

Comparative Analysis of Pakistan's Urdu and English Newspaper Coverage in The Context of the Establishment's Role During the Regime Change Episode

Dr. Saleem Abbas^{1*}, Saad Yaseen²

¹Associate Professor, Associate Professor, Department of Mass Communication, Forman Christian College, University, Lahore

²Research Scholar, Department of Mass Communication, Forman Christian College, University, Lahore

*Corresponding author, email: saleemabbas@fccollege.edu.pk

Abstract

This study provides a comparative analysis of Urdu and English newspapers and examines the role of the Pakistani establishment in the current regime change on April 10, 2022. It is usually observed that there is a significant difference between the news reporting of Urdu and the English press in Pakistan, as Urdu newspaper coverage has a more traditional and conservative approach while English newspapers focus on a more rational and leftist viewpoint. Hence, both are consumed by their specific social classes. The coverage style—of both streams of journalism—varies according to the sensitivity of national/international issues. Urdu journalism adds sensationalism and amplification to the details of news stories, whereas English journalism is closer to serious and fact-based journalism. Therefore, in the case of current regime change, we aim to explore whether Urdu and English newspapers' coverage is inclined toward their respective perspectives, beliefs, and values or not. The study employs framing theory and a qualitative content analysis of opinion pieces and found a contrast between their narratives and styles of coverage of the same event. The findings reveal that daily English content follows a rational and neutral approach. However, Urdu daily has mixed results, but sensational and biased reporting is still prevalent.

Keywords: Urdu, English, Newspaper, Daily, Framing, Content Analysis

Introduction

The research performs a comparative analysis of Urdu and English newspapers' reporting concerning the security establishment's role during the regime change episode. Pakistan Tehreek-e-Insaf came to power and formed the federal government after winning a majority of the seats in the general election of 2018 and by forming alliances with various other political parties. PTI came to power for the first time, and Imran Khan, former cricket captain turned politician, became the prime minister of Pakistan. His government had many challenges, and the Covid-19 pandemic created severe hurdles during his tenure. Nonetheless, he remained in the prime minister's office, as many political analysts believed that Pakistan's security establishment fully supported his government, as he was their product (Hussain, 2022). However, at the end of 2021, scenarios started to change as Pakistan's parliamentary opposition planned on moving a vote of no confidence against Imran Khan. Consequently, due to various events and factors leading to dissident allies, Imran Khan's government ended as a vote of no confidence succeeded in the parliament; on 10th April 2022, Imran Khan was ousted from PM office (Geo Web Desk, 2022).

Most political analysts believe that Pakistan's military establishment has been involved in forming or toppling down governments in the past. It is no secret that the establishment remained quite active throughout the matters of the PTI government (Hussain, 2022). Nevertheless, PTI's government was dissolved, and a new government took over; however, the establishment's role in all this is being discussed. Thus, this research also focused on the establishment's role in the matter. Still, the study is focused on drawing a comparison between Urdu and English dailies coverage, with what approach they presented the issue and framed establishment while reporting. It is widely believed in Pakistan that English newspaper coverage is more rational and credible than Urdu dailies. At the same time, it is considered that Urdu newspapers serve the need of ordinary people, and English dailies are only consumed by higher social class (Aurangzaib, Rana, Zeeshan, & Naqvi, 2021). Thus, it was essential to study the content of both types of newspapers and present a comparative analysis to explore this issue. For this study, we have focused on the following research questions:

1. Do Pakistan's English newspapers follow a rational approach while reporting the issue compared to Urdu Newspapers?
2. Do Pakistan's Urdu newspapers report the issue in a sensationalized manner as compared to English Newspapers?

Literature Review

Urdu journalism in Pakistan tends to focus on local and national news, whereas English journalism has a more global perspective. Urdu journalism is more widely read and accessible to a larger portion of the population as it is one of

the official languages of Pakistan and is spoken by the majority of the population (Britannica, 2022). On the other hand, English journalism is more commonly read by the educated elite and those who are proficient in English. The style and tone of the journalism may also differ, with Urdu journalism often being more emotive and sensational, while English journalism tends to be more objective and analytical. Since the research is focused on drawing a comparative analysis between the reporting of Urdu and English newspapers on a particular issue to assess the differences in their beliefs and approach, it was crucial to examine available literature to give this research the right direction and framework. These previous studies would help comprehend the analyzed topic, making the research process easier to grasp.

