

Chairmen of Parents Teachers Councils and Community Involvement in Public Sector Schools of Khyber Pakhtunkhwa

Muhammad Nasir^{*}

RabiaTabassum^{**}

Mahr Muhammad SaeedAkhtar^{***}

ABSTRACT

Community participation in schools is necessary for quality of education because parents and the community can play a positive role in the improvement of quality of teaching. For this purpose, the Government of Pakistan and henceforth of Khyber Pakhtunkhwa ordered to form bodies such as Parents Teachers Councils (PTCs) in public sector schools for strengthening community participation in schools circa 1993. Chairmen who were elected by the parents of students headed these bodies. These Chairmen were responsible to keep a contact with the school and involve parents and communities there in. The objective of this study was to evaluate the performance of those Chairmen and their PTCs as to what extent they were participating and collaborating with public sector schools. Data were gathered through a questionnaire and analyzed by using Chi-square technique. It was found that in some cases Chairpersons were actively participating for improvement of schools, while in some other cases they were not successful in doing so. It is suggested that these Chairpersons should be encouraged in connecting schools and communities through public recognition and media.

Keywords: Parents teacherscouncils, Chairmen, Public sector schools, Community involvement, Recognition, Connecting schools and community

Introduction

In the past it was considered that only Teachers and Schools were responsible for all out academic and social development of students, and that parents and communities were bound only to admit their children in schools. Keeping this factor in their mind, parents and communities did not bother to keep contact with teachers and schools about academic and social behavior of their children. This perspective not only over burdened teachers, but also lowered the performance of children. After certain considerations it was felt that just like teachers, parents and communities should also share the responsibility for the bringing up of their children, such as helping their children in completion of school work at homes, in memorizing class work, in contacting teachers and schools for enquiring about academic position of their children, in participation of school functions and in helping deserving students and schools in the form of cash and kind. Such considerations were shared with parents and communities in most of the countries and it gave a very positive result. Now parents and communities were

* PhD, Assistant Professor, Faculty of Education, Northern University Nowshera
Email: worldeducators@gmail.com

** PhD, Associate Professor, Northern University Nowshera
Email: rabiatabassum17@yahoo.com

*** PhD, Professor, The Institute of Education & Research, University of the Punjab
Email: mahrsaeed@gmail.com Date of Receipt: 23/02/2014

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5. CONCLUSION

The main objective of the study was to scale the role and impact of interpersonal communication in agenda setting effects. The results helped to conclude that interpersonal communication enhances the effects and impact of the agenda setting on media users. The study overall strengthens the theoretical assumption of the agenda setting theory that interpersonal channel is augmented the effects. Interpersonal communication amplifies the effects when issue covered in media and the issue discussed among public is the same. The study further concluded that there is a difference in patterns of discussions among viewers on obtrusive and non-obtrusive issues, however, these discussion are subject to the importance and immediacy of the issue being presented in media for desiring some certain direction.

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49 percent viewers discussed the issue of memo gate rarely while about 8 percent did not discuss it; however, 43 percent viewers discussed the issue frequently. Despite wide coverage of the issue, the audiences did not discuss it very frequently.

4. DISCUSSION ON RESULTS

The results of this research project support the hypotheses and research questions posed by the researcher. Salience of media did increase with the frequency of interpersonal communication on the issues which report by the media. H1 of the study proved which says that interpersonal communication amplifies the agenda setting effects, however, another very significant outcome of the study was frequent discussions on some obtrusive issues; like energy crisis, law and order and corruption. Despite less coverage in the media, the viewers were discussed the issue of energy crisis frequently. It might be due to the obtrusive nature of the issue. The audiences discussed the issue of energy crisis significantly as 89 percent viewers discussed the issue (Figures 9 & 10). Despite placing the issue as fourth and sixth most covered issue in Geo and Express News respectively, the viewers discussed very frequently as everybody was suffering and facing great hardship due to severe shortfall of energy. The second most discussed issue among seven issues of the study was law and order which frequently discussed by 92 percent viewers (Figures 7 & 8). Since the issue was of personal and obtrusive nature, the people did experience it directly. According to media salience this issue covered as the second most important issue and the viewers placed this in first position in interpersonal communication, therefore, our second hypothesis 'Interpersonal communication increase agenda setting effects in obtrusive issues more than the unobtrusive issues' has been proved true. The issue of corruption was another obtrusive issue in this research project. Everybody has been facing the issue of corruption in every segment and at every level of the society; therefore, this issue becomes obtrusive in nature. 69 percent audiences discussed the issue frequently as shown in Figures, 13 & 14. Democratic process, memo gate, Pak-US relations and National Reconciliation ordinance (NRO) were unobtrusive issues and these issues did not discuss regularly and frequently, however, these issues were remained prominent and significant. The reason of the significance of these unobtrusive issues might be the availability of comparatively vibrant and transparent media and especially in shape of cable news channels. The other reason of the public's interest in the politics might be the restoration of democracy and back to back general elections in the country. The issue of Pak-US relation was extensively covered by the media in recent years; however, it has been discussed by 48 percent viewers by using their informal and interpersonal channels. In spite being third most covered issue by these channels, the people did not discuss it frequently as it was unobtrusive issue (Figures 11 & 12). On the same pattern, the issue of memo gate was remained less discussed issue among public. 43 percent viewers did discuss the issue frequently while more than 49 percent rarely discussed it.

