# TABLE OF CONTENTS

**Volume 1 Issue 1 June 2015**

- About the Journal (introduction, aims and scope, review process)  
  - i
- Editorial Team  
  - ii
- Journal Policies and Guidelines  
  - iii

## Editorial Contribution:

- The Causes and Prevention of Suicide Attempts in Southern Punjab Pakistan:  
  - 1-16
- The Normative Role of Media  
  - Ghulam Shabir, Shafaq Manzoor, Ghulam Safdar

## Other Contributions:

- Impact of Partner Fit and Conflict Management on Alliance Performance in Indonesian Construction Companies  
  - 17-26
- The Influence of the Creative Power of Love on Shelley’s Idealism  
  - Saman Salah, Yus’Aiman Jusoh Yusoff
- Impact of Loneliness and Locus of Control on Depression of Elderly:  
  - 37-46
- The moderating Role of religiosity in Punjab, Pakistan  
  - Fatima Khurram Bukhari, Yahaya Bin Mahamood, Zarina Binti Mat Saad
- Pakistani Newspapers on Peace Talks with Tahrik e Taliban Pakistan  
  - 47-60
- Muhammad Sohaib Subhani, Rooh ul Amin Khan, Khalid Sultan
ABOUT JOURNAL

Introduction
Journal of Business and Social Review in Emerging Economies ISSN: 2519-089X; Online: 2519-0326 is a bi-annual research journal published by Center for Sustainability Research and Consultancy Pakistan. The journal is independently managed by the editorial board comprising of distinguished research scholars from eminent universities and research institutes. The journal aims to cover topics and issues in various sub-areas of business, social and behavioral sciences in context of emerging and developing economies. Purpose is to highlight the theoretical and practical issues faced by businesses and society in these countries. The journal specially welcomes submissions which cover the topical areas related to sustainable business and society in emerging and developing economies.

Aims and Scope
Issues of sustainable development are mainly interwoven into the business markets and social fabric of developing countries. With this background JBSEE aims to be a forum for discussion of high impact research in emerging economies covering various sub areas of business, social and behavioral sciences. The journal is open to both academicians and practitioners in its subject areas. The journal covers a wide range of areas in business, social and behavioral sciences. It considers articles written in all areas of business, arts, humanities, behavioral sciences in emerging economies including but not limited to management sciences, psychology, sociology, media studies, linguistics, literature, history. The journal also covers behavioral aspects of business policy and practices in emerging economies relating to entrepreneurship, marketing, strategic management, organizational behavior, international business and ethics.

Review Process
All papers submitted to JBSEE undergo various steps of rigorous double blind review process by which both reviewer and author are not disclosed each other’s identity to ensure independent review and avoid any conflict of interests. In order to meet growing requirement by authors for an efficient review and publication, the journal has taken appropriate measures to speed up the process yet without compromising on the quality of publication. First step is desk review whereby a paper is screened by the chief editor himself and/or assigned to editorial board. This normally takes 15-20 days after submission of the paper in order to check similarity score, appropriateness of the study with journal scope and objectives. Email is sent to the corresponding author regarding decision of this initial screening usually within a month. After a paper goes through initial screening successfully, the paper undergoes review process by the peers, in second step, by which it is sent to two reviewers who are experienced academics in the area of research the paper focuses on. These reviewers make comments on originality, contribution, appropriateness of flow of discussion and references cited in the study. After this step, review reports are sent to all authors of the paper with a letter of acceptance conditioned to fulfillment of revisions in due time or rejection/excuse. This step usually takes another 30-45 days. The third step is about sending revised copy to the copy editors who look at proofreading and editing of the paper and their report is sent to the corresponding author as well. Authors are requested to submit the proofread and edited copy of the paper within 1-3 weeks after which paper is sent for production. Print copy is sent to corresponding author on request after publication. The journal has introduced early online production system by which the advance copy of paper is published and available online before the hardcopy publication.
EDITORIAL TEAM

Editor In Chief
Assoc Prof Dr Abdul Halim Abdul Majid
School of Business Management, Universiti Utara Malaysia
ahalim@uum.edu.my

Managing Editor
Prof Dr Ghulam Shabir
The Islamia University of Bahawalpur Pakistan
ghulam.shabir@iub.edu.pk

Associate Editors
1. Prof. Dr. Muhammad Ijaz Latif
   The Islamia University of Bahawalpur, Pakistan
   ijaz.latif@iub.edu.pk
2. Prof Dr Noor Azniza Bt Ishak
   Universiti Utara Malaysia
   noorazniza@uum.edu.my
3. Dr Muhammad Amsal Sahban
   STIM Lasharan Jaya Institute Indonesia
   amsalsahban@gmail.com

Editorial Board
Prof. Dr. Abdul Wajid Rana, Lahore School of Economics, Pakistan.
Prof. Dr. Ruswiati Suryasaputra, Universitas Wijaya Kusuma Surabaya Indonesia.
Prof. Dr. Mohd Noor Mohd Sahrriff, Universiti Utara Malaysia.
Prof. Dr. Norshuhada Shuratuddin, Universiti Utara Malaysia.
Prof. Dr. Raja Suzana Raja Kasim, Universiti Malaysia Kelantan Malaysia.
Prof. Dr. Cornelia Pop, Babes-Bolyai University Romania.
Prof. Dr. José G. Vargas-Hernández, University of Guadalajara Mexico.
Prof. Dr. Maria Alejandra Gonzalez-Perez, Universidad EAFIT Colombia.
Prof. Dr. Arkadiusz Mironko, Rutgers University, New Jersey USA.
Prof. Dr. Anayo Dominic Nkamnebe, Nnamdi Azikiwe University Nigeria.
Prof. Dr. D. E. Laouisset, Nottingham Business School, UK.
Prof. Dr. Mauricio Garita, Universidad Rafael Landivar Guatemala.
Assoc. Prof. Dr. Johanan Zamilpa, University of Guanajuato Mexico.
Assoc. Prof. Dr. Małgorzata Bartosik-Purgat, Poznan University Poland.
Assoc. Prof. Dr. Rana Dilshad, Bahauddin Zakariya University Multan Pakistan.
Assoc Prof Dr Jose E. Munoz, Point Loma Nazarene University California USA.
Assoc. Prof. Dr. Vasyl Taras, University of North Carolina at Greensboro, USA.
Assoc. Prof. Dr. Noman Ahmad Abbasi, Bahauddin Zakariya University Multan Pakistan.
Assoc. Prof. Dr. Silvia Testarmata, Università degli Studi Niccolò Cusano Rome, Italy.
Assoc. Prof. Dr. Artee Aggrawal, Amity University Navi Mumbai, India.
Assoc. Prof. Dr. Barbara Jankowska, Poznan University of Economics and Business Poland.
Assoc. Prof. Dr. Ernesto Tavoletti, University of Macerata Italy.
Assoc. Prof. Dr. Sara Poggesi, University of Rome Tor Vergata Italy.
Assoc. Prof. Dr. Shankar Chelliah, School of Management Universiti Sains Malaysia.
Asst. Prof. Dr. Aasma Safdar, Bahauddin Zakariya University Multan Pakistan.
Asst. Prof. Dr. Omer Faruk Genc, Abdullah Gül University, Kayseri, Turkey.
Asst. Prof. Dr. Pawel Bryla, University of Lodz Poland.
Asst. Prof. Dr. Anju Mehta, University of North Carolina at Greensboro USA.
Asst. Prof. Dr. Khawaja Khalid Mehmood, Bahauddin Zakariya University Multan, Pakistan.
Asst. Prof. Dr. Husnul Amin, International Islamic University Islamabad Pakistan.
Asst. Prof. Dr. Sehar-un-Nisa Hassan, NUST Islamabad Pakistan.
Dr. Diana Bank Weinberg, Berlin School of Economics and law (HWR), Germany.
Dr. Muhammad Haroon Hafeez, Bahauddin Zakariya University Multan Pakistan.
Dr. Waheed Asghar, Technical Education and Vocational Training Authority Punjab Pakistan.
Dr. Otega Okinono, Delta State University, Nigeria.
Dr. Muhammad Rizwan, Middlesex University Business School, London.

Editorial and Technical Assistant
Sobia Nasir.
Research and IT Executive.
sobia@globalcsrc.org

Published By: CSRC Publishing, Center for Sustainability Research and Consultancy Pakistan
1st Floor, Naseer Building No 581
Outside Pakgate, Multan 60000
Punjab, Pakistan.
www.globalcsrc.org
Phone (Office): +92 (0) 61-6771432
info@globalcsrc.org

Editorial Policy and Job Description of the Editorial Board
Aside from providing prestige, the role of the editorial board is to advise and support the editor. Functions may include:
- Identifying new topics for commissioning special issues and advising on direction for the journal—giving feedback on past issues and making suggestions for both subject matter and potential authors
- Provide content by writing articles and occasional editorials reviews
- Approaching potential contributors
- Help to identify and suggest reviewers with expertise in the relevant area of a research paper and/or provide second opinions on papers (i.e. where there is a conflict between reviewers)
- To ensure the implementation of ethical guidelines envisaged by Committee on Publication Ethics (COPE).
- To identify and resolve conflict of interest using journal’s policy thereof.
- Identify appropriate conferences for editors to attend
- Endorse the journal to authors, readers and subscribers and encourage colleagues to submit their best work.
- To handle complaints/grievances by authors, reviewers or any other external and internal party.

Publishing Policy
CSRC Publishing is the publisher of JBSEE and assumes responsibility of all processes and activities necessary for print and online publishing of the content copy sent by the editorial board. CSRC Publishing or its management body bears no right to interfere in the nomination of editorial board and their role. Similarly, CSRC Publishing affirms to NO INTERVENTION policy in the
editorial process and activities thereof.

**Open Access & Copyright Policy**
The editorial board of JBSEE shares common vision with CSRC Publishing in providing unrestricted access to knowledge and education for all and thereby follows OPEN ACCESS POLICY to showcase its content.

JBSEE adheres to Creative Commons Attribution-Non Commercial-Share Alike 4.0 International License. The authors submitting and publishing in JBSEE agree to the copyright policy under creative common license 4.0 (Attribution-Non Commercial-Share Alike 4.0 International). Under this license, the authors published in JBSEE let others remix, tweak, and build upon their work non-commercially. All other authors using the content of JBSEE are required to cite author(s) and publisher in their work.

**Ethical Guidelines**
The JBSEE follows ethical guidelines by Committee on Publication Ethics (COPE). Both the publisher and the editorial board of JBSEE affirm to comply with and ensure ethical considerations in submission, review, conflict of interest, disclosure and publication process as underlined by COPE declaration on publication ethics and conflict of interest.

**Complaint Procedures**
In order to ensure customer centricity, implementation of ethical guidelines and ensure transparency of editorial and publishing process, the editorial board and CSRC Publishing have taken appropriate measures. In order to ensure that complaints and grievances by authors, reviewers, editorial or any external and internal body are resolved in a transparent manner, two members of the editorial board are nominated to be part of Complaint/Grievances Committee who can be contacted for any complaints or concerns related to submission, review, conflict of interest and publication process. This committee is responsible to acknowledge all such complaints by email and setup the hearing and resolve of the issue within 30-45 days of receipt of the complaint.

Assoc. Prof. Dr. Vasyl Taras, University of North Carolina at Greensboro, USA.
Email: v_taras@uncg.edu
Dr. Waheed Asghar, Technical Education and Vocational Training Authority Punjab Pakistan.
Email: waheedasgharpk@gmail.com

**Article Processing Charges**
In order to maintain academic independence of JBSEE, the editorial board has decided to charge NO FEE for submission and publication of articles (No Article Processing Charges). The journal is independently and voluntarily managed by the editorial board whose members are academic staff from renowned institutions. The business model is based on free publication facility by the publisher, CSRC Publishing, Center for Sustainability Research and Consultancy. The language editing and proofreading may be required by the journal editorial for the papers accepted for publication after independent review process. The publisher may charge for language editing and proofreading service to cover part of the publication cost. The authors, however, are not restricted to use CSRC Language Editing Service and rather may opt to use other professional services.
The Causes and Prevention of Suicide Attempts in Southern Punjab Pakistan: The Normative Role of Media

1Ghulam Shabir, 2Shafaq Manzoor, 3Ghulam Safdar

1Professor, Department of Media Studies The Islamia University Bahawalpur, Pakistan ghulam.shabir@iub.edu.pk
2Lecturer, Department of Media Studies, The Islamia University of Bahawalpur, Pakistan faanrao@gmail.com
3Ph.D Scholar, Department of Media Studies, The Islamia University of Bahawalpur, Pakistan safdarsting@gmail.com

ARTICLE DETAILS

ABSTRACT

Objective: This study is an effort to know the causes of suicide attempts and to know as how media can play a role in preventing such attempts. The literature review shows that media coverage of suicide attempt cases effects teenagers more negatively as compared to the elders. Studies also show that teenagers also copycat the suicide attempts made by the celebrities. It is not the only factor. Because the contagious suicide is not confined just to exposure of media, but attempters who personally know such people who have attempted suicide are more inclined to copy this tragic phenomenon.

Methodology: The theoretical framework of this study is based on the work of Emile Durkheim. Purposive sampling technique was used to collect data from survival of suicide attempts. (Sample Size: 50).

Results: The result show that there are several reasons for committing suicide in southern Punjab such as parental conflict, failure in love, price hike, corruption and worse law & order situation prevailing in the country.

Implications: In light of findings of the study, it is suggested that professional help and counseling techniques can be helpful for attempters. Media can play a vital role in this regard by careful coverage of suicide attempts cases.

© 2015 The authors, under a Creative Commons Attribution-NonCommercial 4.0
1. Introduction

Suicide is a tragic phenomenon of a society. Suicide is a worldwide observed fact. Its existence has motivated many social scientists of the world to know the causes and prevent individuals from dying before fatal or natural death. In fact suicide Pheromone is far more understandable than people think. Pains mixed with guilt, anger and regret make for a bitter drink, the taste of which takes many months or even years to wash out of some months. (Camus 1945).

Suicide exists in numerous forms with many reasons and factors associated with different kinds of people. Although the history of suicide is very old but the term suicide, refers to the self-destructive behaviors, thoughts, feelings etc. And the suicidology can be defined as “The scientific study of suicide and suicide prevention.” Suicidology includes not only completed studies and nonfatal attempted suicide but also partial self-destruction suicidal gestures and ideation, par suicide (Kreitman 1977).

Moreover suicidology means deliberate self-harm, self-mutilation and a panorama of related self-destructive behaviors and attitudes (Maris 1992) so suicidology can be defined as the scientific study of suicide and suicide prevention. (Shneidman, 1993). There are many differences between completed suicides and non-fatal suicide attempts. Some of these include the method used the number of suicide attempts, sex, age, the site of self-injury, interpersonal dynamics, leaving a suicide note, physical health and social isolation. The term fatal refers successful attempter to achieve death’s goal through suicide where as non-fatal means survivors who do not die due to attempt but they survive for treatment.

The word suicide in English and other languages coined self-murder (er) and suicide first used by Thomas Browne in 17th century. The French nation accepted the word in 18th century. Suicide is defined as an act of intentionally terminating one’s own life. A suicide attempt should possess the following characteristics presence of intent to die, self-initiated injurious behavior or deliberate self-harm. Completed suicides refers to suicide of individual who have actually died by their own hands. They are beyond to any therapy. Non-Fatal Suicide Attempters includes suicide or someone who intentionally injures himself / herself but does not die and thus is available for treatment. (Carrollelal, 1996).

