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Article:	Analysis of Media Agenda and Framing of HIV/AIDS in Leading Newspapers of Pakistan
Author(s):	Saba Javed MPhil Scholar, Department of Mass Communication, AIOU, Islamabad, Pakistan
	Dr. Shahid Hussain (PhD) Assistant Professor, Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan.
	Javeria Karim PhD Scholar, Department of Mass Communication, AIOU, Islamabad, Pakistan.
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Authors Details:	Saba Javed MPhil Scholar, Department of Mass Communication, AIOU, Islamabad, Pakistan
	Dr. Shahid Hussain (PhD) Assistant Professor, Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan.
	Javeria Karim PhD Scholar, Department of Mass Communication, AIOU, Islamabad, Pakistan.

Abstract

In Pakistan, there are about 200,000 cases of HIV/AIDS and the number is increasing day by day (UNAIDS, 2020). This research study depends on the fact that media is the main source of information on health issues such as HIV/AIDS. The study investigates that at what extent the newspapers of Pakistan give coverage and various frames to the news related to HIV/AIDS. The study also explored the placements, slants, and space given in shape of length of stories given to the HIV/AIDS in the sample newspapers. The four newspapers Daily Dawn, Daily News, Daily Nawa-i-Waqt, and Daily Dunya were selected and a total of 1454 editions were observed. Each page of these newspapers was analysed for one year and a total of 161 news items were found. With the help of agenda-setting and framing theory, the study concludes that the coverage of HIV/AIDS was dissatisfactory and insufficient. The coverage was only given in months when the AIDS cases arose in Sindh. The evidence from the study shows that the stories were mostly packaged as news stories rather than editorials, columns, and letters to the editors, and unofficial sources were used predominately. With the help of the Semetko Framing Model, there were more responsibility frames used as compared to the other frames.

Key Words: Health information, HIV/AIDS, Agenda Setting, Framing, Content analysis

Introduction

HIV/AIDS has appeared as a fatal and complicated health issue all around the world (Rehan *et al.*, 2016; Live Science, 2020). The Human Immunodeficiency Virus (HIV) is a fatal virus which damages and destroys the function of the immune system very badly (WHO, 2017; Avert, 2020). In the Asia Pacific region, it has been examined that the new cases of HIV have been decreased 9% since 2010. However, increase in the reported cases of HIV/AIDS has been observed in some countries of Asia Pacific region and unluckily Pakistan is also included in this list (Avert, 2020). According to the National AIDS Control Programme Report, in 2010 there were 65,000 reported cases of HIV/AIDS in Pakistan and in 2018 the statistic shows the rate of cases of this epidemic become more than double with 160,000 (NACP, 2019).

It has been analysed that about 25,000 new cases were reported in 2020 in Pakistan. The percentage of new cases prevalence of HIV/AIDS is 0.2% among the individuals who have 16-49 years of age (UNAIDS, 2020). According to the UNAIDS report, there is a 369% increase in the death rate of patients with HIV/AIDS. In 2010, the death rate was 1400 and in 2020 there were 8200 reported deaths. It has been observed that in the media of Pakistan there is little work to represent the severity of HIV/AIDS and especially the newspaper in Pakistan don't give proper coverage and projection to this deadly epidemic (Kiran, 2019). It was examined that the media is playing a precise role in reporting the HIV epidemic, but it is the main fact that media is the main source of giving knowledge of the medical information to public and it has the power to influence individuals regarding current health issues. The media has a strong capability to stop the transmission of HIV/AIDS, if the media give proper and continuous information of the nature and scope of its risk all over the world (Ratzan, 2014).

In Pakistan, the first case of Human Immunodeficiency Virus (HIV) was reported in 1987 by the contaminated blood transfusion and another main factor of transmission of the virus was the expats who live abroad (Rai *et al.*, 2007). From the beginning of the disease, the cases of the HIV/AIDS are increasing at an alarming level with time and in the current situation, it is said to be a concentrated epidemic in Pakistan (WHO, 2019). In Pakistan the HIV/AIDS is said to be concentrated in some specific key population which includes firstly the individuals who inject drugs themselves (PWID), secondly it includes sex workers which may be female, male, and transgender (FSW, MSW & TSW), thirdly it refers to the male who has sexual relationships with male (MSM) (UNAIDS, 2018; Ali *et al.*, 2017; UNAIDS, 2020).