The difference in Coverage of Urdu and English Newspapers

In general, Urdu and English newspapers in Pakistan tend to have different target audiences and cater to different segments of society. Urdu newspapers tend to have a larger readership among the working class, rural areas, and people who primarily speak Urdu as their first language. On the other hand, English newspapers tend to have a more educated and urban readership and are considered to be the voice of the elite in Pakistan (Hussain N., 2012). The difference in coverage between Urdu and English newspapers can be attributed to the differences in their target audiences and their respective readerships. Urdu newspapers often focus on local and national news, political developments, and social issues. In contrast, English newspapers tend to have a broader focus and cover a more comprehensive range of topics, including international news, business and finance, and cultural events.

The difference in coverage between Urdu and English newspapers is not absolute and can vary from newspaper to newspaper. Some English newspapers may have a more local focus, and some Urdu newspapers may have a national or international focus (Bruns & Himmler, 2011). The difference in coverage between Urdu and English newspapers in Pakistan is primarily a reflection of their target audiences and the interests of their respective readerships. In 2014, the incident of Lal Masjid was explored by Rahman and Ejaz (2014) as they assessed the role of media in resolution. The study adopted the theoretical approach of peace and conflict journalism, while Dawn and the News were selected to explore the perspectives of English dailies.

On the other hand, Jang and Nawa-i-Waqt were chosen to analyze the inclination of Urdu newspaper reporting. The research implemented content analysis and critical discourse analysis as research methods to examine the news reporting in these dailies. The results showed that both English and Urdu newspapers were inclined towards conflict journalism. However, a significant difference was observed in that English dailies took a more secular approach, as they were critical of the religious elements in the whole incident. The Urdu newspapers had a conservative and traditional approach while they gave limited news coverage for the entire issue, which showed their prejudice (Rahman & Eijaz, 2014).

Moreover, in 2016, a research study was conducted by Zaheer (2016), which focused on analyzing two English and two Urdu-language newspapers. The research explored the issue of Burhan Wani's assassination in India-occupied Kashmir, as reporting on war and peace journalism was focused on the context of the Kashmir conflict. The incident was widely reported in Pakistan news media. Therefore, the research analyzed it in terms of writing in Urdu and English newspapers keeping the war and peace journalism's perspectives in mind (Zaheer, 2016). Dawn and the News were the selected English dailies, while Urdu newspapers, Jang and Nawa-i-Waqt, were chosen. Content analysis was employed to assess the themes prevalent in the news reporting of all four newspapers. The findings revealed that all four dailies favored war-centric reporting. However, Urdu newspapers contained more war-related reporting than English newspapers (Zaheer, 2016).

Further, Somroo and Rehman (2018) published a study that examined the coverage of terrorism in the Urdu and English newspapers of Pakistan. Pakistan became a part of the War on Terror after the 9/11 tragedy, and terrorist attacks increased in the country. This study, using content analysis, reviewed Dawn in English and Jang as an Urdu newspaper. The editorial sections of these newspapers were analyzed, as editorials were taken from 2001 to 2006. The findings revealed that both newspapers had similarities as they did not provide any reasons for terrorist attacks in Pakistan. Still, as a solution, both dailies emphasized revising the foreign policy towards Afghanistan, while they favored military action over dialogue (Soomro & Rehman, 2018).

Another similar research, focused on investigating the issue of suicides in Pakistan and coverage given by Urdu and English newspapers to incidents of suicide, was conducted by Kamboh and Ittefaq (2019). This study also used content analysis to conduct research, as it helped analyze the newspaper content regarding ethical violations while reporting suicide incidents. In total, 553 cases of suicides were examined that were written in both English and Urdu newspapers. At the same time, it was revealed that both dailies violated international guidelines and journalistic ethics for reporting suicide incidents. The results showed that both these mediums made insensitive errors and around 2355 violations

while covering the issue, even though English media is considered more responsible than Urdu media (Kamboh & Ittefaq, 2019).

In addition, a study was published by Aleem, Ansari, and Habib (2020), who emphasized analyzing the coverage of blasphemy cases in Urdu and English newspapers of Pakistan. They focused on various blasphemy instances in the country, and Jang and Dawn were chosen to assess them. The research was conducted regarding framing theory and whether the newspaper coverage ignited the issue or tried to resolve it. A mixed methodology was adopted as both qualitative and quantitative analyses were performed. In terms of quantitative data, a survey was conducted, and 200 participants responded that English newspapers are neutral in approach, while Urdu newspapers present news sensationally.

