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FRAMING ANALYSIS OF THE NEWS ON PROVINCE RESTORATION: A CASE OF HISTORICAL REGION OF BAHAWALPUR

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ABSTRACT

The portrayal of the local issues by the local vs national newspapers in the historical region of Bahawalpur remained an unaddressed phenomenon. The current research was conducted to investigate that which of the national vs local dailies portrayed Bahawalpur as province restoration issue more than the other, how the local dailies framed the Bahawalpur as province restoration issue and how the national dailies framed the Bahawalpur as province restoration issue. The newspapers included Sulej and Sayadat (local) while national dailies while Jang and Nawa-i-Waqt (national) newspapers to know how the issues of Bahawalpur are highlighted and framed by the newspapers. The researcher used content analysis technique by applying framing theory and purposive sampling as a study tool. The researcher mainly focused how much coverage was given by national vs local dailies and, how the issue was being framed by the selected news dailies. The researchers found that local newspapers gave 08 times more coverage to the issue of Bahawalpur restoration as province than the national newspapers. More over the local newspapers framed the issue 40 times more positively than the national newspapers whereas it was evident that national dailies framed the news more neutrally than being positively or negatively and those national newspapers were more neutral in framing the local issues than the local newspapers.

INTRODUCTION

Bahawalpur

Bahawalpur is one of the 12th largest cities in Pakistan that's positioned in South Punjab expanded on the area of 45 thousand 588 square kilometers. One of the largest deserts of Pakistan "Cholisthan Desesrt" covering 20,200 square km is also part of this region. After the disintegration of Durrani Empire, it was known as the capital of an empire state that was founded by Nawab Muhammad Bahawal Khan II in the timely 19th century. Later, Bahawalpur was also given the status of a province. By the time, it became the part of Punjab province of Pakistan for more suitable administration. The history reveals this region as historical hometown and central power of the numerous Nawabs and sovereigns of that time. The area of Bahawalpur division is 45 thousand 588 square kilometers. According to the census, 2017, the total population of Bahawalpur recorded 3,668,106 which placed it among the most populated cities of Pakistan (PBS, 2020).

Bahawalpur as Province in News Framing

The region of Bahawalpur was made part of the Punjab province of Pakistan for better administration. The region covered up with Pakistan's largest desert and the dry rivers which once were over flowing does not seem standing alone as a Province. In the political communication the discourses are generated and the information is delivered to audience passing through a manufacturing process (framing) from those who create the information events (sources). The discourse is a socio-cognitive process involving sources, journalists and audience members as three players operating in the universe of shared culture and socially defined roles (Pan, Z., & Kosicki, G. M., 1993). Pakistan being one of the developing countries is passing through political reforms where the scarcity of resources in the society define the roles and statuses, journalists as allies to the political leaders in generating discourse and framing the way of contents to control the thought process of the audience. Therefore, this study addressed that how the audience members are manipulated not only to think rather how to interpret the information regarding province restoration through the process of framing.

Framing

Framing in simple words can be explained as one particular issue is dealt in various ways. As dominantly, possibly "be that as it may" is definite variable framing in context to coverage of news. The framing construction occurs on either sides of the news industry and the audience. The construction of framing refers to the link among media framing and individual's past knowledge and tendency. The framing in context to news material may impacts knowledge, interpretation, calculation problems and occasions.

Process of Framing

Semetko Valkenburg (2000) concludes that there can be two possible ways to recognize frames from news material, 1st inductive while 2nd is deductive.

Inductive

The first one relates for breaking down news content with none authentic tendencies. In this way of research methodology, the framing can be noticed in basic ways from genuine knowledge by using info investigations with subjective system. This one is relate to qualitative technique.

Deductive

This method deals with identifiable framing proofs containing defined particular frames. It also confirm extent to which such framing functions. With this method, framing is considered in top down process either supposes imagination for correction of classified or usual social illustrations of definite media framing. This kind of procedure is a useful way of research that applies quantitative technique. It is ideal because of its straightforward and relevant large data sets.

Profile and Origin of Selected Dailies

The two local and two national dailies were selected to compare the portrayal and framing of Bahawalpur restoration as a province issue. The national dailies had more circulation than local ones. Ashraf (2012) said that local press played more significant part in the societal good will than national Pakistani press.