On the 25th of April 2019, the HIV cases were reported in the children in Taluka a local district of Larkana in Sindh (WHO, 2019). From this serious incident, the Sindh AIDS control programmed (SACP) with the assistance of UNAIDS, WHO, and NACP arranged a test screening campaign for the whole infected area to check the rate of this deadly epidemic and on the other hand they also arranged the counselling sessions for local people to educate and aware to decrease the panic of HIV/AIDS (PID, 2019). The main possible factor of transmission of this outbreak of HIV was the reuse of contaminated syringes among the individuals (Arif, 2018) and other transmission drives comprise of contaminated blood transfusion, piercing of nose or ears with infected needles, unhygienic blades used in males (The Lancet, 2019). There is a shortage of medicine after the outbreak in Larkana (Reliefweb, 2019).

Similarly, in Faisalabad, the city of the Punjab province, about 2863 new cases of HIV/AIDS had been registered in 2019. Most of the patients were from the nearby small cities of Faisalabad which include Chiniot, Sahiwal, Nankana Sahib, and Jhang. Majority of the infected patients were drug addict who use contaminated syringes, and another factor of transmission includes treatment from quacks and dental surgeries without proper sterilization

of instruments (Zahra et al, 2019). The Government of Punjab tried to hide this issue and warned the concerned staff of Punjab AIDS Control Programme (PACP) not to disclose any type of information regarding this incident (Saleem, 2019). This is the fourth time when this deadly epidemic reported in the same district. Firstly, it was reported in 2003 among drug addicts. Secondly, in 2016 the epidemic was reported in 12 paediatric patients and the third time similarly in the same year a serious outbreak was seen in the dialysis unit and 206 patients were positively reported (WHO, 2019 & relief web, 2019).

Media and HIV/AIDS

The responsibility of the media to report on health problems is relevant to the fact that media is an important medium for information and awareness. Other sectors and institutions give information to the public but media works as a watchdog and gives all aspects of information of an issue (McCombs & Shaw, 1972). Media is one of the most compatible and accurate sources of information for health-related issues among individuals (Schwitzer *et al*; 2005; Tomori *et al*, 2014; Ombidi, 2010; Salman, 2021).). People get awareness and information from media and the information from the media is like a social agent for whole society to make changes in life of a common person for a particular health issue (Selkie, Benson, & Moreno, 2011; Sern, Firdaus & Zauddin, 2016). Newspapers have been known as a major channel of disseminating knowledge among masses on different health risks and disease outbreaks in society (Torwel & Rodney, 2010; Padamsee, 2020). The newspapers appear as the best and reliable source to get health-related information (Dutta-Bergman, 2004).

Objectives of the Study

The objectives of the study are to:

1. Explore the extent of coverage being given to HIV/AIDS by the leading newspapers of Pakistan.
2. To determine the slants given by sample newspapers to the coverage of HIV/AIDS.
3. To make a comparison of the frames given to the coverage of HIV/AIDS by the sample newspapers.

Literature Review

In northern Nigeria, Semiu (2017) examined the four daily newspapers (The Guardian, The Nigerian Tribune, The Punch, and Daily Trust) to see the coverage of HIV/AIDS, Polio, and Malaria from 2010 to 2013. It had been found that with relation to the other geographic region of Nigeria, there was some coverage given to health issues in the national newspapers. Therefore, the agenda of the newspapers was creating awareness among the public by giving coverage to major health issue at some level. But there is the need to give more coverage by the newspaper to create more awareness and knowledge among the individuals. It has been observed that in Ethiopia, mass media is playing an important role for awareness of HIV/AIDS disease among the women (Agegnehu et al, 2020).

South Africa has a history that there are a lot of people who have become the victim of HIV/AIDS. In a study, the researchers focused on the agenda of newspapers of South Africa regarding this deadly disease. The researchers analysed the four daily newspapers of this region and see that the coverage was satisfactory, but the prominence, length of paragraphs, and font size of the headline had not been found satisfactory (Moyo & Moqasa, 2017). It had been observed in the local community newspapers of South Africa that they were not giving proper coverage to the HIV/AIDS and 85% of the readers point out that they found the HIV/AIDS related news rarely (Lucia, Edgar & Donald, 2018). The frequency of news stories was inadequate in newspapers of Ghana on HIV/AIDS epidemic from 2000 to

2015. It was examined that news stories were at a peaked level in 2003 and after this, it was in decline (Sesenu, 2016). In Assam, there is more coverage in the English dailies rather than the local language newspapers of the state (Upadhyaya, 2019).