Further, for qualitative data, content analysis was used as it was revealed that Jang remained neutral while reporting on the people accused of blasphemy. Still, it also published prominent news stories regarding the accusers. Meanwhile, Dawn reported from a liberal standpoint as it presented the news content in a manner that implied support for the accused and did not put much emphasis on reporting the side of the accuser's (Aleem, Ansari, & Habib, 2020).

Furthermore, another research study that was recently published implemented an almost similar approach to analyze the relations between the Pakistani government and the Judiciary from the perspectives of Urdu and English newspapers. The study focused on the issue of NRO in 2012, which created rifts between the Pakistani government and the judiciary. Dawn was selected as an English newspaper while Jang for Urdu reporting, as the content analysis was utilized as the research method to analyze these two dailies' approaches. The reporting on the whole issue was examined, and it was discovered that both dailies framed the NRO issue negatively. Still, Dawn negatively reported the role of the judiciary, and Jang was more inclined toward criticizing the role of government in the whole fiasco (Durrani, Alam, & Rehman, 2020).

Similarly, a study in 2021 employed a similar approach to analyze coverage of environmental problems in Pakistan's Urdu and English dailies as it drew a comparison. Rauf, Ali, and Irfan (2021) studied the environmental awareness created by the press, as they chose English daily, Dawn and Urdu daily, and Aaj. The content analysis was performed to generate the results. They showed that Urdu newspapers gave more coverage to environmental issues and played a significant role through higher coverage in increasing environmental awareness. However, regarding the government's position, Urdu newspapers focused more on the government's actions. In contrast, English newspapers emphasized public and non-governmental organizations' role in eradicating climate issues (Rauf, Ali, & Irfan, 2021).

Aurangzaib, Rana, Zeeshan, and Naqvi published a comparative study in 2021. They performed a critical discourse analysis on Pakistan's Urdu and English newspapers' headlines to analyze whether influential groups can influence the policies of media in society or not. The research was conducted regarding Panama Leaks, while English dailies Dawn and Daily Times were selected, and Urdu newspapers Jang and Daily Express were chosen for analysis. The study found that Dawn and Express gave significant coverage to the issue with prominent headlines. However, Daily Times and Jang did the opposite, as they did not make actual headlines to highlight the matter (Aurangzaib, Rana, Zeeshan, & Naqvi, 2021).

In terms of coverage given to natural disasters that occurred in Pakistan, Javed (2021) compared the reporting of Urdu and English dailies; as for this purpose, he selected Jang and Nawaiwaqt as Urdu dailies, while The New and The Nation, as English newspapers. Content analysis was adopted as a research method based on news content related to natural disasters from 2010 to 2017. Meanwhile, mainly two types of natural disasters were focused upon, floods and drought. The study's results revealed that Urdu newspapers were more eager to give coverage of natural disasters than English dailies. Moreover, these newspapers were more inclined to provide flood coverage rather than drought (Javed, 2021).

Another comparative study assessed the approaches of English and Urdu dailies in reporting issues related to the Covid-19 pandemic. The research was conducted by Aziz, Imtiaz, and Saeed Field (2022) as they applied content analysis in the context of framing theory to explore the matter. The study selected newspaper content from March and April of 2020, which was the beginning of the pandemic in Pakistan. The English daily Dawn and Urdu newspaper Jang were included in the research process for data collection. The findings revealed that both newspapers were at the solution end regarding Covid-19 as both dailies focused on raising awareness, informing about preventive measures, and advising the policymakers. However, Dawn gave almost double the coverage to Covid-19 relevant news compared to Jang (Aziz, Imtiaz, & Saeed, 2022).

The divide between Urdu and English medium in Pakistan

Shamim and Rashid (2019) study was conducted to access the medium divide in Urdu and English newspaper journalism. The research was qualitative in nature, so interview methods were chosen to conduct the study. The research was conducted in terms of education and social context to assess the perception of English and Urdu in

Pakistan. The findings revealed a linguistic bias, as results showed that there is a significant medium divide in both the languages as Urdu, both written and verbal, is considered the language of ordinary people. In contrast, English is seen as a language of a specific social class and status symbol (Shamim & Rashid, 2019).