1.1 History of Suicide

The history of sociology of suicide form Durkheim to pescosilido including Henery and Shorts, Gibbs and Martin Duglous, Marriss Philips and stack with some focus on Egoistic, altruistic, fatalistic suicide and anomic suicide. There is a preview of historical context of suicide by dividing it into different ages or Periods.

Suicide may simply be referred to as a heinous act of “self-killing”. The act of suicide has some deeply engraved history dating back to as early as the human civilization began. The act of suicide may be categorized into egoistic to fatalistic suicide as according to the father of sociology Emile Durkhime (Le Suicide in 1987). However, it is noteworthy that act of suicide is detested in all parts of the world irrespective to the caste creed colour, race or religion.

In a nutshell the sheer reason for people committing suicide is “frustration” and depression. However the act of suicide may be subjective to any particular situation which may have some different reasons. In ancient Rome, worriers considered their defeat in a battle as immense disgrace and would rather die than to live a disgraceful life. This act would be regarded as an act of bravery and was highly appreciated which instigated people to follow the ritual and hence “suicide” was practiced in Rome to a great level. This giving it the name, “Roman death”. Another reason for suicide may be subjected only to women who might give up their life for the fear of losing their dignity and being raped. This was also not despised and accepted, though reluctantly, by the Christian doctrine. Soldiers putting forth their lives for
their country were also voluntarily allowing themselves to die, but the fact that it was a selfless act made it appreciable.

Talking with respect to the Christian doctrine, suicide is completely a sinful act and the subject is to be highly punished in life hereafter as their holy book states, “they shall not kill”. Going against the religious obligations was completely abhorred and so certain steps were taken to eliminate the concept of suicide from naïve minds. The trend of suicide is quite highlighted among lovers. In case of failure of their love couples usually opt for this option. These notions had been highly promoted by literature and particularly drama with tragic streak. Different methods of suicide can be observed including poison, self stabbing, throat staying, jumping off from a height, drowning and hanging one’s own self. In early ages, suicides were committed by people were by hanging because this way the noose would make a person choke so bad that one should have no last moment repentance.

Suicide is considered as a violation of natural law and no man has the right to take the matter of life and death in his own hands. Now a days a mild from of suicide in the form of “drugs” is to be seen which can also be referred to as slow death which serves the same purpose though at a comparatively slower pace.

1.2 A Brief History of Suicide in Indo-Pak Subcontinent

The Indian sub-continental comprises eight countries. India, Pakistan, Bangladesh, Nepal, Sri Lanka, Afghanistan, Bhutan and the Maldives and a collective population of more than 1.3 billion people. 10% of the world’s suicides (more than 100,000 people) take place in just three of these countries, Viz India, Sri Lanka and Pakistan. There is very little information on suicides from the other four countries. This area of the world faces socio-economic problems, meager resources and stigmatization of mental illness and interpersonal relationship. So these problems are challenges to mental health professionals, policy makers, media and governments of these countries.

1.3 Suicide in India

Suicide in India is slightly above world rate. Of the half million people reported to die by suicide world wide every year, 20% are Indians. In the last two decades, the suicide rate has increased from 7.9 to 10.3 per 100,000 with very high.

1.4 Age and Suicide in India

The Plurality of suicide 37.8% in India are by those below the age of 30 years, and 71% of suicide in India are by person below the age of 44 years.

1.5 Domestic violence and suicide in India

There was a 64% correlation between domestic violence of women and suicidal ideation, and domestic violence was also found to be a major risk factor for suicide in a study in Bangalore.

1.6 Methods of Suicide in India

Poisoning (36.8%) hanging (32.1%) and self-immolation (7.9%) were the common methods used to commit suicide.

1.7 Suicide in Pakistan

Suicide in Pakistan has been a long-term social issue and is a common cause of unnatural death. Incidents of suicide are often reported in the press and newspapers throughout the country as well as by several non-governmental organizations. However, diagnosing and covering suicide cases has generally been difficult in the local culture due to a number of social stigmas and legal issues that bind problem;
given that suicide is prohibited in Islam, there are various obstacles which come along in openly discussing the phenomenon in Pakistan, a predominantly Muslim country. Suicide is considered a criminal offence.

One analysis of suicide reports, based over a period of two years, showed over 300 suicidal deaths in Pakistan from 35 different cities. The findings showed that men outnumber women by 2:1 and that the majority of men who commit suicide tend to be unmarried; the trend for women, however, is the opposite. Research also indicated that the majority of subjects were under the age of 30 and that "domestic problems" are the main reason stated for suicide. These include unemployment, health issues, poverty, homelessness, family disputes, depression and a range of social pressures. Hanging, use of insecticides and firearms are the most common methods for carrying out suicide in Pakistan.

1.8 Epidemiology of suicide in Pakistan: determining rates in six cities
In recent years suicide has become a major public health problem in Pakistan. Despite this there are no official statistics on suicide and national rates are unknown. To determine rates we carried out an analysis of suicide reports from six cities in Pakistan. Rates vary from 0.43/100,000 in Peshawar to 2.86/100,000 in Rawalpindi. Rates for men are consistently higher than women; highest rates for men were 7.06/100,000 between the ages 20-40 years in Larkana, Sindh province. Given the legal, socio-cultural, and religious stigma of suicides in Pakistan, we believe these figures to be an underestimate.

1.9 The Southern Punjab Region and Suicide
The southernmost region of Punjab includes districts of Bahawalpur, Multan, Rahimyar Khan, Dera Ghazi Khan, Bahawalnagar, Rajanpur and Layyah. Unlike other areas of mainland Punjab where Punjabi speaking are dominant and native, the demographic make-up of Southern Punjab has historically been made up of mainly Seraiki speaking people.

1.10 Socio Economic State of the Southern Punjab Region
The region of Southern Punjab seems to be marked by various economic, social and developmental problems. The region has often attracted the attention of various developmental economists and political scientists. Regarding the situation of the region “Seraiki Waseb Developmental Organization” (SWADO) has formed a very valuable blog that tends to highlight the key issue and news of the region. An article on this site on the troubles of southern Punjab by the renowned professor Rasul Bakhsh Rais draws a clear picture as to what turmoil does the region’s population undergoes. Given the fact that the Southern Punjab region mainly comprises of an agrarian economy, a serious problem has been created for the majority of the landless peasants, where the powerful bureaucrats with their roots in central Punjab allotted hundreds and thousands of acres of land to their relatives, friends and people who could bribe. Such a situation erased all hope for the majority of the peasant population of owning any land and improving their already worsened economic state by getting the due share of their hard work. This continued to happen particularly in the regions of Cholistan and Thal (Layyah) worsening the state of the region up till now. From personal experience Rasul Bakhsh Rais states:

“Just visit any town, including Multan, the seat of some of the ruling families of the region: the dust, smog and litter will hit you in the face. You will see broken potholed roads, leaking sewage and constant construction under special programs by prime ministers, presidents and hordes of provincial and federal ministers from the region.”

The troubles of southern Punjab can be summed up as primarily arising because of feudalism, semi tribal social structure and monopoly of land owning families over political representation. As a consequence and hence as expected now the greatest number of poor, landless and miserable people live
in Southern Punjab. These are perfect conditions for alienation and ultimately driving people towards hopelessness and hence desperate actions ultimately.

2. Review of the Related Literature

Goethe introduced the term “Werther Effect" used in technical literature to specify and explain romantic suicide. David Philips (1974) coins the term "werther effect" for describing imitative suicide. Philips Cartensen and his colleagues suggest (1986) that “suicide and some other tragic incident seem to occur after a well Publicize coverage is given by media to those events including suicide”.

Generally, the greater the persuasion or longer the exposure to the stimulus, the more likely the copying is for example the more days of Front-Page coverage of suicide story in a major Newspaper higher the rise in suicide rate over the normal rate expected. The glorification, praise or otherwise rewarding of the original Stimulus suicide for example, after World War II, the suicide of defeated Army officers was seen in Japan to be heroic and dignified. The use of Suicide as a response of shame or as a social obligation may tend others in similar situations to copy this suicidal resolution to defeat or failure.

Philips & Cartensen (1986) say that teenagers are more likely than adults to imitate, stimulus suicides. A copycat suicide is defined as a suicide the people who commit it know about either from local knowledge or having exposure, of original suicide, on television or in other media. The well-known suicide serves as example and model. It is also referred as suicide contagion. It may spread through a school system, through a community or in case of well-known Celebrity. suicide wave nationally. It is also termed as suicide cluster. This is caused by the social learning of suicide, related behavior or "copycat suicides". Example of celebrities whose, suicides cause cluster suicide include the Japanese, Musician Singer Yukiko Okada, RuanLingyu and Marilyn Monroe, whose suicide was followed by an increase of 200 more suicide for that August Month. On December 17, 2012 the recent famous example of self-immolation of Mohammed Bouazizi, a Tunisian Street vendor, who Committed suicide, by sitting himself on fire. The act was highly appreciated and followed by several men who copied Bouazizisacr for Tunisian Revolution.

Khan (2009) finds that “It is interesting to note that contagious suicide is not confined just to exposure of media but people who know anyone, personally either a friend, work a colleague, relative who had committed suicide are 3.5 times more likely to follow and copy the same”. In many ways, Ernest Hemingway, the famous novelist is also a typical example, of the time having family tendency to commit suicide. The findings of Stockholm and oxford Universities describe that in the case of any relative, suicide in family the chance of increasing 8.3 times more likely to do so among young people. It prevails stronger how they conceive, and take affect and how this process spreaded quickly. Steven Stack (1987) says that copying suicide, might be related to the similarly in the stimulus and respondent suicides mental or physical health marital problems, age, gender or race. The suicide of Freddie Prinze The famous commodian was significantly associated with an increase in Youth suicide. It is also significant for subsequent male, suicide, but not for female suicide.

As suicide can be examine with Gender Perspective: A male and Female Perspective. 19th Century, Explanation for Gender differences in suicide says in men, these concerned business problems, losses, and ungratified ambition and so on, where as in woman for domestic, unhappiness, and disappointed love, loss of honor or Purity. Kushner (1989) says women found more protected from suicide by such virtues as being able to describe her Pain or Sharing of her Problems, having greater religious involvement and faith and relatively less economic depression she has taken in the Struggle for life".

Kammer and Sayless (1987) writes in Magazine Fast lane, which is for Today’s Man; "They Point out that male take pressure, to succeed and, on the other hand neither admit weakness nor seek help in most
cases. The social or individual pressures on men to have it all from the highly paid jobs to the luxurious cars and the beautiful wives. If failure to achieve this ideal. They may grow hopeless (whereas woman are allowed to be helpless) and, if man need 'help which they don't like to do they become weaker inner-self.

Warren Farrell (1988) writes that “Men feel pressure to win a woman through Performance and material Superiority; women even contribute and continue to sustain this pressure because they still like to attach the imagination of having a Man take care of them”. Hanauer (1989) says that “The Pressure faced by men is women's increasing independence, which make them more confused and fearful to express his sense of failure and helplessness to a strong and independent women he has sought to impress”.

On the other hand, career women who entered the workforce their suicide rate may increasing under the stress of dual careers (work and family - mothering). Neuringer (1982) described the importance of relationship and relatedness to others may provide a deep understanding of female suicidal behavior. Kaplan & Klein (1989) observed that woman vulnerability tend or tend to suicide may increases when her opportunity for developing and maintaining relationship is perceived as distorted and blocked. So the differences between males and females their tackling strategies to stress determine their suicidal behavior.

Pfeffer (1986) says suicide rate vary by age and marital status, single, married and divorced People males have higher suicide rates as they age. One worth mentioning aspect is also there in societies that children do commit suicide. In 1970, National center for Health Statistics NCHS officially reported suicide rates for children age 5 to 14. Below age 5, children may lack the conceptual understanding of death and thus, may not be able intend (suicide) die. Factors contributing to suicide among children include demographic e.g. gender and race home environment and family and also the psychological factors of individual child.


BemPored, Keller & Kelerman (1983) find that “usually suicidal children Parents have a higher rate of marital Conflicts, use of alcoholism and affective disorder”. Cohen-Sandler and Berman (1982) find that suicidal children feel a limited ability to find solutions to inter personal Problems not find alternatives and adopt new ideas or solutions to get rid from Panic life. Moreover the fantasy and imaginative approach among children due to exposure of literary stories and media exposure, contribute, a lot as Researches found that children imagine that they become, Angel or fary fly over on their funeral, their relative and friend would miss them and weep for them.

In 1950 to 1980 suicides frequency among adolescents and Young teenagers dramatically increased. Berman & Jobes (1991) writes the suicide rate for these groups tripled over a 30-years Period dating back to the mid 1950's by 1996; Suicide was the third leading cause of death for adolescents and young adults. Maris (1985) indicates the factors contributing to suicide among teen age group are increased in family mobility, social isolation, depressive disorder and availability of drugs, alcohol. King says (1997) that Stressful life events are also associated with attempted and completed suicide in adolescence.
Young one may have conflict with parents and they may also face difficulties with romantic relationship. Brent et al. (1983) in a study comparing life stress and suicide Participants Rich, Young and Fowler (1986) find that Separation and rejection was a more common cause for the Younger age group. King (1997) Stresses that People must try to understand teen suicidal behavior with in its social or environmental context because each suicidal adolescent has a unique life story. He describes that Young People, in every society may have their own-social Problems including Teen suicide. At the moment they choose or engage in suicidal behavior, they got suffering Frustration and depressive disorders. Throughout the life Span, Suicided behavior is almost associated with depressive disorders.

Depression is another factor related to suicide among middle age adults. Middle age as the age between 35 to 54 years. Peters, Kochanek & Murphy Quoted (1998) that in 1996 approximately 11, 578 middle age Person committed suicide. Stillion (1989) finds that Suicidal behaviour among middle aged has been that they suffer with shown depression and alcoholism. The negative life events generally associated with suicide in middle age including decling health, financial losses, reduced career opportunity interpersonal losses or death of love one/ spouse, or child. Adam & Streine (1982) says that the losses experienced by suicidal adults may include early parental loss through death, diverse or separation. Here it is also worth mentioning that suicide Phenomenon is also present in elderly People as well. Melntosh indicates (1992) suicide rates always have been and remain the highest among the elderly”. Advancing age also comes multiple losses (e.g. retirement, widowhood and memory loss Problem. For many People the sorrow of loneliness, financial Problems, declining health and depression. On the other hand longer lives come with both opportunities and challenges. A Gallup Poll (1992) survey shows that great majority of elders maintain personal goals want to lead active social life and are in regular contact with family members, even 9 in 10 enjoyed retirement to have fun with grand children.

3. Objectives of Study
Suicide is a tragic phenomenon of society. The World Health Organization reports that in the last 45 years suicide rate has increased by 62% worldwide. Suicide is among three leading causes of death for both man and woman. Now children are also committing suicide. Suicide and gender has close connotation as studies are founded on suicide. Suicide has two perspectives, male perspective and female perspective. On Geographical basis suicide may be divided into two Hemisphere, Western Hemisphere and Eastern Hemisphere. The study aims to find causes and Preventive measures and the Media Perspective. However, the study will find out causes and Prevention of suicide attempts in Pakistani society the area of study or universe will be southern Punjab and suggestive role of media to guide people that how to present the suicide reports and how to create awareness among people. How to present mental health programs on media as well as to suggest the government for making plans with the assistance of active media to relief people from this troublesome and panic act of suicide. The human right commission reports that in Pakistan more than 130people are committing suicide every month (Jang April 2011) and approximately the same number those whose attempts of suicide go fruitless and do not appear in Mass Media (Professor Mehdi Hassan, April 2011). So suicide rate must be reduced and that suicide poses a serious public issue to be taken under serious consideration.

