier Province (KyberPakhtunkhwa Province). "Murtazai" is the name of the first weekly newspaper in this area. According to the "Ko Ha Noor" data, it was said in 1855 or 1856. On May 19, 1857, "Murtazai" reported that Qalat the Ghalzai regiment revolted and one officer was murdered. Colonel Nicholson promptly detained the newspaper editor as a result of this information. A handwritten newspaper called Payam Haq first appeared in 1888 as a religious publication. Its main goals were to inspire and educate people about religion. It also fought for freedom.

In 1889, Dera Ismail Khan began publishing the monthly "Bhartari Risala." which served as the Bhartari Sabha's spokesperson. The newspaper's personnel included Leelaram and Thakurdas. According to an official report, this magazine published general and political news.

The newspapers, magazines, pamphlets etc played an excellent role in the awareness, education, information, religion, ethics, freedom movement, science, medical, anti-British rules, labor rights, women rights, minority rights, farmers rights etc. (Mushtaq Shabab, 2006, Ashraf Bukhari, 2004, LalBaha, 1980, Maulana Zafar Ali Khan 1980, Jameel Siddiqui, 2006, Bashir Ahmad Suz, 2016)

RESEARCH METHODOLOGY

In-depth interviews were done in order to collect data while a qualitative methodology was used. Information was gathered from Khyber Pakhtunkhwa journalists and academics. Data from 10 specialists, including 5 academicians and 5 journalists, were gathered using a convenient sampling approach. Analysis techniques using themes and descriptive language were used.

DATA ANALYSIS AND DISCUSSION

In-depth Interviews of Academic Experts in Journalism and Journalists

Table1:Shows the details of academicians selected through purposive sampling method based upon their practical and teaching experience related to the research

S No.	Name	Designation	Department	University	Teaching experience	Practical experience
1	Dr. Syed Irfan Ashraf	Assistant Professor	Journalism & mass Communication	Peshawar	20 years	6 years
2	Dr. Jamal Ud Din	Assistant Professor	Media & Communication Studies	Swat	8 years	12 years
3	Mr. WaseemKhattak	Lecturer	Journalism & mass Communication	Sawabi	12 years	10 years
4	Dr. Hamza Marwan	Lecturer	Journalism & mass Communication	Peshawar	15 years	1 year
5	Dr. BakhtZaman	Assistant Professor	Journalism & mass Communication	Peshawar	15 years	20 years

Table2:shows the details of Journalists selected through purposive sampling method based upon their practical experience related to Journalism

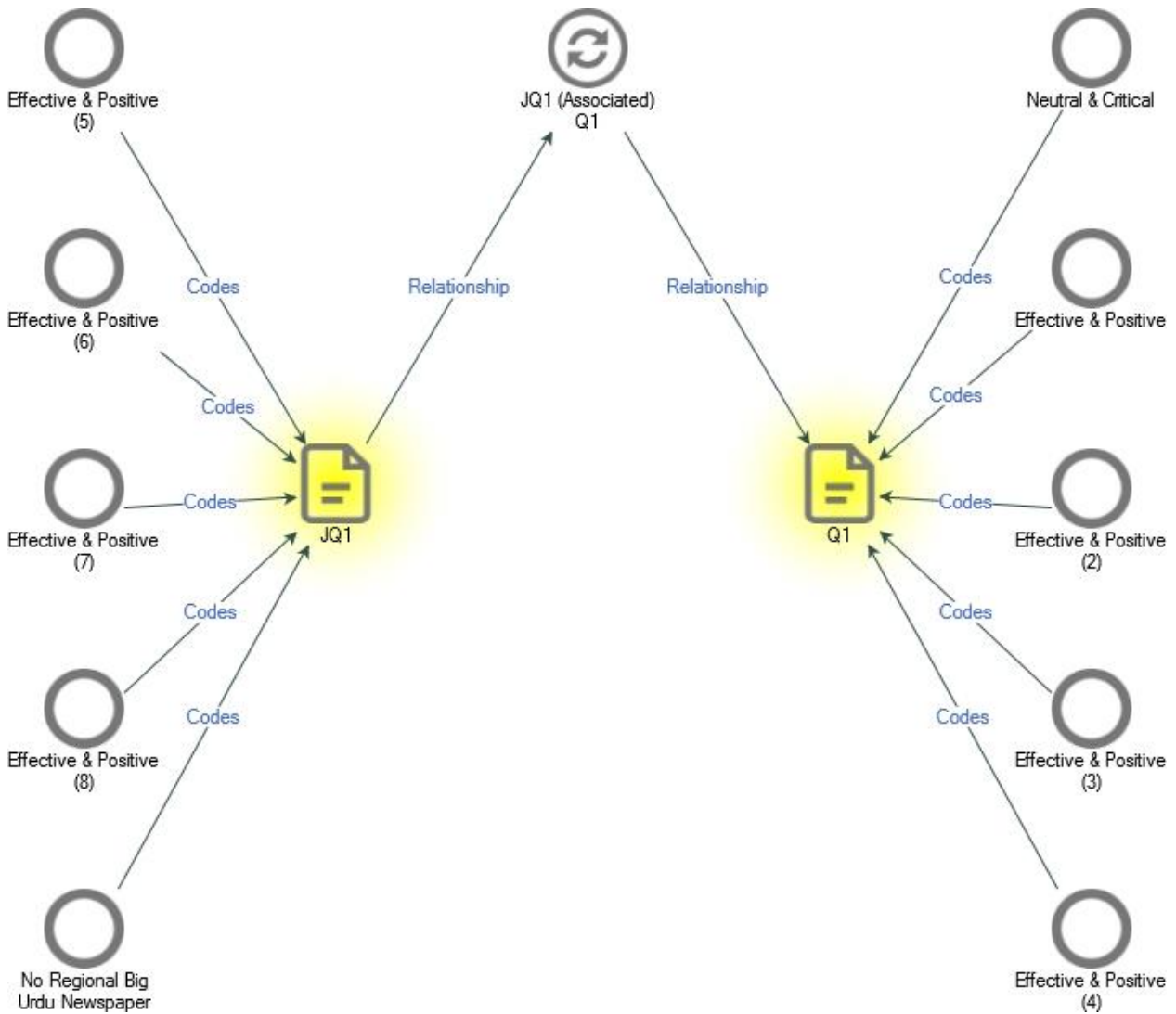
Name	Position	Press club	Experience
Niaz Ahmad Khan	Bureau Chief	Swat Press Club	16 years
Syed Shahab Din	Reporter	Swat Press Club	24 years
Gauhar Ali Gauhar	Reporter	Malakand Press club	32 years