Additionally, Hussain and Amanat (2021) also focused on examining the language divide in Pakistan. They argued that Urdu is considered the language of the lower classes while English is a hallmark of the elite class. The research focused on educational and social factors while the interview method was used, and qualitative analysis was performed to interpret the data. The results showed that there is a significant presence of linguistic divide in Pakistani society. English is seen as more formal, while Urdu is considered suitable for informal discussions. Lastly, proficiency in English is attributed to high social worth, which creates linguistic discrimination (Hussain & Amanat, 2021).

Theoretical Framework

The framing theory is adopted to conduct the research study in terms of theoretical framework. The framing theory states that selective news content is presented so that more prominence is given to it to promote specific perceptions, understanding, and opinions about a particular issue among the audience (Entman, 1993). Therefore, framing can be understood as a process that highlights some aspects of reality while hiding the others. Framing can be understood as an act that can develop various perspectives regarding a single matter. As a result, different interpretations and concepts are generated about that matter in the public (Chong & Druckman, 2007).

News organizations widely use framing as news is developed and published in such a way that it glorifies a specific aspect of an issue while ignoring or giving little importance to other elements to impact the opinions of consumers of news which may lead to bias or other social effects (Kong, Liu, & Karahalios, 2018). It is not only the process in which certain news items are selected or rejected, but it is also about giving more or less importance to specific topics so that it may affect the audience's thought process. It shows that journalists present a particular angle or piece of information while they exclude other details to make the news according to their interests (Siraj & Ramaprasad, 2007). Thus, this research study has also employed the framing theory as media can present a single topic using different frames. These frames can be of various types. However, this research only focuses on negative and positive framing of the issue. Since the study is concerned with drawing a comparison between English and Urdu newspaper reporting on the military establishment's role in regime change related to Imran Khan's ouster, this research analyzes whether these dailies published the news with negative or positive frames. Moreover, these two frames are based on various themes selected for content analysis which are discussed in detail in the methodology section.

Methodology

Since this research study attempts to compare the coverage of Urdu and English newspapers regarding the security establishment's role during regime change, qualitative content analysis was adopted to conduct the research. A review of the literature showed that a significant majority of research studies employed content analysis to carry out the research, which was similar to this research in terms of comparative analysis of Urdu and English newspapers. However, the issues examined in those previous research studies were different, and this study focuses on a completely different matter. As the research focuses on the difference in approach of reporting among English and Urdu newspapers, the content analysis is highly suitable for examining the presence and application of various themes and concepts in a given textual or media content to interpret them (Stemler, 2015).

As mentioned earlier, qualitative content analysis was performed as this research is qualitative. Qualitative content analysis is an organized procedure that aids in analyzing the qualitative form of data through themes and concepts to generate meanings and interpretations while exploring the relations between various elements of the content (Graneheim & Lundman, 2004). The qualitative content analysis emphasizes understanding and performance. Therefore, it differs from quantitative content analysis, which measures and counts various elements in a given content. In mass media research, content analysis has been proven an effective research method, as it systematically examines the media or communication content and identifies the number of themes present while making inferences from it (Macnamara, 2005).

Two major Pakistani newspapers were required to conduct the comparative analysis, one Urdu and the other English. Therefore, Dawn was selected as English daily, while Jang was chosen as Urdu daily. Daily Jang is one of the largest Urdu-language newspapers in Pakistan, and like any other media outlet, it may have its own editorial policies, biases, and agendas. It's important to note that media bias can manifest in different forms, such as selection bias (choosing which stories to cover), slant bias (adding a certain perspective or interpretation to a story), and omission bias (not covering certain stories). It is said that Daily Jang newspaper is considered to be one of the most widely read newspapers in Pakistan and it has a reputation of being a politically independent newspaper, but it's not unbiased in the sense that it does not have any particular stance or bias towards any political party or group. However, some people

may have different opinions about the newspaper's coverage and editorial stance. The Daily Dawn newspaper is considered as one of the most respected and reputable newspapers in Pakistan, and it has a reputation for being politically independent, unbiased, and objective in its reporting. However, as with any news organization, different people may have different opinions about its coverage and editorial stance.

As the research focuses on the issue of the military establishment's role during the regime change episode, news content that focused on or had any reference to Pakistan's army or military was selected. In total, 20 news items were selected from both dailies. Since the research study is concerned with regime change, the period from which the news items were selected was chosen to be from mid of March 2022 till mid of April 2022, as it had all the events leading up to the ouster of Imran Khan from Pakistan's prime minister's office.