In Tanzania two leading newspapers (Daily News & Mwananchi) were selected from 2002 to 2004 and 2017 to 2019 and it has been analysed that no proper coverage was given to HIV/AIDS. It has also been observed that more stories were related to international information of disease instead of the local information (Kanyika & Elia, 2021). In Pakistan, two daily newspapers i.e. Daily Jang and Daily Dawn were selected to observe the coverage of HIV/AIDS. It has been examined that as the severity of the HIV/AIDS is more in the region and the coverage is low so, there is a need for awareness of this disease among the masses and media being the main source of information should play its vital role to disseminate the authentic information about this deadly disease (Kiran, 2019).

Framing makes health news more important, effective, interesting, trustworthy and creates a positive effect on individuals to change their environment and lifestyle (Coleman, Thorson & Wilkins, 2011). It had been observed that in Kenya there are a lot of cases of HIV/AIDS and to find out the media construction of disease through different frames, the researcher selected daily Nation newspaper from 2011 to 2015. The frames included the severity of HIV/AIDS, valence, causes and solutions, belief about who is at risk, and action frame. The findings showed that 61% of the articles were based on action and victims of HIV/AIDS in the country. Similarly, 36.3% of news stories depicted the causes and solutions, and severity of HIV/AIDS (Kiptinness & Kiwanuka-Tondo, 2019). According to the researchers, it has been seen that the Latvian newspapers convey their messages about HIV/AIDS among the audience to tell that who is at risk but there is need to do more work on the content of the newspapers (Batruga & Duboviks, 2019).

In the newspapers of Indian state Assam, the framing of HIV/AIDS was analysed and different frames like awareness, precautions, government role, behaviour change, etc were observed. It had been examined that sensational language was used in articles of newspapers, which create an opinion that this epidemic is not controllable (Upadhyaya, 2019). In another study, the researchers had chosen the Fiji Times which is the most circulated newspaper in the region and concluded that the newspaper mainly focuses on the structural frames rather than others. For public awareness and knowledge, there is a dire need to do more work on other media frames (Gounder, Gounder & Cornelius, 2016).

Agenda Setting Theory

Agenda Setting theory has been explained by media scholars and is widely used in different disciplines like health communication, political sciences, etc. (McCombs, 2007). The book "public opinion" written by Walter Lippmann firstly describes this terminology. Lippmann explained that the news media links the world with its reader. It spreads the information that it wants to convey to the reader. The media has the power to give priority to the news it wants. It moulds the mind of the reader by giving importance to a piece of certain news. He argues that the world is constructed by the media. The media has the power to set the public agenda by controlling the amount of coverage of issues. The information which is provided by the news media has a main role to construct an image in our heads (McCombs & Shaw, 1972). There are two levels of agenda setting, the first level refers to the amount of coverage to a certain issue and the second level defines the attributes and characteristics to certain issues and how the media discuss them. Katz (1978) argued that in social science research, the media is liberating from the social responsibility.

According to agenda setting theory, the first level of agenda setting discusses the phenomenon that how media prioritizes certain issue to make it centre for attention among

public and the second level refers to the stage that how the individuals understand certain issue (Coleman et al, 2009). Tolman argues that individuals form certain maps in their cognition to see the external environment and they see the background information for solving their cue which is built in their mind (Tolman 1948). Lang and Lang (1986) argued that media forcibly give attention to certain issues and build the image for the political figures. The media give a presentation of certain things constantly, gives suggestions to the public as to what to think, know about this, and have feelings about that certain issue (Lang and Lang, 1986). It had been examined that the media give priorities to the policies of a certain issue (Roger & Dearing, 1988). According to Bonney and Wilson (1983), for the potential agenda setting in media, there is a condition of the concept of the news values and understanding of practices of these values for reporters and editors. These news values are important elements for selection and making of news and these are significant because these values set the agenda for editorial comments, features, and the audience's concepts about a certain issue.

Framing Theory

The term framing was firstly introduced by Goffman (1974), he explained framing as an embodiment of the principles and rules of an organization that governs an event. He further defined that the frame is like a lens that how can individuals interpret, evaluate, and classify their life experience to make a better understanding of the world around them. Frames are explained as the organization of world to some important degree, at which both journalists and individuals rely upon the report (Gitlin, 2003). Framing is the dynamic process of opinion-making in which dominant methods of presentation in elite rhetoric and coverage of news media shape the opinion of individuals at a larger scale (Iyengar & Scheufele, 2012). The process of framing comprises the two things, firstly selection of the text and making this text salience through promoting this by problem definition, interpretation, moral evaluation, and recommended treatment of the whole item (Entman, 1993). On the basis of these frames, Semetko and Valkenburg (2000) explained the frames in the meeting in Amsterdam for the news stories which are the attribution of responsibility, economic, conflict, morality, and human interest.