		Batkhela	
Arshad Aziz Malik	Resident Editor	Peshawar Press Club	30 years
Mehmood Jan Babar	Journalist	Peshawar Press Club	26 years

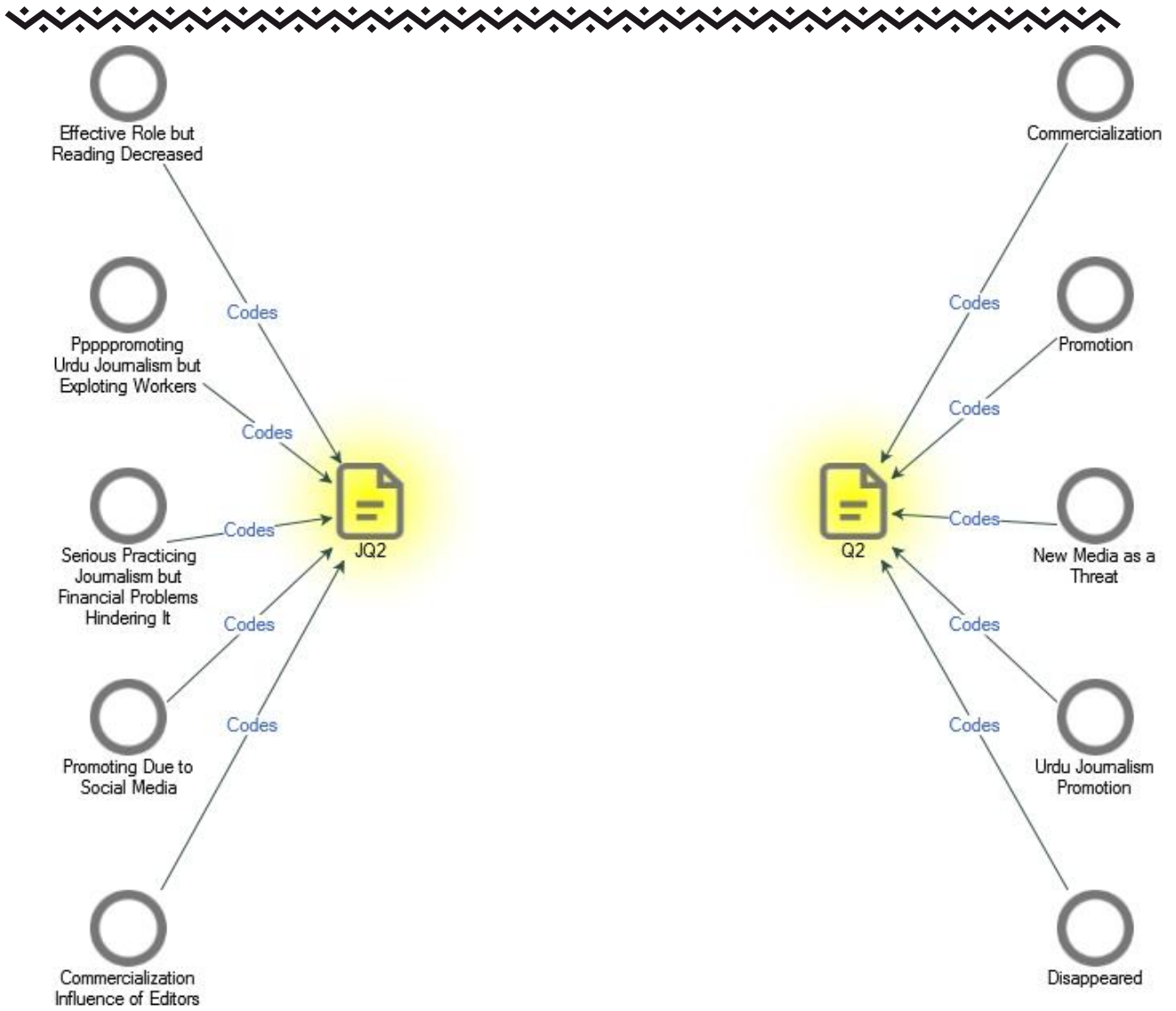
Q1. Has Urdu journalism played an effective role in Khyber Pakhtunkhwa after the independence of Pakistan?