4. Research Questions
- What are the causes of suicide attempts in Southern Punjab?
- How suicide attempts can be Prevented?
- What role media can play in Prevention of Suicide attempts?
- Is the media acting as a cause of copycat suicide attempts?
- Is the media playing positive role in prevention of suicide attempts?

5. Hypothesis of Study
H1: It is more likely that people belonging to lower SES are more inclined towards suicide attempts.
H2: It is more likely that people belonging to teenage group are more inclined towards suicide attempts.
H3: It is more likely that suiciders are depressed and dependent on some sort of drugs.
H4: It is more likely that male suicide ratio is more than woman.
H5: It is more likely that most suiciders attempting suicide belong to broken families and suffering parental conflicts along with other factors.
H6: It is more likely that those parents who have less education usually their children go for suicide attempts.
H7: It is more likely that those persons who are singles mostly go for suicide attempts as compared to married people.
H8: It is more likely that those people who have low education are more in ratio as compared to the highly educated.
H9: It is more likely that Media is also a cause of copycat suicide attempts.
H10: It is more likely that media is playing positive role in prevention of suicide attempts.

To find out the answers of above mentioned research questions and to test the hypotheses, the researcher has adopted the methodology of survey study. A Questionnaire having forty six items was administered. After the pretesting of the questionnaire, it was distributed among 50 respondents on the basis of purposive sampling.

6. Theoretical Framework
The purpose of searching a theoretical framework for a piece of research work is to find a safer place where the researcher could put his/her work so that that it is not strayed in the mass body of knowledge. The theoretical framework of this study is based upon work of French philosopher and social scientist Emilie Durkheim, who can be regarded as founder of sociology. With his concept to integration census disintegration he laid down the paradigm that dominates the study of self-killing to our days. In fact Durkheim consequently sticks to the relation between the social framework and man. According to Durkheim, society constrains individuals in two ways: by integrating and regulating them. If integration is too strong the individual may be inclined to sacrifice himself in behalf of the whole, but if the bond with society grew weaker and an excessive individualism dominates the individual, he suffers from disintegration and he may commit suicide. Durkheim also point out to religious differences and divergent family circumstances as the main variables according.

7. Research Methodology
To investigate the causes and prevention of suicide attempts in southern Punjab this research was conducted. Researcher investigated the normative role of media. This study was designed to explore the suicide phenomenon in detail. So keeping in view the nature and requirement of the study, survey method was adopted to explore the respondents perception on the different aspects of suicide. The word ‘survey’ is used most often to describe a method of gathering information from a sample of individuals (Scheuren, 1980).
Babbie (1992) writes “survey are chiefly used in studies that have individual people as the unit of analysis. Babbie also argues that it is the best method available to researcher for the collection of data to describe a population too large and its direct observation is not possible. Reinard (1994) define the term survey as, the process of looking at something in its entirety.

7.1 Research Design
The survey method is used to collect the data from the population empirically to test the hypothesis of the study. Survey technique provides the basic information about the attitude and behavior of the audience which effected by the mass media. For this purpose, the critics developed a questionnaire to get
the answer of the questions for a study. Similarly, the researcher developed a questionnaire and sented it to the target audience to determine their opinion and views about the topic.

Keeping in view the R/Q and hypothesis and the nature of study, the methodology of survey and In depth interviews were conducted with the sample of 50 people who are survivors of suicide attempts so they were selected on the basis of purposive sampling. The questionnaire having 46 items was administered and was distributed among the subjects (survivors) of suicide attempters. The data collected was analyzed through SPSS. The results were interpreted and presented in tables and figures. The researcher has provided the questionnaire case at the end of this thesis as per rule.

7.2 Population of Interest
Population is defined as the universe of events from which the sample is drawn (Reinard 1994). In this study the universe consisted of all the urban and rural area in southern Punjab where suicide attempts occurred frequently.

7.3 Sample
Sample is a subset that is taken to be the representative of entire population. (Wimma & Dominick). Sample is a representative of the total population. According to Babbie (1992) a sample is a special subject of a population observed for purpose of making inferences about the nature of the total population itself.

7.3.1 Purposive Sampling
It is sampling in which a researcher select’s those individuals / units who fulfill his / her purpose. But there should be purpose in sample. In this method subjects are selected on the basis of specific characters or qualities and eliminate those who fail to meet this criteria. Wimmer and Dominick (1987, P.72) write that purposive methods are used for collection of data from target population.

So keeping in view the R/Q, Hypothesis and the nature of study, the methodology of survey with purposive sampling and In depth interviews were conducted with the sample of 50 people who were survivors of suicide attempts in Southern Punjab. They were selected on the basis of purposive sampling.

7.4 Framing the Questions
In survey research, the key tool is questionnaire. A well planned questionnaire was developed on the basis of purposive sampling. The questionnaire having 46 items was administered and was distributed among the subject. (the survivors of suicide attempts in southern Punjab). The questionnaire was developed after studying previous researches during the literature review.

7.5 Data collection
The data was collected from hospitals, emergency units, burning units, and psychiatry wards, Daral Amman, Benazir Women Crises centers and through interpersonal communication with people who attempted suicide belong to rural areas and urban areas of different districts of the southern Punjab. The data collected was analyzed through SPSS. The results were interpreted in tables and figures. So after reviewing of literature,

7.6 Data Presentation

<table>
<thead>
<tr>
<th>Table 1: Association between Gender and Causes of Suicide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cause of committing suicide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cause of committing suicide</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1 shows the significant association between the gender and cause of committing suicide. The results proved that higher number of respondents were male who attempted suicide than that of the female respondents.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Personal Problems</th>
<th>Unemployment</th>
<th>Psychological disorder</th>
<th>Love failure</th>
<th>Low level of tolerance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td>Female</td>
<td>12</td>
<td>0</td>
<td>2</td>
<td>14</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>5</td>
<td>6</td>
<td>16</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 2: Association between Age and Causes of Suicide

<table>
<thead>
<tr>
<th>Age</th>
<th>Personal Problems</th>
<th>Unemployment</th>
<th>Psychological disorder</th>
<th>Love Failure</th>
<th>Low level of Tolerance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-25</td>
<td>15</td>
<td>4</td>
<td>4</td>
<td>10</td>
<td>2</td>
<td>35</td>
</tr>
<tr>
<td>26-35</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>6</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>36-45</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>5</td>
<td>6</td>
<td>16</td>
<td>3</td>
<td>50</td>
</tr>
</tbody>
</table>

The Table 2 shows association between the age and cause of committing suicide. The results proved that higher number of respondents were teenagers who attempted suicide than adults in the sample. Most of them did it due to failure in love and personal problems.

Table 3: Association between Father Education and Causes of Suicide

<table>
<thead>
<tr>
<th>Father education</th>
<th>Personal problems</th>
<th>Unemployment</th>
<th>Psychological Disorder</th>
<th>Love Failure</th>
<th>Low Level of Tolerance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>illiterate</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>middle</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>matric</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>14</td>
</tr>
<tr>
<td>inter</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>BA</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>MA</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>above</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>5</td>
<td>6</td>
<td>16</td>
<td>3</td>
<td>50</td>
</tr>
</tbody>
</table>

The Table 3 shows the association between the respondents’ parents’ education and cause of committing suicide. The results proved that the educational level of the fathers of the respondents was intermediate.
Table 4: Association between Father Income and Causes of Suicide

<table>
<thead>
<tr>
<th>Father Income</th>
<th>Personal Problems</th>
<th>Unemployment</th>
<th>Psychological Disorder</th>
<th>Love Failure</th>
<th>Low level of Tolerance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nill</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>10-20 Jan</td>
<td>8</td>
<td>1</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>21-30 Nov</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>0</td>
<td>4</td>
<td>8</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>5</td>
<td>6</td>
<td>16</td>
<td>3</td>
<td>50</td>
</tr>
</tbody>
</table>

The Table 4 shows the association between the respondents’ parents’ socio-economic status (SES) and cause of committing suicide. The results proved that high number of respondents were those whose fathers having income 1-30 thousand committed suicide.

Table 5 : Association between Mother Education and Causes of Suicide

<table>
<thead>
<tr>
<th>Mother Education</th>
<th>Personal problems</th>
<th>Unemployment</th>
<th>Psychological disorder</th>
<th>Love failure</th>
<th>Low level of tolerance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterate</td>
<td>9</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>middle</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>matric</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>inter</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>BA</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>MA</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>5</td>
<td>6</td>
<td>16</td>
<td>3</td>
<td>50</td>
</tr>
</tbody>
</table>

The Table 5 shows the association between the respondents’ parents’ education and cause of committing suicide. The results proved that higher number of respondents were those whose mothers were illiterate than those whose mothers were highly qualified. Most of them attempted suicide due to personal problems.

Table 6: Association between Mother Income and Causes of Suicide

<table>
<thead>
<tr>
<th>Cause of committing suicide</th>
<th>Personal Problems</th>
<th>Unemployment</th>
<th>Psychological Disorder</th>
<th>Love Failure</th>
<th>Low Level of Tolerance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

11
The Table 6 shows the association between the respondents’ parents’ socio-economic status (SES) and cause of committing suicide. The results proved that higher number of respondents were those whose mothers had no income while other were those whose mothers had income above than 30 thousand. Most of them did it due to failure in love and personal problems.

### Table 7: Association between Marital Status and Causes of Suicide

<table>
<thead>
<tr>
<th>Status</th>
<th>Personal Problems</th>
<th>Unemployment</th>
<th>Psychological Disorder</th>
<th>Love Failure</th>
<th>Low Level of Tolerance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Single</td>
<td>14</td>
<td>4</td>
<td>4</td>
<td>14</td>
<td>3</td>
<td>39</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20</strong></td>
<td><strong>5</strong></td>
<td><strong>6</strong></td>
<td><strong>16</strong></td>
<td><strong>3</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

The Table 7 shows the association between the respondents’ marital status and cause of committing suicide. The results proved that higher number of respondents who attempted suicide were single as compared to married ones. Most of them did it due to failure in love and personal problems.

### Table 8: Association between Respondents’ education and Causes of Suicide

<table>
<thead>
<tr>
<th>Education</th>
<th>Personal Problems</th>
<th>Unemployment</th>
<th>Psychological Disorder</th>
<th>Love Failure</th>
<th>Low Level of Tolerance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterate</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Middle</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Matric</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Inter</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>BA</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>MA</td>
<td>8</td>
<td>0</td>
<td>2</td>
<td>8</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>Above</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20</strong></td>
<td><strong>5</strong></td>
<td><strong>6</strong></td>
<td><strong>16</strong></td>
<td><strong>3</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

The Table 8 shows the association between the respondents’ education and cause of committing suicide. The results proved that higher number of respondents who attempted suicide had Masters’ level qualification. Most of them did it due to failure in love and personal problems.

### 7.7 Conclusions

Suicide is a tragic phenomenon of society. The World Health Organization reports that in the last 45 years suicide rate has increased by 62% worldwide. Suicide is among three leading causes of death for both man and woman. As the Human Right Commission reports say that in Pakistan more than 130
people are committing suicide in every month (Jang April 2011) this figure includes those attempts of suicide which appeared in Mass Media. Whereas similar number of such cases are not even reported.

The researcher has selected this topic to study the causes of suicide attempts in southern Punjab and also to know the role of media. In prevention of suicide attempts as this study was conducted to investigate the tragic phenomenon dealing with human lives. Suicide exists in numerous forms with many reasons and factors associated with different kind of people. It is a serious issue which intriguing social scientists to know the causes of suicide attempt so that the people should be prevented.

Suicide may simply be referred to as a heinous act of “self-killing”. The act of suicide has deeply engraved history dating back to as early as the human history. The act of suicide may be categorized into egoistic to fatalistic suicide (Emile Durkhime 1897). However, it is noteworthy that act of suicide is detested in all parts of the world irrespective to the caste, creed, colour, race or religion.

In ancient Rome, warriors considered their defeat in a battle field as immense disgrace and would rather preferred to die than to live a disgraceful life. This act would be regarded as an act of bravery, and instigated people to follow the ritual. This suicide may also understandable as egoistic suicide describe by Emile Durkheim (1897) later in his studies. Similarly soldiers putting forth their lives for their country and had been an appriciatable act in human history. It was given labeled as altruistic suicide for the sake of noble cause (Le Suicide 1897).

The trend of suicide is quite highlighted among lovers. In case of failure of their love, couples usually opt for this option. These notions had been highly promoted by literature and particularly drama with tragic streak. Different methods of suicide can be observed including poison, self stabbing, through gas and vapors, jumping of from height, drowning and hanging one’s own self.

The idea of suicide might seen intriguing to human nature particularly at the time of extreme anxiety and depression. In a nutshell the sheer reason for people committing suicide is frustration and depression, however, the act of suicide may be subjective to any particular situation which may have some different reason.

After review of literature this study hypothesized that ratio of suicide attempts is more in men, teenagers, educated singles, addicted, children of less educated, poor parents broken family etc. the answer of some questions was also sought such as what are the cases of suicide attempts and how media can play its role to prevent such attempts.

The causes and prevention of suicide attempts was a purposive based study the researcher wanted to check the causes of suicide attempts and prevention measure in southern Punjab so the researcher analyzed a questionnaire having forty six items was administered among 50 respondents on the basis of purposive sampling and in depth interviews were conducted.

The result shows that our first Hypothesis H1 stated that people belonging to lower economic status are more inclined towards suicide attempts. They study proved the hypothesis H1, Hypothesis H2, and H3,4,5,6,7, which proved that teen age male single ratio having lower SES suicide attempter are more than women. They remain depressed and also depended upon some sort of drugs. H8 of the research study is disapproved by findings which states that less educated ratio is more than educated because the result of the study proved that suicide phenomenon exists even more educated people having Master’s degree holders’ who attempted more than less educated people. The researcher found that in southern Punjab suicide attempts are made due to many factors are associated with it including poverty, price hike, law and order situation and the personal problems of suicide attempters upon which parental
conflicts and failure in love were at peak. So study also justify that all the formulated hypothesis were true except hypothesis H8.

What so ever the reasons and factors of suicide attempts are it is a condemnable act. To prevent humanity from this serious phenomenon everybody should be ready and understand the problems of panic people around them, media can play a vital role in this regard to create positive awareness and optimism among people. In this matter subjects while feeling the questionnaires revived the researcher with suggestions that how media can play a positive role in the prevention of this depressive act. These suggestions have been added in the chapter of suggestion.

7.7.1 Suggestions
Planned awareness campaign regarding prevention of suicide should be started through media. Psychiatric help centers may be opened at community level where professionals may help the patients.

- Parents should avoid their domestic conflicts in front of their children.
- Attempters should be encouraged to share their problems with their family and friends and they also should seek help from professionals.
- The weapons (like razor, blade, gun etc) and drugs must be kept away from the reach of those persons who have tendency of suicide attempts.
- The media should neither give coverage to the methods of suicide nor should it romanticize the coverage of celebrities attempting suicide because studies conducted in Japan and Germany showed that such coverage has imitative effects.
- Special training should be given to media professionals as Australia is one of the few countries where the students of media are offered a subject about suicide coverage.
- Photography, pictures, visual images of such cases should not be made public.
- Media should focus on people’s mental health programmes and other contents of media should disseminate hope and optimism.
- Law and order situation of the country should be made better.
- Poverty, illiteracy, uncertainty is making Pakistani people confused and hopeless so government should focus on improving the living standard of people.

References
And Suicide Prevention, 21 (1), p.31.


