

Portrayal of Punjab Emergency Service (Rescue 1122) in Leading English Media of Pakistan: A Content Analysis of the Coverage in Daily Dawn & Daily The News International

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ABSTRACT

This research aims to measure the Portrayal of the leading Pakistani Newspapers towards Punjab Emergency Service (Rescue 1122) functioning and emergency medical care services in the province. The project enhances understanding & depicts focus of elite Pakistani English Media including Dawn and The News International (TNI) towards Rescue 1122, Pakistan. The researcher adopted Content Analysis as a quantitative methodology. The data was collected through coding sheet from 2011 – 12. The data was analyzed through SPSS to ensure objectivity in the results and to avoid any kind of biasness. The results confirmed that the Pakistani English newspapers portrayed the Punjab Emergency Service positively as a whole. The findings of the study verified that the selected newspapers gave positive and neutral news coverage pertaining to Rescue Services rather than negative press coverage. In fact, press coverage of both newspapers showed Pakistani leading English Media has positive mindset towards functioning and services delivery of the Emergency Services in Pakistan. However, the findings rejected the hypotheses of the study that was assumed as Daily Dawn gives more positive coverage than TNI, while findings established that TNI gave more positive coverage than Dawn. However, both of the newspapers highlighted service delivery positively and focused on rescue & fire services being provided by the Punjab Emergency Service (Rescue 1122), Pakistan.

Keywords: Content Analysis; Emergency Rescue Services, Elite English Media Coverage, Portrayal of Rescue 1122

INTRODUCTION

Emergency Medical Services always play a key role in establishment of safer communities all over the world, giving specific focus on prevention & community awareness; therefore, the existence of Emergency Services is the core need of any country to provide this right to its citizens.

Rizwan Naseer (2009) explored the history that the Punjab Emergency Service (Rescue-1122) was started as a Service, required to provide emergency services from Lahore, Pakistan on 14th October 2004. After failure of several continuous efforts to enhance capacity of the existing services in Pakistan, bureaucratic corners and political big guns were very uncertain about the success of this project. Therefore, this became a great challenge to establish this Service, especially when there were no trained emergency medical technicians or paramedical staff or emergency training institutes available in Pakistan and even there was huge lack of availability of trained paramedics in emergency departments of teaching hospitals.

He explored that now PES has become the largest emergency humanitarian Service in Pakistan having updated emergency infrastructure all over the Province and is assisting other

provinces of Pakistan in establishment of this Service. Rizwan Naseer (2002) stated that the emergency services basically consist of three departments the Police, Fire and Emergency Medical and Ambulance Services. A well-trained, coordinated and equipped with all kinds of emergency equipment emergency service can make all the difference in saving valuable human lives and property thus minimizing the losses both in financial and human terms.

According to *The News International* (2010), for the first time in history of Pakistan, EMTs were given training for this emergency ambulance service. In the words of the founding Director General, the best training procedures and indigenous fabrication of emergency vehicles made the project cost effective and sustainable, which resulted to the success of Rescue 1122. As most of the beneficiaries of this Service have been noticed as young bread-winners in Pakistan's society including youths hence it has had a favorable socio-economic impact in our society. According to the Punjab Emergency Service Act, 2006, prevention of emergencies is one of the key functions of PES (Rescue 1122) and an important contributing factor towards the mission of the Service which is development of Safer Communities through establishment of an effective system for emergency preparedness, response and prevention. The Emergency Services Academy imparts training in the fields of emergency medical, firefighting, fire prevention, management of road traffic crashes & fire investigation, search & rescue capacities, height rescue, rescue from confined spaces, water rescue capacities and other management skills often used in emergency.

The electronic and print media all over the world has always very imperative role in creating awareness about social issues, conflicts, war crimes and other discriminatory steps in each society. The mushroom growth of electronic media and news channels in Pakistan after the year 2000 created huge impact and awareness among masses about social issues. Now, media covers almost every aspect of issue in society, as, every newspaper has different news policy as compared to one another.

