

Print Media Coverage of Political Parties in Pakistan: Treatment of Opinion Pages of the Daily Jang and Daily Dawn

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Vol. V, No. I (Winter 2020)

Page: 230 – 242

p-ISSN: 2616-955X

e-ISSN: 2663-7030

ISSN-L: 2616-955X



Abstract

Historically, Print media especially newspapers in Pakistan were considered as mature and objective in their business. Currently, the phenomenon of ‘popular and crispy style’ of editorials is being explored for enhancing the readership of newspapers. The perceptions we make in our minds about the world are mostly based on second-hand reality which sometimes creates distortion in the information we receive whether it comes from media or any other channel of communication. Therefore, the role of media in framing certain aspects of political parties for the target audiences has been drastically enhanced in recent decades. The present study has focused on the coverage of political parties in the light of framing theory. The mainstream media covered these activities of the parties differently as some newspapers gave huge coverage while some others gave moderate or low coverage. The goal of this research study was to explore how leading dailies Daily Jang and Daily Dawn covered main political parties PTI and PML-N in the light of Indexing theory

Key Words: Coverage, Print Media, Political Parties, Indexing Theory

Introduction

Pakistani political parties with the help of media are creating political awareness about the national issues among the people. The English newspapers hold an important place in making and altering the opinion of the elite and dominant social class. The leading English newspapers have a prestigious place among the elite, middle and lower middle circles too. These media outlets played significant roles in building public opinion on the issues by framing and agenda setting techniques. In the past the issue of top- palling down and destabilizing the elected government of President Zardari by military and civil establishment had been a hot topic for media, politicians, and audiences. The cable news channel in general and newspapers in particular gave extensive coverage to the issues of democracy and expected military took over in their prime time talk shows and opinion pages. The media have their own agenda which might be different from the military agenda which has been adventurous towards newly elected governments since 1958 and the first take over by an army general. Judiciary and civil bureaucracies are always hands in hands to support and legitimize the military actions as a doctrine of necessity. The role of media cannot be examined in isolation; however, its role has been more or less favourable towards the ruling class to avoid any confrontation. Military-media-bureaucracy nexus gave vulnerable loss to democratic institutions and as a result, the non-democratic forces received a reasonable time and space to flourish (Jan, 2013). On the other-hand in the time of political chaos and crises the small political parties have always at the bargaining position as there has not been a single majority party government in Pakistan. In 1997-1999 the Pakistan Muslim League (PML) for the first time in the history of Pakistan won the elections and formed a single party government. Moreover, the non-political forces are always in search of puppetry or relatively small and weak political party to legitimize their adventures. In 2013 Pakistan Tehreek-i-Insaf (PTI) started to show its public strength by pulling public to some big rallies. It has not yet been received much attention from the media and people since its inception about decade and a half. Pakistan Muslim League in response to PTI gatherings also started to show

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public power by conducting public rallies. Against this background, the print and broadcast media gave extensive coverage to both the parties. Media critics say that some media outlets gave greater coverage to PTI. Even, the ruling party has encouraged the public to participate in demonstrations ([Mohapatra, 2013](#)).

Literature Review

The research conducted by [Jan \(2013\)](#) regarding Print media coverage of political parties in Pakistan: Treatment of opinion pages of the DAWN and NEWS, discussed the opinion pages of two leading English newspapers, the daily DAWN and the daily NEWS for two months to analyze the coverage pattern of Pakistan Tehreek-i-Insaf (PTI) and measured the variables slant, frame, frequency and placement. The result showed that both newspapers treated PTI differently.

Two researchers [Ashraf and Chaudhry \(2013\)](#) studied the agenda setting role of media in Pervaiz Musharraf's regime (1999-2008) by analyzing the editorials of elite English newspapers The News, The Nation and Dawn in their study "Agenda setting and Framing of Elections during Musharraf Period in Pakistani Print Media (1999-2008)". The study examined the trends of editorial agenda and overall policies of press. The results showed that there was a significant difference in the editorial coverage of elections in Pakistani English newspapers during Musharraf period ([Ashraf & Chaudhry, 2013](#)).

In the past, many international scholars have researched on the election coverage in print media. [Strömbäck and Dimitrova \(2006\)](#) compared the press coverage of the 2004 presidential elections campaign of three Swedish and three U.S newspapers. Content analysis showed that framing of politics as a strategic game was more common in the newspapers of the United States as compared to the Swedish newspapers. The US newspapers were found to be descriptive while the Swedish newspapers adopted interpretive style.

[De Vreese, Banducci, Semetko, and Boomgaarden \(2006\)](#) examined the news coverage of the 2004 European Parliamentary elections in all the member states of European Union. Print Media and Politics: A Comparative Study of Three Leading Pakistani Political. They studied three national newspapers and the most watched news channels in each country, two weeks before the elections. The election campaigns were found to be more visible in the new EU member states as compared to the old ones. The results showed that the news in old member states had negative tilt but the new countries adopted a mixed pattern.