Impact of Partner Fit and Conflict Management on Alliance Performance In Indonesian Construction Companies

Dicky Hida Syahchari, Ruswiati Suryasaputra, Moh. Azlan B. Yahya

Lecturer, Faculty of Economics, University of Tama Jagakarsa
dickyhida@gmail.com

Professor, Othman Yeop Abdullah (OYA) Graduate School of Business, Universiti Utara Malaysia

Senior Lecturer, Othman Yeop Abdullah (OYA) Graduate School of Business, Universiti Utara Malaysia

ARTICLE DETAILS

History
Revised format: May 2015
Available Online: June 2015

Keywords
Alliances Performance
Partner Fit
Conflict Management

JEL Classification:
P27, P29, J53, J59

ABSTRACT

Objective: The purpose of this paper is to investigate the alliance performance of construction companies. A conceptual model is proposed where alliance performance is influenced by a two-dimensional construct composed of the partner fit and conflict management.

Methodology: A questionnaire survey was administered to 311 construction companies. Analysis of Variance (ANOVA) and regression analysis as statistical tools were used to analyze the data and test the hypothesis that alliance performance is impacted by the partner fit and conflict management.

Results: The hypothesis was supported by the data and analysis. The research found that partner fit and conflict management have a significant and positive impact on alliance performance of Indonesian construction companies.

Implication: This research presents a conceptually yet empirically supported framework to describe the significance of alliances and network relationships in the construction industry. The study is particularly useful for practitioners by identifying advantages of suitable alliance action among executive and project managers. This paper gives valuable reference to senior manager to consider the adoption of alliance based on selection of partners and conflict management in the construction industry in Indonesia.

© 2015 The authors, under a Creative Commons Attribution-NonCommercial 4.0

1. Introduction

Man (2013) state that “an alliance represents a collaboration between at least two companies aiming to attain a competitive advantage that each cannot achieve on its own”. Parkhe (1993, p.3) states that the crucial factor to explore and to recognize the elements that influence the attainment of the alliance

*Corresponding author’s email address: dickyhida@gmail.com

performance is high failure rate among alliances between 30 and 70 percent. Literature on alliance research reports that the standard of alliance success rates only at 53 percent and that the well-known reasons for alliance failure are wrong strategies, incompatible partners, inequitable or unrealistic deals, and weak management (Bamford, Ernst & Gubini, 2004). Additionally, Thuy and Quang (2005) highlighted the same issue regarding the failure rate of the alliance in Vietnam. While an alliance continues to experience high dissolution rate, understanding the theory and management practice of an alliance and its relationships with performance becomes inevitable in order to ensure alliance success. Consequently, study of the factors that influence alliance performance becomes more pertinent and a necessary topic that requires greater attention by researchers as suggested by several authors (Wilson & Brennan, 2009).

In partner fit context, the alliances are facing high failure rate not only because of legal or financial issues but also due to the relationships between management of both allied firms. This evidence has been found by Krasner, (2001) when his study investigates Vantage Partners LLC of Cambridge in the United State. Successful formulation of the alliance and avoiding its failure requires understanding the alliance factors in partner fit such as complementarity and compatibility of partners in the first place (Kale & Singh, 2007). Therefore, the paradox of the alliance existence and partner fit presents an interesting venue for further study especially the alliance success in Indonesian construction sector. Such study would enable the necessary management actions based on the understanding of how and why an alliance exists in spite of its potential failure.

Conflict is also the significant managerial issue in the alliance success that needs to be considered. This could be seen in Liang, (2008) noted: “Since the alliance involve multiple partners with different management, the conflict between partners is likely to occur” (Liang, 2008, p. 303). This issue also has been highlighted by Sim & Ali, (2000: P. 389) whose study pointed out following.

“Alliance is less likely to survive where partner are constantly in conflict over policy, managerial and operational issues relating to the alliance. The more partners are in harmony (indicated by less frequent disagreement over policy issues), the more stable the alliance. Cooperation between parents helps develop mutual trust and contributes to an enduring alliance”.

Lee (2011, as cited in Ogunbayo, 2013) concluded that, within the construction industry, a conflict is necessary as a part of harmony, due to a rationale for finding harmony based on the conflict which is ineluctable. Verma (1998, as cited in Ogunbayo, 2013) argue conflict can be explained as a serious disagreement between two or more companies, which usually ends up with a positive result if properly managed and conversely negative if not properly managed to the satisfaction of partners. Nevertheless, persons embroiled usually come from dissimilar background, perceptions and levels in organizations. These factors play their role in the complicated management setting of an alliance and, if properly managed, lead to many desired result to gratify all parties with accomplishment. Since, conflicts frequently occur between partners, therefore, conflict management techniques are required as the solution. The alliances have emerged as a relatively new target of the conflict resolution and management research. The alliances directly address how conflict is managed to improve organizational effectiveness and partner relationships. In alliances, a written contract often builds the basis for an alliance. Moreover, in the modern construction industry, in the establishment of alliance contract is used as a basis for the alliance. Conflict can be generated by different interpretations of the term contract. It can be generated by the risks and obligations of the parties. (Stephenson, 1996).
2. Literature review

2.1 Alliance Performance

Gulati & Singh (1998) state that the term alliance refers to governance capital ranging from contractual relationships to licensing, to logistics supply chain relationships, to equity alliance. An alliance is defined here as cooperation among companies that stand between the extreme of diverse, short-term, even long term contracts and the comprehensive merger of two or more firms. The alliance is the design of international cooperation to achieve the prevalent target of members between distinct firms (Dealtry, 2008). Gomes-Casseres (1996) argue that alliance is the cooperative establishment among two or more firms which are capable or indeed strong, recent or prospective, rivals from different territory. According Doz (1996) the type of alliance could be short term or long-term contractual cooperation and the members of alliances coincide to collaborate on some particular business matters. There are many arguments which encourage firms to establish the alliance, including inadequate resources, low rate of innovation, large manufacturing expense, market entrance and weak technology. Nevertheless, Lei Slocum (2002) states that one of the causes of why firms participate in the strategic alliance is to establish their competitive benefit in the worldwide market.

Das (2003) argues that alliance performance is defined as the level to which both partner companies attain their strategic goals in an alliance. On the other hand, performance is defined as the focal partner's perception of the level to which the alliance has been effective in achieving its predetermined purposes and targets. Types of alliance are not restricted to a special function (e.g. joint bids), but a more general valuation of performance is suitable. In addition, alliance companies may have adversity pursuing only quantitative performance indicators (Bucklin & Sengupta, 1993). Therefore, the focal company may be able to create a subjective valuation as to how well the alliance has attained the targets compatible with focal company. Thus, both qualitative and quantitative alliance performance measures have been in use in the literature. The studies by Heide and Stump (1998); Hyder and Ghauri (1988); Mohr (1990); Cronin and Baker (1993) argue that term of performance has been based on particular, perceptible quantitative objectives such as, inventory turnover. Qualitative valuations of the performance include the competence to complete required coordination (Mohr, 1990), successful completion of the exchanges or planning (Boyle & Dwyer, 1998), or the degree to which the alliance is evaluated as productive and worthwhile (Bucklin & Sengupta, 1993).

In terms of organizational competence and performance, subjective conditions for performance are frequently the best. As we move forward and compare a number of models, it becomes apparent that there is not a single model of organizational competence and performance, nor should there be. According to Cameron and Whetten (1983); Spriggs (1994), subjective conditions for performance have been frequently cited in literature while referring to organizational competence and performance. These studies state that the suitable performance indicator is one which combines the relevant target compatible to the particular context being explored. In this context, perceived performance is a valuation of the achievement of strategic goals and targets for the alliance (McArthur & Schill, 1995). Alliance performance is effected by movements in entrepreneurial activity which is in line with the concept that alliances are often established to support innovations (Pitsis & Gudergan, 2010). This is evidenced by empirical research by Li and Atuahene-Gima (2001); Stuart (2000), and conceptual argument by Chaney et al. (1991) that connect innovation with alliance performance. Correlated with this is the Schumpeterian rents of organizational innovation which influence the performance of collaborative companies. The sources and dynamics of innovation, thus, need to be considered when striving to build a model of alliance performance.

2.2 Partner Fit

According to Yan and Duan (2003); Morris and Cadogan (2001), the concept of Partner fit refers to the
extent to which partner companies can get together and embody anticipated synergies from the strategic alliance. A number of previous research studies have postulated the relationship between partner fit and alliance performance. However, fit has been defined using the various dimensions such as strategic symmetry by Harrigan (1988), partners diversity by Parkhe (1991), match of partner characteristics by Geringer (1988), and inter-partner compatibility or complementarity by (Beamish, 1988). The critical features of the phenomenon of partner fit or its suggested suitable measures described in literature provide restricted insights yet partner it tends to point out that partner fit in alliances is a multidimensional and complex concept expanding from a blend of factors (Yan & Duan, 2003).

A significant flow of research in the alliance literature about partner fit affirms the desirability of a compatibility between the partners, particularly in terms of their resource profiles. This approach is suitable for the resource-based view of the company, which indicates that rivals are defined by their resource profiles that the companies with equal resources are potentially the closest competitors (TK Das, 2003).

2.3 Conflict Management

A critical aspect of any partnership is the potential for conflict between the alliance partners and how they deal with it. Conflict often exists in any alliance relationship on account of the inherent dependencies involved in such interactions. Given that a certain amount of conflict is expected, how such conflict is managed is important (Borys & Jemison, 1989), as the impact of conflict resolution on the relationship can be productive or destructive (Deutsch, 1969).

A number of factors are associated with managing conflicts integratively. Integrative conflict management entails joint management of conflict with mutual concern for ‘win-win’ for all concerned (Bazerman & Neal, 1984). It engenders a communication and contact intensive process of conflict management. Strong two way communication is a key element of successful conflict resolution (Cummings, 1984). MacNeil (1981) and others acknowledge the importance of honest and open lines of communication to the continued growth of close ties and resolution of potential conflict situations.

Joint problem solving fosters closer collaboration between the alliance partners, thereby creating a more conducive environment for future cooperation. On the other hand, the use of destructive conflict resolution techniques such as domination, coercion (Deutsch, 1969), and an attitude portraying a ‘win–lose’ perspective is seen as counterproductive and are likely to strain the fabric of the alliance.

Harrigan (1988b); Parkhe, (1993) indicate that the method of conflict management is institutionalized with partners equipped with formal mutual mechanisms to ‘monitor’ potential conflict situations. Monitoring not only provides each partner with a good understanding of joint concerns but also allows immediately realization of potential conflict situations. An similarly crucial element of most conflicts is organizational or cultural distance between the alliance partners. Efforts to address cultural barriers in an explicit and integrative manner should lower the potential for conflict and increase the likelihood of alliance success.

3. Hypotheses

Geringer (1988) states that with use of subjective methods, partner fit has significantly affected the alliance performance. In the study of 90 joint ventures, this study depicts that partner fit is connected with alliance success. This result has also been supported in prior studies that have stated that suitability of partners is a significant aspect of fit that affects alliance performance. In line with these arguments, following is hypothesized.

Hypothesis 1: Partner fit affect significantly towards alliance performance
According to Das & Teng, (1998, 1999, 2001), conflicts between the partners in an alliance constitute the second important component of alliance conditions. Interpartner conflicts refer to the levels to which partner companies have competing concerns, preferences, and practices that cannot be easily reconciled in an alliance. Conflicts can be both between the partner organizations and within the context of an alliance. Interpartner conflicts can create problems in a strategic alliance. In line with these arguments, it is hypothesized as follows.

Hypothesis 2: Conflict management affects significantly towards alliance performance

4. Methodology

For current study the researcher utilizes quantitative approach of research design, data collection and statistical analysis for hypothesis testing. The objective of this research is to examine the impact of partner fit and conflict management on alliance performance in construction companies in Indonesia. The independent variables of this research study are partner fit and conflict management, and the dependent variable is alliance performance. Primary data collected through a structured questionnaire were used in this research to infer results. Primary data refers to the original information gathered for a specific purpose (Sekaran & Bougie, 2009). In this research, primary data were gathered thorough survey method administered through postal mail and email using questionnaire distributed to management staff of construction companies in Indonesia. The 311 questionnaire were administered to collect primary information for the purpose of the study. Secondary data were gathered during the framework development stage from external sources such as journals, articles, books, and also from the internet.

5.1 Measurement of Variables

5.1.1 Alliance Performance

Alliance Performance was used as the dependent variable in this research. Furthermore, an instrument was adopted from Arino. (2003), which postulated three dimensions of individual alliance performance with 0.95 Cronbach’s alpha. These are overall satisfaction, the net spill-over and goal fulfillment. This study has adopted only those dimensions related to individual performance since the unit of analysis is each manager of construction companies. The respondents were asked to indicate their own level of alliance performance for each dimension using a five point Likert scale ranging from 1 to 5 (1= strongly disagree, 5=strongly agree).

5.1.2 Partner Fit

Thorgren, et al. (2012) describe that the term of ‘partner fit’ is associated with high capability complementarity (i.e., partners have different capabilities which are needed together to complete a task) and high compatibility (i.e., partners’ organizational cultures, management, and operating styles are similar). Present study adopts two dimensions to measure partner fit from Kale et al (2000) with 0.98 Cronbach's alpha i.e. complementarity and compatibility between the partners. The respondents were asked to indicate their own level of participation in a partner fit for each dimensions using a five-point Likert scale ranging from 1 to 5 (1= strongly disagree, 5=strongly agree).

5.1.3 Conflict Management

For this study, we use a measure of conflict management in organizations from Rahim (1983). This study developed a scale to measure the conflict management strategies that are based on Thomas (1976) with 0.956 Cronbach’s alpha depicting high reliability. This instrument contained variables to measure conflict management which include integrating, obliging, dominating, avoiding,
compromising. The respondents were asked to indicate their own level of involvement in a conflict management situation using each of these four dimensions. The responses were measured for each dimension using a five-point Likert scale ranging from 1 to 5 (1= strongly disagree, 5=strongly agree).

<table>
<thead>
<tr>
<th>Table 1. Reliability of Alliance Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.95</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 2. Reliability of Partner Fit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.98</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 3. Reliability of Conflict management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.956</td>
</tr>
</tbody>
</table>

6. Results
This section contains the results of the regression analysis to examine the influence of partner fit and conflict management toward alliance performance. In order to examine the simultaneous influence of partner fit and conflict management toward alliance performance, multiple regression analysis are employed.

<table>
<thead>
<tr>
<th>Table 4 : Multiple Regression analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>β</td>
</tr>
<tr>
<td>Constant</td>
</tr>
<tr>
<td>Partner Fit</td>
</tr>
<tr>
<td>Conflict Management</td>
</tr>
</tbody>
</table>

R Square = 0.962
Adjusted R Square = 0.962
N= 311
Df = 2
Significance = 0.000
F-Value = 3937.374

The value of R-square is 0.962 (R² = 0.962) which indicates that 96.2% of variance in alliance performance is due to partner fit and conflict management while the rest 3.8% are influenced by 22
other factors that are unable to measure in the research. According above Table 4, the F-value is 3937.374 that is significant at 0.05 significance level and t-value is less than α value (0.000 < 0.05 that shows model is significant at 0.05 significance level. In other words, there is a simultaneous significant influence of partner fit and conflict management toward alliance performance. The result of the multiple regression analysis proves the hypothesis (H1) and (H2) which stated that there are a simultaneous significant influence of partner fit and conflict management toward alliance performance.