The Daily Sotlej

Sotlej is a regional Urdu newspaper of Bahawalpur that is published on regular basis that is the active member of CPNE (Council of Pakistan Newspapers Editors). It works under Ali Ahmad Rifat Trust. Sotlej is the most primitive newspaper of Bahawalpur as it was founded 7 years before Pakistan came into being. It was founded in 1939 that counts 83 years of long history till date. At a time, it is published from three different cities as Bahawalpur, Bahawalnagar and Lodhran cities of South Punjab region. It was founded by Ali Ahmad Rifat in 1939.

The Daily Sayadat

Sayadat is a local Bahawalpur newspaper that is published on daily basis. It is the active member of All Pakistan Newspapers Society (APNS) and Council of Pakistan Newspapers Editors (CPNE). According to the official website of APNS, Sayadat, with the history of 54 years, as it was established in 1968 by Mr. Gulzar Ahmad Naseem. It is being published in Urdu language on regular basis. Muhammad Humayun Gulzar is the current Editor and Publisher of this newspaper.

The Daily Jang

The daily Jang Newspaper is thought as a national newspaper in the whole Pakistan. Same as The Daily Sulej, its establishment year is 1939. Jang newspaper belongs to one of the earliest newspapers in Pakistan that was founded by a young man named as Mir Khalil-ur-Rehman who got inspiration of the word “Jang” from the war. It was the time of World War second that influenced him to name his newspaper. The newspaper was established in Delhi (a capital city of India) that later moved to Pakistan in Karachi after the separation of Indo-Pak. Jang Media Group has the official publications of The Daily Jang Urdu, The News International, Akhbar e Jahan (a weekly edition) and Mag (a monthly basis magazine).

The Daily Nawa-i-Waqt

The Daily Nawa-i-Waqt that means the voice of time in context to English language is an Urdu Newspaper founded by Hameed Nizami in 23rd of March in 1940. It was established in context to support All India Muslim League (a political party, for the rights of Muslims in India). The media group under which this newspaper is working named as Nawa-i-Waqt Group of Publications.

Problem Statement

The restoration of Bahawalpur as province has been demand of some segments of local community. They assume that region may get prosperous by developing it as province. The prime concern of the study was not to prove Bahawalpur restoration as province vital or not, rather the current study was carried out to understand that how local or national media played up with an issue and framed it to be the most important issue for the people of the region Bahawalpur.

Significance Of the Study

The study was conducted to find out that how regional issues were framed in local as well as in the national dailies. The study would help in understanding that how local and national newspapers boost up the regional issues through framing. The study will further help in understanding the way the regional newspapers play up with local issues to gain their regional popularity. The content analysis will provide a context to identify the frames. This study focused upon that how frames are important to understand the portrayal and further perception of the readers. The study may be helpful in generating and expanding the knowledge on the press role in Bahawalpur as province restoration issue. It will give more comprehension about the effects of regional perspective on framing by the press.

LITERATURE REVIEW

Ashraf (2012) found lot of researchers focusing to calculate the measurements among media framing agenda and the tendency of the local people. One of the fundamental framing agenda was the ability of mediated channel for bringing

problems in front of people in such a way to give maximum importance which means construct such problems on equal basis for society to impact thoughts. The print media gives the extensive data and provides versatile knowledge for its readers (Erikson et al, 2015) & (McCombs et al, 1993). Mills (1981) & Wilson (2016) both of them collectively concludes that it's considered as significant way of getting knowledge about politics, the situation of economy, the cultural trades, the social development problems within every society moreover, the print journalism gives a pivotal measurements to do research in both natural environment and social environment of science. Schoenbach (2005) analysis that dailies contents are documented to broaden the grounds for local events' significance, subjects and theme that are already no new for the readers. McCombs (2002) finds a conclusion that as of official interests of the news organizations, the dailies designs the angular framing and intended thinking to meet its intentional targets. It is found that merely, the content material is delivered that's according to organizational policies and having potential of people's interest. Meanwhile, the filtered and selected content is published in the dailies. The reason of such tendency and way of action are some the financial matters and other economic reasons which influences them to do so. McCombs (2002) evaluates that the print journalism especially the local newspapers give significant importance to the basic problems moreover in his research he gives a brief portrayal of newspapers of Pakistan where the people have to face couple of societal problems that imbalance the standard of their lives and mental approach of citizens. In this situation, the majority is not confident to get the permanent solution off the problems and issues they are facing so it is the government who needs to focus on this matter and finds the way to solve the basic problems and fulfill the fundamental demands further these problems creates intense problems for the every citizen living in Pakistan. Young (1981) described the media as a tool of explaining the issues that gives the benefit of maximum flow of data and information beyond any alteration in this way it displays the actual image hand gloves of real problems. Hillock (2007) analyzed that on one side where the editorial section of dailies publishers abide and ascertain ideological politics on the other hand it appeals the intellect as well. Where actually the issues are broken down and such portion of newspapers is considered to be as spinal cord and a backbone of dailies. Saleem, N. (2007) found that the news material including news items, columns, and editorials provides a tremendous platform for the people to present their own suggestions. The editorial section of newspapers reveals the variety of editorials on various issues in which the newspaper editor depicts the organizational policy on specific problems. Daris (1992) points the importance of print media as it can never be underestimated to categories it for only the communicational purposes merely, search organizations gives a pivotal role when they provide two way communications in the form of feedback. Where these dailies are solving the local issues they are proved to be a foreign ambassador as well. Chandler (2014) explains that many of research study revealed the mass media as a tremendous forum that affects to bring social change in society. Corresponding two marx's argumentation the mass media can be considered as a production medium that disseminates the unique ideas and generate global feedbacks that can control issues as an agent of ideologies.

