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<b>Article:</b>	<b>Coverage of Pakistan's National Campaigns against Terrorism: An Analysis of Dawn and Daily Jang</b>
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**ABSTRACT**

Mass media is playing as the role of bridge between the government and general public, as it carry on messages of policies from former to later. it contributes either directly or indirectly in policy making process of the country and its implementations and changing public opinions. 9/11 incident changed whole scenario of glob, international war started against terrorism under the supremacy of the US and forces reached in Afghanistan to punishing anti-US sentiments; fight against terrorism took its peak, Pakistan as a second-door neighbour of Afghanistan bears brunt of terrorism and operation in tribal areas launched to curb terrorism and it took around a decade to achieve goal. The study aims to determine the coverage of Pakistan's National campaigns against terrorism, its influence on public in Pakistan, in the context of country's leading newspapers-The Dawn and Daily Jang. The study is based on agenda setting theory and content analysis as quantitative methodology adopted. The newspapers from 1st November 2007, to 31st December 2016, have been undertaken. The data collected randomly and analyzed to know the perspective of newspapers. Hypothesis related to the topic formulated tested as all positive.

**Key words:** Print media, Pakistan's National campaigns, counter-terrorism public influence

## **Introduction:**

The conflict continued to be the most dangerous human inventions and creations in Earth's history. The human intellect is so strong that it created several conflicts with the exploration and discovery of great destroyers in various forms. This innovation also produced its own children and expanded into smaller particles like doubt, dissatisfaction, and sociopolitical offences like terrorism. In contrast to war, terrorism is a form of covert, overwhelming assault whose goals are difficult to ascertain. As a form of violence, terrorism is a threat or act of violence designed to incite fear and act as a catalyst for war, resulting in social or political change. U. Draz, A. Naz, W. Khan, Q. Khan, T. Khan, (2012) The terrorism, with the pace of time, has emerged in various forms out of motivations as different as political revolt, social uprising and religious protest in all parts of world throughout the course of history. The Wave of this terrorism give the birth word assassin- allegedly comes from the drug hashish. Richard A. Horsley, (2004) They Assassins killed numerous people, particularly the followers of other sects and Christians. The second half of the nineteenth century is the witness of systematic terrorism, in the very beginning there were several quite distinct categories from many corner of world.

## **Literature Review**

In general, media theorists assert that authors socially construct relevance for their viewers simply by choosing and controlling the constituent parts of a news article. Stephen D. Reese and Seth C. Lewis (2009) Additionally, the concept of social constructionism has prepared the construction of the framing. Dietram Scheufele (2000) in addition of this, a variety of individual-level factors, such as a writer's background, experiences, character traits, and convictions, may influence the media content, each of which can be seen as having its own frame of reference. C.W. Anderson C.W (2017) The majority of the literature on media framing of terrorism-related issues has concentrated on providing insight into historical judgement through contextual analyses and argues that the media's parochial framing of the events leading up to 9/11 that "agreed completely with U.S. organisation strategy and never recognised the propriety of a totally, elective frame" helped pave the way for the invasion of Iraq. Monaghan, Robert R., Richard W. Budd, Robert K. Thorp, and Lewis Donohew (1968) For instance, the war on terror has come to define how America announced and comprehends national security challenges. Siraj, Syed Abdul, and Shabbir Hussain. (2012)

## **Problem of statement**

Pakistan was hardly foreign territory to the Al Qaeda fighters, before the War started in Afghanistan and Pakistani active role in the war, the group of fighters who was hiding in tribal areas came on surface and announced war against the Pakistan along with US. Print media, on the other hand, faces a dilemma when trying to meet audience needs with stories.

## **Hypothesis**

The Dawn and Daily Jang properly focus issue of Pakistan's National Campaigns against terrorism.

The coverage of the newspapers have successfully influence the opinions of the public.

Which frame remained the most used by the newspapers to influence the public opinions?

**Scope and limitation**

This study was focused and examined country's two elite newspapers which is an explicit limitation of this study, I suggest that further research can be done taking more than two newspapers while also can be examined with the qualitative aspect in comparison with content analysis of print media by conducting interview of top players in the Pakistan's national campaign against terrorism and its influence on public in Pakistan. The other limitation of this study is that it is based on content analysis of newspapers, so further research can also be conducted by analyzing TV content by investigating the Pakistan's national campaign against terrorism and its influence on public in Pakistan.

**Theoretical frame work**

The content analysis method of quantitative research is used to prove the hypotheses and to answer the emerging questions. The study supports the theoretical framework of „Framing and agenda setting theories“ that emphasized on the importance of portrayal and interpretation of mass media in shaping behaviors attitudes and emotional reactions of people.

**Methodology**

Content analysis is an effective research method for examining press content. Neuendorf (2002) established content analysis as “the primary message centered methodology” and cites studies of Freitag and Riffe (1997). Gilly and Yale (1988) “stated that in the field of mass communication research, content analysis has been the fastest-growing technique over the last few decades” (Neuendorf, p.1). Shoemaker and Reese (1996) believe that media contents consist of many sections like the medium, message, production techniques, sources, and background. According to them the duty of Content analysis is "to give some direction about these phenomena in order to grasp the meaning of these phenomena".

**Period of Research Study**

The study spans over eight years and two months, i.e. from 1<sup>st</sup> November 2007 to 31<sup>st</sup> December 2015. It includes the all military operations carried out by Pakistan Army against the militant in tribal areas and other parts of Pakistan time to time. Pakistan, to combat the menace of terrorism launched its first modest operation “Operation Al Mizan” against terrorists in tribal areas of the country.

**Variables**

Topic, Frame, and Slant are the factors that were chosen for this study. The topics for the study are drawn from the categories below.