Coefficients (β) are 0.576 and 0.067 for partner fit and conflict management respectively depicting that both are significant at 0.05 significance level. The positive beta weights indicate that partner fit and conflict management play an important role in enhancing alliance performance. Furthermore, in order to determine the most significant independent variables that influences alliance performance, t-value can be used to determine the relative importance of each independent variable (Cavana et al., 2001). The t-value shows that partner fit has a higher value compared to conflict management (61.417 > 6.874). These values indicate that partner fit has a stronger influence on alliance performance rather than conflict management.

Based on the beta coefficient results of multiple regression analysis, the multiple regression equation is formed as follows.

\[
AP = 3.935 + 61.417PF + 6.874CM
\]

Where:
AP = Alliance Performance
PF = Partner Fit
CM = Conflict Management

The multiple regression equation shows that the regression coefficients for both partner fit (PF) and conflict management (CM) are positive. It confirms that the independent variables have direct influence of the dependent variable (alliance performance) whereby if the value of the independent variables increases or decreases it will proportionally stimulate the increasing or decreasing alliance performance.

**Conclusion and Recommendation**

Globalization and competitors create a dynamic environment full of uncertainty. The construction companies face these challenges as they continuously aim to gain and sustain competitive advantage in the market. Therefore, sets of performance standards need to be gradually improved because the construction companies are required to fulfill the regulatory and competitive requirements and also achieve their goals and objectives. This situation becomes challenge especially for construction companies because they have to increase their alliance performance while also responding to uncertainty that continuously occur in the competitiveness environment. Therefore, construction companies should find a way to improve the alliance performance. The results of this study show that partner fit is the most significant variable in influencing alliance performance. These results have been supported by previous studies that found partner fit has significant impact on alliance performance (Geringer, 1988). Furthermore, conflict management also has a significant influence on alliance performance. The results are in line with previous researchers that found conflict management has significant impact on alliance performance (Das & Teng, 1998, 1999, 2001).

**References**


The Influence of the Creative Power of Love on Shelley’s Idealism

1Saman Salah, 2Yus’Aiman Jusoh Yusoff

1Ph.D Scholar, Department of Applied Linguistics, Universiti Utara Malaysia. samansbk@yahoo.com
2Lecturer, Department of Applied Linguistics, Universiti Utara Malaysia. yusaiman@uum.edu.my

ARTICLE DETAILS

History
Revised Format: May 2015
Available Online: June 2015

Keywords
Percy Bysshe Shelley's Poetry
Idealism
Love
Freedom

JEL Classification:
P10, P19

ABSTRACT

This study examines Shelley’s idealism with respect to his concept of love and the role of nature played in his love poems. The study describes Shelley’s believe in the force of love to transform the world into a better place where freedom and justice prevails. The ideal imaginary world of Shelley's mind shows how love dominates, while contempt achieves devastation. As a poet of the romantic era, he strongly believes in the power of nature, which ultimately reforms the world into a new order of peace, freedom and justice. His optimism, love and freedom longs to bring betterment in society for the perfectibility of human beings. His optimism depends upon the eradication of a wide range of oppression and persecution to lead to a compassionate universe. It can be seen that the world of Shelley's imagination is administered with equity and affection, therefore, kindness triumphs over malice when man's heart is ruled by the power of love.

© 2015 The authors, under a Creative Commons Attribution-NonCommercial 4.0

1.0 Introduction

1.1 Poetry Defined

Poetry is regarded as the representation of persuasive emotions reviewed in serenity (Wordsworth, 1802; Knapson & Evans, 1967). It has been depicted as a creative creation which is intended to energize the faculties (Abrams, 1981). It has additionally been portrayed as a result of creative ability and passionate and inventive discourse in metrical structure, which contains unusual and private thoughts of the poet.
(Senanu & Vincent, 1976; Abrams, 1981, Akporobaro, 2008; Dasylva & Jegede, 2005). It is these feelings and private thoughts of the artist that we must get in and attempt to disentangle through beautiful appreciation (Leech, 1969; Toolan, 1998; Chase & Collier, 1985).

However, the problems associated with reading, teaching and understanding poetry have been very commonly discussed by the scholars (Andrew, 1991; Benton, 1999; Benton, 2000; Benton, 1984; Dymoke, 2000; Thompson, 1996; Harrison & Gordon, 1983; Pike, 2000; Dymoke & Hughes, 2009). Unlike other genres, poetry is more trouble creating for the students and readers to understand (Hughes, 2007; Ray, 1999; Probst, 1992). Poetry is one of the core courses of any faculty that teaches literature, and, therefore, it is important for instructors of literature to attempt to find the major problems students confront in studying this particular literary form (Xerri, 2013; Omolara, 2013). It is assumed that students in general, regardless of their language and culture, experience some dread of approaching poetry. Steinley (1982) remarks that "cultural attitudes are often dismissive of poetry" (p. 50) and cites a survey carried out by the National Education Association (NEA) which revealed that roughly only 12% of society ever chooses to read poetry. Steinley (1982) describes the bias that a majority of students feel and express in their comments, such as "poetry is deep," "mysterious," or "all poets are depressed and wear black" (p. 50). In addition to the faulty assumptions many people hold on poetry, Peskin, Allen, and Wells-Jopling (2010) point out that “mistaken beliefs and perceptions about teaching poetry may partly create negative attitudes in teachers and student alike”. According to Peskin et al; (2010), “some teachers misperceive the idea that poetry has a quite subjective and personal nature. This perspective, if taken to an extreme, means students can only acquire an understandin of poetry through their own silent and unexpressed perceptions” (p. 498). Such a view can undermine the whole educational process and reduce it to a futile endeavor to teach an unteachable subject (Omolara, 2013). The study of poetry usually comprises the basic tools that help students understand, appreciate, and evaluate poems and the process involves several areas that relate to criticism and the means by which poems can be analyzed in order to be appreciated and comprehended (Martin, 1984; Lynn & Lewis, 1966). Moreover, because poetry manipulates various rhetorical devices, figurative language, symbolism and syntactical tricks, the subject requires from the learners the basic knowledge of all these components in order to handle effectively the material they study (Sayakhan, 2007). As Linaberger (2004) observes, “poetry can be daunting to some students (and some teachers, too). The concepts and complex language in poems may be difficult for students to grasp or it can be confusing, at best” (p. 366).

1.2 Love defined

Love is the most intense feeling and most sought after from conception to death till man finishes his excursion of life on earth (Luhmann, 1986). The influence of love has been cited and rehashed in the history of literature. The concept of love is interesting in writing. Love has managed through all ages and times, however yet, has an unparalleled capacity that stays consistent even as it winds through various centuries. Love is likewise reflected in different concepts in writing, for example, contempt, pity, roughness, desire and idealism (Kanwar, 2014). However, of all the romantic poets, PB Shelley sketched out the mystery of love in ethics, a recognizable proof of self with the beautiful and excellent that existed in thought, activity or individual (Kanwar, 2014). As indicated by Shelley; it was not passion, which united individuals, but rather something more. It changed the character of an individual, changed the wimp to a chivalrous man, intend to honorability, rude to benevolent. In this way, love turned into a political belief system to change individuals for the regeneration of a better society. Shelley's thought of love lay in the soul of his idealistic perspectives on social equity and political freedom. (Bysshe Shelley, p. 82-88).

1.3 Shelley: A biographical Sketch and Review of the Past Studies
PB Shelley was born in England on 4th August, 1792. He was the son of a famous parliamentarian Sir Timothy Shelley. Shelley belonged to an aristocratic family. He was a skeptic from his early age. He was expelled from Oxford for writing an essay named “Necessity of Atheism” (Scrivener, 2014; Miller, 2013). He spent his whole life writing for the cause of the lower classes and poor people. He had deep affiliation with nature from his boyhood days, which later resulted in magnificent poems based on the themes of love and nature, thus bringing him in the list of the best romantic poets in English poetry (O’Neil, 1993).

Since Shelley is one of the chief progressive artists, and different studies have been conducted on his literary works. He is eminent for his extraordinary method for communicating his vision and cynical considerations (Miller, 2013; Lee, 2012; Dwyer 2004; Itsuki, 2011; Morris, 1999; Hopkins, 1953). However, there is a lack of study in analyzing Shelley’s vision of love which played an important role in making him a true Romantic poet. Therefore, this paper fills in this gap and analyses Shelley’s love poems to show the influence of love on his whole ideology.

**1.4 Treatment of Love in Shelley’s Love poems**

Being a Romantic poet, Shelley’s poems are embedded with themes of love and his whole philosophy is based on the ideals of love (Cronin, 2002; Evans, 1990). Some of the love poems of Shelley are analyzed in this paper to show how love played an important role in shaping Shelley’s overall ideology of life.

"Love's Philosophy" is the first major love poem by PB Shelley. In this poem Shelley refers to nature which is basically a divine power to express the mingling and union of everything in the world. The poet expresses,

“The fountains mingle with the river,
And the rivers with the ocean,
The winds of heaven mix forever
With a sweet emotion;
Nothing in the world is single;
All things by law divine
In one another's being mingle;--
Why not I with thine?” (in Hutchinson, 1914, p. 102)

Thus the objects of nature all follow the divine laws of pairing with one another. For instance, the “The fountains mingle with the river”, and similarly the winds play their role in mingling with the other natural objects. Therefore the poet asks his beloved if natural objects which are divine can pair with one another, why not his beloved pair with him?

The second stanza follows the same pattern of thought regarding the mingling of the natural objects. For instance,

“See the mountains kiss high heaven
And the waves clasp one another
No sister flower would be forgiven
If it disdained its brother;
And sunlight clasps the earth,
And the moonbeams kiss the sea;
What are all these kissings worth
If thou kiss not me?” (in Hutchinson, 1914, p. 102)

The poet wants to say that just like nature, man should love one another. There should not be any feelings of hatred with one another. Just like “mountains” love the “high heavens” and “waves” join one another, humans should also live with love. The poem is rich with the natural imagery; “No sister flower could be forgiven if it disdained its brother” expresses that man should follow the rules made by nature. Man should take care of each other because a brother will look on to another brother. Moreover, love should be both sided, otherwise it is useless. It should be noted that while writing this poem, Shelley got married to Mary Godwin, the daughter of William Godwin (the famous anarchist). Shelley loved Mary Godwin very passionately. Thus, the biographical record clearly shows that Shelley composed this poem during the time of his deep feelings for his wife.

“Nothing in the world is single” (in Hutchinson, 1914, p. 102)

The above line clearly indicates that Shelley gives a logical reason based on natural objects to show the pairing of everything in the universe.

Another poem of Shelley that contains themes of love is “When the Lamp Is Shattered”. Unlike his poem “Love’s Philosophy” this poem deals with the presence and absence of things based on their origin and transition. For instance, a broken lamp cannot provide light to anyone. Similarly, the rainbow disappears once the rain stops. Moreover, a flute is useless and cannot produce music if it is broken. Nobody remembers good words when once uttered by the lips.

“When the lamp is shattered
The light in the dust lies dead
When the cloud is scattered
The rainbow's glory is shed.
When the lute is broken,
Sweet tones are remembered not.
When the lips have spoken
Loved accents are soon forgot” (in Hutchinson, 1914, p. 220)
In the second stanza the poet says that if the lamp and the flute do not exist anyone, the light and music cannot be produced. A heart will not sing melodious songs if it lacks spirit or rigor of love. Instead the heart will sing only gloomy songs if it lacks the spirit of love. Infact a heart without spirit will be like a wind which blows over a “ruined cell” or a wave that indicates the death of a sailor or merchant. Here is an excerpt of the second stanza expressing the condition of heart in the absence of the spirit of love,

“As music and splendour
Survive not the lamp and the lute.
The heart's echoes render
No song when the spirit is mute
No song but sad dirges,
Like the wind through a ruined cell,
Or the mournful surges
That ring the dead seaman's knell.” (in Hutchinson, 1914, p. 220)

It is interesting to note that in this poem Shelley’s logical reasoning becomes more stronger than in his poem “loves philosophy”. It is because in one of the stanza’s of this poem, he even calls “Love” as transitory as it shifts from time to time. “Reason” for Shelley, is the most important thing that shifts love from time to time. It is this human reasoning which finally mocks at love and finally dominates man’s mind just like the sun which appears after “wintery sky”. Here is an excerpt from the poem showing the power of reason and the weakness of love.

“Bright reason will mock thee,
Like the sun from a wintry sky” (in Hutchinson, 1914, p. 220)

Unlike “Love’s Philosophy” which completely follows the romantic doctrines of a love poem, this poem gives more look of modernism rather than romanticism due to its skeptic and transitory approach towards love.

“Music, When Soft Voices Die” is another poem depicting the theme of love. The poem is rich with examples of “music” and “soft voices” to express his loneliness in the absence of his beloved. He says,

“Music, When Soft Voices Die
Music, when soft voices die,
Vibrates in the memory --
Odours, when sweet violets sicken,
Live within the sense they quicken.
Rose leaves, when the rose is dead,
“Are heap’d for the beloved’s bed;
And so thy thoughts when thou are gone” (Shelley, 2015)

The poet expresses that when we hear music, the notes of the sweet music remains lingering for a long time even when the music is turned off. Similarly, the fragrance of the “violets” and “roses” continue to effect on our mind for long. Therefore, he says that the thoughts of his beloved remains in his heart and mind even if she is dead. However, the last line of the poem gives a note of hope. He says,

“Love itself shall slumber on” (Shelley, 2015)

The above line indicates that though everything is temporary in the world, but love is a feeling which goes on with all human beings till death. The interesting point in the poem is that the poem is written in a sad mood in the beginning, but changes its tone to hope in the end.

Another poem by Shelley, "The Invitation" also contains themes of love. This poem was written by Shelley for his friend Jane Williams. The poem is a beautiful example of friendship and love. The poet was attached with Jane Williams intellectually and had great regard for her. The poet says,

“Best and brightest, come away,
Fairer far than this fair day,
Which, like thee, to those in sorrow
Comes to bid a sweet good-morrow” (in Hutchinson, 1914, p. 221)

In the above stanza the poet calls his friend as “Bright” and “Fair”. He says that his friend comes like a beautiful morning whenever the poet is sad. The poet continues to praise his friend and expresses that his friend is like a “prophetess” or in other words a humble person who helps him in rainy days just like flowers grow over the infertile land to beautify the land. Similarly the smile of his friend makes him forget all sorrows.

“And like a prophetess of May
Strewed flowers upon the barren way,
Making the wintry world appear
Like one on whom thou smilest, dear.” (in Hutchinson, 1914, p. 221)

In the next stanza the poet becomes assertive and says that love has become materialized in the huge buildings and cities. To have complete fulfillment of love, care and time with a friend one should go away from hustle and bustle of the city life. He says,

“Away, away, from men and towns,
To the wild wood and the downs -
To the silent wilderness
Where the soul need not repress
Its music, lest it should not find
An echo in another's mind,
While the touch of Nature's art
Harmonizes heart to heart.” (in Hutchinson, 1914, p. 221)

The poet also expresses the role of nature in provoking true love with our beloved ones. He says that nature fulfills our heart with love. Therefore, he requests his friend to accompany him to the “woods” and “plains”, “pines” and “round stems” to fulfill their heart with love and quality time. An excerpt from the poem indicates his thoughts about the role of nature to provoke love,

“Awake! arise! and come away!
To the wild woods and the plains,
Round stems that never kiss the sun” (in Hutchinson, 1914, p. 221)

The poet describes his friend the beautiful scenes of nature such as “lawns”, “pastures”, “sandhills”, “sea”, “frost” and different flowers. The also expresses that nature treats everything alike. The theme of love moves towards a more profound form in the last two lines of the poem gives a message that if nature can treat every human, animal and all objects alike then why not human beings treat everyone alike. The poem gives a message of universal love and equality for all. As the poet says in the following lines,

“Where the lawns and pastures be
And the sandhills of the sea,
Where the melting hoar-frost wets
The daisy-star that never sets,
And wind-flowers and violets
Which yet join not scent to hue
Crown the pale year weak and new
Where the earth and ocean meet
And all things seem only one
In the universal Sun.” (in Hutchinson, 1914, p. 221)

1.5 Discussion

The very first love poem of Shelley "Love's Philosophy" explains the mingling of every natural object and therefore the poet requests him to join him to complete the universal phenomenon of union. The second poem “When the Lamp Is Shattered” is based on the transitory nature of everything particularly “love”. The third love poem “Music, When Soft Voices Die” explains sad and hopeful side of love. The
last love poem of Shelley "The Invitation" gives a message of universal love and equality. It is interesting to note that whether love is portrayed as a “mingling concept”, “transitory love”, “love as a source of sadness and hope” or “universal love”, in all these treatments of love, Shelley uses “Nature” as a medium to express his opinions. This use of “nature” as a “divine power” in his poems makes him a true romantic poet.

