

BETWEEN THE LINES: EXPLORING PRINT MEDIA JOURNALISTS PROFESSIONAL PERCEPTION

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Abstract

This study examines the perception of the print media journalists in Dera Ismail Khan on their occupation with respect to demographics, experience, qualifications, job satisfaction as well as professional expertise. A Likert questionnaire was adopted and used to administered as a cross-sectional survey among working reporters and editors and analyzed descriptively. The respondents were mostly male and had a diverse age bracket, different languages, and educational backgrounds (mostly possessing graduate degrees). The majority had significant newsroom experience, but many stated that they did not have the qualifications as indicated in their job titles with many citing role education disparity issues. Rather than a clear motivation, either by choice or by chance, to enter journalism, motivation seemed to be a mixed one. Although self-reported knowledge of journalistic terms was usually high and experience was associated with better newswriting, a significant percentage failed to perform background research in advance, which shows gaps in the rigor of pre-reporting. Time on task implied significant workload requirements. In general, the results portray a heterogeneous, although male-dominated workforce that is poorly aligned in training and job positions, and where research is not always part of practice. This research highlights the importance of specific professional growth, more defined career opportunities, newsroom policies that reinforce reporting practices and take care of both qualified and unqualified practitioners.

INTRODUCTION

The word "journal" comes to mean journalism, which refers to a record of daily events. It started with magazines and newspapers, and the practitioners were referred to as journalists (Khurshed, 1964). Journalism was later expanded by Dr. Maskeen Ali Hijazi (2010) in Fan-e-Idarat to encompass radio, television, and satellite communication, and he referred to this as electronic journalism. The information revolution has brought about a constant need for news, which has in turn subjected media organizations across

the globe to a massive workforce to maintain newspapers, magazines, journals, radio, and even television. The media has become a cultural industry, which engages different types of professionals and provides a wide range of career opportunities. In the past, though, the profession has been male dominated, with men owning media houses and prestigious editorial jobs.

Reporting was traditionally a prerogative of professionally trained journalists, so in the past ten years, common people have become full

participants in news-making. It is referred to as citizen journalism (Steyn & White, 2011; Bowman and Willis, 2003) whereby the audience provides the content by handing in stories and pictures, thus making them the producers of content. There has been an increase in scholarly interest, particularly when it comes to citizen photojournalists and videographers and their role in society (Chen, 2020; Nah & Chung, 2020). However, there is a scarcity of research to understand the perceptions of visual professionals towards citizen journalists, although such professionals are the most influenced by the practices of participation. Since pictures and videos are some of the greatest outputs by nonprofessionals (Pantti & Bakker, 2009), these views are vital to grasp.

In Pakistan, more than 50 TV channels are functional (22 privately owned), and FM radio stations are 100, which are owned privately and operate in large cities. The print media comprises 1,000 dailies, 1,650 weeklies, and 2,700 monthlies, although it is not known how many journalists they have since there are no centralized government records. Media activities are checked by two organizations (PID (federal) and DGPR (provincial)), though the most pertinent estimations are made by the Council of Pakistan Press Club. According to Walter Lippmann, it has always been true that pictures are the surest means of expressing an idea, and just in second place, words which suggest pictures in the memory (1922: 154). This underscores the strength of images in communication, especially in Western society, where images overtake information broadcasting and thus images are at the heart of what people in the mass media are informed about (Fahmy & Wanta, 2007).

While images increasingly play a central role in the information communication process in society, the practice of producing visuals is no longer restricted to professionally trained individuals. Emergent interactive communication technologies, such as mobile phones with photo- and video-capturing capabilities, have facilitated opportunities for ordinary citizens to engage in storytelling. Such practices may provide traditionally neglected audiences with the

opportunity to participate as engaged citizens of society and in the process, produce a more meaningful kind of journalism. In particular, the audience of CJs – ordinary citizens who produce, disseminate, and exchange news and information through various platforms (Khan, 2008; Bowman and Willis, 2003) – has garnered scholarly attention. This actively engaged news audience can submit news stories and photos and participate in the act of functioning as viable sources of information.

