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Article:	**Coverage of 9th May Incident: A Framing Analysis of Pakistani National Leading Dailies**
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ABSTRACT

Media plays an important role to built public perception. It is fourth pillar of state. Especially when we talk about print media, it's a source of information to educate people. This study examines "Coverage of 9th May Incident: A Framing Analysis of Pakistani National Leading Dailies". In this research, researcher will analyzed the role of Pakistani leading newspapers that how media framed 9th May incident in newspapers. Various national and international studies have been reviewed in this research. Framing theory has been applied in this study. Content analysis has been used. Researcher selected two English Pakistani leading Newspapers, named: *Dawn and The Express Tribune* and two Urdu Pakistani leading Newspapers, named: *Jang and Nawa-i-Waqt.* In this research purposive sampling techniques used to analyze the data.

Keywords: Pakistani Leading Newspaper, Framing, Coverage, 9th May Incident.

1. Introduction:

Media is the fourth pillar of state. The media, which includes a wide range of means of communication like radio, television, newspapers, magazines, and the internet, is essential for forming public opinion and spreading knowledge. The media plays a crucial role in modern society by serving as a platform for public conversation, a channel for information, and a tool for persuasion and education. Its significance is complex, involving a range of factors that when taken as a whole support the growth and operation of contemporary communities. The media provides timely and accurate information, therefore keeping people informed about events happening across the globe. It is the packet-sniffer who digs deeper and exposing every imaginable crime, corruption or scandal in order to hold power accountable.

Whether through metaphorical protest or physical and armed political turmoil, the world has always been a place of anarchists seeking unity between themselves to complete some goal. The media are highly effective in cultural expression, initiating change and calling for social justice. The incident that took place in Pakistan on May 9, 2023 was a violent one. Protesters across the country turned their wrath on government offices and army barracks after PTI chairman Imran Khan was arrested at the Islamabad High Court. Thereafter, the government took revenge by targeting leaders of PTI as well as those who contributed to defeating it during election whether they media persons or other stakeholders in favor of PTI.

The current research examines the coverage of political unrest and protests in Pakistani National Leading Dailies (PNLD). Examining the complicated nature of protests and media coverage, this investigation looks into how protest discourses in mainstream mass-media might affect public attitudes as well potentially policy decisions —and hence inform us more about what may lead a social movement to succeed or fail. It also takes into account the media's responsibility for ethical practices when reporting on protests, including requirements of truth and impartiality in coverage; risks related to sensationalism; as well as conversational consequences of situating them within broader social contexts.

2. Literature Review:

Protest and the media have a complex relationship. A bridge between protest movements and the general public, shaping attitudes & perceptions (and in turn success or failure of protest) is media (Ahmed, Raza Waqas, et al. 2021). Protest statements may also be magnified by media, focusing attention on social issues and generating public support or disapproval in implementing change. Naeem et al., (2023) "News Media Discourse of Imran Khan's Arrest in May 2023: Discourse Historical Approach". The article analyses the debate in media over detention of prominent Pakistani politician Imran Khan on 6 May, 2023. Drawing from Wodak's (2015) Discourse Historical Analysis, this study examines the discursive strategies in four relevant editorials written during a period of May 9–12 respectively and published by english K newspapers that pertain to cases where physical violence has been incited. The DHA strives to understand how complex and layered historical and sociopolitical contexts give form to discourses which may impact identity politics as well as social transformations.

The present study focuses on discovery that helps in the finding of an indirect way which is picked from editorials and it will also compare how print news devotes to a coverage difference between Prime Minister Imran khan arrests as reported/depicted by two separate newspapers present with one paper. The referential techniques found in the text consist of

metonymy, synecdoche, membership categorization and direct references. The proposed method can be extended to both explicit and implicit predicates, as well as stereotyped and evaluative attributions. Perspectivation techniques in Indian editorials demonstrate the writers' disengagement, but little writer involvement is seen in Pakistani editorials. To emphasize the gravity of the issue, hyperbole is employed for intensification. Verbs that highlight the text's point of view include modals, WH-questions, and action verbs. Using euphemistic language is a mitigating tactic.