Research Questions

The answers to the following research questions have been explored in this research study:

RQ1: To what extent the issue of HIV/AIDS has been given coverage by the leading newspapers of Pakistan?

RQ2: What slants have been given by the sample newspapers in coverage of HIV/AIDS?

RQ3: What is the difference in the use of frames while covering HIV/AIDS by the sample newspapers?

Hypotheses

Following hypotheses were constructed based on the literature review:

H1: It is more likely that there will be more coverage given to HIV/AIDS by the English newspapers as compared to the Urdu newspapers.

H2: It is more likely that the coverage of HIV/AIDS will be more unfavourable than favourable to the government in the sample newspaper.

H3: It is more likely that the ‘Human Interest Frame’ will be given more coverage by the sample newspapers as compared to the other frames while covering HIV/AIDS.

Methodology

The study was based on the content analysis of the four newspapers of Pakistan i.e, daily The News, daily Dawn, daily Nawa-i-Waqt and daily Dunya for the period of the one year. The time was selected because at this time a lot of cases of the HIV/AIDS were found in Sindh and Punjab especially among the children. All the sample newspapers were checked from the web archives and each and every page was analysed and coded. Each Urdu and English newspaper published in Rawalpindi/Islamabad twin cities was the population of this study, while the four newspapers mentioned above were the sample of the study. In this research, news stories, editorial, columns, and letters to the editors from the (daily The News, Dawn, Nawa-i-Waqt, and Dunya) were selected which focused on the HIV/AIDS issue. In this study, there were three types of sources of news which were official, unofficial, and international. The official stories included the stories that came from the state-owned agencies, press releases and information departments. The unofficial sources consisted of privately owned news agencies, reporters, and correspondents from the sample newspapers. International sources referred to the news from the international news agencies.

Content Analysis

Previous studies (Kiran, 2019; Brodie *et al.*, 2004; Bello, 2015) also analysed the HIV/AIDS coverage in news media with the help of content analysis. Since this study intended to examine the coverage of HIV/AIDS across a period of a year needed to rely on a proper research methodology. So, content analysis methodology had been found appropriate for this study. It is a research technique to see the media content in an objective and systematic way (Berelson, 1952).

Slants

Favourable to government: If the story, editorial, column or letters to the editors is positive and favouring the government to curb this menace, so it was coded as positive slant.

Unfavourable to government: If the story was portraying negative reflection of government on HIV/AIDS in terms of in-efficiency, lack of interest in curbing the HIV/AIDS, so it was coded as negative slants.

Neutral slant: If the news story displayed a balance between the positive and negative views and give the picture of both side of angle on the issue of HIV/AIDS, so it was coded as neutral slant.

Semetko Framing Model

News frames are defined as the conceptual tools in which media and the people depend to convey the information, interpret it and lastly evaluate it. Frames define and set the parameters and, in these parameters, individuals discuss the public events (Semetko & Valkenburg, 2000). Semetko framing model has been used to investigate that whether and to what extent media frames are used to influence individual perception. Each frame from Semetko model was operationalized and coded to observe the coverage regarding the frames as explained in Table 1.

Table 1: Operationalization of the Frames given to the coverage of HIV/AIDS

Frames		Attributes
Conflict Frame	Yes (minimizing conflict)	The stories which talked about solution of problem and portrayal of positive aspect of conflict frame on the issue of HIV/AIDS disease.
	No (leading toward conflict)	The stories which consist of political attacks, controversy, disagreements, criticism on government or policy makers regarding HIV/AIDS.
Economic Consequence Frame	Yes (funds utilization)	This frame refers to stories which mentioned financial assistance, funding from international organizations, economic consequences or that pursue the course of action regarding HIV/AIDS.
	No (funds wastage)	The stories which are related to the negative aspects of economic assistance or the course of action for the HIV/AIDS disease.
Human Interest Frame	Yes (pro humanization)	The stories which depict positive aspects of individual's personal feelings/emotions/sufferings and problems faced by individuals/groups as a result of regarding HIV/AIDS.
	No (in human)	This frame refers to negative aspects of feelings/emotions and issues/problems faced by people regarding HIV/AIDS disease.
Responsibility Frame	Yes (organizational responsible behavior)	The news stories which focus positively on the causes and solutions to problems alongwith the functionality of government and other responsible organizations for curbing the menace of HIV/AIDS in Pakistan.
	No (irresponsibility)	This frame is related to the negative portrayal of responsibility of the government and other responsible organizations for delaying tactics and lack interest in curbing the menace of the HIV/AIDS.
Morality Frame	Yes (Pro ethical and moral behavior)	The news stories which were related to the moral messages, reference to morality, religious tenets, and prescription about how to behave in a society.
	No (unethical)	The stories which are antagonist of the moral messages, morality, religious prescription for the behavior of the person in the society related to the HIV/AIDS.