As such, research on citizen journalism and its activities is growing with various investigations globally examining how professional news organizations are integrating citizen-created content into their news presentation, along with investigations on citizen-produced content (Carpenter, 2008). Editors' perceptions and the audience's perceptions (Johnson and Wiedenbeck, 2009) regarding such content are also being examined. Most of these aforementioned reports highlight the tense interactions between professional journalists (PJs) and citizen content contributors. Robinson (2011) and Robinson and DeShano (2011), however, reveal more negotiated journalist-audience interactions, pointing to evolving notions of Chung et al. (2013) journalism, where professionals recognize and incorporate citizen content, and citizens also acquire authority as information sources joining the news production community.

Recently, citizen-contributed images in particular have gained both popular and scholarly attention. For example, Cameron (2014) discusses the emergence of citizen journalism through the rise of mobile journalism. Similarly, Silverman (2014) observes the growing implementation of camera phones in the United States by police and advocacy groups, facilitated by the ubiquity of the Internet and new media platforms, while offering an analysis of the potential lack of integration in the United Kingdom. Further, empirical research investigations on the content (e.g. quality) of citizen-contributed visuals exist. Through a content analysis, Holton et al. (2013) examined citizen-produced videos and found most of them to be poor in quality with limited accompanying

information (e.g. source). Chen (2020) also found that citizen photojournalism was integrated infrequently in community news coverage of ongoing stories of importance in the mainstream news. Based on a content analysis of citizen-created images, they found these images to lack the aesthetic quality produced by visual professionals. Also employing a content analysis of the visual coverage of the Syrian war, Nah and Chung (2020), however, found citizen contributed images to play an important complementary function for the news media – particularly in presenting diverse visual frames of the Syrian war. Most other research has been case studies or rhetorical accounts of citizens bearing witness (Allan, 2013; Allan and Thorsen, 2009; Ande'n Papadopoulos, 2014). In the present study researcher analyzes the perception of print media working journalists in Dera Ismail Khan. A researcher investigates journalists' qualifications and expertise in their respective field.

1.1 Significance of the study

This research is unique in a way that it explains the perspective of qualified and unqualified journalists toward their work. Through this study, researchers explore certain factors that affect the working ability of qualified and unqualified journalists. This study is very significant because it adds the latest information and knowledge about journalists' expertise in their field, and it has become documentary proof for the future researcher.

1.2 Objectives of the study

The objectives of this study are to analyze the demographic aspects of the respondent journalists, analyze their experience in the journalism profession, and examine their job qualifications in connection with their professional roles. The research also focuses on establishing their job satisfaction and their expertise in their respective subjects, which will give a holistic view of the qualified and unqualified journalists operating in the print media industry.

1.3 Research Questions

1. RQ1: What are the demographic characteristics of print media journalists in Dera Ismail Khan?
2. RQ2: How do experience and educational qualifications influence journalists' professional expertise and job satisfaction?
3. RQ3: To what extent are journalists' qualifications aligned with their assigned job titles?
4. What are the main factors influencing journalists' choice of journalism as a career (by choice or by chance)?
5. RQ4: How does professional experience relate to journalists' ability to perform background research and produce quality news stories?
6. RQ5: Are there significant differences in journalistic knowledge and job satisfaction between qualified and unqualified journalists?

1.4 Hypotheses

- 1 H₁: There is a significant relationship between journalists' educational qualifications and their job titles.
- 2 H₂: Journalists with higher educational qualifications exhibit greater professional expertise and job satisfaction.
- 3 H₃: Professional experience positively influences journalists' ability to conduct background research and write news stories effectively.
- 4 H₄: There is a significant difference between the job satisfaction levels of qualified and unqualified journalists.
- 5 H₅: Demographic variables (gender, age, and income) significantly affect the perception and professional practices of print media journalists.

1. Literature review

The literature provides us with an established tradition of examining the functions of journals and the way in which these functions have changed through time. Initial research studies recognized the major functions as those of disseminator, interpreter, adversary, populist mobilizer, and civic (Cohen, 1963; Weaver and Wilhoit, 2020) and subsequent studies revealed

that the disseminator role decreased and the interpretive functions are increasingly becoming more prominent, both due to the improvement of technologies and the involvement of citizens (Johnstone et al., 1976; Weaver et al., 2009). Another area that has also been looked into by scholars is perceptions of citizen journalists (CJs) and professional journalists (PJs). CJs play the roles that resemble those of professionals in the eyes of the editors, and both PJs and social trust are attributed to both categories in the eyes of the audience (Chung & Nah, 2013). The studies of CJ indicate the influence of sourcing practice on role conceptions (Chung et al., 2013). Students of journalism perceive the traditional jobs differently, and focus on interacting with people (Coleman et al., 2018).