Fig 1: shows the thematic comparison of the answers of academicians and Journalists in response to the Q1 where JQ1 denotes Q1 posed to Journalists and Q1 denotes Q1 posed to Academicians subsequently



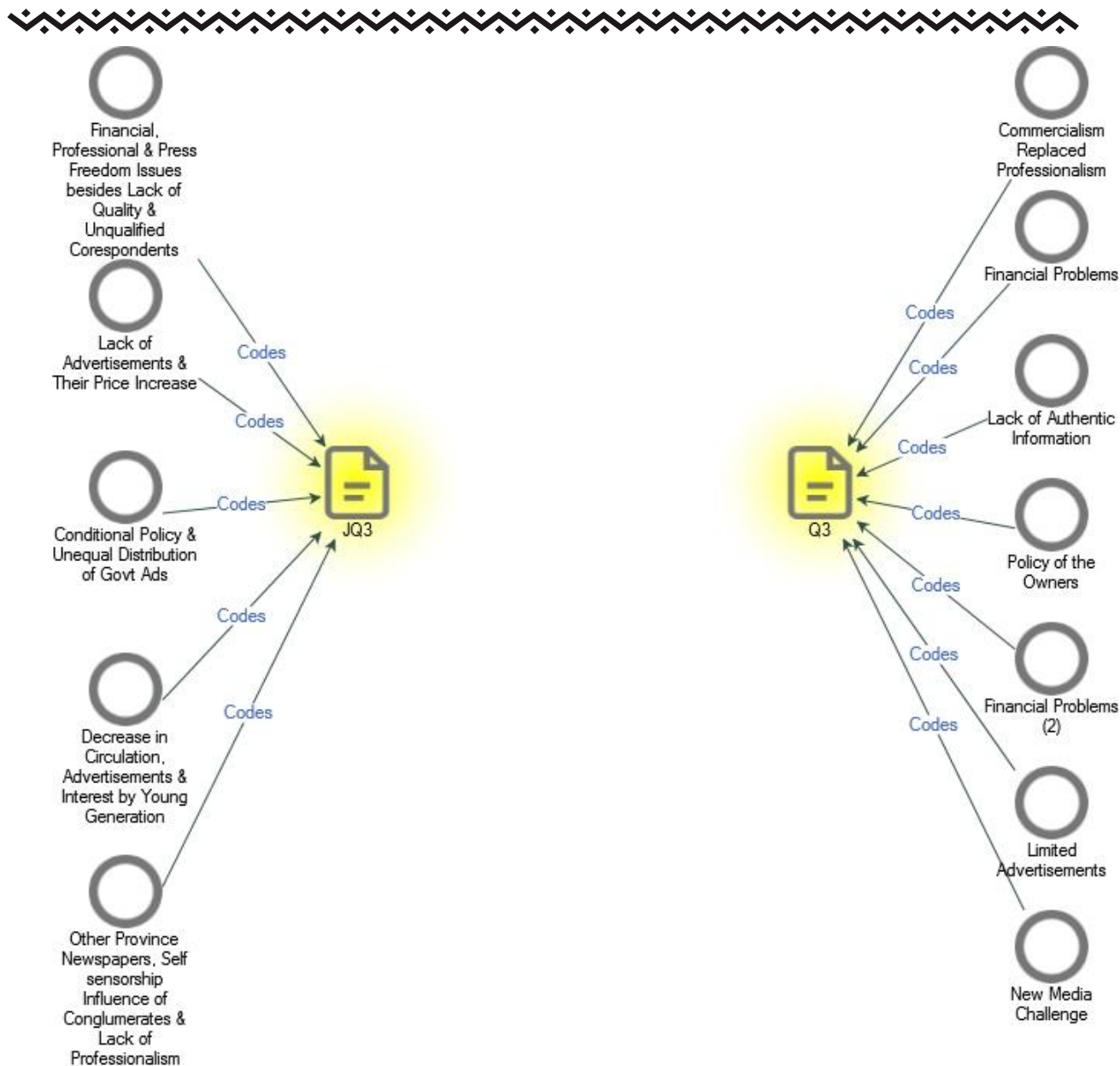
Q2: What is the status of newspapers, magazines, TV channels, etc., which have appeared in the name of promoting Urdu journalism?