Ireri et al. (2020) "Politicians in Newspaper News: Who Attracts Coverage in Kenyan Politics." In this study, researchers examine newspaper coverage of 349 politicians in four national English newspapers from 2013 to 2017 and offer a text-based frequency distribution that presents both the percentage contribution for each politician as well as its cumulative proportion. Drawing on the framework of news values-based reporting and media coverage as a window to political reality, this study examines whether variables such as gender, tribes party dimensions; seniority; committee or party leadership,: commentary about corruption devolution criticism Of government's policies are predictors for (MPs) visibility in newspaper (The news media primarily chronicled politicians by tracing their seniority, committee or party leadership positions, statements on devolution and corruption levels as well as remarks made against the administration. Overall, the most important in predicting (significant influences on) MPs' coverage were their comments on corruption, criticism of government and participation as a committee or party leader.

Bukhari et al. (2023) "Coverage of the Arrest of Imran Khan and the Subsequent Political Unrest in Pakistan: A Thematic Analysis". The current study aims to investigate and evaluate editorial coverage of Imran Khan's detention, which occurred after he was named Chairman of Pakistan Tehreek-e-Insaf and former prime minister of Pakistan, in the Daily Times and The Nation. The event was very important to Pakistani media because of the arrest, the demonstrations that followed, and the military establishment's role. Nonetheless, the newspapers were extremely circumspect in their opinions of the happenings, given the historical political economy and political dynamics of Pakistani media. In order to ascertain what type of editorial themes newspapers created in their commentary on the arrest and ensuing political demonstrations, we used thematic analysis as a theoretical and analytical tool.Our research demonstrates that both publications included editorial topics that denounced the demonstrators' damage as well as the government's violations of human rights.

Ahmed et al. (2023) "Analyzing the May 09 Demonstrations in Pakistan and the Role of Press: A Thematic Analysis of Dawn and the Express Tribune". Imran Khan, the Chairman of Pakistan Tehreek-e-Insaf (PTI), was taken into custody by law enforcement from the grounds of Islamabad High Court on May 09, 2023. Because of the Al-Qadir Trust, Mr. Khan was detained on suspicion of corruption. Supporters of PTI were offended by the detention and started widespread rallies that descended into violence. The discussion and coverage of Mr. Khan's arrest's aftermath in media veered from "peaceful protests" to "violence," from "political riots" to "freedom of expression." The media's portrayal of events is split into at least two distinct categories: demonstrations and rioting, given the nation's already divisive political climate. This research study aims to investigate editorial coverage of events that followed Mr. Imran Khan's detention in newspapers Dawn and The Express Tribune. To explore editorial themes of the occurrences, we have taken a theoretical and methodological approach by

applying inductive thematic analysis. According to our research, both publications created codes that portray the events on May 9 as "protests" following Mr. Imran Khan's arrest. Furthermore, the story of "riots," which is used to characterize popular unrest, has not been included in editorials that newspapers are examining.

Hussain (2022) "Analyzing media–government relations on policy issues in the semi-democratic milieu of Pakistan". By examining press coverage of four distinct events in the securitized setting of Pakistan, the study investigates some fundamental claims in literature on media–government relations. A framing analysis of the popular Urdu daily Jang and the aristocratic English newspaper Dawn was done for this reason. Overall, there are differing outcomes. Critical coverage of the deadly Salalacheckpost incident was lacking. However, the lack of clarity about policy regarding participation in the Yemeni crisis led to crucial coverage. Supportive coverage of the Kashmir conflict was a result of a larger political agreement. Similar to this, the controversial decision to grant the army chief an extension was primarily covered objectively with some procedural criticism.

After reviewing existing research results revealed that only two major studies have been done in Pakistan on 9th May Incident. In my study aims to address these gaps that there is a lack of coverage on print media related to 9th May incident. In previous studies Frames that used in newspapers content were not highlighted. So, this study also analyzed different frames that print media used in their coverage. In existing research there is also a huge gap that newspapers content like (headlines, sub-headlines, pictures, news stories, repeated words or phrases) So, my research fulfill all these gaps.

3. Theoretical Framework:

Framing theory has been selected for this research. The media framing theory investigates how media frame the issue. In an article titled "Frame Analysis" from 1974, Erving Goffman provided the first definition of framing theory.With the use of media frames, people may make sense of information and direct their decision-making processes. Frames used in media coverage are as follows:

- Assessing the government's response to the demonstrations, including the actions and remarks made.
- Information Control: Examining how censored or uncensored the coverage of current events is. Comparing how events are portrayed in state-controlled media against independent sources is known as the "State Narrative vs. Independent Reporting" debate.
- Examining how newspapers depict instances of political and social opposition is known as "framing social unrest."
- Examining the biasness of media organizations.