Terrorism

National campaign against militants

Drone Attacks

International alliance

Afghanistan situation

Foreign policy

**Slant**

The term “Slant” and "topic" are interdependent in the content analysis research. According to studies, the topic shows what has been reported while the tone reveals how it has been recounted. in measuring media content tone and topic are two different approaches. Asheim, Lester, (2015).

Three coders were hired by the researcher for this study, and they received sufficient training for the responsibilities that were given to them. They were split up into several teams of coders, and each team worked on a different stage of the production of the research data. Each team of coders worked on a distinct phase of the creation of the research data after being divided into multiple teams. They were split into various teams of programs and each team worked on a different stage of preparing the research data. The first coder worked on randomly selected newspapers and pointed out topic-oriented papers to analyze from the sample, while the second and third coders highlighted “headline”, “body”, & “concluding paragraph” for the editorials and letter to the editor. The researcher made sure that the code sheets had final, accurate entries of the data. To ensure the reliability of the appropriate entries in the coding sheet were also made by the researchers. Consequently these relevant stories framed on the terror-oriented issues were coded in ‘Favourable’, Unfavourable’ and neutral.

1. Favourable: if there were more passages favourable to Pakistan in the fight against terrorism the story would be categorised as positive.

2. Unfavourable: if there were more passages unfavourable to Pakistan in the fight against terrorism the story would be categorised as negative.

3. Neutral: if there were no clear emphasis on either positive or negative aspects found the story would be categorised as neutral.

### Population, Sample size & Sampling

The total Number of editorial and letter to the editor published in the elite newspapers English and Urdu published of Pakistan was the population of the research study. The research study is carried out from 1<sup>st</sup> November 2007 to 31<sup>st</sup> December 2016, total nine years and two months, in which the random study of both newspapers conducted on the selected days in this study in order to find the stance of the Pakistan's elite newspapers on the issue. Editorials and letter to the editor publishes on three days in a week- Monday, Wednesday and Friday, in both newspapers Dawn and Daily Jang included. The number of volumes of nine years, two month for one elite newspaper comes to 954 which accumulate 2862 for both newspapers. However, each year there are six holidays for newspaper publication. Beside this 108 issues of these publications were not available to readers during the holidays in these years. Hence, to assure its actual size, 108 newspapers are therefore, deducted from the populations making 2754.

**Table No. 1.1**

Newspaper	Years	Stratification		
		Monday	Wednesday	Friday
Dawn	2007	9	8	9
Jang	2007	9	8	9
Dawn	2008	52	52	52
Jang	2008	52	52	52
Dawn	2009	52	52	52
Jang	2009	52	52	52
Dawn	2010	52	53	52
Jang	2010	52	53	52
Dawn	2011	52	52	52
Jang	2011	52	52	52

Dawn	2012	52	52	52
Jang	2012	52	52	52
Dawn	2013	52	52	52
Jang	2013	52	52	52
Dawn	2014	52	52	52
Jang	2014	52	52	52
Dawn	2015	52	52	52
Jang	2015	52	52	52
Dawn	2016	52	52	52
Jang	2016	52	52	52
		954	954	954
		2,862	2,862-leave- 108=2,754	Total 2,754

### **Coding categories and unit of analysis**

In the research study, a single word in a written piece such as terrorism or a single symbol may serve as the unit of analysis. In addition of this, a single newspaper (news stories) was the unit of analysis. On assess and look into how the articles are covered, their direction and readers comments of Daily Dawn and Daily Jang, on Pakistan's National campaign against terrorism issues, the researcher has divided the following categories. The direction is analyzed as favourable, unfavourable and neutral towards the specified content categories like.

### **Terrorism**

Terrorism is conceptually defined in the study as violence committed by either individual or group of non-state actors in Pakistan's tribal region, operationally terrorism is also described as acts committed by terrorism, such as the destructions of public and private property, the killing of people, and explosion related casualties, and suicide assaults in Pakistan's tribal regions following US attacks on Afghanistan.

### **National campaign against militants**

Conceptually National campaign against militants in tribal areas of Pakistan is defined as operation against terrorism in Federally Administrated Tribal Areas, which consists of six Frontier Regions (FRs) and seven agencies and are governed by the federal government through the governor and political administration-these FRS are connecting to Afghanistan. Operational definition of National campaign against militants is the military action initiated by the government of Pakistan against terrorists in tribal areas of Pakistan.

### **Drone Attacks**

In a conceptual sense, the situation has become more delicate as a result of American drone attacks in Pakistan via drone assault in FATA. Operationally, this category is intended to assess the type and frequency of American drone attacks in tribal regions following the invasion of Afghanistan.

### **International alliance**

The role of international alliance in war on terror is conceptually termed as its forces are deployed in Afghanistan and working under the umbrella of US. Operationally the role of international alliance in war on terror means position of international forces, its advancements in Afghanistan and their effect on Pakistan after US attack on Afghanistan.

**Afghanistan situation**

The Afghanistan's condition is considered in light of the country's extensive border with Pakistan. Whole tribal regions close to Afghanistan's border are suffering as a result of the anarchy there. Afghanistan is experiencing intense instability. Operationalization of the Afghan situation includes internal conflicts, Afghani troops incursions over Pakistani territory and infiltrations following US assaults on Afghanistan.

**Foreign policy**

The Foreign policy of Pakistan in its national campaign against terrorism is conceptually termed as the role of foreign ministry on international dynamic by promoting the internationally recognized norms of interstate relations in respect of sovereignty and territorial integrity of all states in international war against terror in Afghanistan. Operationally the role of the ministry of foreign affairs of Pakistan in its national campaign against terrorism means the position of on international stage, its advancements and their effect on Pakistan after US attack on Afghanistan.