In terms of a unit of analysis, all the news items selected from the newspapers were from the editorial section of the dailies, as editorials can better describe the opinion and approach of a newspaper as compared to other news pieces or stories. In editorials or opinion pieces, the themes and frames are more visible than in the rest of the news stories. Therefore, it is beneficial to analyze editorials (Ottosen, 1995).

The opinion articles and editorials were searched from both the dailies' websites in the form of an E-paper. Keywords were used to search for issue-relevant content. Each news item was systematically assessed in chronological order, as first English opinion pieces were analyzed and then Urdu content. Qualitative content analysis was performed on the units of study in the context of positive and negative frames. These positive and negative frames were based on the four themes selected to elaborate the chosen frames. A coding scheme was developed to analyze the content regarding these themes. If an article was present in a specific news item, it was coded with 'Yes' or 'No' and then qualitatively interpreted according to the themes and frames while the discussion was presented.

In this research, positive framing is regarded as liberal, balanced and progressive, while negative framing is considered traditional, conservative, and prejudiced. As mentioned before, four themes were selected for content analysis: two were under the positive frame category and the other under the negative frame. These themes are as follows:

Themes for Positive Frame

Rationale: Rational approach is based on logical reasoning and evidence, which indicates the presence of facts and figures to support a claim. In this research, if an article is rational, it would have provided facts and evidence-based information to back its claims, if it is criticizing or supporting the military establishment or PTI.

Neutral: If a piece of content has no apparent favorable or unfavorable position over an issue, it is considered neutral. Moreover, it is considered neutral if it has both good and negative elements. Therefore, if an article neither favors nor disapproves of military establishment or PTI, it is neutral; if it does both, it is neutral.

Themes for Negative Frame

Sensational: The writing style or publishing of an article in such a way that it would incite strong emotions among the readers but lacks facts and figures. In the context of this study, if an article does not provide facts or evidence to support its claims and only focuses on presenting news to provoke excitement by glorifying or criticizing the military establishment or PTI, then it is sensational.

Biased: If any content is too inclined towards supporting or criticizing one side as it almost ignores the other side, it is considered personal. Therefore, in terms of this research study, if an article only supports or criticizes military establishment that it does not consider the role of PTI, then it is biased and vice versa.

Results

Table 1. Coding Scheme for Editorials/Opinion Pieces from Dawn

Unit of Analysis	Themes for Positive Frame		Themes for Negative Frames	
	Rational	Neutral	Sensational	Biased
The captain's gambit (Dawn, 2022)	Yes	No	Yes	Yes
Moment of reckoning (Lodhi, 2022)	Yes	Yes	No	No
Rocking the boat (Dawn, Rocking the boat, 2022)	Yes	Yes	Yes	No
Expecting different results... (Malik, 2022)	Yes	Yes	No	No
Why did the PTI fail? (Husain, 2022)	Yes	No	No	Yes

Unit of Analysis				
Eyes on Islamabad (Dawn, 2022)	Yes	Yes	No	No
Asserting democracy (Khilji, 2022)	Yes	Yes	No	No
Narratives and self-glory (Rana, 2022)	Yes	Yes	No	No
Avec moi, le deluge (Aijazuddin, 2022)	Yes	Yes	No	No
Khan's patriotism mantra (Hussain Z. , Khan's patriotism mantra, 2022)	Yes	Yes	No	No

Table 2. Coding Scheme for Editorial/Opinion Pieces from Jang

Unit of Analysis	Themes for Positive Frame		Themes for Negative Frames	
	Rational	Neutral	Sensational	Biased
MNA bilawajah naraz nhi hotay (Sham, 2022)	Yes	No	No	Yes
Istifa nhi surprise doun ga (Nanitalwala, 2022)	No	No	Yes	Yes
Yeh qaflay janay kahan qayam karain (Siddiqui, 2022)	Yes	No	No	Yes
Imran Khan ki jaib main kya hai (Safi, Imran Khan ki jaib main kya hai, 2022)	No	No	Yes	Yes
Tehreek-e-Adam Aitamad, aham kya hai? (Kashar, 2022)	Yes	Yes	No	No
Iqtadar ki nai taqseem (Afaq, 2022)	No	No	Yes	Yes
Aein sey khilwat. Adam aitamad mustarad (Baig, 2022)	Yes	No	Yes	Yes
Amreeki sazish ki sazish (Safi, 2022)	No	No	Yes	Yes
Mulk kay liye security risk (Abbas S. Z., 2022)	No	Yes	Yes	No
Imran ki anaa ya inkaar (Abbas M. , 2022)	Yes	No	Yes	Yes