Researcher selected the incident of 9th May and analyzed the coverage of Pakistani National Leading Dailies. This study investigated the coverage of linguistic and pictorial frames used in news stories, headlines, sub-headlines, leading stories and captions of pictures. That's why for this research Framing Theory is appropriate.

4. Research Methodology:

In this study researcher applied mix method approach, qualitative and quantitative both. Content Analysis has been used for this research. In this study, content which is framed by

Pakistani National Leading Urdu and English Dailies are the population of the study. Two English Pakistani National Leading Dailies *Dawn* and *The Express Tribune* and Two Urdu Pakistani National Leading Dailies *Jang* and *Nawa-i-Waqt*, were selected as universe of this study. Time period will be selected by the researcher for this study is one week from the date 10th May 2023 to 17th May 2023.

Unit of analysis are given below:

- **Theme 01: Linguistic Frames**
    - Number of news stories
    - Front page news stories
    - Inside pages news stories
    - Content related to Government reaction
    - Content related to Government statement
    - Content related to Protest
    - Newspaper Headlines
    - Repeated words
- **Theme 02: Pictorial Presentation/ Frames**
    - Pictures published on front page
    - Pictures published inside pages
    - Camera shots
- **Theme 03: Media Coverage in Pakistani National Leading Dailies**

Research Questions:

- How 9th May incident was framed in Pakistani National Leading Dailies?
- What were the differences of coverage regarding 9th May incident in Pakistani Urdu and English leading dailies?

5. **Finding And Data Analysis**

Data analysis has been divided into three main frames that are:

5.1: Linguistic Frames

5.1.1: Headlines

5.1.1.1: Linguistic Frames used in Headlines

Newspapers Names	Bold	Un Bold	Neutral
Dawn			Yes
Express Tribune	Yes		
Nawa-i-Waqt			Yes
Jang		Yes	

Tablerepresented that how linguistic frames are used in headlines. While reviewing the data of four Pakistani National Leading Dailies *(Dawn, Express Tribune, Nawa-i-Waqt and Jang)* results revealed that Express Tribune is giving bold news in the perspective of linguistic frames. *The Express Tribune* used bold headlines as compared to *Dawn and Nawa-i-Waqt.* On the other side, *Jang* is not highlighting and bolding the format to the content of 9th May in headlines.

5.1.1.2: Content used in Newspaper Headlines related to 9th May Incident

Newspapers Names	Exaggerated	Not Exaggerated	Neutral
Dawn			Yes

Express Tribune	Yes		
Nawa-i-Waqt			Yes
Jang	Yes		

Table 5.1.1.2 represented that which type of content is used in Pakistani National Leading Dailies *(Dawn, Express Tribune, Nawa-i-Waqt and Jang)* related to 9th May incident. The results show that *The Express Tribune* and *Jang* both Pakistani National Leading Dailies are exaggerating the content related to 9th May incident as compared to *Dawn and Nawa-i-Waqt.*

5.1.1.3 Phrases used in Newspaper Headlines related to 9th May Incident

Newspapers Names	Supportive	Non- Supportive	Neutral
Dawn			Yes
Express Tribune	Yes		
Nawa-i-Waqt			Yes
Jang		Yes	

Table 5.1.1.3 represented those which types of phrases are used in Newspapers headlines related to 9th May incident. The results found that *TheExpress Tribune* used Supportive phrases as compared to *Dawn and Nawa-i-Waqt*. On the other side, Jang is the only National leading newspaper who is not using supportive phrases related to 9th May incident.

5.1.1.4 Content used in Newspaper Headlines related to Protest

Newspapers Names	Supportive	Non- Supportive	Neutral
Dawn			Yes
Express Tribune	Yes		
Nawa-i-Waqt			Yes
Jang		Yes	

Table 5.1.1.4 represented that which type of content used in newspapers headlines related to protest. The results found that *The Express Tribune* used Supportive content as compared to *Dawn and Nawa-i-Waqt*. On the other side, *Jang* is the only National leading newspaper who is not using supportive content related to protest.

5.1.1.5 Content used in Newspaper Headlines related to Government Statement

Newspapers Names	Supportive	Non- Supportive	Neutral
Dawn		Yes	
Express Tribune			Yes
Nawa-i-Waqt			Yes
Jang	Yes		

Table 5.1.1.5 represented that which type of content used in newspapers headlines related to Government Statement. The results show that *Dawn* published non-supportive content on government statements in newspaper headlines as compared to *Express Tribune* and *Nawa-i-Waqt.* However, *Jang* published supportive content in newspaper headlines related to government statement.