Gender biased coverage of the politicians in case of Canada was studied by [Gidengil and Everitt \(2003\)](#). The leaders' debates of 1993, 1997 and 2000 elections were analyzed and the results showed that coverage of the elections of 1993, 1997 and 2000 in Canada used masculine stereotypes. Role of female leadership was projected in a minimally.

[Steger \(2002\)](#) studied the presidential nomination coverage of 1996 elections in two major newspapers of United States of America. The study examined the Chicago Tribune and New York Times and concluded that their coverage was biased. Both the newspapers treated the election as a horse race and gave more coverage to leader applicants than the other candidates.

[Soderlund and Wagenberg \(1975\)](#) analyzed the editorials regarding federal elections that were held in United States of America and Canada in 1972. By using content analysis method, they scrutinized twelve newspapers of both countries. The basic aim of the study was to examine the editorial coverage that was given to American and Canadian candidates in the major newspapers of USA and Canada. Findings of the study indicated that the editorial coverage of newspapers of both the countries was almost same; the major difference between the coverage of both countries was the socio-cultural differences.

Research Questions

1. How selected dailies gave coverage to PML-N from May 2013 to November 2013?
2. How selected dailies gave coverage to PTI from July 2018 to January 2019?
3. How much coverage given to PML-N from MAY 2013 to November 2013 and PTI from July 2018 to January 2019?
4. Which newspaper produced more editorials about PML-N from MAY 2013 to November 2013 and PTI from July 2018 to January 2019?

Application of the Theories

Indexing Theory

The application of indexing theory in the current study is to know how newspapers covered political parties (PTI and PML-N) either in a positive, negative or neutral way. Because this theory reflects that media pays special attention to the government actors as they are the best source of information and it is easier for them to access and obtain quotations.

Framing Theory

Framing Theory is relevant to this study as the basic concept of this theory is that how media frames certain aspects of any political party or any issue, by emphasizing specific frames that have certain meanings. As the researcher is analyzing the editorials of Newspapers, so it is best to employ this theory because it will help a lot in understanding the specific frames in which PTI and PML-N are being covered by the Daily Jang and Daily Dawn.

Research Scheme

This research work applies quantitative content analysis technique to measure the coverage of PTI and Pakistan Muslim League Nawaz (PML-N) government in the editorials of Daily Dawn and Daily Jang in the described time duration that gives the useful way to interpret and judge the frame given to particular issue.

Data Presentation

Table 1. Month wise Positive Published Editorials

		Party		Total	
		PMLN	PTI		
Months	Month - 1	Count	15	5	20
		% within Party	8.5%	3.2%	6.0%
	Month - 2	Count	38	17	55
		% within Party	21.6%	10.9%	16.6%
	Month - 3	Count	33	30	63
		% within Party	18.8%	19.2%	19.0%
	Month - 4	Count	39	29	68
		% within Party	22.2%	18.6%	20.5%
	Month - 5	Count	22	25	47
		% within Party	12.5%	16.0%	14.2%
	Month - 6	Count	22	24	46
		% within Party	12.5%	15.4%	13.9%
	Month - 7	Count	7	26	33
		% within Party	4.0%	16.7%	9.9%
Total	Count	176	156	332	
	% within Party	100.0%	100.0%	100.0%	

This table shows that in first month of MAY 2013 PML-N published 5 positive editorials in Daily Jang and Daily Dawn and its percentage is 8.5 while in first month of July 2018 PTI published 5 positive editorials in Daily Jang and Daily Dawn and its percentage is 3.2. So total editorials published in first month of MAY 2013 PML-N and PTI July 2018 in Daily Jang and Daily Dawn are 20 and its total percentage is 6.0.

This table indicates that in second month of June 2013 PML-N published 38 positive editorials in Daily Jang and Daily Dawn and its percentage is 21.6 while in second month of August 2018 PTI published 7 positive editorials in Daily Jang and Daily Dawn and its percentage is 0.9. So total number of editorials published in

second month of June 2013 PML-N and PTI August 2018 in Daily Jang and Daily Dawn is 55 and its total percentage is 6.6.

This table illustrates that in third month of July 2013 PML-N published 33 positive editorials in Daily Jang and Daily Dawn and its percentage is 8.8 while in third month of September 2018 PTI published 30 positive editorials in Daily Jang and Daily Dawn and its percentage is 9.2. So total editorials published in third month of July 2013 PML-N and PTI September 2018 in Daily Jang and Daily Dawn is 63 and its total percentage is 9.0.

This table shows that in fourth month of August 2013 PML-N published 39 positive editorials in Daily Jang and Daily Dawn and its percentage is 22.2 while in fourth month of October 2018 PTI published 29 positive editorials in Daily Jang and Daily Dawn and its percentage is 8.6. So total editorials published in fourth month of August 2013 PML-N and PTI October 2018 in Daily Jang and Daily Dawn is 68 and its total percentage is 20.5.

This table indicates that in fifth month of September 2013 PML-N published 22 positive editorials in Daily Jang and Daily Dawn and its percentage is 2.5 while in fifth month of November 2018 PTI published 25 positive editorials in Daily Jang and Daily Dawn and its percentage is 6.0. So total editorials published in fifth month of September 2013 PML-N and PTI November 2018 in Daily Jang and Daily Dawn is 47 and its total percentage is 4.2.