Discussion

The qualitative content analysis was performed on the English and Urdu dailies in terms of drawing a comparison of how these newspapers presented the establishment's role during the regime change episode. After completing the analysis, the results showed that the English newspaper Dawn gave coverage to the issue through positive framing. Positive framing can be used to create a more favorable or appealing image of a particular idea or proposal. It can also be used to create a more favorable or appealing image of an individual, group or organization. At the same time, there were mixed results for Urdu newspapers, but the still negative frame of the problem was obvious. The ten selected articles of Dawn showed that they mostly followed rational and neutral themes while reporting on the matter. On the other hand, through the coding scheme, it was evident that the ten articles of Jang presented mixed views. However, sensational and biased reporting themes had more presence than other themes. Negative framing in journalism refers to the practice of emphasizing the negative aspects of an issue, event, or individual in order to create a certain impression to influence public opinion. This can be done by highlighting negative consequences, emphasizing problems, or highlighting the negative aspects of a particular course of action.

In terms of the first research question, which focuses on finding out whether the English daily publishes the news with a rational approach or not, so, it was revealed through the results that excellent and neutral themes were present in the coverage of Dawn newspaper, as it framed the issue with positive framing. Therefore, it can be concluded through these results that the English daily does present the matter with a rational approach. Most of the selected articles in Dawn put forth facts and evidence regarding the establishment's role in regime change. They claimed it is hard to blame the establishment without proper evidence. Meanwhile, in these articles, PTI was not accused either, as Dawn followed a balanced and neutral approach. Dawn's editorials presented constructive criticism of the PTI government and the establishment.

Lastly, the second question was concerned with examining whether Urdu newspapers followed a sensational approach or not while presenting the matter. Here we should understand that negative framing is not always a bad thing, as it

can help to expose problems, injustices, and issues that need to be addressed. However, excessive use of negative frames can lead to a distorted view of reality and a lack of balance in the news coverage. Therefore, it's important to be critical of the information presented in the news and to seek out multiple sources of information to get a more complete and accurate understanding of an issue. We particularly emphasized our operational definitions. As we defined, 'sensationalism' is the writing style or publishing of an article in such a way that it would incite strong emotions among the readers but lacks facts and figures. In the context of this study, if an article does not provide facts or evidence to support its claims and only focuses on presenting news to provoke excitement by glorifying or criticizing the military establishment or PTI, then it is sensational. And we consider 'biased reports' to those content that is too inclined towards supporting or criticizing one side as it almost ignores the other side; it is considered personal. Therefore, in terms of this research study, if an article only supports or criticizes the military establishment that it does not consider the role of PTI, then it is biased and vice versa. The findings showed that Jang had hybrid themes; in some articles, rational and neutral themes were also present. Nonetheless, Jang editorials had more elements of sensational and biased pieces among them, as they framed the issue with negative framing. The articles in Jang were mainly based on criticism of both establishment and PTI, as they followed a sarcastic tone that implied sensationalism. These news pieces presented little factual evidence as they were more concerned with sheer and destructive criticism of PTI and even the establishment's role. Some articles followed the rational approach and tried to be neutral; however, most remained with sensational and biased themes.

Conclusion and Recommendation

The research study performed a comparative analysis of Urdu and English newspapers, i.e., Jang and Dawn, respectively. The study examined the establishment's role in regime change, using qualitative content analysis to interpret the data. Framing theory was employed, as positive and negative frames were assessed in terms of rational, neutral, sensational, and biased themes. The findings revealed that English daily used positive frames with reasonable and unbiased themes. It is important to note that positive frames are not always accurate or truthful, and they can be used to manipulate public opinion or hide the negative aspects of an issue or proposal. Therefore, it is important to be critical and evaluate the information presented in a positive frame and compare it with multiple sources to make an informed decision. On the other hand, Urdu daily used negative frames with sensational and biased themes as they reported the issue. But negative framing was not found in all Urdu news reports. On behalf of our data, we cannot claim that all Urdu newspapers use a sensational and biased approach in their news stories. It varies from newspaper to newspaper. It's also possible that different newspapers may have different editorial policies, biases, and agendas which can lead to a different framing of the same issue.

Journalists and media organizations must present the news rationally and neutrally while avoiding sensational and emotional approaches. Hence, it is recommended to follow journalistic ethics and moral guidelines while covering matters, so Urdu newspapers must take a rational and neutral approach to journalism.

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