Fig 2: shows the thematic comparison of the answers of academicians and Journalists in response to the Q2

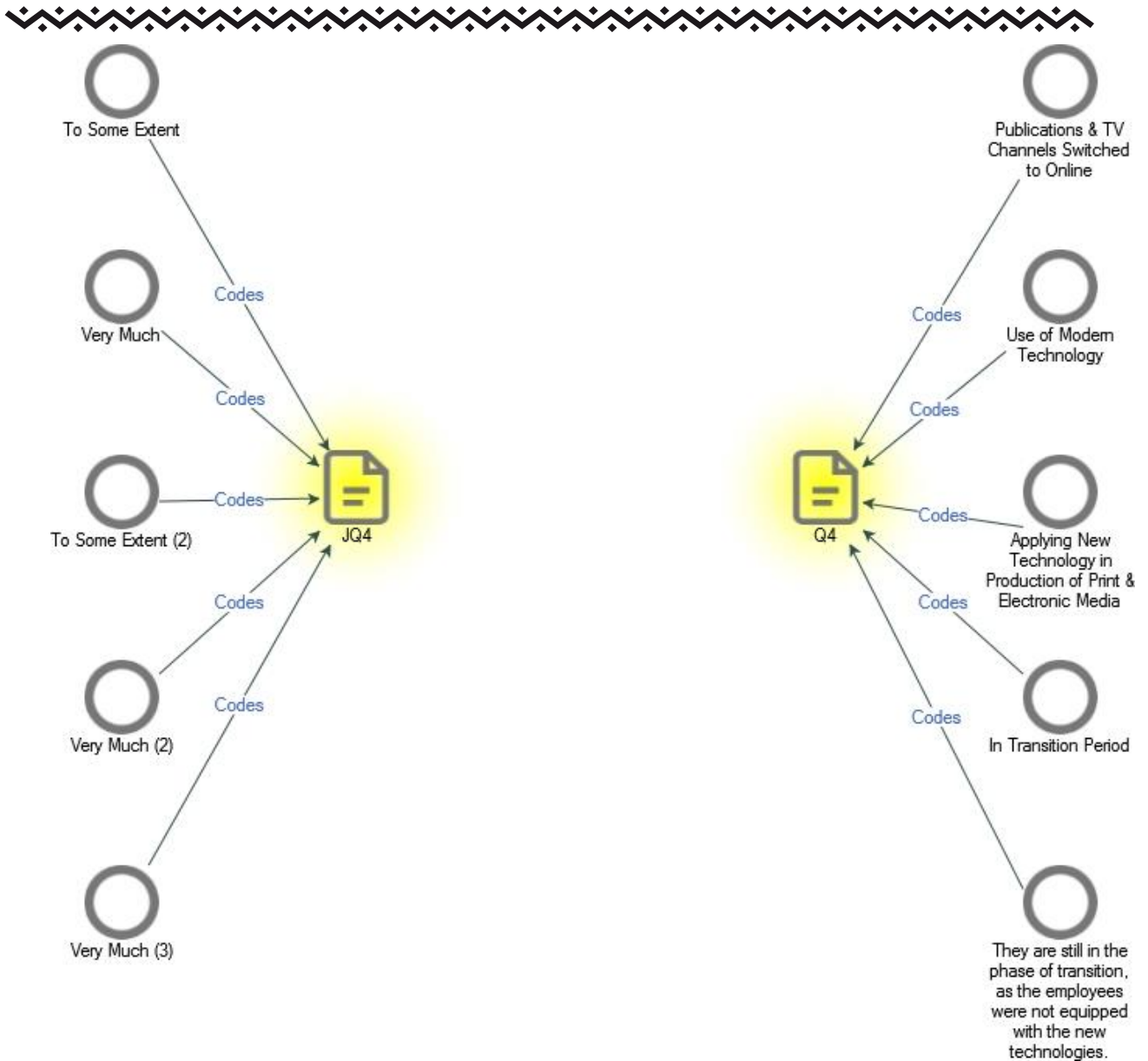


Q3: What problems and difficulties Urdu journalism facing?