This table indicates that in sixth month of October 2013 PML-N published 22 positive editorials in Daily Jang and Daily Dawn and their percentage is 2.5 while in sixth month of December 2018 PTI published 24 positive editorials in Daily Jang and Daily Dawn and their percentage is 5.4. So total editorials published in sixth month of October 2013 PML-N and PTI December 2018 in Daily Jang and Daily Dawn are 46 and their total percentage is 3.9.

This table shows that in seventh month of November 2013 PML-N published 7 positive editorials in Daily Jang and Daily Dawn and its percentage is 4.0 while in seventh month of January 2019 PTI published 26 positive editorials in Daily Jang and Daily Dawn and its percentage is 6.7. So total editorials published in seventh month of November 2013 PML-N and PTI January 2019 in Daily Jang and Daily Dawn are 33 and their total percentage is 9.9.

This table indicates that total positive editorials published of PML-N from 1 MAY 2013 to 11 November 2013 is 76 and its total percentage is 00 while total positive editorials published of PTI from 25 July 2018 to 25 January 2019 is 56 and its total percentage is 00. So total positive editorials of PML-N 2013 from 1 MAY 2013 to 1 November 2013 and PTI from 25 July 2018 to 25 January 2019 are 332 and the total percentage is 00.

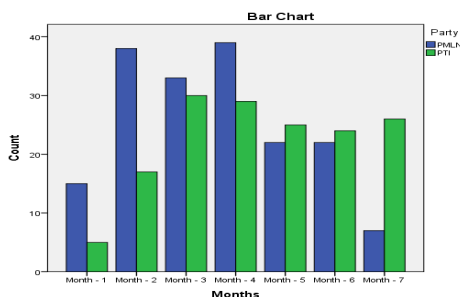
Table 2. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.734 ^a	6	.000
N of Valid Cases	332		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.40.

So apply Chi- Square Tests This table shows that Pearson chi-Square is 24.734 .Number of valid cases are 332, difference is 6 . Asymp sig. (2-sided) is .000.

This Bar Chart shows that during first month of PML-N in MAY 2013 published 5 positive editorials in Daily Jang and Daily Dawn while first month of PTI in July 2018 published 5 positive editorials in Daily Jang and Daily Dawn. This Bar Chart indicates that during second month of PML-N in June 2013 published 38 positive editorials in Daily Jang and Daily Dawn while second month of PTI in August 2018 published 7 positive editorials in Daily Jang and Daily Dawn. This Bar Chart illustrates that during third month of PML-N in July



2013 published 33 positive editorials in Daily Jang and Daily Dawn while third month of PTI in September 2018 published 30 positive editorials in Daily Jang and Daily Dawn. This Bar Chart shows that during fourth month of PML-N in August 2013 published 39 positive editorials in Daily Jang and Daily Dawn while fourth month of PTI in October 2018 published 29 positive editorials in Daily Jang and Daily Dawn. This Bar Chart indicates that during fifth month of PML-N in September 2013 published 22 positive editorials in Daily Jang and Daily Dawn while fifth month of PTI in November 2018 published 25 positive editorials in Daily Jang and Daily Dawn. This Bar Chart shows that during sixth month of PML-N in October 2013 published 22 positive editorials in Daily Jang and Daily Dawn while sixth month of PTI in December 2018 published 24 positive editorials in Daily Jang and Daily Dawn. This Bar Chart illustrates that during seventh month of PML-N in November 2013 published 7 positive editorials in Daily Jang and Daily Dawn while seventh month of PTI in January 2019 published 26 positive editorials in Daily Jang and Daily Dawn

Table 3. Month wise Negative Published Editorials

		Party		Total	
		PMLN	PTI		
Months	Month - 1	Count	6	4	10
		% within Party	11.5%	7.4%	9.4%
	Month - 2	Count	11	8	19
		% within Party	21.2%	14.8%	17.9%
	Month - 3	Count	8	9	17
		% within Party	15.4%	16.7%	16.0%
	Month - 4	Count	5	12	17
		% within Party	9.6%	22.2%	16.0%
	Month - 5	Count	14	8	22
		% within Party	26.9%	14.8%	20.8%
	Month - 6	Count	5	9	14
		% within Party	9.6%	16.7%	13.2%
	Month - 7	Count	3	4	7
		% within Party	5.8%	7.4%	6.6%
Total	Count	52	54	106	
	% within Party	100.0%	100.0%	100.0%	

This table shows that during first month of PML-N MAY 2013 Daily Jang and Daily Dawn published 6 negative editorials and their percentage is 1.5 while during first month of PTI July 2018 Daily Jang and Daily Dawn published 4 negative editorials and their percentage is 7.4. So total number of negatives editorials of PML-N MAY 2013 and PTI July 2018 is 10 and their percentage is 9.4. This table shows that during second month of PML-N June 2013 Daily Jang and Daily Dawn published 11 negative editorials each and their percentage is 21.2 while during second month of PTI August 2018 Daily Jang and Daily Dawn published 8 negative editorials and their percentage is 14.8. So total number of negatives editorials of PML-N June 2013 and PTI August 2018 is 19 and their percentage is 17.9.