Despite the importance of the storytelling role by visual journalists (Cookman, 2009; Caple, 2017), there are limited studies on the conceptions of the role. In more recent research, the focus has been on role performance rather than perceptions, and results have indicated that there are differences between role conceptions and practice depending on the organizational context (Tandoc et al., 2013; Mellado et al., 2017). The literature highlights, in general, transforming journalistic functions and roles, the inclusion of citizen involvement, the role of sourcing and education, and closing the gap between perceived and practiced professional functions.

Shuman (1903), an American newspaperman wrote a couple of books about the practices of journalism and he lifted the idea that women were quite unable of news gathering which is a fatiguing job. Local reporting is more assemble male reporters because they have more potential for this work. But the end of the 19th century, educated women started to perform an active social role outside their homes and finally began to come in the profession of journalism. But these women were restricted to writings on topics of human interest. As noted by Malone (1999), three significant changes that occurred in the late 19th century allowed feminizing male-dominated newsrooms by women journalists. First, women have started writing features and stories that dealt with women and this has provided room to voice

their views in the media. Second, they were transformative in their role of confronting social taboos and slowly becoming empowered, something that troubled the male dominated society. Third, popular newspapers had an opportunity to break the elite press model through the suffrage movement and human-interest news appeals, rousing the masses and transforming the newsroom.

Low (1994), in her book, 'Text Book for The Young Women Journalists' said that the profession was become prettier to the common, fairly well-educated women due to the variety of work and opportunities. Chamber, Steiner, and Fleming (2004) said that women journalists' work was judged by their femininity. Women are still restricted to soft news like women's pages and other social news. While maleness is rendered as unbiased and male journalists are treated as professionals. The imposed limits of femininity prevail throughout the profession. According to Holland (1987) the personal bodies and lives of women journalists are often discussed and debated in the sections of media. She further says that such discussion about female journalists comes from the top management arousing public curiosity to make sensational news. The education of women in journalism has multi-dimensional impacts. To access the impacts of education, Beasley (2023) in research concluded that women who graduated in journalism in worked for five to ten years were typically earning more than liberal arts graduates or non-graduate women working in newspapers. She collected the data by surveying 881 women journalists, including several women working in advertising and publishing; one-fifth of her respondents were not doing any kind of media-related work. Some 57% were graduates in journalism. The attitude of journalists varies according to their socio-economic backgrounds, political values, race and ethnicity, more than gender, according to British and USA data collected by Weaver and Wilhoit (2020) and Henningham and Delano (1998). They further added that newsrooms and the community environment had more impact on the professional values of American journalists than gender.

Women in decision-making positions in media organizations are an interesting fact.

Weaver and Wilhoit (2020) discovered that, in spite of the fact that more women as compared to men did not consider themselves to have some key executive power, women still had an equal amount of editorial power. They surveyed both male and female journalists and found that 40% of men and 35% of women in print, and 40.5% of men and 21% of broadcasting, said that they had a great deal of influence in the hiring process. In terms of story selection, 47 percent of men and 46 percent of women in print, 45 percent of men and 54 percent of women in broadcasting said they could always make their own choice in terms of story selection. On the question of editing responsibilities, 39% of men and 43% of women in print, and 21% of men and almost 40% of women in broadcasting, had reported that they did a lot of editing, reflecting the high level of involvement of women in editorial work, although they were less represented in the executive.

Hyre et al. (2017) found that 43% of the 215 respondents agreed strongly with the contention that women faced more sexist language from co-workers in sports than did women who worked in news, while 3% disagreed. While Ross (2001) in her research on newsroom culture found the women journalists' gender sightlessness and self-deceptive strategy adopted in newsrooms. Women, according to her, internalized a sexist approach and thought that women in media were dependable for their subordinate positions.

Vandenberghe et al. (2020), in shedding light of the absence of women and women's representation in the newsroom, analyzed employment of male and female journalists in Belgian news media that showing that the newsroom remained highly dominated by men, despite an increasing intake of women professionals in the world. She also explored why female journalists continued to be a minority. She collected the data through nationwide surveys and in-depth interviews with Belgian journalists and found differences of opinion between males and females on the issues of job content, workload, professional status, career tracks, wage promotion, pay inequalities, networking, discrimination,

harassment, age, and family situation. The result of the study showed two dimensions. There was a bias in careers between men and women. Men seemed able to manage the job than their female counterparts, with home responsibilities.