**Topics and Slants**

This study will code each editorial into one of six topics. It will also code each editorial in terms of slant into favourable, unfavourable and neutral. All the topics and their rules for slants have been defined operationally and separately to provide clear operational definitions for coding. Being the different variables topic and slant are coded independently. The coding rules for slant provide different models but they all share the common meaning of what is favourable, unfavourable and neutral.

**Favourable**

Business Dictionary describes favourable as promising, positive and pleasing. Oxford Advanced Learner's Dictionary defines favourable as making people have a respectable opinion, positive and showing good opinion of somebody/something. It may be termed as worthy for something and building is likely to be successful and have an advantage. According to MacMillan Dictionary favourable means displaying that someone likes or favours of someone or something and giving an advantage. It also means conveying endorsement, giving agreement, to the gain of something and signifying a good consequence (Oxford Dictionaries).

**Unfavourable**

According to the Oxford Dictionary, unfavourable means expressing or showing an absence of endorsement or support which is possible to lead an opposing outcome. Merriam-Webster defines it as opposed, conflicting and expressing disapproval, not favourable, disadvantageous and displeasing

**Neutral**

Merriam Webster sees neutral as the state of disengagement. According to Brainy Quote, Neutral means not involved on either side of two or more disputing parties. It is neither good nor bad, of average quality, moderate, not obvious or evident. Urban dictionary utters neutral is a person that does not actually do anything. Doesn't support anyone out or make anything inferior, they are just impartial not really doing anything. Neutral is a state of being balanced

**Data interpretation**

This chapter analyzed the findings and presented the data in line with the objectives of the study. The results obtained were presented in the form of frequency tables, graphs, pie

charts and narratives. The study is a qualitative study, which employed descriptive content analysis in order to establish the print media coverage on the Pakistan's national campaign against terrorism, and its influence on the general public, in Pakistan. In this chapter the retrieving, compilation of data from the selected newspapers and its results will be discussed, while the answering the research questions and testing the hypothesis will also come under discussion in this chapter. Total number of editorial and letter to the editor on Pakistan's national campaign against terrorism Coverage for the specific time period from 1<sup>st</sup> November 2007 to December 2016, covered by these Newspapers was (N 613) in which 382 (62.32%) was published in The Dawn and 231 (37.68%) was published in Daily Jang during this time frame.

Overall coverage of editorial		
Newspaper	Number of editorial	Percentage
The Dawn	382	62.32
Daily Jang	231	37.68
Total	613	100%

**Graph 2.1 Overall Coverage editorials**

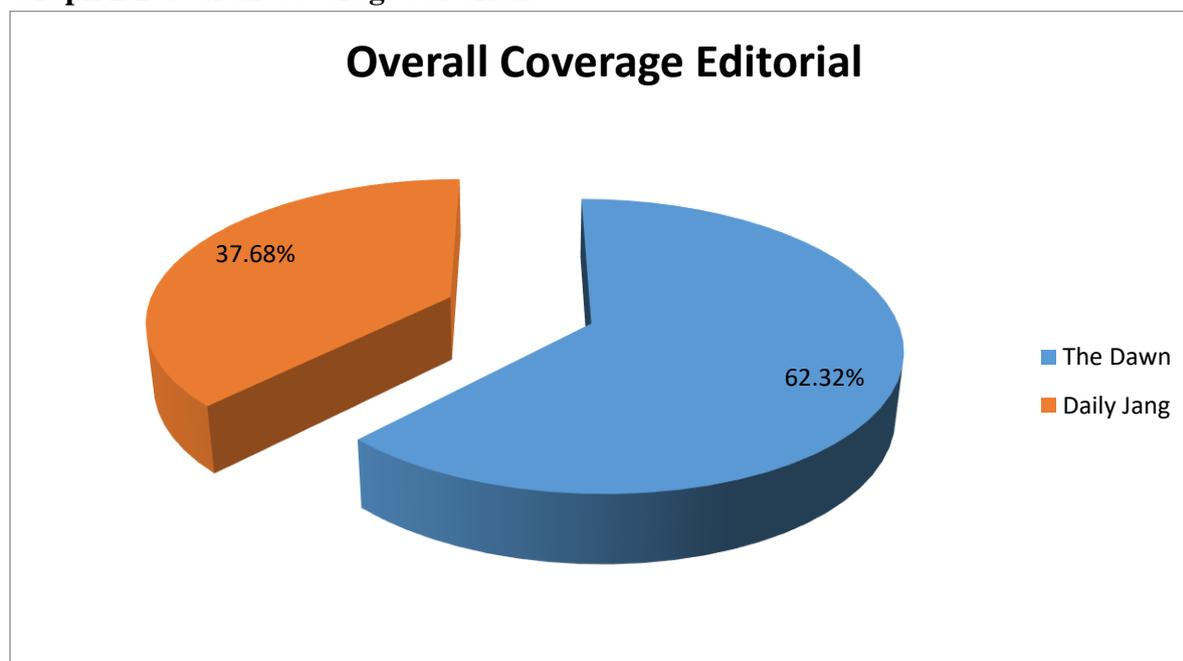
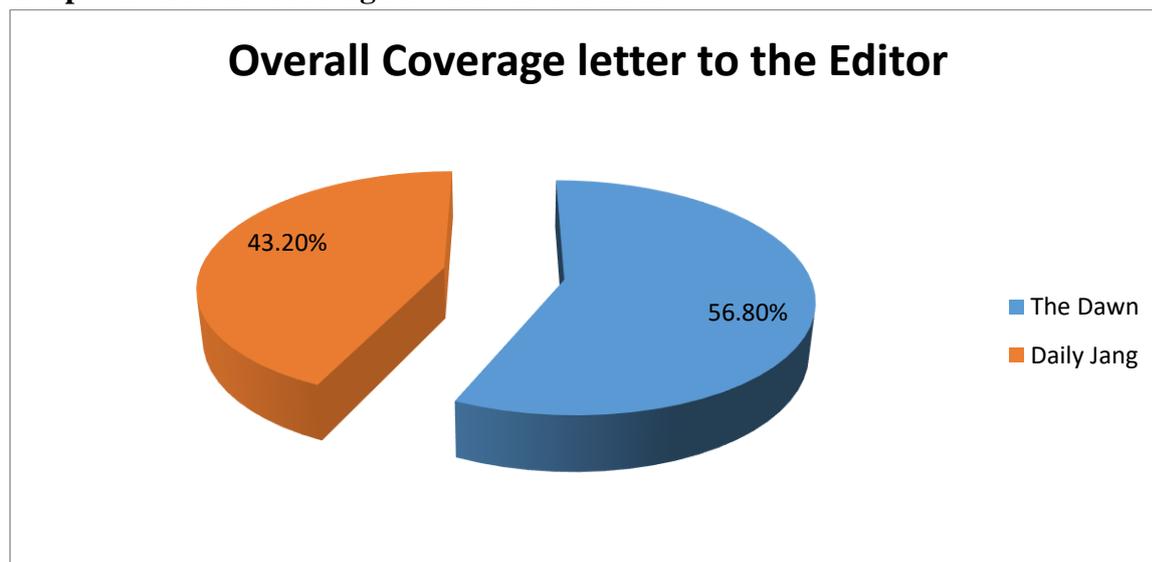