Framing Theory

Framing concept relates clearly to this research as how information is served to people. First of all, Goffman (1974) presented this theory as a type of communicating and called it as “Schemata of interpretation” which allows people to “trace, cognate, recognize and tag” routine incidents. Another study defined the described concept as “for framing like a textual communication or the information is aimed to be promoted particular surfaces of “seeming facts” and making them significant in a manner that approves certain issues meaning, underlying explanations, ethical assessment, or behavioral endorsement (Entman, 1993). In contemporary ages, media impacts values as “social constructivism” (Scheufele, 1999). The media builds social actuality through “framing depictions of actuality in expected and decorative manner” (McQuail, 1994). According to Gamson and Modigliani (1989) the media frame is a fragment of procedure that enables people knowing sense. The public view is a chain of procedures that is adopted and crystallized by journalistic workers. The framing is quite related to even thought as, sister theory of agenda setting. But framing is taken as a guiding tool while dealing more extra step as creating hype of media while framing and advance version of a step that it further interprets that how informational data is being presented to the consumers while dealing social norms. The fundamentals in news reach decides in what way the outlines are issued by news associations and columnists (Shoemaker & Reese, 1996).

News Framing

Gorp (2007) says that the basics of frame is related to brain sciences and human science. As an “advantageous” idea, it alludes “composition” in mental writings that reminds another study as: A Study in Experimental and Social Psychology composed by Fredric Bartlett (2011), he’s also supposed to get such terminology from “Tannen, 1933b” studied by Henry Head. The “advantageous” concept is mentioned in the book of Goffman 1974. Goffman (1974) interprets the sense of framing as a standard of association that manages as combining assembly that agrees the concept that all problems are dealt whenever discussed on mass media forums. Norris (1995) calls news framing as an imaginary scene that is minimized, arranged and structured as a streaming of disputes by journalists.

Recognition of Frame

Various research scholars have given variety of patterns to tackle the identifiable evidences and news material extractions through frames. Entman (1993) instantly gave recommendations as frames could be judged and identified through “neighborhood or lacking of certain watchwords, usual feelings, stereotypic depictions, fountains of information and emotions which provides special groups of actuality or judging. In the same meanings, Gamson & Modigliani (1989) decides the framing tools, combines information and presents “media package” of problem. All of them identifies, recognizes, models, catchwords, definitions and visible photos as saving tools.

Objectives of the Study

1. To explore that which of the national vs local dailies portrayed Bahawalpur as province restoration issue more than the other
2. To explore that how the local dailies framed the Bahawalpur as province restoration issue.
3. To explore that how the national dailies framed the Bahawalpur as province restoration issue.

Research Questions

RQ1: Whether the amount of coverage of Bahawalpur as province restoration issue of the local dailies is more than national dailies?

RQ2: How did local dailies frame Bahawalpur Province Restoration Issue?

RQ3: How did national dailies frame Bahawalpur Province Restoration Issue?

The following hypotheses are created to answer the above given research questions.