As clear from the figures above, almost half 48 percent of the viewers did discuss the issue of Pak-US relations frequently while 45 percent viewers did discuss the issue rarely. Pak-US relations was remained the third most covered issue on both the channels among the seven issues.

3.8 VIEWERS' DISCUSSION ON THE ISSUE OF CORRUPTION

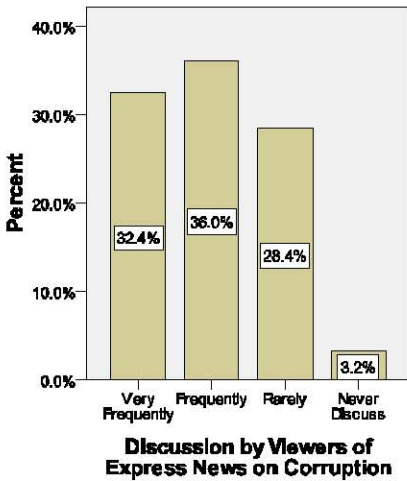


Figure 13

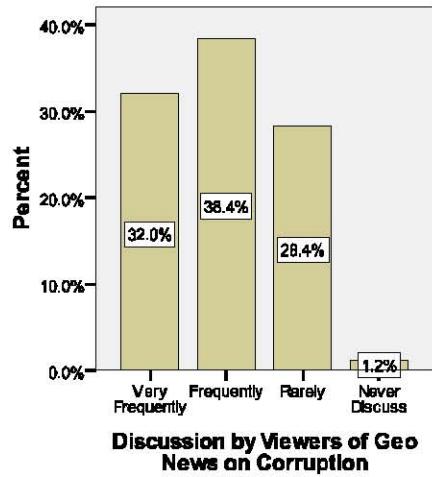


Figure 14

The issue of corruption has been discussed frequently by the viewers of both the channels as evident from the above figures. 69 percent viewers did discuss the issue frequently. The issue was also remained among top three in terms of time duration given by the channels. About 2 percent viewers did not discuss the issue.

3.9 VIEWERS' DISCUSSION ON THE ISSUE OF MEMO GATE

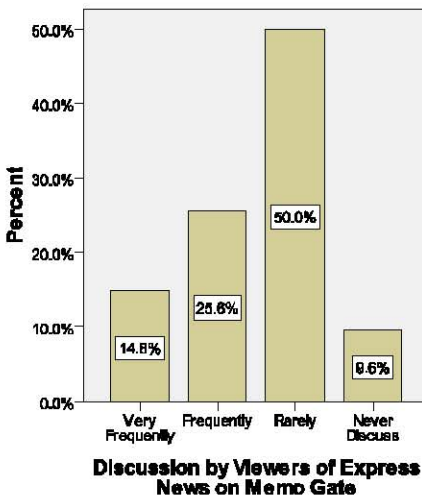


Figure 13

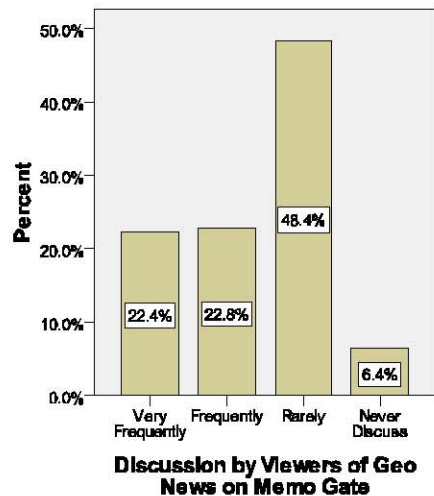


Figure 14

Majority (92 Percent) viewers of both the news channels did discuss the issue of law and order frequently as depicted in the above figures. Since the issue is an obtrusive one, the viewers did discuss it frequently.