This table shows that during third month of PML-N July 2013 Daily Jang and Daily Dawn published 8 negative editorials and their percentage is 15.4 while during third month of PTI September 2018 Daily Jang and Daily Dawn published 9 negative editorials and their percentage is 16.7. So total number of negatives editorials of PML-N July 2013 and PTI September 2018 is 17 and their percentage is 16.0. This table shows that during fourth month of PML-N August 2013 Daily Jang and Daily Dawn published 5 negative editorials and their percentage is 9.6 while during fourth month of PTI October 2018 Daily Jang and Daily Dawn published 12 negative editorials and their percentage is 22.2. So total number of negatives editorials of PML-N August 2013 and PTI October 2018 is 17 and their percentage is 16.0. This table shows that during fifth month of PML-N September 2013 Daily Jang and Daily Dawn published 14 negative editorials and their percentage is 26.9 while during fifth month of PTI November 2018 Daily Jang and Daily Dawn published 8 negative editorials and their percentage is 14.8. So total number of negatives editorials of PML-N September 2013 and PTI November 2018 is 22 and their percentage is 20.8.

number of negatives editorials of PML-N September 2013 and PTI November 2018 is 22 and their percentage is 20.8.

This table shows that during sixth month of PML-N October 2013 Daily Jang and Daily Dawn published 5 negative editorials and their percentage is 9.6 while during sixth month of PTI December 2018 Daily Jang and Daily Dawn published 9 negative editorials and their percentage is 6.7 .So total number of negatives editorials of PML-N October 2013 and PTI December 2018 is 4 and their percentage is 3.2. This table shows that during seventh month of PML-N November 2013 Daily Jang and Daily Dawn published 3 negative editorials and their percentage is 5.8 while during seventh month of PTI January 2019 Daily Jang and Daily Dawn published 4 negative editorials and their percentage is 7.4 .So total number of negatives editorials of PML-N November 2013 and PTI January 2019 is 7 and their percentage is 6.6. This table indicates that total negative editorials published of PML-N from 1 MAY 2013 to 1 November 2013 are 52 and its total percentage is 00 while total negative editorials published of PTI from 25 July 2018 to 25 January 2019 are 54 and its total percentage is 00. So total negative editorials of PML-N 2013 from 1 MAY 2013 to 1 November 2013 and PTI from 25 July 2018 to 25 January 2019 is 06 and its total percentage is 00.

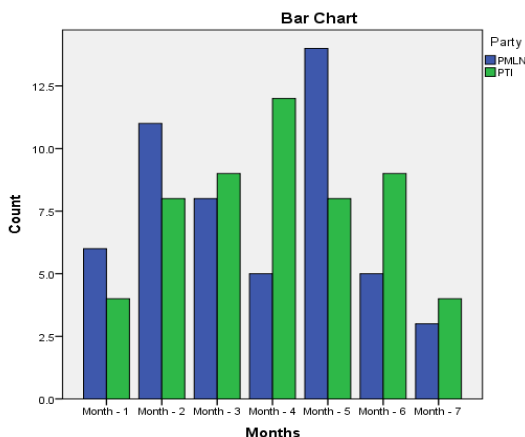
Table 4. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.702 ^a	6	0.349
N of Valid Cases	106		

a. 3 cells (21.4%) have expected count less than 5. The minimum expected count is 3.43.

So apply Chi- Square Tests This table shows that Pearson chi-Square is 6.702. Number of valid cases are 06, difference is 6. Asymp sig. (2-sided) is 0.349.

This Bar Chart shows that during first month of PML-N MAY 2013 Daily Jang and Daily Dawn published 6 negative editorials while during first month of PTI July 2018 Daily Jang and Daily Dawn published 4 negative editorials. This Bar Chart shows that during second month of PML-N June 2013 Daily Jang and Daily Dawn published 1 negative editorials while during second month of PTI August 2018 Daily Jang and Daily Dawn published 8 negative editorials. This Bar Chart shows that during third month of PML-N July 2013 Daily Jang and Daily Dawn published 8 negative editorials while during third month of PTI September 2018 Daily Jang and Daily Dawn published 9 negative editorials. This Bar Chart shows that during fourth month of PML-N August 2013



Daily Jang and Daily Dawn published 5 negative editorials while during fourth month of PTI October 2018 Daily Jang and Daily Dawn published 2 negative editorials. This Bar Chart shows that during fifth month of PML-N September 2013 Daily Jang and Daily Dawn published 4 negative editorials while during fifth month of PTI November 2018 Daily Jang and Daily Dawn published 8 negative editorials. This Bar Chart illustrates that during sixth month of PML-N October 2013 Daily Jang and Daily Dawn published 5 negative editorials while during sixth month of PTI December 2018 Daily Jang and Daily Dawn published 9 negative editorials. This Bar Chart indicates that during seventh month of PML-N November 2013 Daily Jang and Daily Dawn published 3 negative editorials while during seventh month of PTI January 2019 Daily Jang and Daily Dawn published 4 negative editorials.