Description of the variables used in the sample newspapers

The Table 2 shows that there were total 161 stories published related to HIV/AIDS disease in which daily The News published 45, daily Dawn 49, daily Nawa-i-Waqt 42 and daily Dunya reported 25 news stories. Similarly, there were 95 news stories, 20 editorial, 4 columns and 42 letters to editors published in the sample newspapers. There were 5 stories from official sources, 153 from unofficial and 3 from international news sources. The majority of the news stories had no picture and only 18 news stories were supported by the pictures.

Table 2: Variables of the study

Variables	Categories	Frequency	Percentage
Type of Newspapers	Daily The news	45	28.0
	Daily Dawn	49	30.4
	Daily Nawa-i-waqt	42	26.1
	Daily Dunya	25	15.5
	Total	161	100.0
Types of Stories	News stories	95	59.0
	Editorials	20	12.4
	Columns	4	2.5
	Letters to the editors	42	26.1
	Total	161	100
Sources of News	Official	5	3.1
	Unofficial	153	95.0
	International	3	1.9
	Total	161	1
Picture	Yes	18	11.2
	No	143	88.8
	Total	161	100
The mean story length in words was 311 whereas the minimum story length was 30 words while the maximum story length was 1730 words.			

RQ1: To what extent the issue of HIV/AIDS has been given coverage by the leading newspapers of Pakistan?

Answer to RQ1: Table 2 refers the frequency and percentages of the sample newspapers, and it has been observed that there were limited, and insufficient coverage given to the HIV/AIDS issues during the study period. Total 161 news stories were found in all the four newspapers which is an inadequate amount for a serious issue. The Dawn published 49 stories, the daily News published 45, the Nawa-i-Waqt 42 while 25 stories were reported in the daily Dunya in one-year study period.

Comparison of mean story length in the sample newspapers

The mean length of story in words of the Dawn was 218.87, 304.92 mean story length in words was found in the News, 265.41 mean story length in words in Nawa-i-Waqt and 169.91 mean length story was observed in daily Dunya. The ANOVA test ($F=2.354$; $p=.008$) between the newspapers by the mean story length showed in below table and it explains that there was significant difference between all the four given newspapers regarding HIV/AIDS news stories.

Similarly, the second variable was the types of the stories and it had been observed that the mean story length in words in news stories regarding HIV/AIDS in the sample newspapers was 320.51, editorials '372.70', columns '984.25,' letters to the editors '195.62'. This means that the column had the highest story length as compared to other types of stories. An ANOVA test was performed between the types of the stories and the findings ($F=15.618$; $p=.000$) showed that there was a significant difference between them in the sample newspapers for HIV/AIDS.

Table 3: Comparison of newspapers type, news items type, sources, and pictures by mean story length in sample newspapers

Categories	Mean story length in words	ANOVA/t-test
Type of newspapers		F= 2.354; p=.008
Daily The news	304.92	
Daily Dawn	218.87	
Daily Nawa-i-waqt	265.41	
Daily Dunya	169.91	
Types of stories		F=15.618; p=.000
News stories	320.51	
Editorials	372.70	
Columns	984.25	
Letters to the editors	195.62	
Sources		F=.689; p=.504
Official	197.56	
Unofficial	260.71	
International	234.04	
Picture		t=15.162; p=.000
Yes	602.11	
No	274.24	

The Table 3 shows that mean story length in words of the official source was 197.55, unofficial '260.71', and the international '234.04'. ANOVA was performed for the sources of the news stories of HIV/AIDS and the results ($F=.689$; $p=.504$) showed that there was no significant difference between them. It had been observed that the stories with picture on the HIV/AIDS had 602.11 mean story length in words while the story with no picture had 274.24. This means that the stories with picture had greater story length in the sample newspapers regarding HIV/AIDS disease. The results of the t- test ($t=15.162$; $p=.000$) explained that there was a significant difference between the stories which had pictures and the stories that had not pictures in the sample newspaper for the HIV/AIDS stories.