3.6 VIEWERS' DISCUSSION ON THE ISSUE OF ENERGY CRISIS

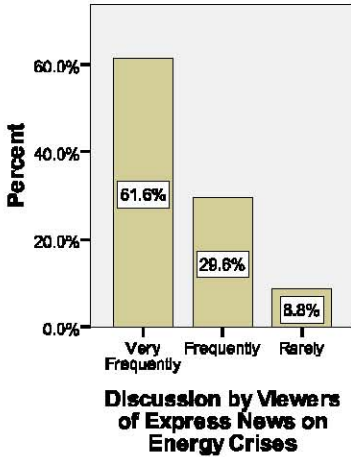


Figure 9

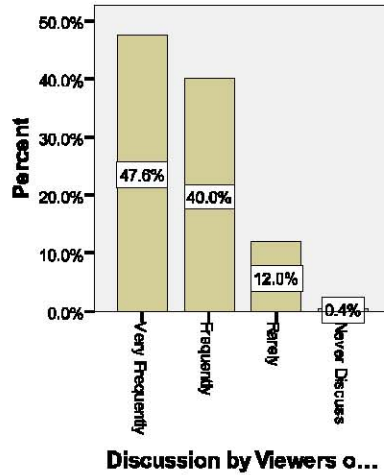


Figure 10

Energy crisis was another frequently discussed issue among the understudied seven issues. Being an obtrusive nature, viewers discussed it regularly and frequently as evident from the above figures. Both the channels placed this issue at position five, while people rated it as more important. About 89 percent viewers of both the channels were discussed the issue depicted above.

3.7 VIEWERS' DISCUSSION ON THE ISSUE OF PAK-US RELATIONS

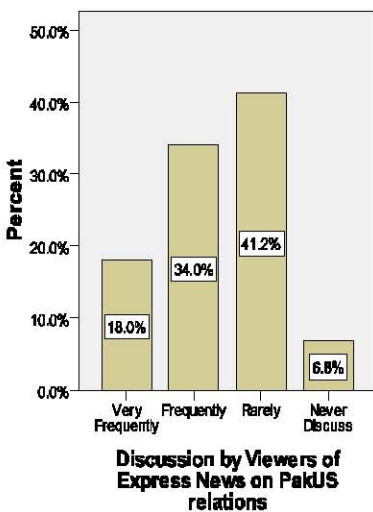


Figure 11

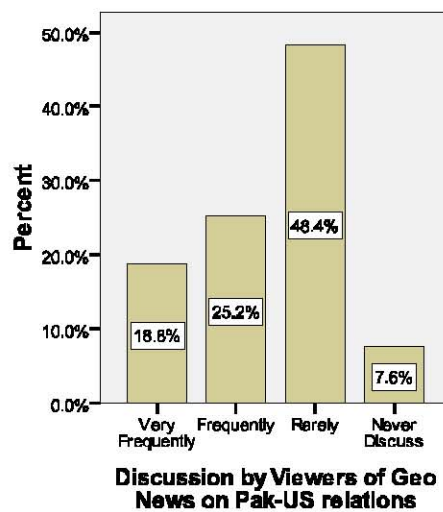


Figure 12

3.4 VIEWERS' DISCUSSION ON THE ISSUE OF NATIONAL RECONCILIATION ORDINANCE

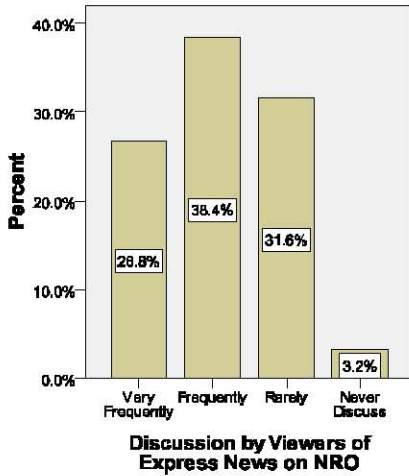


Figure 5

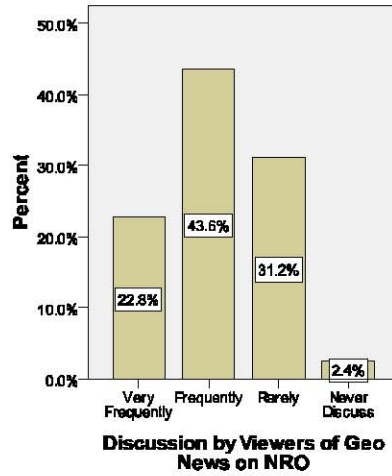


Figure 6

The outcome of the survey again shows great similarities in the patterns of interpersonal communication on the issue of National Reconciliation Ordinance. 66 percent viewers of Geo News while 67 percent viewers of Express News were discussed the issue of NRO frequently. 31 percent viewers discussed the issue rarely. The audiences who never discussed the issue were remained less than four percent.