Hypotheses

H1: It is more likely that local dailies give more coverage to the Bahawalpur Province Restoration Issue than national Dailies

H2: It is more likely that local dailies framed Bahawalpur Province Restoration Issue more positively than negatively

H3: It is more likely that national dailies framed Bahawalpur Province Restoration Issue more negatively than positively

Theoretical Framework

The study briefly interprets how local dailies evaluate the depictions wherein the news related to the concerned framing of obligation in the subject of role of local print medium for solving issue of Bahawalpur Province Restoration. Carter et al (2006) determines that theoretical framework doesn't legitimate the study, it is the need of sound study. It backs the study, provides the research building to describe the way in which it would deals the complete study.

Agenda Setting Theory Applied

There two theories_ agenda setting theory (McCombs, M. E., & Shaw, D. L., 1972); and framing theory are applied the current study. The researchers had a stance that by giving salience to Bahawalpur restoration as province over other issues in the local or national dailies set the agenda of the audience members that what to thinks about.

Framing Theory Applied

Framing theory was first coined by Erving Goffman (1974). Framing in simple words can be explained as; one particular issue is dealt in various ways which

are called frames. Similarly, in the current study analyzed that whether the Bahawalpur restoration as a province was framed positively or negatively. The human interest frame and thematic framing device was applied.

RESEARCH METHODOLOGY

This section deals research period, newspaper selection, and sample of population. Moreover, variables, construction of its groups and directions that are formatted for variables are going to be interpreted. In the end of this chapter, coding unit of this research, analysis units and code sheet sampling is compiled too.

Duration and Sampling of Research

The purposive sampling was utilized to know how the selected newspapers including Nawa-i-Waqt, Jang, Sulej and Sayadat has framed the issues of Bahawalpur from the duration of 1st of August, 2018 to 1st of January, 2019. The sample contained two nationals and two local newspapers to better understand how these dailies covered and framed to the issues of Bahawalpur restoration as a province. Lavrakas, P. J. (2008) illustrates that purposive sampling is considered as a set of judgments or any taken sample.

Selection of the Newspapers

The two local newspapers having regional circulation and two national newspapers were selected in order to understand that how local vs national newspapers built the discourse by framing the issue. Furthermore, to presume that how the local newspapers with less economy are influenced in development and support of the local discourses under the political communication.

Content Analysis

Content analysis is the procedure wherein communicated information is logged via impartial and systematic request of categorized instructions, into the information which could be abridged and given a comparison. Krippendorff (1980) gave four various categories of content analysis, first as unobtrusive technique, second as unstructured content, a context-sensitive that able it to be proved as procedure of symbolism and the fourth one as a tool to cope with large amount of data information. Below, there is the sample table how the data content data is being dealt in it. The study followed content analysis method to answer the proposed research questions and hypotheses.

News Framing

The human interest frame and thematic framing device was applied.

Positive: If news is related to the importance of

Negative: If there is news related to restoration of Bahawalpur as province may create difficulties in administration process

Neutral: If the news content on restoration of Bahawalpur as province is not related to either positive or negative stance

RESULTS

Table 1 Daily Newspapers coverage on Bahawalpur as province restoration

S. No	Newspaper	August	September	October	November	December	January	Total news	
1	Daily Suttlej	11	05	09	12	15	11	63	Local Dailies
2	Daily Sayadat	43	38	41	49	40	39	250	313
3	Daily Jang	4	6	5	3	2	6	26	National Dailies
4	Daily Nawa-i-Waqt	2	3	1	2	1	0	09	35
Total News on the Issue								348	
Duration								06 months	