Table 5. Month wise Neutral Published Editorials

		Party		Total	
		PMLN	PTI		
Months	Month – 1	Count	2	1	3
		% within Party	4.7%	2.2%	3.4%
	Month – 2	Count	5	11	16
		% within Party	11.6%	23.9%	18.0%
	Month – 3	Count	6	10	16
		% within Party	14.0%	21.7%	18.0%
	Month – 4	Count	11	4	15
		% within Party	25.6%	8.7%	16.9%
	Month – 5	Count	11	5	16
		% within Party	25.6%	10.9%	18.0%
	Month – 6	Count	5	11	16
		% within Party	11.6%	23.9%	18.0%
	Month – 7	Count	3	4	7
		% within Party	7.0%	8.7%	7.9%
Total	Count	43	46	89	
	% within Party	100.0%	100.0%	100.0%	

This table shows that during first month of PML-N MAY 2013 Daily Jang and Daily Dawn published 2 neutral editorials and their percentage is 4.7 while during first month of PTI July 2018 Daily Jang and Daily Dawn published neutral editorials and their percentage is 2.2 .So total number of neutral editorials of PML-N MAY 2013 and PTI July 2018 is 3 and their percentage is 3.4. This table shows that during second month of PML-N June 2013 Daily Jang and Daily Dawn published 5 neutral editorials and their percentage is 1.6 while during second month of PTI August 2018 Daily Jang and Daily Dawn published 1 neutral editorials and their percentage is 23.9 .So total number of neutral editorials of PML-N June 2013 and PTI August 2018 is 6 and their percentage is 8.0. This table shows that during third month of PML-N July 2013 Daily Jang and Daily Dawn published 6 neutral editorials and their percentage is 4.0 while during third month of PTI September 2018 Daily Jang and Daily Dawn published 0 neutral editorials and their percentage is 21.7 .So total number of neutral editorials of PML-N July 2013 and PTI September 2018 is 6 and their percentage is 8.0.

This table shows that during fourth month of PML-N August 2013 Daily Jang and Daily Dawn published 1 neutral editorials and their percentage is 25.6 while during fourth month of PTI October 2018 Daily Jang and Daily Dawn published 4 neutral editorials and their percentage is 8.7 .So total number of neutral editorials of PML-N August 2013 and PTI October 2018 is 5 and their percentage is 6.9. This table shows that during fifth month of PML-N September 2013 Daily Jang and Daily Dawn published 1 neutral editorials and their percentage is 25.6 while during fifth month of PTI November 2018 Daily Jang and Daily Dawn published 5 neutral editorials and their percentage is 0.9 .So total number of neutral editorials of PML-N September 2013 and PTI November 2018 is 6 and their percentage is 8.0. This table shows that during sixth month of PML-N October 2013 Daily Jang and Daily Dawn published 5 neutral editorials and their percentage is 1.6 while during sixth month of PTI December 2018 Daily Jang and Daily Dawn published 1 neutral editorials and their percentage is 23.9 .So total number of neutral editorials of PML-N October 2013 and PTI December 2018 is 6 and their percentage is 8.0. This table shows that during seventh month of PML-N November 2013 Daily Jang and Daily Dawn published 3 neutral editorials and their percentage is 7.0 while during seventh month of PTI January 2019 Daily Jang and Daily Dawn published 4 neutral editorials and their percentage is 8.7 .So total number of neutral editorials of PML-N November 2013 and PTI January 2019 is 7 and their percentage is 7.9. This table indicates that total neutral editorials published of PML-N from 1 MAY 2013 to 1 November 2013 is 43 and its total percentage is 100 while total neutral editorials published of PTI from 25 July 2018 to 25 January 2019 is 46 and its total percentage is 100. So total neutral editorials of PML-N 2013 from 1 MAY 2013 to 1 November 2013 and PTI from 25 July 2018 to 25 January 2019 are 89 and its total percentage is 100.

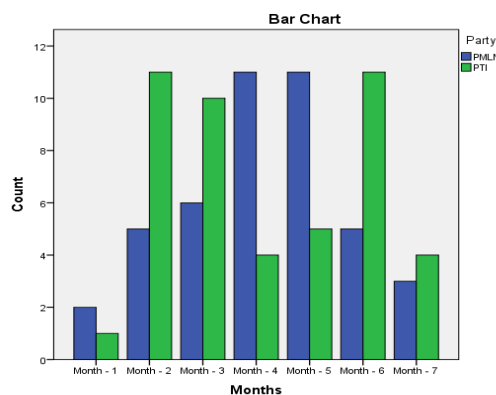
Table 6. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.405 ^a	6	.077
N of Valid Cases	89		

a. 4 cells (28.6%) have expected count less than 5. The minimum expected count is .45.