1.6 Conclusion

To conclude, PB Shelley is one of the greatest of the romantic poets. His vision of love was bright and hopeful. He never compromised on his ethical standards. It is due to this spirit of universal love and equality that he could not tolerate injustice in any form. Although his skeptic mind made him restless, however, his close intimacy with nature never ended throughout his life which made him to compose the most beautiful love poems in English poetry.

References


Ph.D Thesis. Durham University, UK.


Morris, Lorraine Anne. (1999). All that faith creates, or love desires: Shelley's poetic vision of being. PH. D thesis. Durham University, UK.


Impact of Loneliness and Locus of Control on Depression of Elderly: The Moderating Role of Religiosity in Punjab, Pakistan

1Fatima Khurram Bukhari, 2Yahaya Bin Mahamood, 3Zarina Binti Mat Saad

1 Ph.D. Research Scholar Universiti Utara Malaysia / Assistant Professor, The Islamia University of Bahawalpur, Pakistan, fatima.khurram@iub.edu.pk
2Professor, School of Applied Psychology, Social work and policy, Universiti Utara Malaysia, drymood@uum.edu.my
3Lecturer, School of Applied Psychology, Social work and policy, Universiti Utara Malaysia, zms@uum.edu.my

ARTICLE DETAILS

History
Revised Format: May, 2015
Available Online: June, 2015

Keywords
Loneliness
Depression
Locus Of Control
Old People
Pakistan

JEL Classification:
N20, N25, N95

ABSTRACT

The present study will explore the impact of loneliness and locus of control on depression of elderly with the moderating role of religiosity in Punjab, Pakistan. The sample will be consisted on 800 individuals, 400 individuals from male population and 400 from female population of Punjab. The male population will be further divided on the basis of age, family size, marital status, education and socioeconomic status. Similarly female population will also be further divided on the basis of age, family size, marital status, education and socioeconomic status. Geriatric depression scale will be used to measure the level of depression in Elderly. University of California Los Angles loneliness scale will be used to measure loneliness. Levenson multidimensional Locus of control scale will be used to check the level of locus of control. Religiosity will act as a moderator and will be checked by using religiosity scale. Result of the study will be revealed by using Structural equation modeling technique with the help of Partial Least Square software.

© 2015 The authors, under a Creative Commons Attribution-NonCommercial 4.0

1. Introduction

The Present research will describe the impact of Loneliness and Locus of Control on Depression of Elderly: The moderating Role of religiosity in Punjab, Pakistan. The present research will contribute to study the role of religiosity as a moderator.

In the present era the societies are more aware of the influence of circumstances of old people that will affect their mental health. Prolonged loneliness in young age can prompt the disguising issues including
depression in later ages (Pristien & La Greca, 2002; Baskin, 2010). This mainly due to the critical expansion of stress anxiety and loneliness that will leads to depression in later ages. In a longitudinal study by Brown, Munn and Rotenberg (2010) Childhood depression is an indicator of depression in later ages. There is a connection between loneliness and depression from early childhood to late adolescence which further remains persistent in later life.

According to the latest survey of different countries shows the ratio of depression in different countries, Pakistan rank is 6th among 192 countries. The condition of depression is very worst in Pakistan as the ratio of everyday people suffering from depression is 1,400.42 (World Health Organization, 2009). Depression has been perceived as a noteworthy general wellbeing issue confirm by its positioning of fourth position among the global burden of illnesses. Numerous presumes it will possess second position by the year 2020. Three hundred and forty (340) million individuals over the age of 18 years’ experience the ill effects of depressive issue that add to a high suicide rate. In Pakistan alongside other essential wellbeing issues, the social change, political dangers, wilderness, terrorism, financial difference, issues with security and security has made a ground rich for depression, which has practically taken first position among the every psychiatric condition (Mirza and Jenkins, 2004). Depression is a common psychiatric disorder and the most common in geriatrics (old people) (Adamek & Slater, 2008). Various studies have been conducted to investigate depression in the elderly and many found depression to be largely under diagnosed and untreated (Alexopoulos 2005). Limitations to sufficient analysis and treatment incorporate specialists' hesitance to talk about passionate issues, time imperatives and restorative co-morbidities, convoluting determination and going after medicinal consideration. Perceived stigma adds to patients' hesitance to start psychiatric treatment. Old age is considered as the age of restlessness and depression is considered as a normal part of aging which is not true. Well-being is very important. As the people grow older they lose their power to face the difficulties of life. They are more prone to depression due to their mental health. It is necessary to be psychologically healthy in late life. When a person is free of sufferings he/she may live a healthy life (Mubeen, Henry & Qureshi, 2012).

Religion plays a crucial part in person’s life both social and psychological. The moderating role of religiosity and mental illness remains understudied. One of the researches by Kendler (2003) concluded that religion is a complex construct which has a strong positive correlation with life time pathology. There are also many researches that emphasize the importance of religion in maintaining one’s mental health (Hackney & Sanders, 2003).

Most as of late, the field of worldwide psychological well-being has risen, which has been characterized as 'the range of study, research and practice that places a need on enhancing emotional wellness and accomplishing value in emotional wellness for old individuals around the world. Despite the fact that depression is the commonest psychiatric issue in the elderly, it is frequently misdiagnosed; perhaps because of the false notion that depression is a part of maturing, instead of a treatable condition. This tough phenomenon needs prompt consideration from the specialists, arrangement creators and the administration for its administration to upgrade the personal satisfaction of the elderly

2. Problem Statement
Geriatric depression is a dysfunctional behavior portrayed by a significant and diligent sentiment of depression or hopelessness or loss of enthusiasm for things that once were pleasurable (Jankin, 2004). In Pakistan, depression is the most widely recognized psychiatric issue among elderly populace that can't be ignored. The elderly people are most vulnerable because they are at more serious danger of having both mental and physical disorders. Such as: Cardiovascular ailments, respiratory issue, listening to and...
visual disabilities, depression, and infections. Depression is under treated in this age, and no one give priority to psychological issues in creating nations (Bhamani, Karim & Khan, 2013).

In United States, the rate of pervasiveness of depression is high as 40% where as in Pakistan it is as high as 66% among elderly. The epidemiological researches on depression in Pakistan give the predominance rate of depression in the country. If these studies are to be taken as face validity than according to these researches every third Pakistani is expected to have depression and anxiety. This has genuine ramifications for the nation's emotional mental health situation (Javed & Mustafa, 2013, Khalily, 2011, Naqvi, 2007).

Depressive issues are basic in all parts of the world. They constitute a generous extent of the worldwide burden of disorders and are anticipated to shape the second most regular reason for inability by 2020 (Desjarlais, 2001). Articles on Depression and its related factors such as locus of Control, loneliness and religiosity (Pieters, 2013; Jehad & Shaher, 2009; Steven & Julie, 2003; Laila, Zahra, & Sadat, 2012; Mohammad & Fayaz, 2013; Keyes, 2004) have applied their researches on one another factor and the researches is in different cultures and societies but not on impact of socio-demographic, locus of control and loneliness, on depression in elderly and religiosity as a moderating factor in Pakistan. Although there are many researches with context to Pakistan. (Tahir et.al, 2012; Muben, 2012; prasla, 2012; Jadoon, & Munir, 2009; Owais, Ahsana & Amin, 2006). All these researches had link with one of the factors but not covering all the elements of my research. No one used religiosity as a moderator in their studies.

The current study will attempts to fill in the theoretical gap by aiming the focus of research on possible outcome of Impact of Socio-demographics, Loneliness and Locus of Control on Depression of Elderly: The moderating Role of religiosity in Punjab, Pakistan. So this study will enhance and intervene the possible differences on impact of the above mentioned factors due to natural and cultural difference.

4. Gap of the Study
There have been a couple concentrates on from a Pakistani point of view that attempt to set up a connection between depression and its comparing elements. Researches like Batool, Abbasi and Zafar (2008), Khalily (2012), Jadoon & Munir, (2010) and all the researches are covering one and another aspect related to depression. This has been a new study in Pakistani perspective that will try to establish a moderating role of religiosity with depression in elderly. There is an increasing need to know the effect of moderating role of religiosity with depression and allaying factors. So far the researches have been conducted in a different perspective. No one uses religiosity as a moderator. Old people are also the most neglected part of the society. So there is a need to focus on the new era's problems that broadens the importance of mental health among elderly.

5. Theoretical Framework of the present research
Depression is defined differently by different people. Depression is the sense of irrelevance, loss of interest, appetite and loss of sleep. In the present research, Beck cognitive theory of the Depression will be used. According to this theory, cognitive distortion contributes in the thinking pattern of elderly. In this respect cognitive behavior theory plays an important role in the present research as the cognitions of old people will lead them to depression in old age, i.e. their sufferings, losses and failures (American Psychological Association, 2013).

Beck cognitive Model of Depression is based on schemas which are negative triad which explains that negative thoughts are about the self, the world, and the future. So, the present research used Beck’s cognitive triad to explain the conceptual model of the research. The fear and thoughts about the future as they are growing old and feeling of loneliness due to failure to have a social activity because of fewer
resources as they grow old. Negative thoughts about the world, meaning they may come to believe they do not have control over their circumstances and ultimately they develop depression.

6. Research Question
Further developing the aspect of study with respect to its dependent, independent and moderating variables following research question will be devised.
1. What is the Impact of loneliness and locus of control on depression in elderly with religiosity as a moderating factor?

7. Objectives of the Study
In order to understand the Impact of loneliness and locus of control on depression in elderly and of religiosity as a moderating factor, the following research objectives will be formulated.
1. To describe the moderating effect of religiosity on the impact of loneliness on depression.
2. To examine the moderating effect of religiosity on the impact of locus of control on depression.

8. Hypotheses of the research
1. There will be an impact of moderator religiosity on the impact of loneliness on depression.
2. There will be an impact of moderator religiosity on the impact of locus of control on depression.

9. Literature Review
Depression is defined as loss of interest or pleasure in daily activities, loss of sleep, appetite and poor social skills (American Psychological Association, 2013). It is just human to experience feelings of sadness, unhappiness or despairing. Clinical depression exists when these feelings persevere for a drawn out stretch of time. It can interrupt with an individual's capacity to work successfully for the duration of the day. It is not the individual shortcoming or a condition that can be willed or wished away. Individuals with depressive sickness can't only force themselves more tightly and show signs of improvement. (Gilbert, 2014).

Many researchers found that one of the searched factors of causing depression is prolonged loneliness (Boivin, Hymel, and Burkowski, 1995; Prinstein & Greca, 2002). This prolonged loneliness leads to depression after some passage of time. Likewise, Baskin (2010) conducted a research in U.S. which indicates loneliness. School going children wants belongingness from peers if they are not accepted by them it causes loneliness and then loneliness leads to depression.

An eight years longitudinal research by Brown, Munn, & Rotenberg (2010) predicts the same result which supported the above researches. This study showed relationship between loneliness and depression over an eight year period from early/middle childhood to adolescence.

One more study quoted here is also presenting the same variables which are supporting current research. Wei, Shaffer, Young & Zakalik (2005) did a research that illustrates that if need for autonomy competence and relatedness are fulfilled they play an important role in depression and loneliness. On the other hand it plays completely intervening relationship among these variables.

Above researches sustain identical outcome as this research portray. This study utter that depression and loneliness are linked together and they have effect on each other. Cacioppo, Hawkley & Thisted (2010) also depicted in a five year cross-lagged analyses by using cross-lagged panel models that some demographic variables, bodily movements, medication, social circle, neuroticism, stressful life events, perceived stress and social support have impact on the association between loneliness and depression.
Loneliness in old age will create many problems and depression is one of them. Many researches focus on this phenomenon due to globalization. Researchers expressed in an exploration on depression in Pakistan inferred that in senior age depression increases because of loneliness. Since youthful ones did not offer time to their senior citizens (Saira, et.al.2009). Fahd, Gurvinder & Dinesh (2010) expressed in an exploration in Pakistan on globalization finished up that as more socio-centric societies will transform into ego-centric ones and they will create higher rates of mental health problems. Hammad,,Ganatraa,(2008) did an exploration on senior citizens in Pakistan and reasoned that there are many dangerous components that assume a part in depression in elderly folks and loneliness is one of them. Husain, Creed and Tomenson (2000) expressed in a study in Pakistan on predominance of depression and presumed that there is a high danger of depression in underdeveloped nation particularly in Pakistan because of social adversity. Faraz, et.al (2009) led an examination in Pakistani countryside regions and expressed that depression is normal in remote territories of Pakistan.

Locus of control and depression has a very close relation. As different studies put forth that locus of control and depression have a signification relation with each other. Locus of control is a belief of an individual about the events or situations around them. The internal locus of control individual feels that they have control over their circumstances. These individuals feel happier, freer, and less stressful. In contrast, the individuals with an external level of locus of control feel helpless of their external events. They are more vulnerable to depression and other health problems. They have a tendency to keep themselves in a situation where they have stress, feelings of helplessness, shame, grief and anxiety. These feelings lead to maladjustment.

Khairudin, et.al (2011) did a research among elderly. The study examined depression, anxiety and locus of control in elderly suffering from dementia. The data of elderly were collected from various nursing homes. It was concluded that elderly suffering from dementia have experience depression and have external locus of control. Also it was determined that the more depressed the elderly were, the higher their anxiety and external locus of control level. The research signifies a positive correlation among depression, anxiety and locus of control.

Shaheen, et.all (2014), have discussed in one of the significant research on the factors contributing to depression, subjective happiness and satisfaction with life. This pragmatic research establishes relationship between locus of control and loneliness in forecasting, depression, subjective happiness and satisfaction with life. Data collected with the help of questionnaire. Results of the study have shown noteworthy effects of locus of control and loneliness on the variables of the study. There is a positive relationship between external locus of control and loneliness had a negative effect on other variables of study.

Locus of control has a strong influence on life that will leads to depression. Many researches have been conducted to see the connection between locus of control and depression. Bazila, Akbar and Khan (2013) led an examination on Pakistani University students and inferred that there is a positive correlation in locus of control and mental wellbeing. Imran, Zaidi, Naeem, & Wizra (2013) expressed in an examination presumed that men scored high on interior locus of control and ladies scored high on outer locus of control. Aliyha, Sadaqat, Muhammad (2013) expressed in an examination in Pakistan that locus of control have a significant relationship on life. Kiran, Zainab (2013) led an exploration and inferred that locus of control have critical influence at cognitive thinking of a person.