Table 2.1 and graph 2.1 indicate the overall coverage of editorials and letter to the editor. The table shows that the daily Dawn published total number of editorials 382, which stands 62.32 percent, as compare to 231 and 37.68 percent of editorials published in daily Jang Karachi, from November 2007 to December 2016. The data shows that the Dawn give more coverage than the Daily Jang, Karachi, to the Pakistan's national campaign against terrorism, in Pakistan during the selected time period.,

**Table 2. 2 Overall Coverage letter to the editor**

Coverage over all letter to the editor		
Newspaper	Number of letter to the editor	Percentage
The Dawn	493	56.80%
Daily Jang	375	43.20%
Total	868	100%

**Graph 2.2 Overall coverage of letter to the editor****Overall coverage of letter to the Editor**

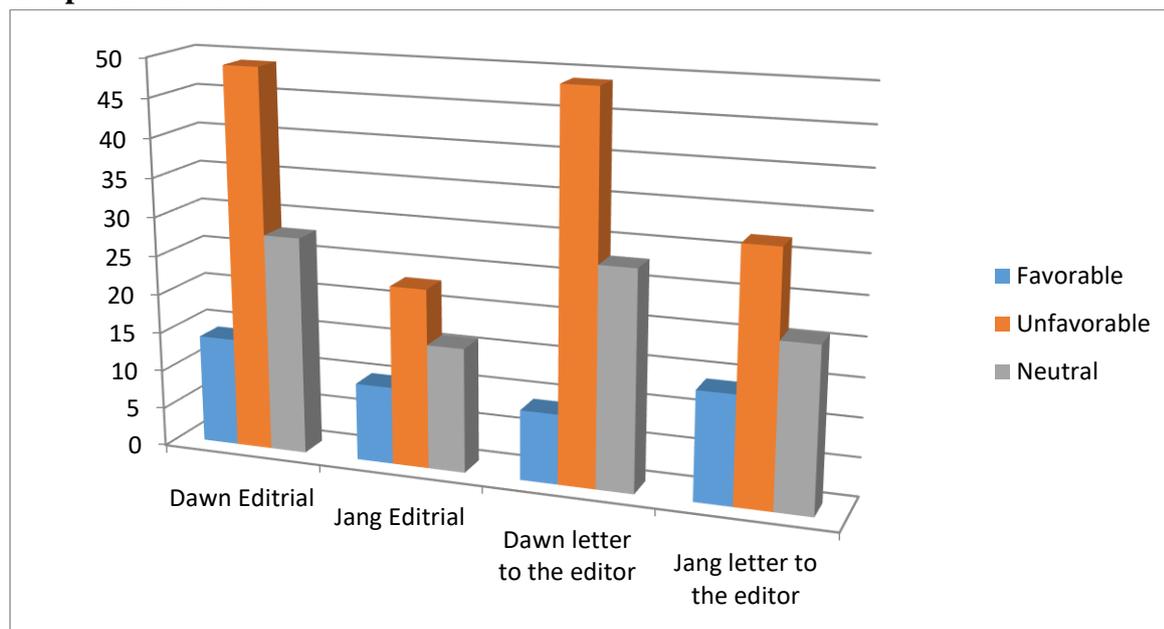
As described in the Table 2.2 and Figure 6.2, Dawn published 382 (62.32%) editorials as compare to 231 (37.68%) editorials published in daily Jang Karachi, on Pakistan's national campaign against terrorism, during the selected times period. On the other hand the Dawn print 493 (56.80%) letter to the editor and the number of letter to the editor publish in daily Jang, Karachi, counted 375 (43.20%) regarding the Pakistan's national campaign against terrorism, during the selected time frame of the study.

**Terrorism**

The elite press newspaper's case processing summary totals 613 editorials and 868 letters to the editor. The newspaper and count providing context on terrorism are presented as a graph, as seen in Figure 3.1. the table No. 3.1 provides a total counts of 87 Dawn editorials, in which 14 frames favourable, unfavourable coverage frames were 49 and neutral 28 as the newspaper show zero tolerance regarding the terrorism. Similarly, daily Jang, counted the frames on terrorism 49, in which favourable 10 frames and 23 un-favorable while neutral frames counted 16 as the data showed. On the other hand, the number of letter to the editor counted in the Dawn 86, in which, favorable items counted 09 and 49 were given un-favorable and 28 neutral, at the same time as daily Jang given space to 67 letter to the editor, out of this number, 14 items favorable, 32 unfavorable and 21 neutral beside ignoring the terrorism. Conclusively, as the data shows both newspapers remained against the terrorism and fluctuation noted in the category of un-favorable and neutral. The number of editorial as well as letter to the editor published neutral in daily Dawn remained high as compare to the daily Jang.