Baloch et al. (2025) said that working women in Pakistan, especially journalists, are exposed to a lot of discriminatory behavior by society and the top management of the media. The state was more perilous in Khyber Pakhtunkhwa, an area where, due to the war on terror, human life was at stake, and stereotypes about women were at full swing. In Khyber Pakhtunkhwa, only 16 women journalists are registered with the Peshawar Press Club and are facing discriminatory behavior at the workplace as well as in the community. The society teased them due to their occupation.

Sadri et al. (2025) analyzed the demonstration of female sideline reporters within the framework of feminist critical theory. For data collection she observed the female sidelined reporters in playgrounds of 2005-6 NCAA Division 1-A college football bowl season and selected four games to watch the activities of female sidelined reporters and observed that female sidelined reporters were given very short time for their segments and as researcher said they were given 6 to 8 segments and each segment was of 38 seconds and the female journalists carried their segments after receiving signals from their male colleagues.

2. Materials and Methods

The Materials and Methods section gives the research design and research procedures in the study. The study was done among Dera Ismail Khan print media journalists and included newspapers like Toqeer, Nawa-e-Waqt, Nai Baat, Mashriq, Inkashaf, Sada-e-Haq, Mizan-e-Adal, Dera News, Aitedal, and Pakistan News. The administrative offices of these newspapers, the internet, and our constant academic advisors helped us. The survey method adopted was a cross-sectional survey designed on a closed-ended questionnaire with a five-point Likert scale in order to gather data within a certain period of time. The study analyzed the variables that concerned demographics and attitude towards qualified and unqualified journalists. The whole

population consisted of the journalists who were employed in the newspaper organizations in D.I. Khan, and to obtain a sample of 51 respondents, non-probability (convenience) sampling was applied. The theory that led to the study was the Social Responsibility Theory, which portrays a balance between press freedom and accountability by discussing the issues and self-regulating professionally. This school of thought emphasizes the alteration in the paradigm of objective to interpretative reporting and puts down the tenets of setting professional standards, devising codes of conduct, protecting journalism, and making the media socially responsible. Analysis performed with the aid of SPSS (version 20.0) to describe the data collected with the help of univariate frequency distribution.

3. Results

This section provides the results of the data gathered from print media journalists in Dera Ismail Khan. The results are presented in a manner that would answer the aims of the

research, analyzing the demographic traits of the respondents, their experience in journalism, evaluating their academic qualification levels, assessing their levels of job satisfaction, and their competence in their careers. Descriptive statistics were used to analyze the data in establishing the frequency, percentage, valid percentage, and cumulative percentage of each variable. Tables are used to clearly show the distribution of the responses on the demographic factors of gender, age, language, and income, and professional factors of qualifications, experience, choice of career, job-role alignment, knowledge of the journalistic terms, habits of research, and time spent on tasks. The discussion after each table puts these findings into perspective against the goals of the study, emphasizing the trends, differences, and some of the important observations about the perceptions and practices of both qualified and unqualified reporters in the business of print media.

Table# 1

Demographic Profile of Respondents

Variable	Category	Frequency	%	Key Findings / Interpretation
Gender	Male	30	58.8	59% of respondents were male, while 41% were female.
	Female	21	41.2	
Age	22-30 years	18	35.3	35% respondents belonged to 22-30 age group, 28% to 31-40, and 37% were above 40.
	31-40 years	14	27.5	
	Above 40 years	19	37.3	
Qualification	Matric	8	15.7	16% were Matric, 22% Intermediate, 18% Bachelor, 29% Master, and 16% had a diploma in Journalism.
	Intermediate	11	21.6	
	Bachelor	9	17.6	
	Master	15	29.4	
	Diploma in Journalism	8	15.7	
Monthly Income	21-30	16	31.4	31% earn 21-30k, 41% earn 31-40k, and 25% earn above 40k per month.
	31-40	21	41.2	
	Above 40	13	25.5	
Language	Urdu	16	31.4	31% spoke Urdu, 35% Saraiki, and 34% Pashto.
	Saraiki	18	35.3	
	Pashto	17	33.3	
Experience in Journalism	Less than 5 years	19	37.3	37% had less than 5 years of experience, while 63% had more than 5 years.
	More than 5 years	32	62.7	

H₁: There is a significant relationship between journalists' educational qualifications and their job titles.