So apply Chi- Square Tests This table shows that Pearson chi-Square is 1.405 .Number of valid cases are 89 .difference is 6 . Asymp sig. (2-sided) is .077.

This Bar Chart shows that during first month of PML-N MAY 2013 Daily Jang and Daily Dawn published 2 neutral editorials while during first month of PTI July 2018 Daily Jang and Daily Dawn published 1 neutral editorials. This Bar Chart indicates that during second month of PML-N June 2013 Daily Jang and Daily Dawn published 5 neutral editorials while during second month of PTI August 2018 Daily Jang and Daily Dawn published 11 neutral editorials. This Bar Chart illustrates that during third month of PML-N July 2013 Daily Jang and Daily Dawn published 6 neutral editorials. while during third month of PTI September 2018 Daily Jang and Daily Dawn published 10 neutral editorials. This Bar Chart shows that during fourth month of PML-N August 2013 Daily Jang and Daily Dawn published 11 neutral editorials. while during fourth month of PTI October 2018 Daily Jang and Daily Dawn published 4 neutral editorials. This Bar Chart shows that during fifth month of PML-N September 2013 Daily Jang and Daily Dawn published 5 neutral editorials. while during fifth month of PTI November 2018 Daily Jang and Daily Dawn published 11 neutral editorials. This Bar Chart shows that during sixth month of PML-N October 2013 Daily Jang and Daily Dawn published 5 neutral editorials. while during sixth month of PTI December 2018 Daily Jang and Daily Dawn published 5 neutral editorials. This Bar Chart shows that during seventh month of PML-N November 2013 Daily Jang and Daily Dawn published 3 neutral editorials. while during seventh month of PTI January 2019 Daily Jang and Daily Dawn published 4 neutral editorials.



This Bar Chart shows that during fourth month of PML-N August 2013 Daily Jang and Daily Dawn published 1 neutral editorials. while during fourth month of PTI October 2018 Daily Jang and Daily Dawn published 4 neutral editorials. This Bar Chart shows that during fifth month of PML-N September 2013 Daily Jang and Daily Dawn published 1 neutral editorials. while during fifth month of PTI November 2018 Daily Jang and Daily Dawn published 5 neutral editorials. This Bar Chart shows that during sixth month of PML-N October 2013 Daily Jang and Daily Dawn published 5 neutral editorials. while during sixth month of PTI December 2018 Daily Jang and Daily Dawn published 1 neutral editorials. This Bar Chart shows that during seventh month of PML-N November 2013 Daily Jang and Daily Dawn published 3 neutral editorials. while during seventh month of PTI January 2019 Daily Jang and Daily Dawn published 4 neutral editorials.

Findings, Results and Discussion

On 8th of May 2013 Jang newspaper has criticized Pakistan Muslim League Nawaz (PML-N) and their leadership and give them a negative stance because of not controlling high prices of electricity bills and on continuous load shedding. It indicates bad performance of Pakistan Muslim League Nawaz (PML-N) government. In August 2018 Jang newspaper shows negative circumstances regarding PTI government in terms of inflation that government PTI received additional tax on petrol that increases inflation. So it’s a bad performance of PTI government.

On 6th July 2013 Daily Jang Newspaper gave a negative stance to Pakistan Muslim League Nawaz (PML-N) government as instead of getting loans try to return the loans because the previous tabs are very high. If this continuity remains the current government would lose its confidence from its public. It indicates bad performance of Pakistan Muslim League Nawaz (PML-N) party. In August, 2018 Daily Jang Newspaper show positive circumstances regarding Pakistan Tehreek-e-Insaf (PTI) in terms of inflation and economy that Pakistan Tehreek-e-Insaf (PTI) solve all the problems related to eradicate poverty. So, it shows good experience of Pakistan Tehreek-e-Insaf (PTI) government.

In 7th September 2013 Daily Jang Newspaper traced the agricultural policies of Pakistan Muslim League Nawaz (PML-N) government. In the editorial, finance Minister Pakistan Muslim League Nawaz (PML-N) took steps towards the betterment of agriculture sector that is better for economy of Pakistan. It indicates good performance of Pakistan Muslim League Nawaz (PML-N) government. In September 2018 Jang newspaper show positive circumstances to PTI government in term of peace and security, economy, foreign policy .Imran khan

says that government should give all opportunities to PAK army to implemented peace and security in country. Imran khan also says that progress is part and aim of Pakistan ,so we should get progress and make a standard in international market. It indicates patriotic and good performance of PTI government.

On 8 September 2013 Jang newspaper criticized the economic policies of Pakistan Muslim League Nawaz (PML-N) government by saying that Pakistan Muslim League Nawaz (PML-N) government before coming to rule said that they would not beg a single penny but now starting to take loans from IMF that is a continuity of previous government's actions. It indicates bad performance of Pakistan Muslim League Nawaz (PML-N) party. On 8th September 2018 Jang newspaper show positive circumstance to PTI in field of economy. Imran khan prime minister says that it makes positive development in Karachi. It makes water cycle plant in Karachi in industrial area. So it shows good performance of PTI government.