3.5 VIEWERS' DISCUSSION ON THE ISSUE OF LAW AND ORDER

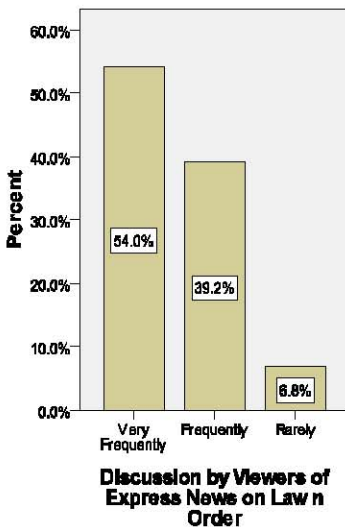


Figure 7

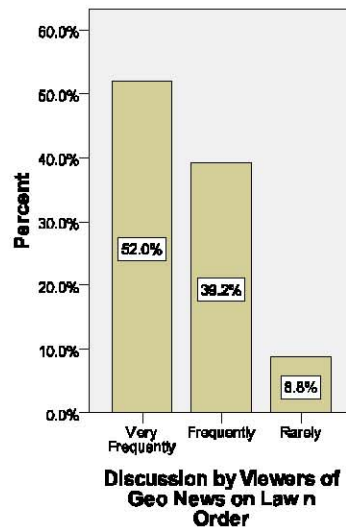


Figure 8

Geo News channel covered 1297 news stories on seven issues in talk shows and news bulletins at 10.00 pm and 9.00 pm respectively. As apparent in the figure 2, the largest coverage has been given to the issue of democratic process by sparing 30 percent stories. Quite similar to the Express News, the second most covered news issue was law and order. The issue grabbed 21 percent coverage during the study period. Third most covered issue was Pak-US relations which received 13 percent news stories of the total coverage. 10 percent coverage is given to the issue of corruption which placed at position four among seven. Geo News covered the issue of Energy Crisis by devoting 9 percent news stories and placed at number five. Figure 2 above depicted that the issue of NRO remained on position sixth having 9 percent score of news items. The channel placed the issue of memo gate as the least important issue by giving eight percent coverage.

3.3 VIEWERS' DISCUSSION ON THE ISSUE OF DEMOCRATIC PROCESS

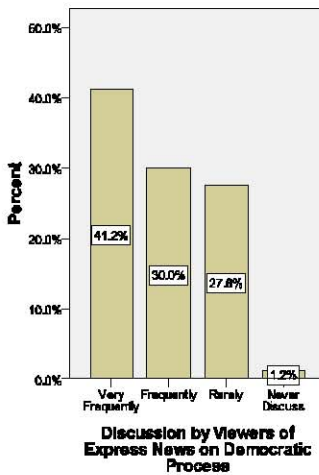


Figure 3

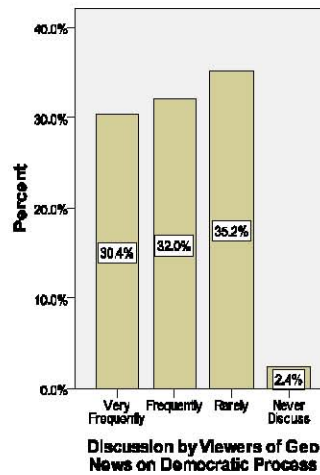


Figure 4

As evident from the above figures that viewers discussed the issue of democratic process frequently. The channel also gave a huge coverage to the issue by devoting about 30 percent coverage of the total coverage of seven issues. About 67 percent of the viewers of both the channels did discuss the issue frequently while about 31 percent discussed the issue rarely. There have been great similarities in the patterns of discussion of the issue among the viewers of both the channels.