Table 4: Comparison of placement of news items on HIV/AIDS in the sample newspapers

Placement	Type of news stories				Total	Chi- Square
	The News	Dawn	Nawa-i-Waqt	Dunya		
Leading news on front page	1(50.0)	1(50.0)	0	0	2(100)	$\chi^2=113.070$ $p=.000$
News on upper half of front page	5(83.3)	0	1(16.7)	0	6(100)	
News on lower half of the front page	5(27.8)	1(5.6)	8(44.4)	4(22.2)	18(100)	
News on upper half of back page	0	1(5.6)	11(61.1)	6(33.3)	18(100)	
News on lower half of back page	0	3(13.0)	14(60.9)	6(26.1)	23(100)	
News on upper side of inner pages	8(61.5)	4(30.8)	0	1(7.7)	13(100)	
News on the lower half of the inner pages	13(76.5)	2(11.8)	2(11.8)	0	17(100)	
Editorial page	13(20.3)	37(57.8)	6(9.4)	8(12.5)	64(100)	
Total	45(28.0)	49(30.4)	42(26.1)	25(15.5)	161(100)	

H1: It is more likely that there will be more coverage given to HIV/AIDS by the English newspapers as compared to the Urdu newspapers.

Substantiating the hypothesis

The Table 2 supports the hypothesis that there were more stories of HIV/AIDS in English newspapers as compared to the Urdu newspapers and similarly Table 3 examined the mean length story in word of the sample newspapers, and it has been analysed that the English daily 'the News' had more mean story length (304.92) rather than other. The Chi square results ($\chi^2 = 113.070$; $p = .000$) showed in the Table 4 that there was significant difference between the placement of news item in the given four newspapers regarding HIV/AIDS disease. The below table proves that the News, the daily Dawn and daily Dunya have published more stories of HIV/AIDS on the editorial page, but the Nawa-i-Waqt published lower half of the back page.

The Table 5 explains that the government role topic was used the most in the coverage. The chi-square test ($\chi^2 = 27.779$, $p = .023$) findings showed that there was significant difference between all the topics in the sample newspaper regarding HIV/AIDS. Daily dawn and daily Nawa-i-Waqt used more news related to the government role and the News and daily Dunya used more news on the social problem.

Table 5: Comparison of the topics in sample newspapers on the issue of HIV/AIDS

Topics	Newspapers ID				Total	Chi Square Test
	The News	Dawn	Nawa-i-Waqt	Dunya		
Medical or scientific subject	3 (42.9)	3(42.9)	1(14.3)	0	7(100.0)	$\chi^2=27.779$, $p=.023$,
Government role	11(20.4)	18(33.3)	19(35.2)	6(11.1)	54(100.0)	
Social problem	18(36.7)	7(14.3)	14(28.6)	10(20.4)	49(100.0)	
Public health issue	9(30.0)	16(53.3)	1(3.3)	4(13.3)	30(100.0)	
Human disaster	4(21.1)	4(21.1)	6(31.6)	5(26.3)	19(100.0)	
Legislation	0	1(50.0)	1(50.0)	0	2(100.0)	
Total	45(28.0)	49(30.4)	42(26.1)	25(15.5)	161(100.0)	

The HIV/AIDS stories were examined to see the slant in the sample newspapers and the results showed in Table 6 that there was a significant difference ($\chi^2=25.410$, $p = .000$) between the favourable, unfavourable, and neutral news items for the government regarding HIV/AIDS. It had been observed that there were more unfavourable to the government news item than favourable to the government while neutral news items were rare with only 1.2 percentage.

RQ2: What slants have been given by the sample newspapers in coverage of HIV/AIDS?

Answer to RQ2: The Table 6 explains that there were more stories of unfavourable to the government in coverage of HIV/AIDS rather than favourable and neutral. There were 68.9% stories of unfavourable to government, 29.8% favourable to government, and 1.2% stories were neutral.

H2: It is more likely that the coverage of HIV/AIDS will be more unfavourable than favourable to the government in the sample newspaper.

Substantiating the Hypothesis

The Table 6 supported the hypothesis that there was significant difference between the slant in sample newspapers ($\chi^2=25.410$, $p=.000$), it has been proved that there were more stories related to the HIV/AIDS with unfavourable slant to the government rather than favourable or neutral.