Figure 1 Province Restoration News Covered in Daily Jung

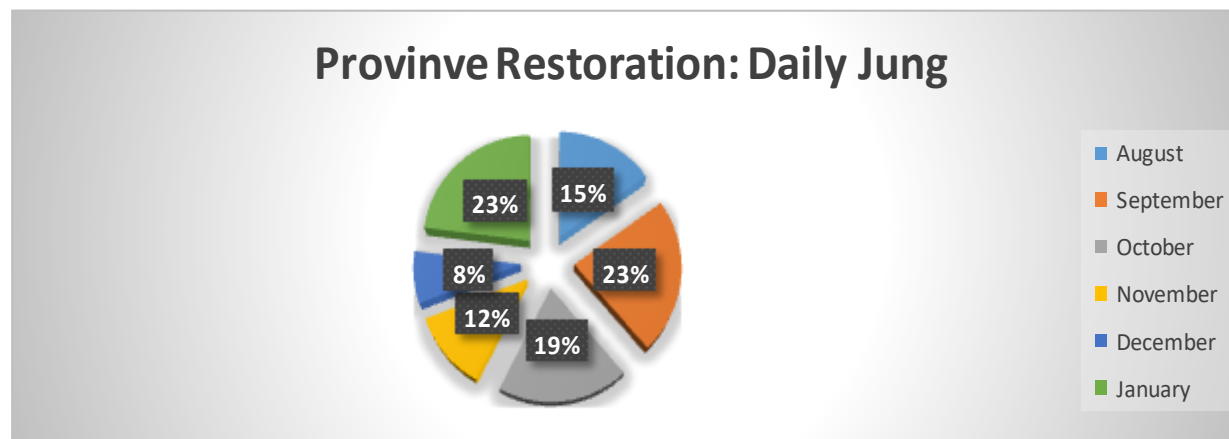


Figure 2 Province Restoration News Covered in Daily Nawa-i-Waqt

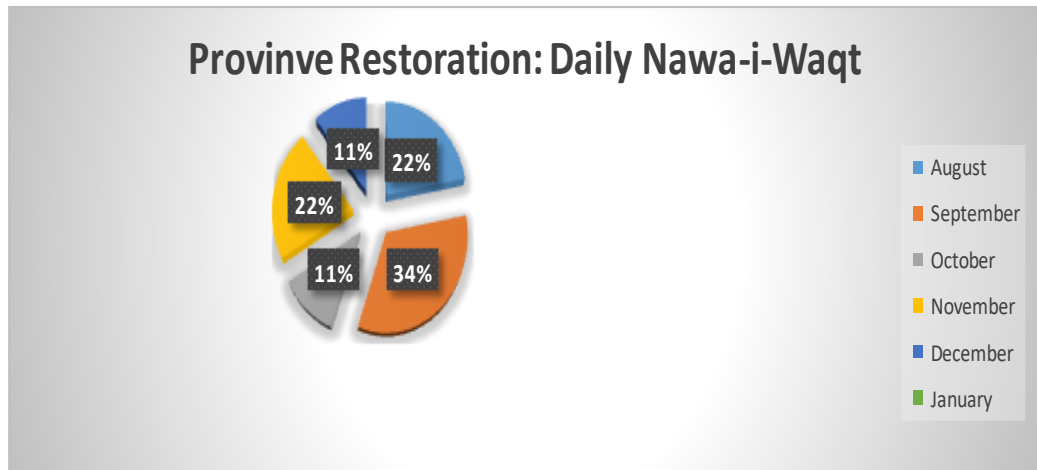


Figure 3 Province Restoration Total News Covered in Local Dailies