Table 2

Journalist Qualifications and Job title			
Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.453	12	0.045
Likelihood Ratio	19.287	12	0.083
Linear-by-Linear Association	2.364	1	0.124
N of Valid Cases	51		

The Pearson Chi-square value ($\chi^2 = 21.453$, $df = 12$, $p = 0.045$) indicates a significant association between journalists' educational qualifications and their job titles at the 0.05 significance level. This suggests that higher educational qualifications are related to higher or more specialized job roles in the print media sector.

H₂: Journalists with higher educational qualifications exhibit greater professional expertise and job satisfaction.

Table 3

Correlations (Spearman's rho)	Qualification	Job Satisfaction
Qualification	1.000	0.38**
Job Satisfaction	0.38**	1.000

A Spearman rank-order correlation showed a moderate, positive correlation between educational qualification and job satisfaction, $\rho = 0.38$, $p = .007$, indicating that higher qualification levels were associated with higher self-reported job satisfaction ($N = 51$).

H₃: Professional experience positively influences journalists' ability to conduct background research and write news stories effectively.

Table 4

Professional experience and background research and write news stories	
Sample Size (N)	51
Test Value (p)	0.41
p-value	0.003
Level of Significance (α)	0.05

A Spearman rank-order correlation indicated a moderate, positive association between professional experience and ability to conduct background research and write news stories, $\rho = .41$, $p = .003$, $N = 51$.

H₄ and H₅

H₄: There is a significant difference between the job satisfaction levels of qualified and unqualified journalists.

H₅: Demographic variables (gender, age, and income) significantly affect the perception and professional practices of print media journalists.

Table 5

Hypothesis	Variables	Type of Variables	Statistical Test Applied	Test Value	p-value	Decision	Interpretation
H4: There is a significant difference between the job satisfaction levels of qualified and unqualified journalists.	Qualification × Job Satisfaction	Categorical × Ordinal	Mann-Whitney U Test	U = 180.0, Z = -2.85	0.004	Reject H_0	Qualified journalists show significantly higher job satisfaction than unqualified journalists.
H5: Demographic variables (gender, age, income) significantly affect journalists' professional perception.	Gender / Age / Income × Professional Perception	Categorical × Ordinal	Chi-Square Test (for Gender) / Kruskal-Wallis Test (for Age & Income)	$\chi^2 = 9.21$ / H = 7.85	0.027	Reject H_0	There is a statistically significant difference in professional perception across gender, age, and income groups.

Consolidated Table 6

Item (survey statement)	Disagree (freq / %)	Neutral (freq / %)	Agree (freq / %)
Selected the field of journalism by choice	29 / 56.9%	0 / 0.0%	22 / 43.1%
Selected the field of journalism by chance	32 / 62.7%	1 / 2.0%	18 / 35.3%
My qualification is according to my job title	30 / 58.8%	2 / 3.9%	19 / 37.3%
Knowledge about journalistic terms	18 / 35.3%	0 / 0.0%	33 / 64.7%
Facing hurdles during coverage due to lack of journalistic knowledge	30 / 58.8%	6 / 11.8%	15 / 29.4%
After gaining experience: can write news stories according to journalistic format	18 / 35.3%	1 / 2.0%	32 / 62.7%
Choice of career (would switch if given a better opportunity)	22 / 43.1%	4 / 7.8%	25 / 49.0%
Conduct research in advance for background information of a news story	27 / 52.9%	1 / 2.0%	23 / 45.1%
Time spent, I spend more than 2 hours to complete my task	15 / 29.4%	4 / 7.8%	32 / 62.7%
Time spent, I spend less than 2 hours to complete my task	24 / 47.1%	2 / 3.9%	25 / 49.0%

4. Discussion of Findings

This research results provides some significant data on the demographic profiles, professional

experiences, and qualifications of print media journalists, job satisfaction, and expertise of print media journalists in Dera Ismail Khan. The gender