5.1.1.6 Content used in Newspaper Headlines related to Government Reaction

Newspapers Names	Supportive	Non- Supportive	Neutral
Dawn		Yes	

Express Tribune		Yes
Nawa-i-Waqt		Yes
Jang	Yes	

Table 5.1.1.6 represented that which type of content used in newspapers headlines related to Government Reaction. The results show that *Dawn* published non-supportive content on government reaction in newspaper headlines as compared to *Express Tribune* and *Nawa-i-Waqt*. On the other hand, *Jang* published supportive content in newspaper headlines related to government reaction.

5.1.1.7 Repeated Words/Phrases used in Newspaper Headlines

Newspapers Names	Words/Phrases and No of Repeated times
Dawn	Violent (7)
	Allegations (2)
	Triggered (1)
	Tear Gas Shelling (7)
	Water Cannon (1)
	Disperse (4)
	Corruption (4)
	Accused (2)
	Riots (4)
	Tortured (1)
	Vindictive Action (1)
Express Tribune	Baton Charged (4)
	Tear Gas (10)
	Intruders (1)
	Chanted Slogans (4)
	Damaged Property (1)
	Clashed (12)
	Water Cannon (2)
	Disperse (8)
	Violent (30)
	Deployed (3)
	Vandalism (23)
	Riots (34)
Nawa-i-Waqt	Fustaiyat (3)
	DahshatGardi (3)
	GundaGardi (2)
	Mulk-o-RiyasatiDushmani (5)
	SharPasand (11)
	Tashadud (5)
	Nazar-e-Atish (7)
Jang	Qaladam (1)
	Baghawat (1)

| Mulk-o-RiyasatiDushmani (4) |
| Ibrat (3) |
| SharPasandAnasir (8) |
| AlamnakHadsa (1) |
| Nazar Band (6) |

Table 5.1.1.7 represented the frequency of repeated words. The results revealed that four Pakistani National Leading Newspapers *(Dawn, Express Tribune, Nawa-i-Waqt and Jang)* are using different words repeatedly in their newspaper headlines.

5.1.1.8 Number of Headlines used in front and inside pages of Newspapers

Newspapers Names	No. of Headlines on Front Page	No. of headlines Inside Pages
Dawn	12	12
Express Tribune	06	32
Nawa-i-Waqt	09	14
Jang	23	21

Table 5.1.1.8 represented that how many headlines are published in front page and inside pages of Pakistani National Leading Dailies. The results declared that *Dawn* published 12 headlines on front and inside pages. *Express Tribune* published 06 headlines on front pages and 32 headlines on inside pages. *Nawa-i-Waqt* published 09 headlines on front pages and 14 headlines on inside pages in newspapers. *Jang* published 23 headlines on front pages and 21 headlines on inside pages in newspapers.

5.1.2: News Stories

5.1.2.1 Content used in News Stories related to 9th May Incident

Newspapers Names	Exaggerated	Not Exaggerated	Neutral
Dawn			Yes
Express Tribune	Yes		
Nawa-i-Waqt			Yes
Jang	Yes		

Table 5.1.2.1 represented that which type of content is used news stories in Pakistani National Leading Dailies *(Dawn, Express Tribune, Nawa-i-Waqt and Jang)* related to 9th May incident. The results show that *The Express Tribune* and *Jang* both Pakistani National Leading Dailies are exaggerating the content in news stories related to 9th May incident as compared to *Dawn* and *Nawa-i-Waqt*.

5.1.2.2 Phrases used in News Stories related to 9th May Incident

Newspapers Names	Supportive	Non- Supportive	Neutral
Dawn			Yes
Express Tribune	Yes		
Nawa-i-Waqt			Yes
Jang		Yes	

Table 5.1.2.2 represented those which types of phrases are used in Newspapers news stories related to 9th May incident. The results found that *Express Tribune* used Supportive phrases as compared to *Dawn* and *Nawa-i-Waqt* in news stories. However, *Jang* is the only

National leading newspaper who is not using supportive phrases related to 9th May incident in news stories.

5.1.2.3 Content used in News stories related to Protest

Newspapers Names	Supportive	Non- Supportive	Neutral
Dawn			Yes
Express Tribune	Yes		
Nawa-i-Waqt			Yes
Jang		Yes	

Table 5.1.2.3 represented that which type of content used in news stories related to protest. The results found that *Express Tribune* used Supportive content as compared to *Dawn* and *Nawa-i-Waqt.* On the other side, *Jang* is not using supportive content related to protest.