**Table 3.1 Terrorism**

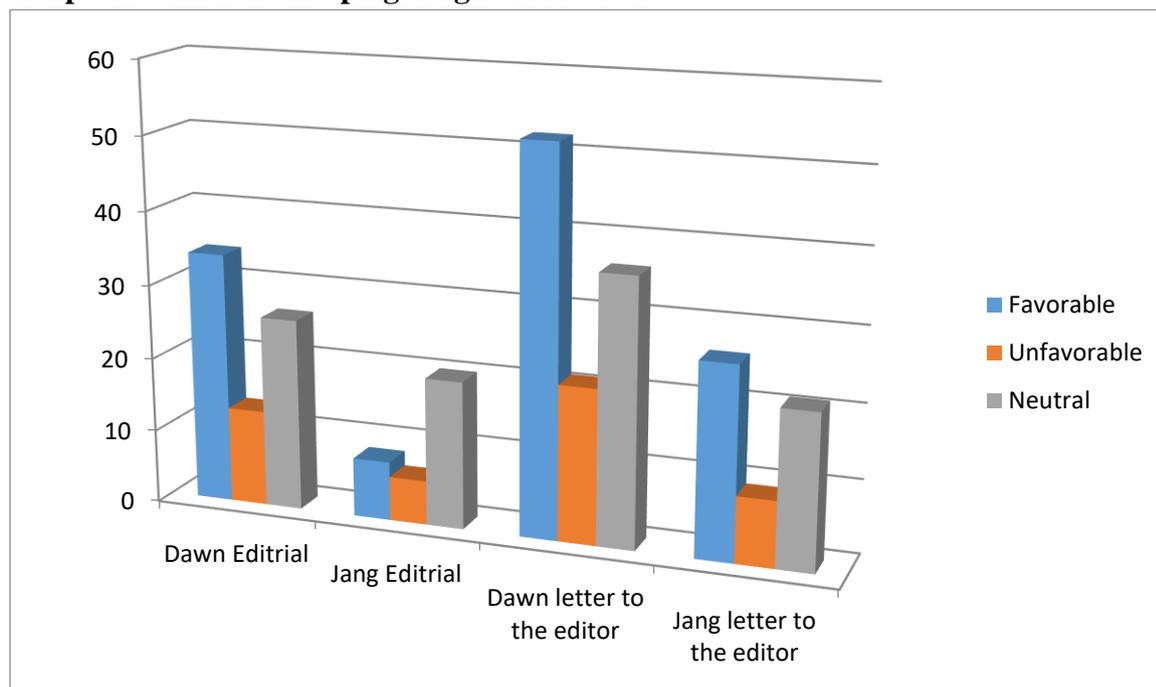
Terrorism					
Newspaper	Category	Favourable	Un-favourable	Neutral	Total
The Dawn	Editorial	14(16.09%)	49(56.32%)	28(32.18%)	87(100%)
The Dawn	Letter to the editor	09 (10.46%)	49 (56.97%)	28 (32.55%)	86(100%)
Daily Jang	Editorial	10 (20.40%)	23 (46.93%)	16 (32.65%)	49(100%)
Daily Jang	Letter to the editor	14 (20.89%)	32 (47.76%)	21(31.34%)	67(100%)

**Graph 3.1 terrorism****National campaign against militancy**

The summary of the case processing of the elite press newspapers is prepared for total counts of editorial and letter to the editor. The Newspaper and calculate describing frames on national campaign against terrorist groups - militancy in tribal areas are given in the form of graph illustrated as in the graph 3.2. The Table No. 3.2 shows that out of total counts 272, the dawn provided favorable coverage frames of 34 in Editorials and 52 letters to the editors. Similarly, 34 items were given un-favorable coverage, in which 13 editorials and 21 letters to the editor, 26 editorials and 36 letters to the editor counted in neutral category.

**Table 3.2 National campaign against terrorism**

Operation against Militancy					
Newspaper	Category	Favourable	Unfavourable	Neutral	Total
The Dawn	Editorial	34(46.57%)	13(17.80%)	26(35.61%)	73(100%)
The Dawn	Letter to the editor	52(47.70%)	21(19.26%)	36(33.02%)	109(100%)
Daily Jang	Editorial	08 (23.52%)	06(17.64%)	20(58.82%)	34(100%)
Daily Jang	Letter to the editor	26 (46.42%)	09(16.07%)	21(37.05%)	56 (100%)