Fig 3: shows the thematic comparison of the answers of academicians and Journalists in response to the Q3

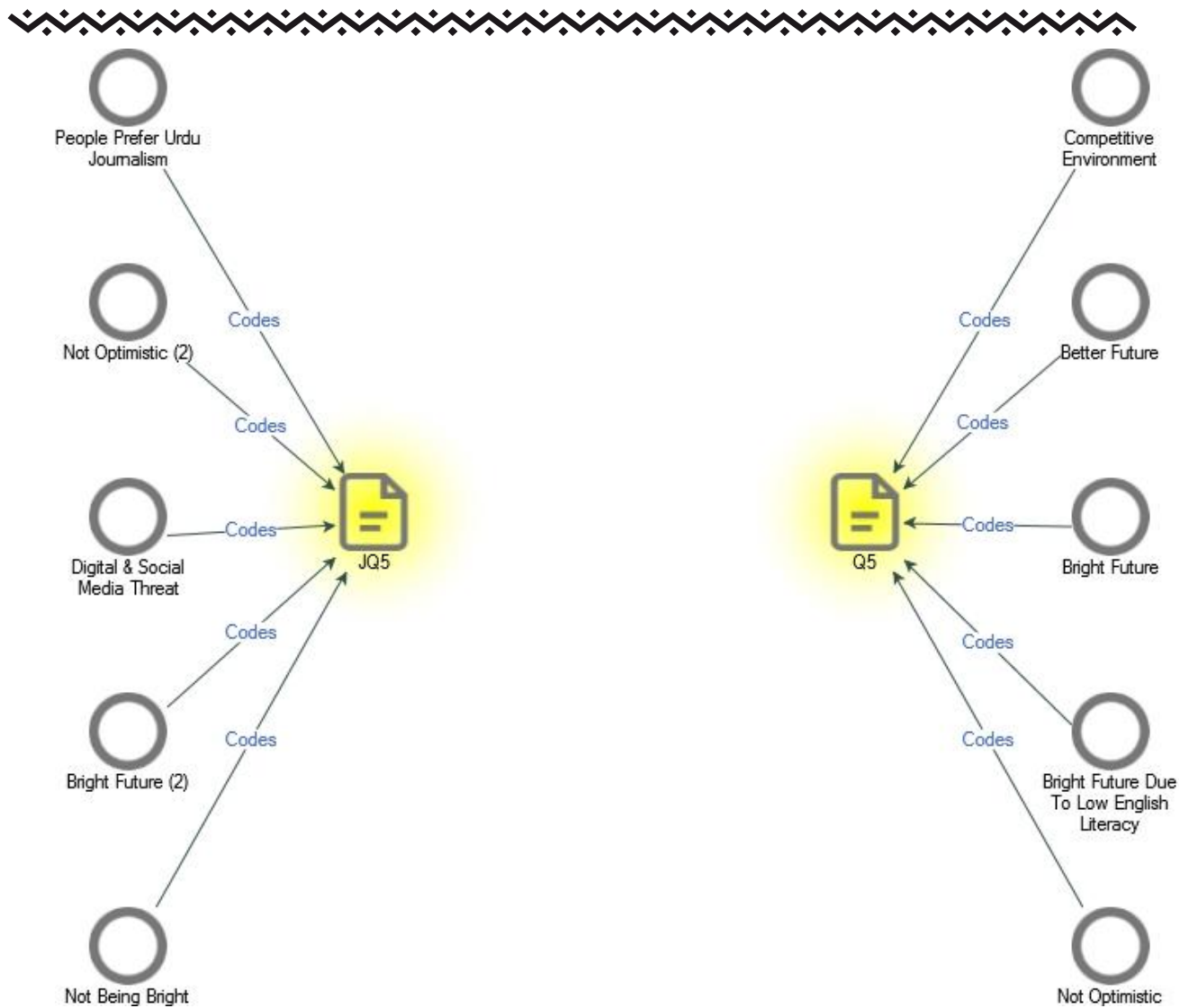


Q4: To what extent is Urdu journalism successful in utilizing modern technological resources?
Fig 4: shows the thematic comparison of the answers of academician and Journalists in response to the Q4