Table 6: Comparison of the slants in the sample newspaper

Types of Newspapers	Slants used in the HIV/AIDS stories			Total	Chi-Square Test
	Favorable to the government	Unfavorable to the government	Neutral		
The News	23 (51.1)	20 (44.4)	2 (4.4)	45 (100.0)	$\chi^2=25.410$, $p=.000$
The Dawn	5 (10.2)	44 (89.8)	0 (0.0)	49 (100.0)	
Nawa-i-Waqt	13 (31.0)	29 (69.0)	0 (0.0)	42 (100.0)	
Dunya	7 (28.0)	18 (72.0)	0 (0.0)	25 (100.0)	
Total	48 (29.8)	111 (68.9)	2 (1.2)	161 (100.0)	

In Table 7, a cross tabulation was performed between the five Frames of Semetko framing model and it has been examined that overall, there were stories published with the responsibility frame. The chi-square test was performed separately for every frame to see the difference between the coverage. The frame A (conflict frame) has two categories with Yes and No, the Yes category represent to minimize the conflict and the No category represent to leading towards the conflict. It has been observed that there were 3 stories of Yes category and 14 stories with No and the result of the chi-square test shows that there was no significant difference ($\chi^2=2.856$, $P=.414$) between the conflict frame categories.

Similarly, the frame B (economic consequence frame) has also two categories with Yes and No, the Yes is the funds utilization and No is the fund wastage related news stories. It has been examined by the chi-square test that there was no significant difference ($\chi^2=3.054$, $p=.383$) between both Yes and No categories. The frame B with Yes category had 18 news stories and with No category there were only 9 news stories were published. The frame C represents the human-interest frame, this frame was also divided into the two categories of Yes and No. The Yes category represented the pro-humanization, and the No represented the in-humanization. The Chi square test was performed, and it has been examined that there was no significant difference ($\chi^2=2.100$, $P=.350$) between both categories of the human interest frame. There were 4 news stories observed in the Yes category and 10 news stories were seen in the No category.

The responsibility frame has two categories of Yes and No. the Yes category represents the organizations responsible behaviour, and the No category explains the irresponsibility. And the results of the frame D showed that there were 32 news stories of Yes category and 54 news stories were published in the No category. And the Chi-Square test result showed that there was no significant difference between the two categories of Yes and No of the responsibility frame. The last frame of Semetko framing model is morality frame. This frame was also divided into the sub-categories of Yes and No and the results show that there was no significant difference ($\chi^2=6.348$, $p=.096$) between both the categories. In all the

sample newspaper there were 4 news stories published having morality frame with Yes category and 4 news stories were published with No category.

Table 7: Cross tabulation of the frames of HIV/AIDS in the sample newspapers

Categories		Types of newspapers				Total	Chi-Square
		The News	Dawn	Nawa-i-Waqt	Dunya		
Frame A (Conflict Frame)	Yes (minimizing conflict)	1(50)	0	2(22.2)	0	3(17.6)	$\chi^2=2.856$, P=.414
	No (leading toward conflict)	1(50)	4(100)	7(77.8)	2(100)	14(82.4)	
	Total	2(100)	4(100)	9(100)	2(100)	17(100)	
Frame B (Economic Consequence Frame)	Yes (Funds-utilization)	10(71.4)	3(42.9)	3(75.0)	2(100)	18(66.7)	$\chi^2=3.054$, p.383
	No (Funds-wastage)	4(28.6)	4(57.1)	1(25.0)	0	9(33.3)	
	Total	14(100)	7(100)	4(100)	2(100)	27(100)	
Frame C (Human Interest Frame)	Yes (Pro-humanization)	2(50.0)	2(28.6)	0	0	4(28.6)	$\chi^2=2.100$, P=.350
	No (Inhuman)	2(50.0)	5(71.4)	3(100)	0	10(71.4)	
	Total	2(100)	7(100)	3(100)	0	14(100)	
Frame D (Responsibility Frame)	Yes (Organizational Responsible Behavior)	14(63.6)	6(26.1)	8(33.3)	4(23.5)	32(37.2)	$\chi^2=9.310$, p.025
	No (Ir-responsibility)	8(36.4)	17(73.9)	16(66.7)	13(76.5)	54(62.8)	
	Total	22(100)	23(100)	24(100)	17(100)	86(100)	
Frame E (Morality Frame)	Yes (Pro ethical and moral values)	2(66.7)	0	1(50)	1(25)	4(23.5)	$\chi^2=6.348$, p=.096
	No (Unethical)	1(33.3)	8(100)	1(50)	3(75)	13(76.5)	
	Total	3(100)	8(100)	2(100)	4(100)	17(100)	

RQ3: What is the difference in the use of frames while covering HIV/AIDS by the sample newspapers?