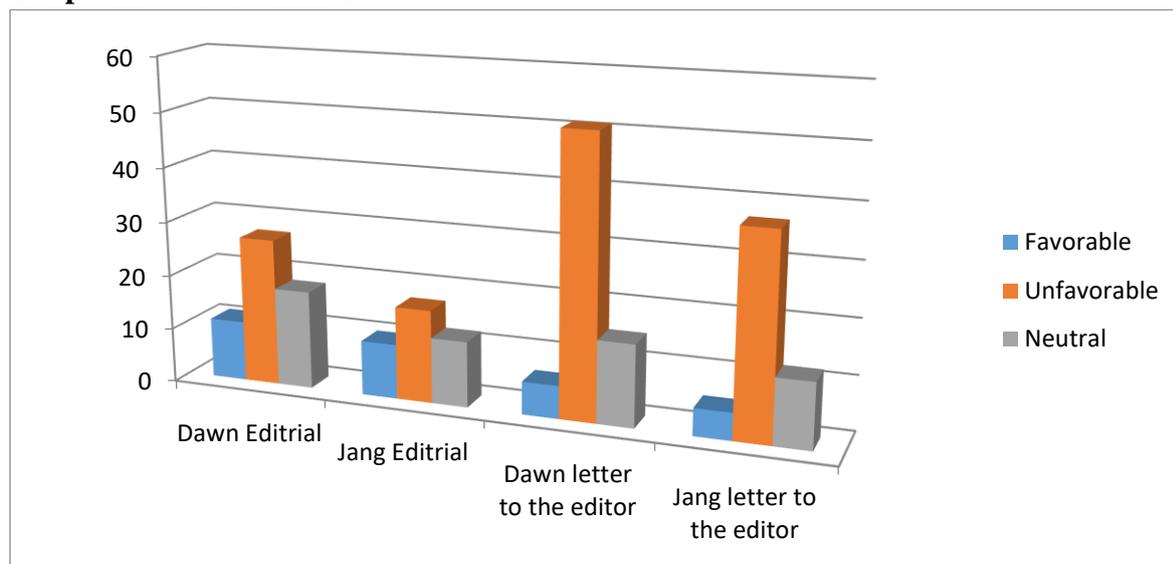
**Graph 3.2 National campaigns against terrorism****Drone Attacks**

The Newspaper and count describing frames on drone attacks are given in the form of graph illustrated as in the Figure 3.3. Table 3.3 shows that out of total counts 128 of the Dawn- 56 editorials and 72 letters to the editor, it provided 11 editorials favorable, 27 frames unfavorable and 18 frames counted as the neutral, as the data showed. The number of letter to the editor counted 06 favorable, 51 unfavorable AND 15 frames neutral frames.

In daily Jang major frames of the newspaper towards drone attacks are observed as 10 unfavorable, 17 un-favorable following by 12 neutral frames. The letters to the editor favorable 05, unfavorable 37, the coverage of 12 letters to the editor counted neutral, while both newspapers not welcomed any drone attack, the counts are in the Dawn 6 and daily Jang 5 favorable. The overall table counts of the newspapers express that its editorials and letters to editor frames are anti-drone attacks. Although considerable Neutral frames are also observed which gives, the balanced agenda of the News.

**Table 3.3 Drone Attacks**

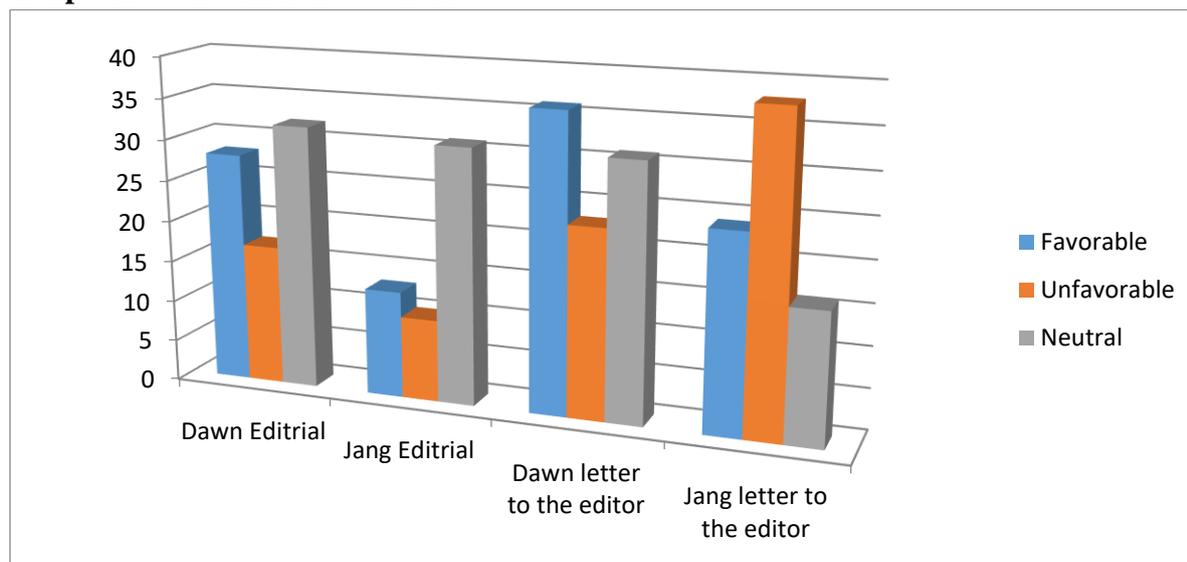
Drone Attacks					
Newspaper	Category	Favourable	Unfavourable	Neutral	Total
The Dawn	Editorial	11(19.64%)	27(48.21%)	18 (32.14%)	56(100%)
The Dawn	Letter to the editor	06(8.3%)	51(70.83%)	15(20.83%)	72(100%)
Daily Jang	Editorial	10(25.64%)	17(43.58%)	12(30.76%)	39(100%)
Daily Jang	Letter to the editor	05(9.2%)	37(68.51%)	12(22.22%)	54(100%)

**Graph 3.3 Drone Attacks****International alliance**

The Dawn published total counts of 167 out of which 28 fell in favorable whereas unfavorable is recorded as 17 as the table 3.4. and graph 3.4 show. Rest of counts are 32 for neutral, in its editorials on Pakistan's national campaign against terrorism, on the other hand, the letter to the editor counts 90, with slight difference of 36 favorable, 31 neutral and 23 as unfavorable coverage. The table gave the mix up result for the editorials and letter to the editor of the daily Jang. The total count of editorial 54 show slight difference in favorable 13 and 10 unfavorable with double increase in neutral, however, the table of letter to the editor gave the result that daily Jang has anti International alliance with 38 unfavorable counts, beside of 24 favorable and 16 neutral on the issue.