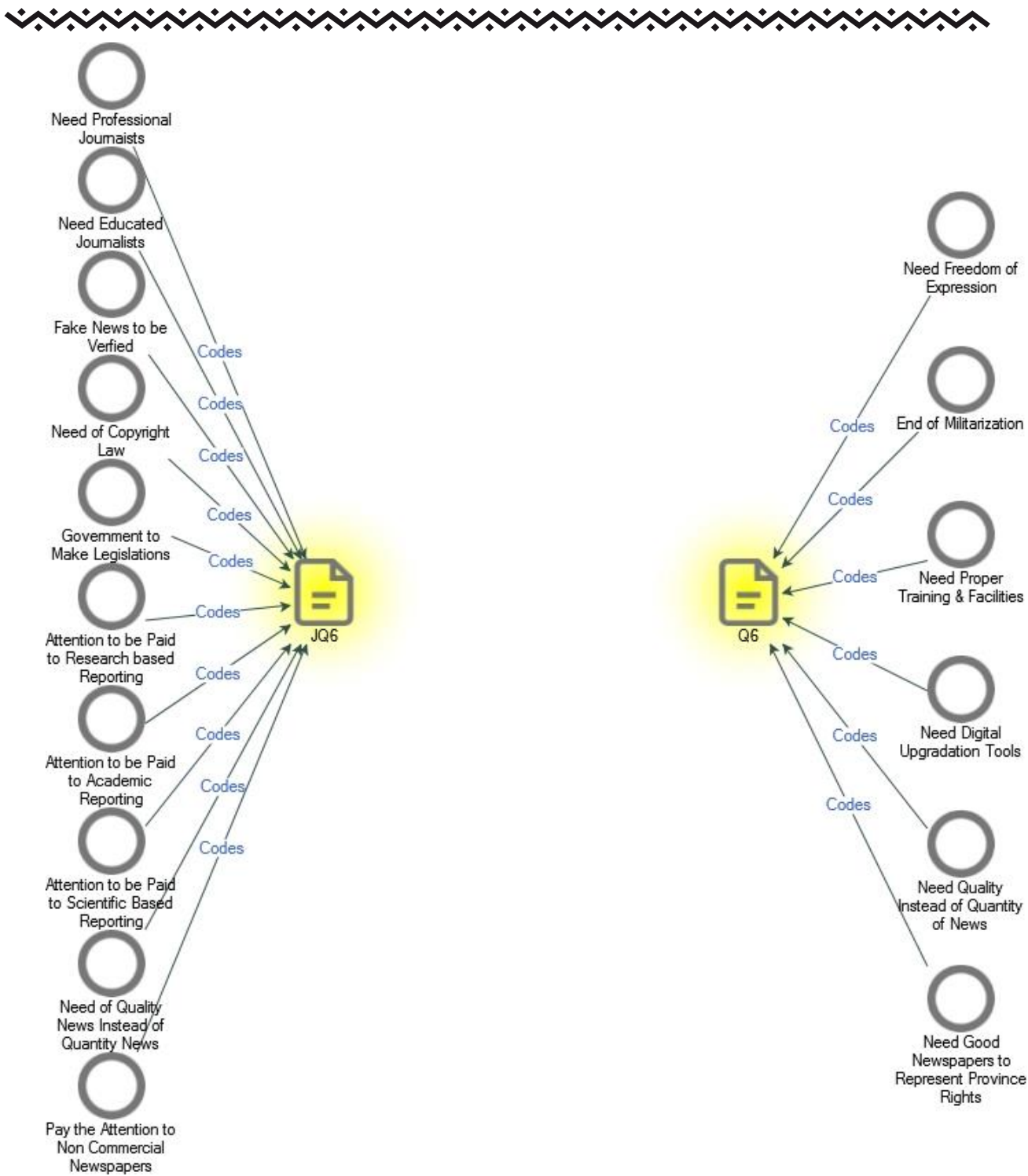
Q5:How do you see the future of Urdu journalism in Khyber Pakhtunkhwa?

Fig 5: shows the thematic comparison of the answers of academician and Journalists in response to the Q5



Q6: Your suggestion for urdu journalism and journalists in Khyber Pakhtunkhwa

Fig 6: shows the thematic comparison of the answers of academicians and Journalists in response to the Q6