Answer to RQ3: The Table 7 depicts that there was more coverage on responsibility frame with both Yes (19.9%) and No (33.5%) category on the coverage of HIV/AIDS and other frames were little bit used in the sample newspapers.

H3: It is more likely that the ‘Human Interest Frame’ will be given more coverage by the sample newspapers as compared to the other frames while covering HIV/AIDS.

Substantiating the Hypothesis

The Table 7 proves that there were only 4 stories with Yes category and 10 stories with No category in human interest frame and there was no significant difference ($\chi^2=9.310$, $p.025$) between the two category. The responsibility frame had been used in majority of the stories covering HIV/AIDS. Hence, the H3 is not supported.

Discussion and Findings

The study was based on the analysis of the coverage of HIV/AIDS in four newspapers (Daily the News, Daily Dawn, Daily Nawa-i-Waqt, and Daily Dunya). Every page of the sample newspapers was observed in the period of one year (March, 1st 2019 to February, 29th 2020). It has been analysed that there were a total of 1456 editions from all the sample newspapers and only 161 news stories were found related to HIV/AIDS which is an insufficient amount for the awareness of the society. This study was also based on the observation of coverage and frames used in the news stories related to HIV/AIDS with special focus on the agenda setting and framing theory. According to the agenda-setting theory, placement, coverage, types of the stories, length of stories, sources, and themes were analysed. The study reported that there was more coverage related to the HIV/AIDS news stories in the English dailies as compared to the Urdu newspapers. The Dawn published 49 stories, the News 45, the Nawa-i-Waqt 42, and only 25 news stories reported from daily Dunya. The study is in line with the findings of the research conducted by Upadhyaya, 2019 & Kiran, 2019, who analysed in their studies that there is more coverage in the English daily newspapers as compared to the local or Urdu newspapers.

In earlier research studies, the findings showed that the coverage of HIV/AIDS in newspapers is declining with time (Bello, 2014; Sesenu, 2016; Sern & Zanuuddin, 2012; Steven & Hull, 2013; Kanyika & Elia, 2021) and is insufficient (Gao et al, 2013; Lucia, Edgar & Donald, 2018; Kiran 2019 & Upadhyaya, 2019). In this study, finding support these studies and proved that during the period of the whole year there was more coverage in May (75.1%) and June (13%) and after these months the coverage was decreased or insufficient. When it comes to the types of stories related to HIV/AIDS and it has been analysed that there were more news stories rather than editorials, columns, and letters to the editors in the sample newspapers. Similarly, Sesenu, 2016 also reported the coverage of HIV/AIDS in Ghanaian newspapers also leads with the straight news stories with 89.3% as compared to the columns, editorial, and letters to the editors.

It has been observed that in other studies the placement of the stories related to the HIV/AIDS was given in the inner pages (Moyo & Moqasa, 2017; Bello, 2015; Kiran, 2019; Upadyaya, 2019). According to study conducted by Moyo & Moqasa, 2017, there were 93.8% stories about HIV/AIDS in the inner pages, and the remaining were on the front and back page in the four newspapers of South Africa. In the recent study, the finding was the antagonist and it has been reported that there were more stories published on the editorial page other than the front, back, and inner pages. Furthermore, the theme of government role was used predominately in sample newspapers. The daily Dawn and daily Nawa-i-Waqt published more news on government role and the News and Dunya published mostly on the topic of public health issues. Kanyika & Elia, 2021 examined that in Tanzania there were more political-related themes discussed in the newspapers, and Kiran, 2019 observed that there were more topics on disaster-related issue. In the study, sample newspapers were observed to analyse the slants as favourable, unfavourable, or neutral to the government and it has been observed that the majority of the news stories were based on unfavourable to the government. The majority of the news stories have no picture in the recent study and

similarly, it has been observed that the majority of news stories have no picture in newspapers of Asam (Upadyaya, 2019).

The study also observed the mean story length of variables, and it has been observed that daily News had more story length as compared to other three sample newspapers. Similarly, it has been observed that the columns have more story length in words as compared to news stories, editorial, and letters to editors. When it comes to the sources, there was no significant difference between the sources. The stories which contain pictures had more story length in words as compared to story with no picture. It has been examined that there was no significant difference of story length in words in the topics and the slants. According to Kiran 2019, the length was measured in paragraphs, and it has been observed that 1-5 paragraphs were seen in the news stories related to HIV/AIDS. While in this study, a cross-tabulation was performed between the frames and the types of the newspapers, and it has been analysed that the responsibility frame was used in majority of stories. A cross-tabulation was also performed between every frame and newspapers, and it had been examined that there was no significant difference between them.

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