**Table 3.4 International Alliance**

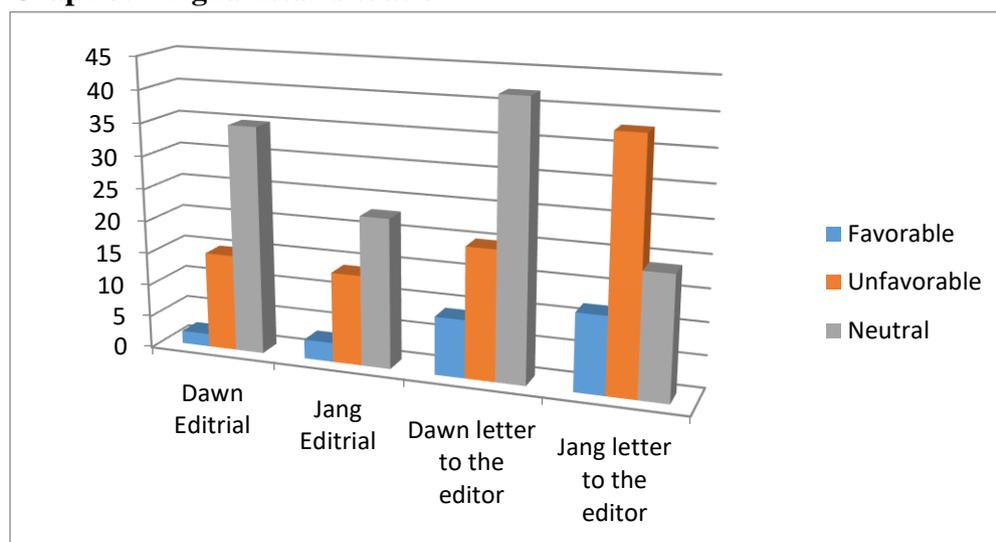
International Alliance					
Newspaper	Category	Favourable	Unfavourable	Neutral	Total
The Dawn	Editorial	28 (36.36%)	17(22.07%)	32(41.55%)	77 (100%)
The Dawn	Letter to the editor	36(40%)	23(25.55%)	31(34.44%)	90(100%)
Daily Jang	Editorial	13(24.07%)	10(18.51%)	31(57.40%)	54(100%)
Daily Jang	Letter to the editor	24(30.76%)	38(48.71%)	16(20.51%)	78(100%)

**Graph 3.4 International Alliance****Afghanistan situation**

As illustrated in the graph 3.5. Table No. 3.5 gives a total count as 230, out of them 123 editorials and rest of 107 letters to the editor, for The Dawn, neutral coverage frames were 35, following by 15 unfavorable 15 and 02 favorable in editorials on the issue of Pakistan's national campaign against terrorism. Similarly, 42 items were given neutral, 20 unfavorable and 09 favorable in letter to the editor of the daily. at the same time as daily Jang published in editorials 23 counts neutral, 14 unfavorable while 03 favorable as the table show. The letter to the editor category, the other counts was favorable as 12, unfavorable with double increase as 36 and Neutral with slight decrease as 19. The overall table counts of The Dawn depicted that its editorials and letters to editor frames were neutral, on the issue of Afghanistan situation. The number of Neutral frames towards afghan situation recorded neutral, following by unfavorable. This supported that second major frames of the newspaper towards American Intervention were anti.

**Table 3.5 Afghanistan situation**

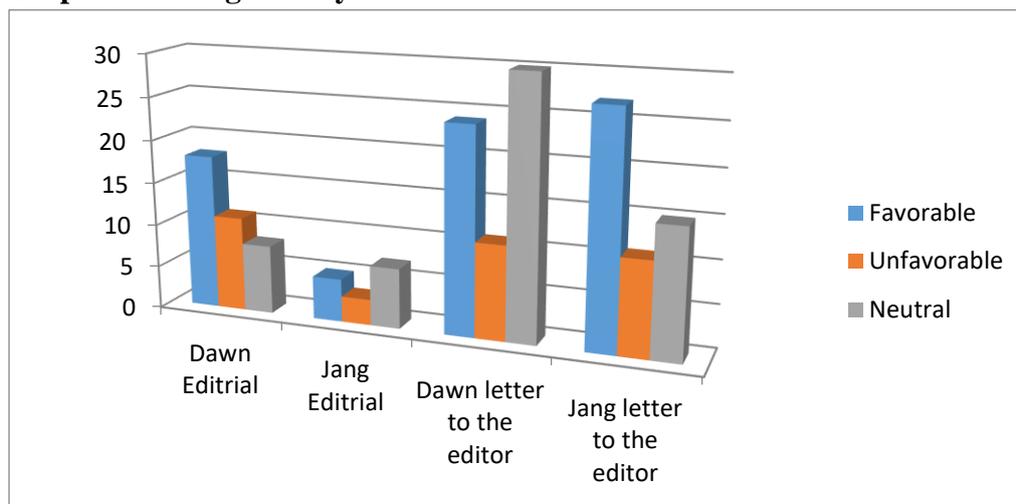
Afghanistan situation					
Newspaper	Category	Favourable	Unfavourable	Neutral	Total
The Dawn	Editorial	02(3.84%)	15(28.84%)	35(67.30%)	52(100%)
The Dawn	Letter to the editor	09(12.67%)	20(28.16%)	42(59.15%)	71(100%)
Daily Jang	Editorial	03(7.5%)	14(35%)	23(57.5%)	40(100%)
Daily Jang	Letter to the editor	12(17.91%)	36(53.73%)	19(28.35%)	67(100%)