**Overall Thematic Analysis
Fig 7**

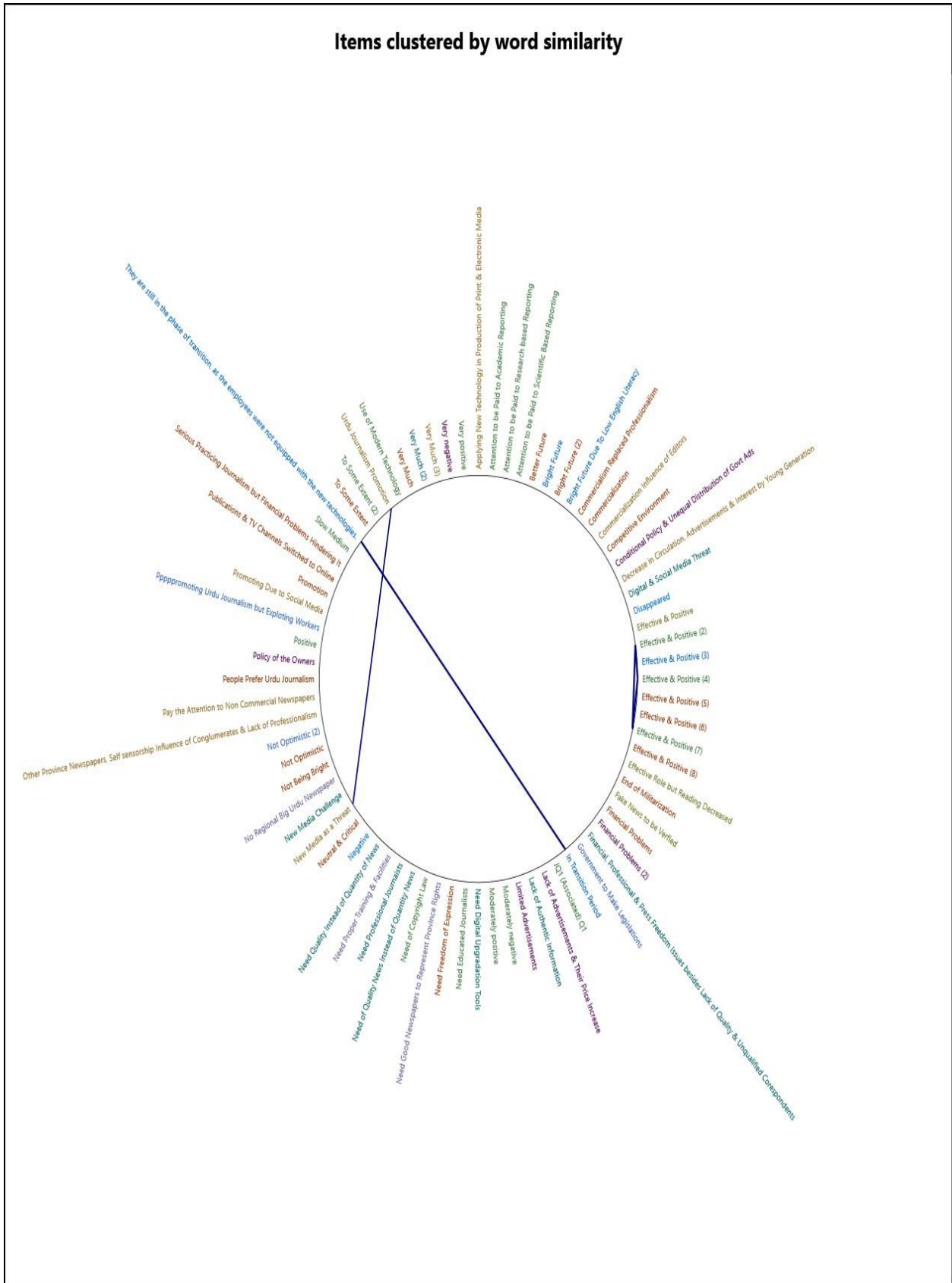
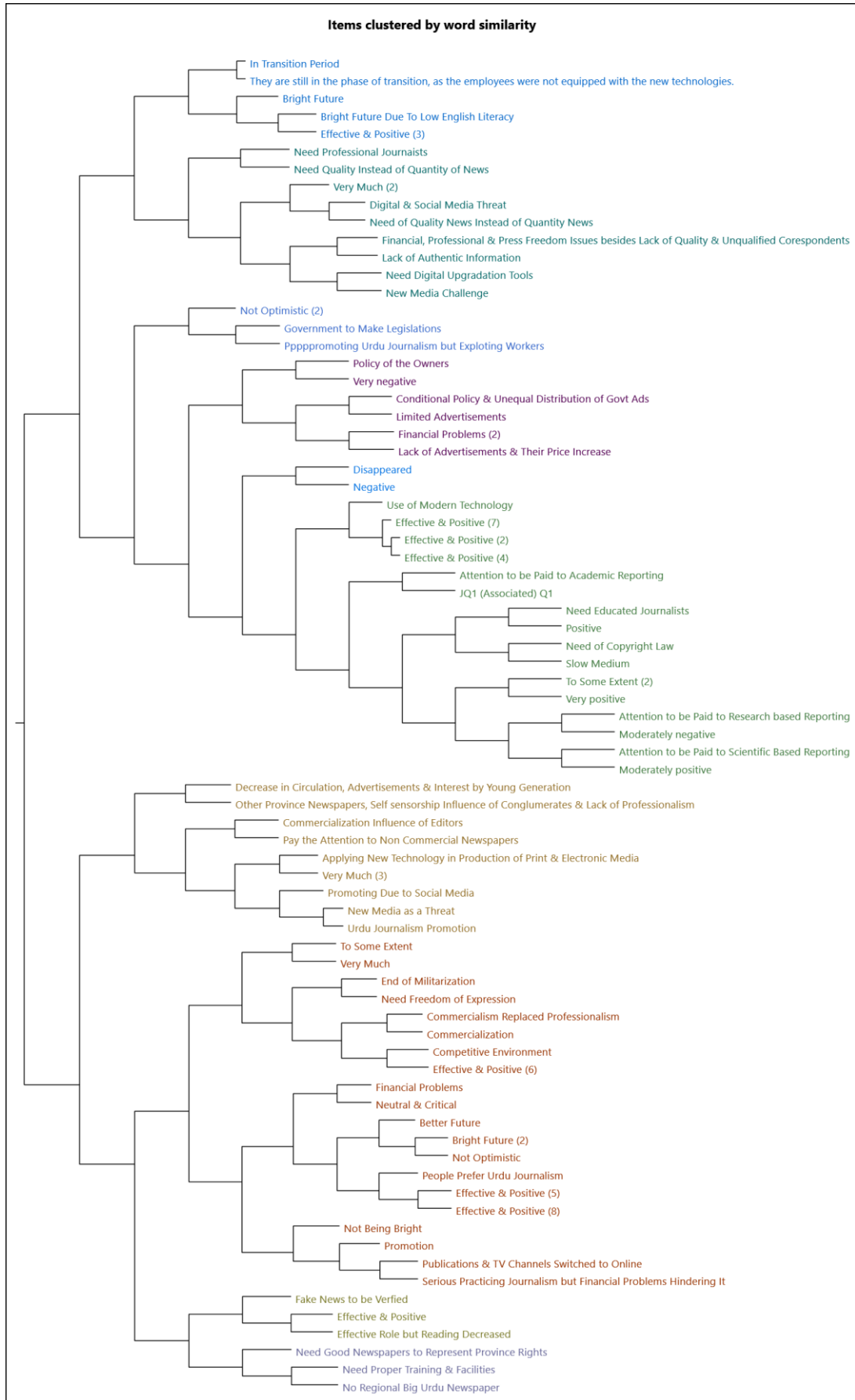