3. FINDINGS

3.1 COVERAGE OF ISSUES BY EXPRESS NEWS

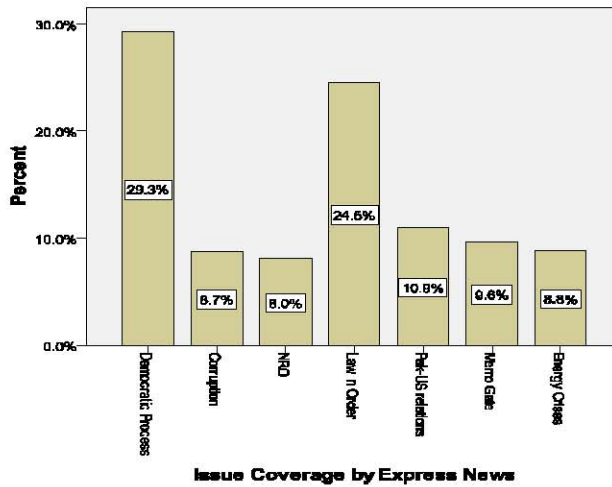


Figure 1

Express News broadcast 1143 stories on seven issues of the study during the period of one year. The channel gave largest coverage (29 percent) to the issue of democratic process in bulletins and talk shows. The issue of law and order was remained the second most covered (24 percent) news issue stories as apparent in the figure above. The third position was spared for the issue of Pak-US relations with 11 percent coverage. The issue of memo gate remained at position four with 10 percent news stories. The issue of energy crisis grabbed 9 percent coverage of the total coverage and was placed at position five among seven issues. The figure-1 above shows that the issue of corruption had nine percent of the total coverage and placed at six among seven issues. The issue of NRO with eight percent coverage was remained as the least covered issue.

3.2 COVERAGE OF ISSUES BY GEO NEWS

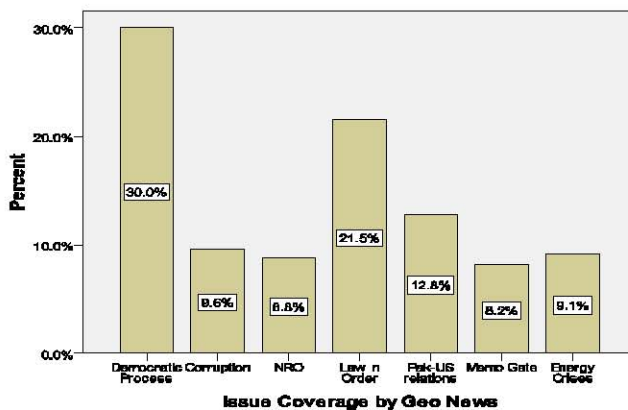


Figure 2

corruption at lower level, environment, price hike etc. On the other hand, people do not experience unobtrusive issues and do not suffer from these issues directly like democratic process, armed race, foreign policy, Presidential election etc. On the basis of review of previous literature, following two hypotheses were posed:-

H1. Interpersonal communication amplifies the agenda setting effects.

H2. Interpersonal communication increase agenda setting effects in obtrusive more than the unobtrusive issues.

2. RESEARCH METHODOLOGY

Mix methods (content and survey) were designed to evaluate the relationship between media and public agendas. For the purpose, two mainstream Urdu news channels Geo and Express News have been selected. News bulletins and talk shows of these channels at 9 p.m. and 10 p.m. respectively were chosen for sampling purposes of content. One year study period started from October 2011 to September 2012. The rationale for selection of these cable channels was the popularity and wide acceptance news channels¹⁸. Both these elite channels have the capability to build and rebuild the public opinion through their presentations. Two big publication groups; Jang group and Express group are running these channels. Prime time talk shows 'Kal Tak' and 'Aaj Khan Kay Saath' of Express News and Geo News were selected respectively. For the first sample, 156 talk shows (Monday, Wednesday and Friday of every week) were selected for Geo News while on the same pattern, 156 talk shows were selected on alternate days (Tuesday, Thursday and Saturday of every week) of Express News. For the second sample of the content analysis, news bulletins of prime time at 9 p.m. were selected. 156 each news bulletins were available to tap the media salience as a second sample of the content analysis. Altogether, 312 talk shows while the same numbers of bulletins were on hand for analysis. 500 viewers (250 for each channel) who were living and having cable connections surveyed through a closed ended questionnaire. 25 questionnaires each were distributed among 20 different sectors of the city except commercial areas. To avoid any ambiguity and misunderstanding on the questionnaire's responses, data was collected in face to face meeting. The stories telecast during the study period of one year in both news bulletins and talk shows were counted and correlated with the responses of the viewers on the issues. However, for a common understanding on media agenda, the duration of the issues given by the channels was also calculated in minutes. Agenda setting was the main theory applied in this study; however, priming theory was also applied to look into the media priorities of some issues.

McCombs¹⁹ of the view that:

The nine major news sources used by these voters were also content analyzed. This included five local and national newspapers, two television networks and two news magazines. The rank order of issues on the media agenda was determined by the number of news stories devoted to each issue in recent weeks. Although this was not the very first time that survey research had been combined with content analysis to assess the effects of specific media content, their tandem use to measure the effects of mass communication was rare at that time. (Email reply)