Religious practices have played an important role in influencing various symptoms of depression. Religion may reduce vulnerability towards depression by the use of many psychosocial mechanisms. There are ways and strategies in which religion has a vital role in depression (Kendler, et. al. 1999). Religious discrimination has a positive effect in developing anxiety and depression. With the increase in religious orientation there is a decrease in level of depression. As the person become religious, he/ she
have to spend time in religious activities and developed a sense of affiliation with the community and got support from the religious group so in old age when people are lonely and have difficulty in maintaining relationships with peer than this religious participation will create a sense of belongingness and old people feel connected in their old age (Klocker Treanerry & Webster, 2011).

Pakistan is a country with a state religion of Islam. All the practices of religion are open for everyone. Religion has a positive impact on the life of the people. Geriatric has dependably been an ignored part, however because of an expansion in maturing populace, Pakistan must set itself up to address the issues of the elderly populace. Despite the fact that sadness is the commonest psychiatric issue in the elderly, it is frequently misdiagnosed; conceivably because of the false notion that depression is a piece of maturing, as opposed to a treatable condition. This testing wonder needs prompt consideration from the specialists, strategy creators and the administration for its administration to upgrade the personal satisfaction of the elderly.

10. Methodology

10.1 Design of the Study
Quantitative analysis will be found most suitable for this study. The main objective of this study will be to examine the impact of locus of control and loneliness on depression among elderly and on religiosity as a moderating factor. A correlational methodology will be more proper for this study as the analyst needs to distinguish the imperative components that are connected with the dependent variable. It will take a depiction of a populace and takes into consideration conclusions to be drawn around a phenomenon in a given time that is illustrative of the whole populace. Moreover a closed ended questionnaire will be used to gather data.

10.2 Participants
The participants of the study will be consisted of 800 people from the population. Further these participants will be divided into two major groups one group will be of male and other group of female older people of Punjab, Pakistan.

10.3 Instrument
The following instruments will be used in this research.
1. Mini Mental State Examination (MMSE)
2. Geriatric Depression Scale (Short form)
3. UCLA Loneliness Scale (Urdu Version)
4. Levenson Multi-dimensional Locus of Control Scale (Urdu Version)
5. Religiosity scale (Urdu version)

10.4 Data Collection
Contacts will be made with participants to get the information. Upon agreement, a set of questionnaires will be delivered to the participants. The researcher will advise the respondents' in regards to the reason for this study, significance of their cooperation, and the confidentiality of the data; disclosing to them that this study is being directed for scholarly purposes only. The researcher then gathers the surveys from the individuals. A nearby finished survey will be utilized to assemble data about people. A close-ended questionnaire will be used to gather information about individuals.

10.5 Data Analysis
To analyze the data collected from the questionnaire survey, the Partial Least Square software will be used for the Structural equation modeling technique. While, for the purpose of data analysis and
hypothesis testing, several statistical tests will be conducted. Descriptive statistics will be done by calculating the mean scores and standard deviation of each dimension of the study.

11. Significance of the Study
This study would like to give huge theoretical and practical promises in the territory of Psychiatric exploration, and dysfunctional behaviors. From a theoretical point of view, the study stresses upon a few potential elements that may impact Pakistani community in developing good society. These factors are identified as depression, loneliness, locus of control and religiosity as a moderator which till date got no consideration by past researchers in Pakistan.
As far as the practical benefits, it will help not only the medical professionals but also clinical psychologists, social workers and common people. It will be a contribution to reduce old people’s sufferings of modern life.

References


Gul, N. Translation and Adaptation: The Loneliness Scale University of California Los Angeles.


Pakistan Newspapers on Peace Talks with Tahrik e Taliban Pakistan

Muhammad Sohaib Subhani, Rooh ul Amin Khan, Dr Khalid Sultan

1Department of Media and Communication Studies, International Islamic University Islamabad Pakistan.
sohaibsubhani@gmail.com
2Asst. Professor, Department of Media and Communication Studies, International Islamic University Pakistan.
roohul.amin@iiu.edu.pk
3Head of Mass Communication Department, Nizwa College of Applied Sciences, Sultanate of Oman.
khalid_sultan.niz@cas.edu.om

ARTICLE DETAILS

History
Revised format: May 2015
Available Online: June 2015

Keywords
Peace Talks,
Tehrik E Taliban Pakistan (TTP), Agenda Setting, Editorial Policy, Comparative Analysis.

JEL Classification:
E60, E63, E69.

ABSTRACT
Negotiations between two parties always have newsworthiness. Results of the negotiations can be strongly influenced by the media coverage. Pakistan’s government was also involved in peace negotiation with Tahrik e Taliban Pakistan (TTP) during January and February 2014. It was the most discussing issue in Pakistani media at that time. The aim of this research is to analyze the editorial policy of three Pakistani English language newspapers; Dawn, Nation and The News to check their favorable or unfavorable behavior regarding peace talks during January and February 2014. Agenda setting, priming and farming theories were used in this study. Qualitative content analysis method was used in this study to analyze the editorial policy of these three newspapers. Findings revealed that all these three newspapers gave significant coverage to the peace talks issue but Nation gave more coverage to the issue. Findings also revealed that Dawn and The News, most of the time showed neutral behavior but tilted towards unfavorable position regarding peace talks. Nation showed strongly unfavorable behavior regarding peace talks. So it is concluded that all these three newspapers were mostly against the peace talks and government and media were not on the same page on the issue of peace talks.

© 2015 The authors, under a Creative Commons Attribution-NonCommercial 4.0

1. Introduction

After 9/11 and US invasion of Afghanistan, a fraction of Afghan Taliban along with Al Qaida’s foreign militants ran away in to the adjacent tribal areas of Pakistan. They were welcomed by the tribe’s men due to the traditions and customs of the tribal areas and their common believes and ideologies regarding

*Corresponding author’s email address: sohaibsubhani@gmail.com

DOI: https://doi.org/10.26710/jbsee.v1i1.7
Jihad. They put Pakistan in a conflicting situation and started their extremist activities in the country. The emergence of the Tahrik e Taliban Pakistan (TTP) in 2007 makes the situation more terrible (Siddique, 2014). Meanwhile, government of Pakistan held various negotiation efforts (In April 2004: The Shakai Peace Agreement, In February 2005: The Sararogha Peace Agreement and in May 2008: The Swat Agreement) but all ended unsuccessful (Sheikh& Greenwood,2013). After the establishment of new PML (N) government in Pakistan in 2013, an all party’s conference (APC) was called by the government on 9th September 2013. This APC supported the peace talks with TTP and declared the military operation against those who would not negotiate with the government. On 31st December 2013, PM Nawaz Shareef meet Molana Samiulhaq and both leaders were agreed on starting peace talks with TTP. During the national assembly’s session on 29th January 2014, PM Nawaz Shareef made a proclamation of starting peace talks with TTP and a new debate about the future of peace talks begins on media (Safi, 2014). In the start of 2014, all types of local and international media were full of stories discussing peace talks in Pakistan. This heavy news coverage of the issue put the government and public in an ambiguous situation. Hussain (2014) quoted Prime Minister Nawaz Shareef and information minister Pervaiz Rasheed to criticize media’s role during peace talks. It was a debate among the media researchers as well as policymakers that what should be the role of media during the whole peace process.

This study aims to analyze the coverage of Dawn, Nation and The News on peace talks in their editorials from January 1st 2014 to February 28th 2014. The purpose of this research is to provide a scientific research that how these newspapers frame the issue of peace talks in consideration with their government’s policy on the issue.

Research questions
1. To what extent Dawn, Nation and The News gave coverage to the issue of peace talks in their editorials?
2. Whether Dawn, Nation and The News supported Pakistan’s government policy on peace talks or not?
3. What are the similarities and differences in the editorial coverage of Dawn, Nation and The News on the issue of peace talks?

2. Literature Review

Literature review is a planned search and analysis of already published information. It is organized according to the research objectives, and the problem that a researcher wants to address. It helps to point out the direction of research (Cooper, 1998). Media’s role during the peace process is an important area of study. Bratic & Schirch (2007) discussed that media can play a vital role in peace building processes along with some other strategies but it is not suitable in all peace building situations. Media usually do not respect the secrecy and tries to highlight all conflicting angles of the problem to increase their ratings rather than to serve a larger objective. It is also observed that the impact of media on conflict is greater than the impact of media on conflict resolution (Wolfsfeld, 2004). Peace journalism highlights the structural and cultural reasons of conflict and violence instead of creating polarization. It tries to explain the violence and conflict relating to many groups and suggest various objectives. Peace journalism can helps to promote peace initiatives. It can also explain the stated situations and actual situations. (Galtung and Vincent, 1992; Wolfsfeld, 2003; Lynch, 2005; cited in Siraj, 2008).

It is a basic task of the media reporters and their editors to adopt a balance position during conflicts. In such situations, media’s interpretation has also been too stimulating than earlier. In Pakistani scenario, there is no concept of Peace journalism. Peace journalism can resolve conflicts and bring peace in the country. The news media can take part in any peace process. Primarily, they assist in settings the
political landscape in which the peace process occur. Then, the media has a great control on the policy and can access to the stakeholders of the conflict. Third, the media has a large power to build a narrative for peace process. Fourth, the media can reinforce the public authority as the stakeholders involved in the peace process (Jana & Khan, 2011).

As government is the main stakeholder in the current situation and our aim is to identify the media’s role towards government’s policy on this issue. It is observed that previously most of the media were tilted towards government’s policies due to many reasons. Akhtar (2000) analyzed the newspapers from 1970 to 1990 and argued that legal actions, harassment and most importantly economic dependence on the government are the reasons that forced media to favor the government. The effects of these pressures were scene in 1970’s elections, when Awami League had won the majority of the seats but the politicians and military in West Pakistan were against the Awami League. Mainstream print media in West Pakistan supported the military’s stance at that time. This influence of the government was same in the regime of Zia ul Haq when content that criticized the president and the government’s policies was strictly banned (Niazi, 1994). With the passage of time, Media’s dependence on government for advertisement changed. Rafiq (2007) stated that The News and Dawn published maximum anti government editorials during judicial crises in 2007. After that, these newspapers did not give much importance to judicial crises. All these three examples were from the different military regimes. But previous two cases were different from the last one. According to Manzoor (2002) Pakistani press is very much related to the international issues. He further argues that Pakistani press enjoys the freedom and criticizes the government but patriotism is also exists in the Pakistani press. So we can say that harmony among the media and government’s opinions is varying from issue to issue and one government to other government.

Theoretical framework is a conceptual model of how a theory makes real sense of the relationship among several themes that are related to the problem (Sekarran,2000). For this study Agenda Setting theory is used, which describes that media sets the agenda and highlights any specific issue. Agenda setting is the concept that the news media decides the issues that the people thinks are important by selection of some specific news (Tankard et. al. 1992). Cohen (1963) also gave the idea of agenda setting. He stated about the power of the press that it may not be successful much of the time in telling people what to think, but it is successful in telling people what to think about. According to researchers Mc. Combs and Shaw (1972), audience not only learns about public issue and other matters through media but they also learn about how much importance should give to a specific issue by the emphasis that mass media place upon that issue.

Priming of any issue on media also matters in its importance among masses. The amount of time and space that is given to an issue by media makes the audience interested and attentive towards that particular issue. Similarly, audience perception about events is influenced by historical background with which they are familiar with by their own experience or by media. Media reporting has very strong effects as it is almost impossible for audiences to ignore the events such as the Olympics or World Cup. Such reporting makes the people interested in these activities for the time being. Though many of the people were not sport fans before the reporting of these events but the people got trapped in the instant (Shanto, Mark & Donald, 1982).

Collecting, editing and presenting information in the news is a difficult job on the part of media reporter. A reporter is also a human being and he or she cannot be a neutral because it is also part of a culture. Partiality and bias cannot completely erase. The journalists ask the questions, receive the information and refine it according to their own frames. Journalist framing may change or adjust the opinion of the people. Stephen (2001) cited Entman (1993) that “A frame is identified by its result or effect. The frames selected according to some aspects of a reality and make those aspects more prominent, in such a way as to promote a particular problem and causal explanation.” Stephen further cited Tankard (1991)
that “A frame is a central idea of news content that gives a context and suggests what the main issue is through the selection, removal, highlighting, and explanation of specific ideas”.

3. Methodology

Hall (1975) has suggested that both qualitative and quantitative methodologies of content analysis should use to eliminate the weaknesses of content analysis. For this study the triangulation method is used that is both the qualitative and quantiative techniques are used. All related editorials of these three newspapers from January 1\textsuperscript{st} 2014 to February 28\textsuperscript{th} 2014 were selected as universe. It was the peak time of this issue on Pakistani media. There is no specific sampling technique used in this study and all related editorials were taken as sample. A whole editorial is considered as unit of analysis.

Prominence, which is given to the issue of peace talks by all these three newspapers in their editorials, determined by three different ways. Firstly total number of related editorials of Dawn, Nation and The News were compared by total number of all editorials published in these newspapers during two months January and February 2014. Secondly all related editorials were divided into editorials and editorial notes to check the placement. The newspaper which gave more editorials than editorial notes was considered to give more prominence to the issue. Thirdly total numbers of words published in all related editorials of a specific newspaper were counted and got average number of words published by that specific newspaper in related editorials.

To identify the nature of the coverage, data was divided into coding categories. Coding categories are the topics which are related to a main theme. Following topics identified as coding categories after reading these three newspapers during January and February 2014.

A. Negotiations
B. Terrorist attacks
C. Government
D. TTP
E. Negotiators
F. Military operation
G. Cease fire

To find out the direction of the editorials, data was examined according to three point scale: Favorable (+), Unfavorable (-) and Neutral or balanced (0). The editorial which discussed the Government, TTP and Negotiators in negative way, considered as unfavorable towards peace talks and vice versa. The editorial which clearly put the blame of terrorist attack on TTP and used it as a reason to stop peace talks, considered as unfavorable towards peace talks and vice versa. The editorial which is in the favor of military operation and against the cease fire, considered as unfavorable towards peace talks and vice versa. The editorials which discussed all these topics in a balance way considered as neutral.

For the qualitative analysis, the researcher analyzed the headings and wordings of related editorials of these three newspapers. The researcher has tested the coding sheets and coding categories and check inter coder reliability which is 0.9, before starting study and made minor changes in coding sheets for final study.

Results
Total 71 editorial were analyzed in this study among 17 editorials of Dawn, 20 of The News and 34 editorial of Nation included.

Priming Test
Figure 1 and 2 shows that researcher read total 489 editorials of Dawn, The News and Nation during January and February 2014 and found 71 editorials related to the peace talk issue. During two months total 177 editorials were published in Dawn, in which 17(9.6%) editorials were related, 139 editorials were published in The News, in which 20(14.39%) editorials were related and 173 editorials were
published in Nation, in which 34 (19.65%) editorials were related to the issue.

![Bar chart of editorials studies from three newspapers during January and February, 2014.]

**Fig. 1:** Number of editorials studies from three newspapers during January and February, 2014.

![Pie chart of related editorials published in three newspapers during January and February, 2014.]

**Fig. 2:** Number of related editorials published in three newspapers during January and February, 2014.

Figure 3 and 4 illustrate the division between editorials and editorial notes of each newspaper Dawn, The News and Nation during January and February 2014. Dawn published 14 editorials and 3 editorial notes, The News published 13 editorials and 7 editorial notes and Nation published 31 editorials and 3 editorial notes related to peace talks during January and February 2014.

![Bar chart of division in terms of number between related editorials and editorial notes published in three newspapers during January and February, 2014.]

**Fig. 3:** Division in terms of number between related editorials and editorial notes published in three newspapers during January and February, 2014.
Fig. 4: Division in terms of percentage between related editorials and editorial notes published in three newspapers during January and February, 2014.