On 20 September 2018 Jang newspaper showed negative circumstances regarding PTI government in field of economy, inflation, increase prices of mobile phones, cosmetic, and cars. On 4 October 2018 Jang newspaper show negative circumstances in the field of foreign policy. Newspaper shows that PAK USA relations are unstable for many times in past and now present it threads to Pakistan. Donald trump finish the peace of world also. USA not only closed help of Pakistan but also finished Pak army training in USA. Meeting between Pakistan foreign minister shah Mehmood Qureshi and American secretary of state mike Pompeo are finished without any solid results. So its indicates colt and bad performance of PTI government. On 4 October 2018 Jang newspaper show negative circumstance in field of economy. It shows government fail to control illegal business of currency in Pakistan. It indicates colt and bad performance of PTI government.

On 6 October 2018 Jang newspaper show negative circumstance in field of inflation. Government fails to control prices of Petrol, Gas, LPG, and Electricity. Its indicates colt behavior of PTI government. On 9 October 2018 Jang newspaper show positive circumstance in field of economy, foreign policy. It says that new government control fast on problems and get good news after six months. Prime Minister Imran khan says that good answer received from friend country. It indicates good experienced of PTI government. On 6 November 2018, Jang newspaper show positive circumstances about PTI government regarding issues of foreign policy, peace and security, economy and inflation. Its shows that with the helpful relationship between Pakistan and china, Pakistan get progress in every field. On this regard, china says that he does everything for Pakistan to eradicate poverty from Pakistan. It indicates good experienced of PTI government.

On 28 November 2018 Jang newspaper show positive circumstances to PTI government. Prime Minister Imran khan says that they could not now take parts in old wars. They do not take part in war which cannot belong to Pakistan. Imran khan says that they do anything to develop Pakistan. It indicates patriotic behavior of PTI government. On 9 December 2018 Jang newspaper shows positive circumstance in field of foreign relation of Pakistan. Prime Minister Imran khan says that they make good relations to America like Pak china good relations. It indicates patriotic behavior and good performance of PTI government. On 26 December 2018 Jang newspaper show positive circumstance to PTI in field of foreign policy. Foreign Minister Shah Mehmood Qureshi visited four countries Kabul, Tehrran, Beijing and Moscow. The basic purpose of visited four countries is peace in Afghanistan. It shows good performance of PTI government.

On 3rd January 2019 Jang newspaper show positive circumstance in field of economy. It says that Prime Minister Imran khan advised to chairman PIA that loss of 3414 Arab Rupees in PIA, Prime Minister Imran Khan suggested to PIA chairman make a business plan to come out of loss of PIA. It indicates good experienced and good performance of PTI government. On 25 January 2019 Jang newspaper Jang Newspaper shows positive circumstances in field of economy and inflation. Federal Minister of finance Asad Umer on Monday 23 January gives a bill to approval. The bill have positive circumstances in field of investment, agriculture, car importers, mobile importers and make low tax in import of these things. Bill has also positive circumstance related to poor people so poor people buy houses with the help of Qarz -E- Hasna scheme. It indicates good performance of PTI government.

On August 2th 2013 Dawn gave negative coverage to PML-N by framing the government as a un experienced and unaware about the ways to cope with terrorism. Its indicates the Pakistan Muslim League Nawaz (PML-N) party as a un experienced. On August 22 2018 daily Dawn gave positive coverage to PTI regarding making foreign policies and says that party is performing well in foreign affair matters. It indicates the PTI

government is good performed. On September 2 2013 Dawn gave negative coverage to PML-N government on completion of their first hundred days as a government, on which they are little satisfied with their own performance. Further PML-N was seen as having no preparation about the government as a whole and lacking in awareness of laws and policies. This indicated their bad performance and considered as colt and un experienced.

On September 1 2018 daily Dawn gave negative coverage to PTI by framing the party is inexperienced because the party after having power the project of CPEC faced many hurdles that leads to more confusing situations. It indicates the PTI party is un– experienced. On October 6 2013 Dawn gave positive coverage to the government of PML-N regarding economic growth by inviting major political parties to a conference to develop national economic agenda to make Pakistan a prosperous country. This indicated the party is much patriotic and worked hard to perform well.

On Oct 26 2018 daily Dawn gave positive coverage to PTI regarding making peace among Muslim countries. This indicated that the party is performing well. On November 5 2018 daily Dawn gave neutral coverage about PM Imran khan's visit to china. On 28 Dec 2018 daily Dawn gave positive coverage to PTI taking positive decisions regarding the supply of gas. This indicated their good performance. On January 24 2019 daily Dawn gave neutral coverage to PTI regarding the announcement of mini budget.