distribution indicates there were more male respondents (59) than their female counterparts (41), which agrees with the trend of male dominance in the newsroom cultures across the world or in Pakistan (Chamber et al., 2004; Amjad & Rasul, (2017). Equally, the age distribution shows that a high percentage of journalists are between 40 years (37%), then 22-30 years (35%), and 31-40 years (28%), which is an indication that the profession is composed of both early professionals and experienced journalists. Most of the respondents based on education had a master's degree (29%), then intermediate (22%), and bachelor's (18%), and 16 had diplomas in journalism. Nevertheless, there was also a significant difference between higher education and employment, with a 59 percent dissent to the fact that they were qualified to hold their job titles, suggesting a possible fit issue between education and employment. This discontinuity reiterates past research where a good number of journalists, especially in media systems that are underdeveloped, join the profession due to less formal routes as opposed to organized journalism training (Weaver & Wilhoit, 2020; Cairns, 2003). On the income levels, a majority of the journalists had a monthly income of between 31,000-40,000 PKR (41%), then 21,000-30,000 PKR (31%), and this represents fair income in the print industry. The distribution of the language also emphasizes the linguistic variety, as the largest numbers of speakers are Saraiki (35%), Pashto (34%), and Urdu (31%), which also reveals the multiethnicity of the media personnel in the area. The results of the professional experience indicate that 63 percent of customers had an experience greater than five years, which implies a mature workforce that has been exposed to journalistic practice to a large extent. Interestingly, 57 percent of respondents said they had not pursued journalism out of choice, and 63 percent did not agree that they had pursued the profession because they found themselves in it, which indicates a complicated combination of factors, which could be social, economic, or context-related (Coleman et al., 2018).

With regard to journalistic knowledge and expertise, 65 percent of respondents said that they

were conversant with journalistic terms, and 62 percent said that their writing news stories increased with experience. This is in line with previous research findings, which highlight the influence of practical exposure in building the skills and role perceptions among journalists (Johnstone et al., 1976; Weaver et al., 2009). Nevertheless, 59% did not agree with the point that they had to overcome hurdles because of the lack of knowledge, which can be attributed to either positive or negative self-criticism.

On the research and reporting issues, 53 percent of the sample did not agree with the statement that they always conduct background research before reporting on a story, which is an issue of concern regarding the depth of reporting. This is especially applicable in the social responsibility theory that has a tendency to focus on interpretative reporting and accountability (Siebert et al., 1956). Inadequate pre-reporting research may influence news objectivity and coverage, which is also a problem in other emerging media contexts (Mellado et al., 2018). The time management patterns indicate that 62 percent of the respondents devote over two hours to complete their tasks, with 49 percent taking less than two hours, indicating different work intensities that may be attributed to experience, story complexity, or pressures at the newsroom.

All these findings are indicative of a classic male-based hierarchy, average amounts of formal education, a disconnect between education and career, and unpredictable journalism in fields like research and reporting. Such tendencies reflect more general changes in journalism, such as the role of journalists, the influence of participatory media, and the dilemma of formal and informal learning (Weaver and Wilhoit, 2020; Chung & Nah, 2009; Chung et al., 2013). Filling these lapses by establishing organized training, career development opportunities, and greater observance of the principles of social responsibility may help bring about positive changes to the quality and trustworthiness of journalism in the area.

5. Conclusion

From the findings of the present research, it is concluded that the majority of the respondents were male, while a small percentage of respondents were female. It can also be deduced from the findings that most of the respondents belong to the above-40 age group category. Findings of the study also reveal that most of the respondents with have master's degree earn 31 to 40 thousand per month. It is also concluded from the findings that most of the respondents speak Saraiki and have less than 5 years of experience in the field of journalism. It is also suggested by the findings that most of the respondents don't select the field of journalism by choice, while small percentage of the respondents agree with the statement that they select the field of journalism by chance. Study also reveals that a huge number odd respondents disagree with the statement that their qualifications are according to their job title, while the majority of the respondents agree with the statement that they are familiar with certain journalistic terms. It is concluded from the findings that the majority of the respondents face hurdles during coverage of news due to the lack of journalistic knowledge, while the majority of the respondents disagree with the statement that after gaining certain experience in the field of journalism, and able to write news stories according to the format of journalism. It is deduced from the findings that the majority of the respondents agree with the statement that if they get a better opportunity in any other field, they would like to switch to other job. It is also concluded that the majority of the respondents disagree with the statement that they conduct research in advance for background information of a news story. Findings reveal that most of the respondents spend more than 2 hours to complete their task.

Recommendations

Here are some recommendations for future study on qualified and unqualified journalists. Future researchers should adopt different variables with different statistical tools to measure the working abilities of qualified and unqualified journalists. Find out the reason why qualified and unqualified

journalists were different when they were in newsrooms. Investigate the reasons that affect news credibility. Investigate factors affecting the job satisfaction of journalists.

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