Fig 8



CONCLUSION

This study was conducted to find out the view points of the academicians regarding the past, present and future of the Urdu journalism in Khyber Pakhtunkhwa. In this regard 5 journalism, Media and Mass communication department academicians were interviewed, while the researchers were intended to interview 6 of each of the selected interviewees. The interviews were conducted by the connivence of the respondents. Among the interviewees, they have minimum 8 years and maximum 20 years' experience, while have 1 year minimum and 20 years practical experience in the field of journalism. Among them were associate professor, assistant professor and lectures in university of Peshawar, Swat and Sawabi

It is found that Urdu journalism played an effective role in Khyber Pakhtunkhwa after the independence of Pakistan. It is also concluded that new established newspaper, magazines and TV channels etc. are not to promote Urdu journalism but just commercialism.

The finding explored that Urdu journalism are facing threat from the new media, commercialization and non-professional workers. It has been suggested that need freedom of expression, de-militarization, proper training & facilities for journalists, equip the journalists with new digital tools, ensure quality instead of quantity of news and require the establishment of new Urdu newspaper in the province.

Besides, 5 journalists were also interviewed to find out the view of them regarding phenomena. Interviewees were hailing to Peshawar Press club, Malakand and swat press clubs with designation of bureau chief, reporters, resident editor. They have minimum 16 experience and maximum 32 years.

It is found that majority of them explored that Urdu journalism played a vital role in the beginning of the country in Khyber Pakhtunkhwa.

About the current status of the Urdu Journalism in the province, the interviewers said that it is playing an effective, serious and positive but print media is decreasing day by day due to new media, exploitation of workers and commercialization.

The journalists also exposed the cause of decline of Urdu journalism due to financial issues, professional issues, or press freedom, lack of quality, accuracy, unqualified correspondents, lack of advertisement, influence of the owners, policy of the organization and censorship. While majority of them have the view that to some extent new technology has been adopted by the Urdu journalism organization in the province.

About a query they said that they are not so optimistic to be improve in future because social media is threat but recommended that need professional journalists, education, verification of fake news, copy right laws, Attention should be paid to research, academic and scientific reporting, need quality instead of quantity of news, Pay attention to noncommercial Urdu newspaper.

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