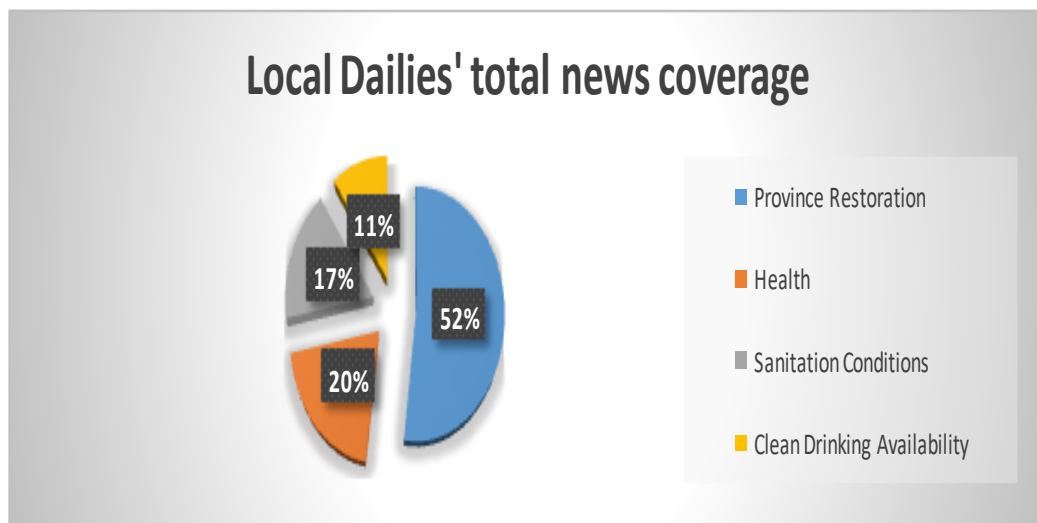


Figure 4 Province Restoration Total News Covered in Local Dailies

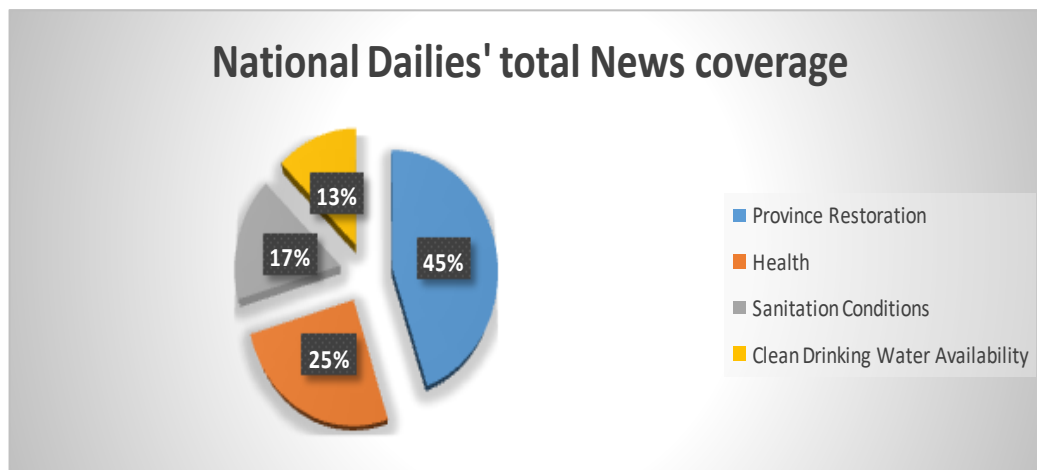
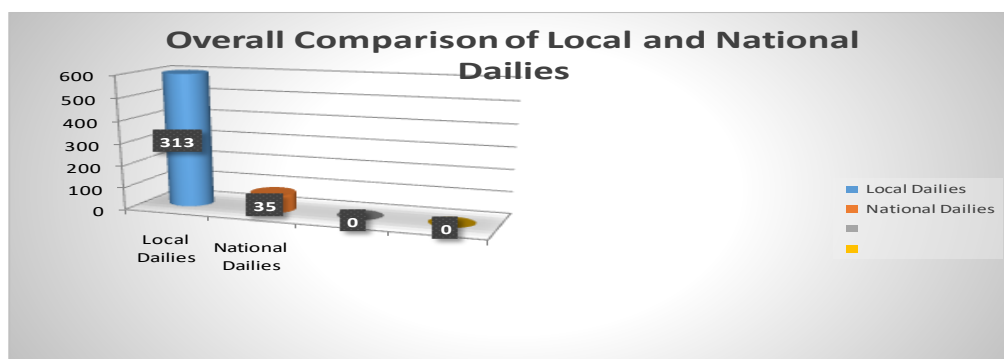
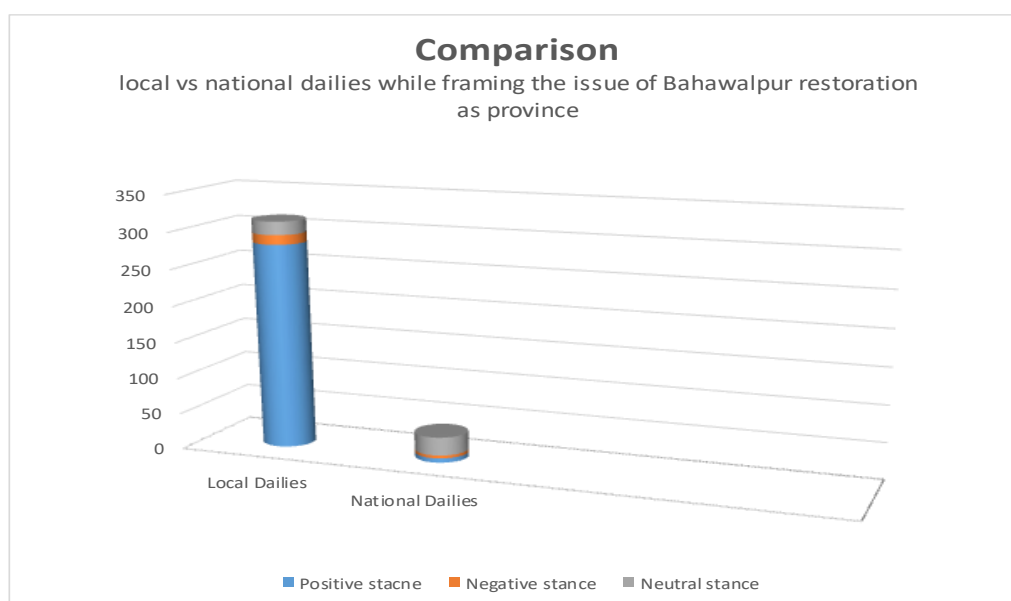