SIGNIFICANCE OF THIS RESEARCH PROJECT

As the media industry has a direct effect on the opinion of the masses regarding any issue, so this research shall help the research students and scholars to explore the viewpoint of leading Pakistani newspapers about the importance of Emergency Services especially the Punjab Emergency Service (Rescue 1122) in Punjab; Pakistan. This research signifies the domain of working of Punjab Emergency Service and role of Pakistani Media about promotion of such emergency humanitarian services. The research which explores the advantages of such emergency humanitarian service may help us to comprehend the role of media in extending its cooperation for PES in creating awareness about emergencies of different natures. This study has also been of significance that how media treats with PES and how it cooperates to sensitize public, which create hurdles when emergency ambulance, fire vehicle or fire truck move on road but find no passage in shifting of patients rather road users never give passage to the ambulance. This research is also of significance that may help us to understand the policies of these leading newspapers about this social and the Pakistan's largest humanitarian Service.

Daily Dawn, Pakistan

According to Mahmoed Ali Jinnah (1976), *Dawn* is the oldest Pakistani's English Daily & is the main newspaper of Pakistan Herald Publications. The *Dawn* Group of Newspapers also takes ownership of the Herald, which is a magazine, and another evening newspaper "The Star" and another magazine, published with a purpose to provide readers information about technology; Spider. *Dawn* was founded by the father of the nation, Hazrat Quaid-e-Azam in Delhi, India and it was first time issued by Latifi Press on 12th of October 1942.

Daily *The News International*, Pakistan

According to Elisabeth Bumiller (January 21, 2010), Daily *The News International*, a sister organization of Daily Jang, is considered the largest Newspaper in Pakistan in English Language. The TNI with approximate circulation of 140, 000 is simultaneously published from Karachi, Lahore and Islamabad/ Rawalpindi. Mir Khalil ur Rehman was the founder of the newspaper and his younger son, Mir Shakil ur Rehman, is the present owner.

LITERATURE REVIEW

Rescue, Fire and Ambulance Services play significant role in safeguarding the country and create huge socio-economic impact in society by providing medical and pre-hospital emergency care to the victims of emergencies of different natures including road traffic accidents, diseases, fire incidents, earthquakes, floods, disasters and other emergencies.

According to Muhammad Rizwan Shahab, (2010) Rescue 1122 is an Emergency Service working currently under the umbrella of the Home Department, the Government of the Punjab. He says that Punjab Emergency & Ambulance Service is currently operating and providing emergency services in major districts of the Punjab Province, with ultimate objective to expand this Service to entire Province by the end of year 2010.

Rizwan Shahab (2010) says the Punjab Government established this Emergency Service keeping in view the depressive state of pre-hospital emergency management & emergency care in Punjab. He further states Rescue 1122 was giving swift response, medical treatment and safe shifting of the victims of emergencies, whom earlier people were afraid to help due to medico-legal reasons. According to the Five Year Rescue 1122 Performance Report (2013), the Punjab Emergency Service (Rescue 1122) have five major departments as;

1. Ambulance Service to deal medical cases
2. Fire Service to respond to fire incidents
3. Water Rescue Teams to respond floods & drowning cases
4. Disaster Response Force to deal disasters like earthquake; floods & building collapse
5. Animal Rescue Service to respond incidents where animals are trapped

However, different countries including developed and developing countries have separate rescue, fire, ambulance and disaster response forces.

Muhammad Rizwan (2010) explored that he believed that the Ambulance Service is the backbone of any emergency service all over the world. Rizwan Naseer (2013) says former Chief Minister Punjab, Pakistan, Chaudhary Pervaiz Elahi gave him the task to establish only Ambulance Service for providing healthcare emergency cover to the victims of emergencies, but he realized that the country also lacked modern and trained Fire Services, Water Rescue Teams, Animal Rescue Services, Disaster Response Force. Therefore, he says he established all aforesaid services under the umbrella of Punjab Emergency Service. He further said that now PES Rescue 1122 was working following the guidelines of the National Disaster Management Authority (NDMA) and shoulder-to-shoulder with Provincial Disaster Management Authority (PDMA).