**Graph 3.5 Afghanistan situation****Foreign policy**

The table 3.6 and graph 3.6 count totals 170 of Dawn and Jang, favorable were 74 in editorials and letters to the editors. Similarly, 60 items were given neutral and 36 unfavorable coverage. This supported that major frames of the newspapers towards foreign policy were favorable. The favorable 18, unfavorable 11 and neutral 08 in editorials of the Dawn, beside the letter to the editor with slight difference of favorable and neutral as former 24 and later 30 counts following of 11 counts as unfavorable on foreign policy, on the issue of Pakistan's national campaign against terrorism. Likewise, daily Jang counts favorable as 03, unfavorable 03 and neutral as 07 beside in its editorials counts. The other counts were favorable as 27, unfavorable as 11 and Neutral as 15 in its letter to the editor. The overall table counts of The Dawn depicted that its editorials and letters to editor frames were favorable and neutral.

**Table 3.6 Foreign Policy**

Foreign Policy					
Newspaper	Category	Favourable	Unfavourable	Neutral	Total
The Dawn	Editorial	18(48.64%)	11(29.72%)	08(21.62%)	37(100%)
The Dawn	Letter to the editor	24(36.92%)	11(16.92%)	30(10.76%)	65(100%)
Daily Jang	Editorial	05(33.33%)	03(20%)	07(46.66%)	15(100%)
Daily Jang	Letter to the editor	27(50.94%)	11(20.75%)	15(28.30%)	53(100%)

**Graph 3.6 Foreign Policy**

### Tests of Hypotheses

H1: The result shows that the issue of Pakistan's National Campaigns against terrorism remained the most highlighted during the selected time period. The result shows out of total 613, 382 (62.32%) was published in the Dawn and 231 (37.68%) was published in daily Jang, during the selected time period. This showed that the Dawn give more coverage than the daily Jang newspapers which prove the hypothesis H1 as true.

H2: the result shows that the out of total number of letter to the editor and editorials, 493 (56.80 %) published in the Dawn and daily Jang gives coverage 375 (43.20 %), on the issue of Pakistan's national campaign against terrorism, which is such an adequate coverage to the issue as the newspaper have given, during the selected the time period, the newspapers also stances, that the Pakistan faces heavy losses in terms of economy and lives and is a major victim of terrorism, so the hypothesis H2 as true.

H3: To explore portrayal of reporting of topic, the elite newspapers used the most frame of terrorism in order to influence the public opinion. The newspapers also support the country in the national campaign also frame the country as ally in the War on Terror while showed to the global community that Pakistan is a victim of the terroristic activities. It also stance that world should support the country in this War. The results prove hypothesis H4 as true.

### Result

The study is a qualitative study, which employed descriptive content analysis in order to establish the print media coverage on the Pakistan's national campaign against terrorism, and its influence on public in Pakistan. In this chapter the retrieving, compilation of data from the selected newspapers and its results will be discussed, while the answering the research questions and testing the hypothesis will also come under discussion in this chapter.

After examining the coverage of these newspapers The Dawn and Daily Jang through content analysis method the follow data extracted out of it. The total number of editorials and letter t the editor on Pakistan's national campaign against terrorism, and its influence on public in Pakistan Coverage for the specific time period from November 2007 to December 2016 covered by these Newspapers was (N 613) in which 382 (62.32%) was published in The Dawn and 231 (37.68%) was published in Daily Jang while more coverage was given by Dawn and was published 382 (62.32%) during this time frame.

### **Analysis and Discussion**

This study observed that actually, the newspapers have played vital role in order to high lightened the Pakistan's national campaign against terrorism, and its influence on public in Pakistan, either on the international dynamic while covering the issue as well as on national level, especially of the creating scene has met with significant feedback, it pays more consideration to the issue. Furthermore, when the Pakistan is divided in foe and friends the newspapers have successfully fills the gaps on internal and external level while covering the issue of Pakistan's national campaign against terrorism, and its influence on public in Pakistan. In international dynamics Pakistan was more frequently covered unfavorable than positive and more regularly covered as an enemy than a friend, in general. Pakistan was likewise encircled more frequently as a fundamentalist than a liberal state.

The daily papers portrayed Progressive, modern, liberal and brave, the government of Pakistan strives to keep the country away from radical powers. These findings are consistent with previous research on the extent to which the media invites undemocratic leaders.

### **Conclusions**

The content analysis of Pakistan's national campaign against terrorism and its influence on the public in Pakistan, in elite press of country is of important nature. The study, which used a comprehensive observational and methodical methodology to asses many categories of the issue by utilising several characteristics, determined through a survey of literature, analysis media outlets' relationships with terrorists. The study examined the elite press's agenda on editorial and letters to the editor frames on terrorism, campaign against militancy, drone attacks, the role of international alliance, Afghan situation and foreign Policy through Comparison of newspaper-related, year-by-year, and issue-by-issue frequencies and averages.

The overall agenda of country's elite press-English and Urdu- has been examined through frequencies like favorable, un-favorable and neutral. As the data show the agenda was anti in framing terrorism. All the two newspapers one from English language The Dawn and one from Urdu language Daily Jang unambiguously opposed terrorism. Commonly observed categories were unfavorable and neutral. The analysis of editorial and letter to the editor with independent frequency comparisons of terrorism came to the conclusion that each daily had its own perspective on terrorism and Pakistan's national campaign against terrorism and its influence on the public in Pakistan. The correlation among terrorism, campaign against militancy, drone attacks, the role of international alliance, Afghan situation and foreign Policy were evaluated and noted as being very important. This resulted in the conclusion that these categories were connected. The challenges related to terrorism are interconnected and dependent on one another.

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