Figure 5 Overall Comparison of Local vs National Newspapers in Covering the Issue**Table 2** Framing Analysis of News on Bahawalpur as Province Restoration

S No.	Months	Positive= Pos Negative =Neg Neutral= Neu	Local Dailies			National Dailies			Total
			Sutlej	Sayadat	Total	Jang	Nawa-i-Waqt		
1	Aug, 2018	Pos	10	40	50	00	01	50	60
		Neg	01	00	01	00	00	01	
		Neu	00	03	03	04	02	09	
2	Sep, 2018	Pos	04	34	38	01	00	40	51
		Neg	01	02	03	01	00	03	
		Neu	00	02	02	04	01	08	
3	Oct, 2018	Pos	07	36	43	01	00	43	56
		Neg	01	01	02	00	01	03	
		Neu	01	04	05	04	01	10	
4	Nov, 2018	Pos	10	47	57	01	00	58	65
		Neg	01	01	02	01	00	03	
		Neu	01	01	02	01	01	04	
5	Dec, 2018	Pos	10	37	47	01	00	48	58
		Neg	03	01	04	01	00	05	
		Neu	02	02	04	00	01	05	
6	Jan, 2019	Pos	09	38	47	01	00	47	58
		Neg	01	00	01	01	00	02	
		Neu	01	01	02	05	02	09	
Stance of Newspaper		Pos	50	232	282	05	01	06	Total news items=348
		Neg	08	05	13	03	01	04	
		Neu	05	13	18	18	07	25	
			63	250	313	26	09	35	

Overall, local newspapers have framed 282 news as positive while national have 06, the local dailies have published 13, while national dailies have framed 4, further local dailies have published 18 and national dailies have framed 25 news as neutral ones for health efficiency in Bahawalpur.

Figure 6 Local vs National Dailies in Framing the Issue of Bahawalpur Restoration as Province



DISCUSSIONS

The data based on selected duration represented that the local dailies covered too much higher the province restoration issue in comparison to the national dailies. The study supported the agenda setting theory (McCombs, M. E., & Shaw, D. L., 1972). where newspapers found setting the agenda of the readers that what to think about. The data indicated that total 313 news items were published on the above said issue in the local dailies in contrast of total 35 news items in the national dailies. It elaborated that local daily given 8.94 times higher than the national dailies (see Table 1). Furthermore the local newspapers portrayed more positively in news than negatively the issue of Bahawalpur restoration as a province (see Table 2). The data depicted little rise in portrayal of the issue during the month of September in the national dailies, whereas the coverage remained very low in the other five months (see Figure 1 & 2). Moreover the local newspapers found positively framing the issue very high in study results in comparison to the national dailies (see Figure 6 & Table 2). The study supported the stance that the political communication the discourses are generated and the information is delivered to audience passing through a manufacturing process (framing) from those who create the information events (sources). The discourse is a socio-cognitive process involving sources, journalists and audience members as three players operating in the universe of shared culture and socially defined roles (Pan, Z., & Kosicki, G. M., 1993). Pakistan being one of the developing countries is passing through political reforms where the scarcity of resources in the society define the roles and statuses, journalists as allies to the political leaders in generating discourse and framing the way of contents to control the thought process of the audience. Furthermore it was also found that the local newspapers as being less economically independent rely more on the local news and issues instead of the national issues. The results revealed that local

newspapers gave 08 times more coverage to the issue of Bahawalpur restoration as province than the national newspapers. So the H1 was accepted. More over the local newspapers framed the issue 40 times more positively than the national newspapers therefore H2 was also accepted whereas it was evident that national dailies framed the news more neutrally than being positively or negatively so the H3 was rejected on the basis of very interesting results that national newspapers are more neutral in framing the local issues than the local newspapers.

The study was commenced with certain limitations on the basis of resources and time. More studies can be conducted to closely monitor the origins of issues wherefrom the discourse takes emerges and how it is uplifted by media from those in power to the eyes and ears of the audience.

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