Khuloos Ahmad Minhas, Muhammad Ali Tarar, Saira Akhtar, Sumaira Bano and Nisar Hussain (2010) explored that “Rescue” was not only the name or a short concept rather rescue services have major or vast concept with a big goal. The rescue services perform their job in different parts rather all over the world. Rescue 1122 has emerged as tried and tested

successful model as a trained emergency service in Pakistan. They further explored that the Punjab Government established PES (Rescue 1122) through introducing proper legal shelter to facilitate the masses a system for preparedness of emergency, swift response and better prevention. According to their findings, mostly respondents were agreed that PES (Rescue 1122) acquired latest equipment of dealing with emergencies of different natures and the respondents further agreed that rescuers along with latest equipment reached the spot of emergency within claimed standard time of seven minutes. According to their findings, 90.8% respondents were satisfied with Volunteer Training Program of PES Rescue 1122 to educate public and citizenry to prepare them for any major incident. Most of the population was agreed that PES (Rescue 1122) was a lifesaving force, which was contributing a lot in the field of emergencies by providing them emergency medical cover in the time of need.

Madeha Naz, Sadia Saleem, and Zahida Mahmood (2010) developed their understanding of psychological background or impacts of events or incidents on the minds of rescuers of Rescue 1122. The results of the study showed that rescuers were confident, extrovert, spiritual, and have better self-control are resilient. They founded that rescuers are the frontline workers, who respond to incidents seconds or minutes after it took place so these rescuers are exposed to the trauma, which has become of their routine life. According to the findings, as rescuers are exposed to trauma so the effects of trauma on their life must be noteworthy.

Madeha Naz, Sadia Saleem, and Zahida Mahmood (2010) say that they were pleasant to know that rescuers were confident, extrovert and have self-control while dealing the emergencies or even after the emergencies.

Muhammad Baqir and Kiran Ejaz (2011) stated that Rescue 1122 has successfully managed to establish a low cost and swift effective emergency management pre-hospital care system in Punjab, which was easy to be replicated in other developing countries of the world with no changes or little required modification in accordance the overall condition of the country. They founded that this was unique and effective system in Pakistan of its nature, as recommended and demanded by the South Asian Countries (SAARC Delegations visits to Emergency Services Academy) to be established in their countries as Rescue 1122 was announced the best exemplary service for the SAARC Regions. According to Muhammad Baqir and Kiran Ejaz the same setup with little changes may be replicated in other regions.

According to a Daily Pakistan Observer (2013), there were ambulances before establishment of Punjab Emergency Service (Rescue 1122) but the patients could not avail the same facility due to defective emergency management care system. The people could not help the victims lying on roads and crying for help and even if someone was ready to assist someone but he failed because he was not trained in emergency management care, subsequently, the victims were paralyzed instead of getting assistance, they lost their body parts or even the life. The article further says there were 95 percent chances that emergency victims could not avail the facility of ambulances in time of need and the patients were transported through non-emergency services and in outcome they were being deprived of their basic right of emergency care. Similarly, there were patient transport service (PTS) instead of emergency management service (EMS) before establishment of Punjab Emergency Service (Rescue 1122), this point urged Dr. Rizwan Naseer to initiate a step for establishment of Rescue 1122, on pattern of emergency management services like as UK's Rescue 999 or Rescue 911 of North America.

According to Rizwan Naseer, N. Tahir and AH Akbar (2012), the masses all over the country were deprived of their basic right of provision of timely emergency care to the victims of emergencies. There were 95% chances that any victim of emergencies including road traffic

accidents could not be provided an ambulance for transportation from incident site to hospital and this was also being happened because trained emergency services were not available to assist the victims of emergencies. According to Rizwan Naseer, N. Tahir and AH Akbar (2012) further say that after launching as mere Ambulance Service from Lahore in 2004, the Service has been expanded all over the Punjab. Presently, the PES has developed itself into a more comprehensive system of emergency care and safety promotion with its different services including ambulance, fire, rescue, water rescue, disaster emergency response teams and safer community programme to over 80 Million inhabitants of Pakistan.

OBJECTIVES

The study was conducted to achieve the following objectives:

1. To analyze the image of PES (Rescue 1122) in Pakistani print media.
2. To measure the performance of PES (Rescue 1122) through English print media.
3. To analyze the portrayal of PES (Rescue 1122) through English print media.

HYPOTHESIS

Daily *Dawn* portrays the image of PES (Rescue 1122) more positively as compared to Daily *The News International* (TNI).