Findings

- According to Daily Jang in 2013 PML-N performed well 04 times in issues of peace and security, foreign policy, economy and inflation.
- According to Daily Jang in 2013 PML-N performed 23 times negatives in issues of peace and security, foreign policy, economy and inflation.
- According to Daily Jang in 2013, PML-N performed 25 times neutrals in issues of peace and security, foreign policy, economy and inflation.
- According to Daily Dawn in 2013, PML-N performed well 72 times in issues of peace and security, foreign policy, economy and inflation
- According to Daily Dawn in 2013, PML-N performed 29 times negative in issues of peace and security, foreign policy, economy and inflation
- According to Daily Dawn in 2013, PML-N performed 8 times neutral in issues of peace and security, foreign policy, economy and inflation.
- According to Daily Jang in 2018-19, PTI performed well 78 times in issues of peace and security, foreign policy, economy and inflation.
- According to Daily Jang in 2018 -19, PTI performed 36 times negative in issues of peace and security, foreign policy, economy and inflation.
- According to Daily Jang in 2018-19, PTI performed 0 times neutral in issues of peace and security, foreign policy, economy and inflation.
- According to Daily Dawn in 2018-19, PTI performed well 78 times in issues of peace and security , foreign policy, economy and inflation
- According to Daily Dawn in 2018-19, PTI performed 8 times negative in issues of peace and security, foreign policy, economy and inflation
- According to Daily Dawn in 2018-19, PTI performed 36 times neutral in issues of peace and security, foreign policy, economy and inflation
- So Daily Jang 2013 shows PML-N 04 times positive in issues of peace and security, foreign policy, economy and inflation
- So Daily Dawn 2013 shows PML-N 72 times positive in issues of peace and security, foreign policy, economy and inflation
- So positive coverage of PML-N in Daily Jang 2013 and Daily Dawn 2013 is $04 + 72 = 76$ times positive in issues of peace and security, foreign policy, economy and inflation

- So Daily Jang 2018 shows PTI 78 times positive in issues of peace and security, foreign policy, economy and inflation
- So Daily Dawn 2018 shows PTI 78 times positive in issues of peace and security, foreign policy, economy and inflation
- So positive coverage of PTI in Daily Jang 2018 and Daily Dawn 2018 is $78+78=156$ times positive in issues of peace and security, foreign policy, economy and inflation
- Hence it is proved that positive performance of PML-N 2013 is greater than PTI 2018 in Daily Jang and Daily Dawn.
- Similarly so Daily Jang 2013 shows PML-N 23 times negative in issues of peace and security, foreign policy, economy and inflation
- Similarly, so Daily Dawn 2013 shows PML-N 29 times negative in issues of peace and security, foreign policy, economy and inflation
- So negative coverage of PML-N in Daily Jang 2013 and Daily Dawn 2013 is $23+29=52$ times negative in issues of peace and security, foreign policy, economy and inflation
- Similarly so Daily Jang 2018 shows PTI 36 times negative in issues of peace and security, foreign policy, economy and inflation.
- Similarly, so Daily Dawn 2018 shows PTI 8 times negatives in issues of peace and security, foreign policy, economy and inflation
- Similarly, So negative coverage of PTI in Daily Jang 2018 and Daily Dawn 2018 is $36+8=44$ times negative in issues of peace and security, foreign policy, economy and inflation
- Hence it is proved that negative performance of PML-N 2013 is 52 times in Daily Jang and Daily Dawn while negative performance of PTI 2018 in Daily Jang and Daily Dawn is 44 times. So negative performance of PTI 2018 is greater than negative performance of PML-N 2013 in Daily Jang and Daily Dawn
- So Daily Jang 2013 shows PML-N 25 times neutral in issues of peace and security, foreign policy, economy and inflation.
- So Daily Dawn 2013 shows PML-N 8 times neutral in issues of peace and security, foreign policy, economy and inflation
- So neutral coverage of PML-N 2013 in Daily Jang and Daily Dawn is $25+8=33$ times in issues of peace and security, foreign policy, economy and inflation
- So Daily Jang 2018 shows PTI 0 times neutral in issues of peace and security, foreign policy, economy and inflation
- So Daily Dawn 2018 shows PTI 36 times neutral in issues of peace and security, foreign policy, economy and inflation.
- So neutral coverage of PTI 2018 in Daily Jang and Daily Dawn is $0+36=36$ times neutral in issues of peace and security, foreign policy, economy and inflation
- Hence it is proved that neutral performance of PTI 2018 is greater than PML-N 2013 in Daily Jang and Daily Dawn.

So negative coverage of PTI in 2018-19 is greater than PML-N in 2013 in Daily Jang and Daily Dawn

Conclusions

Historically, print media especially newspapers in Pakistan were considered as mature and objective in their business; currently, the phenomenon of 'popular and crispy' style of editorials is being explored for enhancing the readership of newspapers ([Jan, 2013](#)). [Jan \(2013\)](#) says that since the early 1970's, the belief that mass communication is a powerful force has gained strength, in part from studies that document a correspondence between the amounts of media attention an issue receives and the amount of public concern about the problem. He further gives an example of Shah, McLeod, Gotlieb, and Lee (2009) that people learn from the media what

the important issues are. The perceptions we make in our minds about the world are mostly based on second-hand reality which sometimes distorts the information we receive whether it comes from media or any other channel of communication. Therefore, the role of media in framing certain aspects of political parties for the target audiences has been drastically enhanced in recent decades

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