Figure 5 illustrate the minimum, maximum and average number of words published in all related editorials of Dawn, The News and Nation during January and February 2014. Dawn devoted total 7514 words in related editorials with 321 minimum, 477 maximum and 442 average numbers of words. The News devoted 9191 words in related editorials with 297 minimum, 656 maximum and 460 average numbers of words. Nation devoted 15131 words in related editorials with 288 minimum, 621 maximum and 445 averages numbers of words. Table 1 also explains the same as figure 5.

Table 1: Statistical analysis of number of words published in related editorials in three newspapers during January and February, 2014.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Minimum</th>
<th>Maximum</th>
<th>SD</th>
<th>SE (Mean)</th>
<th>DF</th>
<th>T (cal)</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dawn</td>
<td>442.00</td>
<td>321</td>
<td>477</td>
<td>45.44</td>
<td>11.020</td>
<td>16</td>
<td>40.11</td>
<td>0.000</td>
</tr>
<tr>
<td>The News</td>
<td>459.55</td>
<td>297</td>
<td>656</td>
<td>85.81</td>
<td>19.187</td>
<td>19</td>
<td>23.95</td>
<td>0.000</td>
</tr>
<tr>
<td>Nation</td>
<td>445.03</td>
<td>288</td>
<td>621</td>
<td>52.12</td>
<td>8.938</td>
<td>33</td>
<td>49.79</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Framing Test
Following figures illustrate the direction of editorials published in Dawn, The News and Nation during January and February 2014 in different category.

Figure 6 explains the comparative direction of editorials of Dawn, The News and Nation regarding category A (Negotiations) during January and February 2014. Figure reflects that Dawn was 0.00% pro, 0.00% anti and remains 23.5% neutral towards category ‘A’. The News was 0.00% pro, 5.00% anti and remains 5.00% neutral towards category ‘A’. Nation was 0.00% pro, 23.5% anti and remains 0.00%
neutral towards category ‘A’.

![Graph: Category 'A' = Negotiations]

**Fig. 6:** Direction of editorials towards **Category ‘A’** published in three newspapers during January and February, 2014.

Figure 7 explains the comparative direction of editorials of Dawn, The News and Nation regarding category B (Terrorist Attacks) during January and February 2014. Figure reflects that Dawn was 0.00% pro, 5.9% anti and remains 11.8% neutral towards category ‘B’. The News was 5.00% pro, 15.0% anti and remains 10.0% neutral towards category ‘B’. Nation was 0.00% pro, 8.8% anti and remains 0.00% neutral towards category ‘B’.

![Graph: Category 'B' = Terrorist Attack]

**Fig. 7:** Direction of editorials towards **Category ‘B’** published in three newspapers during January and February, 2014.

Figure 8 explains the comparative direction of editorials of Dawn, The News and Nation regarding category C (Government) during January and February 2014. Figure reflects that Dawn was 0.00% pro, 11.8% anti and remains 5.9% neutral towards category ‘C’. The News was 0.00% pro, 5.00% anti and remains 10.0% neutral towards category ‘C’. Nation was 0.00% pro, 11.8% anti and remains 2.9% neutral towards category ‘C’.
Fig. 8: Direction of editorials towards **Category ‘C’** published in three newspapers during January and February, 2014.

Figure 9 explains the comparative direction of editorials of Dawn, The News and Nation regarding category D (TTP) during January and February 2014. Figure reflects that Dawn was 0.00% pro, 11.8% anti and remains 0.00% neutral towards category ‘D’. The News was 0.00% pro, 5.00% anti and remains 5.00% neutral towards category ‘D’. Nation was 0.00% pro, 14.7% anti and remains 0.00% neutral towards category ‘D’.

Fig. 9: Direction of editorials towards **Category ‘D’** published in three newspapers during January and February, 2014.

Figure 10 explains the comparative direction of editorials of Dawn, The News and Nation regarding category E (Negotiators) during January and February 2014. Figure reflects that Dawn was 5.9% pro, 0.00% anti and remains 5.9% neutral towards category ‘E’. The News was 0.00% pro, 10.0% anti and remains 10.0% neutral towards category ‘E’. Nation was 0.00% pro, 5.9% anti and remains 5.9% neutral towards category ‘E’.
Fig. 10: Direction of editorials towards Category ‘E’ published in three newspapers during January and February, 2014.

Figure 11 explains the comparative direction of editorials of Dawn, The News and Nation regarding category F (Military Operation) during January and February 2014. Figure reflects that Dawn was 0.00% pro, 0.00% anti and remains 11.8% neutral towards category ‘F’. The News was 0.00% pro, 0.00% anti and remains 10.0% neutral towards category ‘F’. Nation was 0.00% pro, 20.6% anti and remains 0.00% neutral towards category ‘F’.

Fig. 11: Direction of editorials towards Category ‘F’ published in three newspapers during January and February, 2014.

Figure 12 explains the comparative direction of editorials of Dawn, The News and Nation regarding category G (Cease Fire) during January and February 2014. Figure reflects that Dawn was 0.00% pro, 0.00% anti and remains 5.9% neutral towards category ‘G’. The News was 0.00% pro, 5.00% anti and remains 0.00% neutral towards category ‘G’. Nation was 0.00% pro, 5.9% anti and remains 0.00% neutral towards category ‘G’.

Fig. 12: Direction of editorials towards Category ‘G’ published in three newspapers during January and February, 2014.
Figure 13 explains the overall direction of editorials of Dawn, The News and Nation during January and February 2014. Figure reflects that Dawn was 5.9% pro, 29.4% anti and remains 64.7% neutral towards peace talks. The News was 5.00% pro, 45.0% anti and remains 50.0% neutral towards peace talks. Nation was 0.00% pro, 91.2% anti and remains 8.8% neutral towards peace talks. Table 2 reflects the number of editorials along with percentage.

![Overall direction](image)

**Fig. 13**: Overall Direction of editorials published in three newspapers during January and February, 2014.

**Table 2**: Overall Direction of editorials published in three newspapers during January and February, 2014.

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>Studied Editorial</th>
<th>Related Editorial</th>
<th>Positive</th>
<th>Negative</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dawn</td>
<td>177</td>
<td>17</td>
<td>1 (5.9%)</td>
<td>5 (29.4%)</td>
<td>11 (64.7%)</td>
</tr>
<tr>
<td>The News</td>
<td>139</td>
<td>20</td>
<td>1 (5.0%)</td>
<td>9 (45.0%)</td>
<td>10 (50.0%)</td>
</tr>
<tr>
<td>Nation</td>
<td>173</td>
<td>34</td>
<td>0 (0.0%)</td>
<td>31 (91.2%)</td>
<td>3 (8.8%)</td>
</tr>
</tbody>
</table>

**Discussion**
For this study the triangulation method is used and qualitative data also consider besides quantitative technique. Following is the discussion on qualitative data. Findings show that all these three newspapers had unfavorable stance towards peace talks. They did not support any chance for negotiations between TTP and Government of Pakistan. They were very clear that the government must not consider any peace talks.

**Treatment of the Editorials of Dawn**
Findings reveal that Dawn remains mostly neutral towards the peace talks but tilted towards negative side. Following are some headings of the editorials of Dawn; The wrong choice, No policy to fight militancy, Military operation is needed, More killings by Taliban etc. All these headings show a clear stance of Dawn against peace talks.

Dawn published an editorial on January 2\textsuperscript{nd} 2014 named “The wrong choice” and argues; “A pattern seems to be developing in the government so called strategy against militancy. PM, after meetings with security officials stated that the resolve to defend the country by whatever means, militarily too is reiterated. While after meetings with political allies, the preference for talks is reinforced. Prime Minister Nawaz Sharif appeared to have authorized Samiul Haq, the so called godfather of the Afghan Taliban, to reach out to the TTP and set the stage for dialogue”.

The editorial shows the government’s confusion on the peace talk issue and high lights the civil military divide on the issue. There is a strong satire can also be seen on Samiul Haq, who was considering for
initiating the negotiations. The editorial called him the godfather of the Afghan Taliban. Though editorial accepts that his task is to contact to the TTP and set the stage for dialogue, but at the same time, making him controversial.

Dawn published an editorial on February 2nd 2014 named “The new TTP” stated;

“While the focus in recent days has been on the many rounds of talks and why they failed, there is another essential aspect that has been somewhat overlooked, the TTP of 2014 is nothing like the Nek Mohammad-led group of predominantly Mehsud militants in 2004. Even now, with the government once again offering dialogue on unspecified terms and seemingly no red lines, the TTP has shown its shrewdness by conditionally accepting the dialogue”.

The editorial is trying to portray the whole dialogue in a complex way. Benjamin Netanyahu’s quote about negotiations better explain this situation. “You can't end negotiations unless you begin them and you can't begin them if you continually negotiate about the terms to begin negotiations”. No red lines can be drawn before and during negotiations. It can only be possible after the completion of dialogue.

**Treatment of the Editorials of The News**

Findings reveal that The News also remains mostly neutral towards peace talks but published more negative editorials towards peace talks than Dawn. Following are some headings of the editorials of The News; Action or what? How not to fight, or talk to, terror, The language of violence, We need answers, Talking to the TTP etc. The language of the headings is a bit neutral than Dawn.

The News published an editorial on January 1st 2014 named “Stepping forward” stated;

“At a one-on-one meeting with the prime minister in Islamabad, Maulana Sami was assigned the task of moving ahead with the talk process with the Taliban. How significant they will prove to be only time will tell, with the man chosen as mediator going into what will be an hugely significant dialogue attempt with the backing of both the civilian and military setup”.

In another editorial published on January 23rd 2014 named “Action or what” argue;

“The military has claimed it will support whatever course the government charts but there have been murmurs that it opposes talks. Could the action in North Waziristan be a way of boxing the prime minister into a corner”?

These editorials also highlighting the issue of civil military divide. As we have seen the same scenario in Dawn’s editorials, civil military divide was the most discussing argument during the whole peace talks process, presenting in print media as well as in electronic media.

In the following editorials, The News presents the case of negotiations in a bit neutral way. The News published an editorial on February 6th 2014 named “Talk and terror” argue;

“Taking the TTP at its word is always a dicey proposition even though they are usually first to take credit for attacks. At the same time, blaming them for the attacks without any proof could lead to negotiations being scuttled before they have even begun. These attacks leave the government in a difficult position. A strong possibility exists that the attacks were carried out by a faction within the TTP but without authorization from the leadership”.

In another editorial published on February 22nd 2014 named “Now is the time” argue;

“Tactically; it would make sense to allow the negotiating teams to continue their talks. Even if a breakthrough is not expected, there is surely no harm in keeping the avenues of communication open. We should have no illusions that the fight will be anything other than tough and brutal”.

**Treatment of the Editorials of Nation**

The case of Nation was very much different in its editorial coverage from other two newspapers. Nation remains strongly unfavorable towards peace talks and published very few neutral editorials towards peace talks. Nation showed strongly negative attitude towards peace talks and use the statement like “Say no to talks”, “Here we go again. Once again, when the public is clamoring for action by the state”, “There should be no doubt that this peace talks balloon will burst soon enough”, “the TTP are not to be trusted, nor can they be negotiated with”, “All this is absolute nonsense”. Nation argued in one of its
editorial published on February 4th 2014 named “Committed to committees” “The only productive thing that may come out of this bizarre repeat episode is that it will silence those who claim ‘peace has never been given a chance’. Following are some headings of editorials of Nation; A self-destructive agenda, Hands up and eyes closed, No more talks, Welcome to the circus, Comedy of terror, Talking into a trap, 15 ways to say no, A flawed ceasefire, An unbelievable ceasefire, How (not) to negotiate etc.

Nation published an editorial on January 2nd 2014 named “A self-destructive agenda” and stated; “The PM must remember that his government is primarily responsible for protecting the lives of the people of this country. By mindlessly insisting on a flawed ‘strategy’, it is miserably failing in the performance of its basic duty, which means, pack up and go home. The TTP refuses to accept the constitution along with the entire system through which a modern state functions. Its links with the Afghan intelligence are an established fact. If one goes through Mr. Sami-ul-Haq’s statements over the last few months, it becomes pretty clear that the middleman is not so much in the middle, rather inclined towards the other side”.

This single editorial covers multiple issues regarding peace talks. This portrayed the negotiation between the government and TTP not as a win-win situation but as a negotiation which would have ‘compromised government’s credibility, locally and internationally. This editorial is trying to giving two different narratives. First is the TTP is not accepting the constitution of Pakistan. It was also the most discussing argument in the debates on print media as well as on electronic media. The other is revealing TTP’s links with Afghan intelligence which is relatively a less discussing issue on mass media. As other two newspapers, Nation was also disgracing the middleman.

Nation published an editorial on January 20th 2014 named “No more talks” stated; “Doing nothing is an option – and it’s the wrong one. Say no to talks. The participants would be the TTP on one side and some government picked mullahs on the other side are incapable of making any negotiations on behalf of the state and not the fit persons for the job either. Say no to talks. And pick up arms, instead. It would be a decision still ten years too late, but do it now, and perhaps we can redeem our future. Do nothing, and effectively hand over control to the TTP”.

The editorial is not only criticizing the negotiators but clearly demanding the military operation against TTP.

Nation published an editorial on February 2nd 2014 named “Clear red lines” argue; “We cannot tell for certain whether the decision to give peace yet another chance was due to the lack of consensus in the Parliament or lack of clarity and confidence on the part of the PM, or perhaps both of these factors. But, there is no doubt over the fact that it was the wrong decision, and time will only further endorse this view”.

The editorial is clearly against the negotiations and blaming the parliament and prime minister for this wrong decision of negotiations.

**Conclusion**

The objective of the research was to examine the editorial policy of three Pakistani English newspapers Dawn, The News and Nation towards peace talks. Whether they favored the government’ policy or not? How much coverage did these newspapers gave to peace talks during January and February 2014? And what were the similarities and differences between these three English language newspapers on the peace talk issue? Editorials show the opinion and policy of a newspaper organization. Editorials are the articles that not only provide information but also explain various issues from an objective point of view. Editorials are considered to be the views of the newspaper organization. These views are prejudiced by a number of factors. They are also influenced by the owner and editorial boards of the specific newspapers. Influential personalities can also use their influence to publish their ideological views and agendas. Findings revealed that all these three newspapers gave significant coverage to the issue of peace talks but Nation gave more coverage than others. Findings also revealed that Dawn and
The News, most of the time showed neutral behavior but tilted towards unfavorable regarding peace talks. Nation showed strongly unfavorable behavior regarding peace talks. So it is concluded that all these three newspapers were mostly against the peace talks. Findings of the research also clearly reveal that, in current scenario, media and government were not on the same page and under study newspapers gave more space in their editorials to explain “government is confuse in its objectives regarding peace talks. Military and government are not on the same page on peace talks issue and these peace talks are not according to the constitution of Pakistan. These peace talks would never reach to reconciliation or a ceasefire and a military operation upon TTP is necessary to restore the peace and harmony”. Finally, government of Pakistan started “Operation Zarb-e-Azb” against TTP’s militants in FATA on 15th June 2014. According to above findings, it cannot be say that there was any direct relationship between the coverage of these three newspapers towards peace talks and the decision of the policy makers to take an army action against the TTP in FATA, but it is proposed that the coverage of these newspapers can influence on the policy makers to take such decisions.

References
Siraj, Syed Abdul. (2008, spring). War or Peace Journalism in Elite US Newspapers: Exploring News Framing in Pakistan - India Conflict. Strategic Studies, XXVIII (1). Islamabad: The Institute of
Strategic Studies.