THEORETICAL FRAMEWORK

For assembling the variables and providing the ground for the entire research study in arranging the research questions, hypothesis and data collection procedures the researcher based this study on Agenda Setting Theory.

Agenda Setting Theory

As, one of the major roles of free press is to provide accurate information to public about any specific issue so that they may understand and learn how to streamline and govern things smoothly, the question of how media portrays the image of any specific issue or even suggests masses “how to think about the specific issue” is a matter of concern and of great importance too in our society, because in our society media always focus on such issues and builds public opinion. Agenda setting theory is the main and important idea that the news media by their display of news in print media or flashing on screen of TV channels come to determine the issue the masses think about and gossips with each other. This means that the mass media always gives attention to an issue causing that issue to have importance in the eyes of the public to discuss.

Cohen (1963) describes as, “it may not be successful much of the time in telling people what to think but it is stunningly successful in telling its readers what to think about”.

Agee, Ault and Emery define (1998): “The ability of media to select and call to the public’s attention both ideas and events”. The media commonly inform us what is and what is not important. The media “do not tell people what to think, but to think about”. The media concentrations on events because they are important, or do media concentration make them important.

Maxwell E. McCombs and Donald L. Shaw used the term “agenda-setting” first time in 1972 while conducting their research study. In that research study, the researchers conducted interviews of some 100 undecided voters through random sampling in city of Chapel Hill, a territory of North Carolina, the USA, and questioned them “what issues they were most

concerned” about in the then upcoming election (1968) General Election. During that study or after getting the outcome of the study, both of the scientists established the media while covering the news events usually set an “agenda” pertaining to any specific issue i.e. to tell people not what to think, rather media urges people “what to think about” which is directly related to their angle of thinking or in other words media always gives people a line for thinking.

One effect that is powerful, according to communication researchers Maxwell McCombs and Donald L. Shaw is an agenda setting. People learn from different tools of communication as “what to think and talk about from the message they receive from those channels”. The media comprising of all communication channels including television, radio, newspapers, magazines, periodicals, newsletters etc, in effect, largely structure our world of concern and largely dictate out interests through those communication channels. The media or the media tools are the most powerful instruments for guidance towards how to think or even mold our thinking towards the things for which we are receiving our messages. The researchers further argue that the people (the masses or the citizens) are likely to think more about the ideas or issues presented to them by the communication channels as compared to the ideas or the issues, which are not presented to them by the media or communication channels.

According to Watson (1998), McCombs and Shaw further argue that the agenda setting by the communication channels or the media tools influence them highly in shaping public perception about the world or the issues. They further say that this ability to affect “cognitive change” or perception among the individuals is one of the most important sides to realize the power of mass communication, because this thing helps them in building of their opinion about specific issue.

Media Tenor (A group of researchers working with Donald Shaw and Maxwell McCombs, conducting a study 40 years after the Chapel Hill Study – Agenda Setting – Replication in a new media environment to evaluate updates in Agenda Setting Research and the ever increasing popularity of the theory) compares the relationship between Reality of the issue and the Media’s selection of reality of the issue and the influence of these aspects on public perception. This proved that the concept of Agenda Setting Research, which really shows that media or communication channels shape people minds or public perception by covering the issues or ideas, especially those issues or conflicts, which have no sense of newsworthy. Therefore, it can be said that those topics; issues or ideas, which have never been discussed in media or aired on communication channels so far have been proved to be irrelevant or less relevant for the citizens or for the public, regardless they have those issues or ideas have their own importance.

In the study under hand, the researchers tried their best to know how media (*Dawn & TNI*) portray the image of the PES (Rescue 1122) by covering emergency operations in different districts of Punjab or what was the specific agenda or mindset of media in portraying the image of the Service. Therefore, the agenda setting theory fits on the research under hand, and further clarifies the concepts of agenda setting pertaining to coverage of emergency operations in both of the said newspapers of Pakistan.

METHODOLOGY

The researchers adopted Content Analysis as methodology for this research. For the data analysis, the researchers used descriptive statistics to find out the quantity of the news coverage about Rescue 1122 in aforesaid leading Pakistani newspapers.

Data Analysis

Table 1. Comparative Distribution of News about Rescue 1122 from Jan 2011 to Dec 2011

| <i>Sr. No.</i> | <i>Category</i> | <i>Daily Dawn</i> | <i>Percentage</i> | <i>Daily The News International</i> | <i>Percentage</i> |
|----------------|-----------------|-------------------|-------------------|-------------------------------------|-------------------|
| 1 | Positive | 14 | 21.21 | 17 | 26.56 |
| 2 | Negative | 0 | | 1 | 100 |
| 3 | Neutral | 52 | 78.78 | 46 | 71.87 |
| | Total | 66 | | 64 | |

Table 1 shows that *Daily Dawn* given 21.21 % positive coverage and 78.78 % neutral coverage to Rescue 1122 in 2011, whereas *Daily The News International* given 26.56 % positive and 71.87 % neutral coverage in the same year.

Table 2. Comparative Distribution of News about Rescue 1122 from Jan 2012 to Dec 2012

| <i>Sr. No.</i> | <i>Category</i> | <i>Daily Dawn</i> | <i>Percentage</i> | <i>Daily The News International</i> | <i>Percentage</i> |
|----------------|-----------------|-------------------|-------------------|-------------------------------------|-------------------|
| 1 | Positive | 17 | 21.25 | 20 | 50 |
| 2 | Negative | 3 | 3.75 | 3 | 7.5 |
| 3 | Neutral | 60 | 75 | 17 | 42.5 |
| | Grand Total | 80 | | 40 | |

Table 2 shows that *Daily Dawn* gave 21.25 % positive; 3.75% negative and 75 % neutral coverage to positive coverage to Rescue 1122 activities or emergency operations in 2012, whereas *Daily TNI* gave 50 % positive; 7.5 % negative and 42.5 % neutral coverage to Rescue 1122 in the same year.

Table 3. Overall comparative distribution of News Coverage about Rescue 1122 from January 2011 to December 2012

| <i>Sr. No.</i> | <i>Category</i> | <i>Daily Dawn</i> | <i>Percentage</i> | <i>Daily The News International</i> | <i>Percentage</i> |
|----------------|-----------------|-------------------|-------------------|-------------------------------------|-------------------|
| 1 | Positive | 31 | 21.23 | 37 | 35.57 |
| 2 | Negative | 3 | 2.05 | 4 | 3.84 |
| 3 | Neutral | 112 | 76.71 | 63 | 60.57 |
| | Grand Total | 146 | | 104 | |

Table 3 indicates that *Daily Dawn* gave 21.23 % positive coverage; 2.05 % negative and 76.71 % neutral coverage to emergency operations/ events of Rescue 1122 in 2011-2012 as compared to *Daily TNI*, which gave 35.57 % positive; 3.84 negative and 60.57 neutral coverage to Rescue 1122 in corresponding period.

FINDINGS AND DISCUSSION

After collecting data and analyzing all the contents including press coverage about Rescue Services carried in leading Pakistani newspapers, the researchers have found several findings given in following fashion.

Daily *The News International* gave more positive & neutral coverage to Punjab Emergency Service (Rescue 1122) in 2011, as compared to Daily *Dawn*.

Daily *The News International* gave more positive & neutral coverage to Punjab Emergency Service (Rescue 1122) in 2012, as compared to Daily *Dawn*.

Likewise, Daily *Dawn* gave also positive & neutral coverage to Punjab Emergency Service (Rescue 1122), but the percentage could not be obtained as it was suggested in hypothesis.

One thing was found common that the tendency of both of the leading Pakistani English Newspapers remained positive towards Rescue 1122 in specified period.

Both of the newspapers focused on positive side and portrayed positive image of the Punjab Emergency Service and did not focus on negative side; therefore, the researcher found both of the leading newspapers did not portray Rescue 1122 negatively.

CONCLUSION

As the media portrays different things in different ways, similarly the Print Media of Pakistan is also presenting their viewpoint about the events and services. According to the All Pakistan Newspapers Society (APNS), Daily *Dawn* & Daily *TNI* is the leading English Newspapers of the country. In this context, the researchers selected the aforesaid newspapers to measure the coverage of Punjab Emergency Service (Rescue 1122). The study revealed that both newspapers portrayed the Emergency Service positively rather than negative, while the *TNI* has given more positive coverage than *Dawn*. The results showed that *The News International* is more progressive newspaper of the country towards the Government.

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