5.1.2.4 Content used in News stories related to Government Statement

Newspapers Names	Supportive	Non- Supportive	Neutral
Dawn		Yes	
Express Tribune			Yes
Nawa-i-Waqt			Yes
Jang	Yes		

Table 5.1.2.4 represented that which type of content used in news stories related to Government Statement. The results declared that *Dawn* published non-supportive content on government statements in newspaper news stories as compared to *Express Tribune* and *Nawa-i-Waqt.* However, *Jang* published supportive content in news stories related to government statement.

5.1.2.5 Content used in News stories related to Government Reaction

Newspapers Names	Supportive	Non- Supportive	Neutral
Dawn		Yes	
Express Tribune			Yes
Nawa-i-Waqt			Yes
Jang	Yes		

Table 5.1.2.5 represented that which type of content used in news stories related to Government Reaction. The results show that *Dawn* published non-supportive content on government reaction in news stories as compared to *Express Tribune* and *Nawa-i-Waqt*. On the other hand, *Jang* published supportive content in news stories related to government reaction.

5.1.2.6 Repeated Words/phrases used in News Stories

Newspapers Names	Words/Phrases and No of repeated times
Dawn	Exposing (1)
	Deployed (1)
	Clashes (2)
	Agitated (1)
	Erupted (1)
	Baton Charge (2)
	Propaganda (1)
	Vandalism (1)
	Arson (2)

Express Tribune	Terrorism (5)	
	Accused (23)	
	Arson (19)	
	Angry Mob (4)	
	Disrupt (4)	
	Rubber Bullets (2)	
	Erupted (6)	
	Intensified (2)	
	Triggered (1)	
	Crackdown (10)	
	Terrorism (9)	
	Corruption (2)	
	Anti-state Activities (2)	
Nawa-i-Waqt	SharPasand (8)	
	Tashadud (7)	
	Nazar-e-Atish (4)	
	Lathi Charge (1)	
	Shelling (1)	
	JalaoGhirao (2)	
	Crackdown (2)	
	Propaganda (2)	
Jang	Tashadud (9)	
	JalaoGhirao (10)	
	DahshatGardi (4)	
	MusalahJathay (1)	
	Nazar-e-Atish (2)	
	AhtajajiMuzahra (1)	
	Nazar Band (4)	

Table 5.1.2.6 represented the frequency of repeated words in news stories. The results revealed that four Pakistani National Leading Newspapers *(Dawn, Express Tribune, Nawa-i-Waqt and Jang)* are using different words repeatedly in news stories.

5.1.2.7 Number of News Stories used in front and inside pages of Newspapers

Newspapers Names	No. of News Stories on Front Page	No. of News Stories Inside Pages
Dawn	12	12
Express Tribune	06	32
Nawa-i-Waqt	09	14
Jang	23	21

Table 5.1.2.7 represented that how many news stories are published in front page and inside pages of Pakistani National Leading Dailies. The results declared that *Dawn* published 12 news stories on front and inside pages. *Express Tribune* published 06 on front pages and 32 on inside pages. *Nawa-i-Waqt* published 09 on front pages and 14 on inside pages in

newspapers. *Jang* published 23 news stories on front pages and 21 news stories on inside pages in newspapers.

5.2 Pictorial Frames:

5.2.1 Pictorial presentation of 9th may Incident in Front and Inside Pages.

Newspaper Names	No. of Pictures on Front Page	No. of Pictures Inside Pages
Dawn	05	08
Express Tribune	11	08
Nawa-i-Waqt	08	07
Jang	06	04

Table 5.2.1 represented that how many pictures are published by Four Pakistani National Leading Dailies *(Dawn, Express Tribune, Nawa-i-Waqt and Jang)* on front and inside pages related to 9ᵗʰ May incident. The results found that *Dawn* published 05 pictures on front pages and 08 pictures on inside pages. *Express Tribune* published 11 pictures on front pages and 08 pictures on inside pages. *Nawa-i-Waqt* published 08 pictures on front pages and 07 pictures on inside pages. *Jang* published 06 pictures on front pages and 04 pictures on inside pages.

5.2.2 Pictorial Frames used in Front and Inside Pages related to 9th May Incident

Newspapers Names	Extreme close-up Shoot (Considered as Supportive)	Extreme Long Shoot Considered as non-Supportive)	Mid Shoot (Considered as Neutral)
Dawn	Yes		
Express Tribune			Yes
Nawa-i-Waqt			Yes
Jang		Yes	

Table 5.2.2 represented that which type of pictorial frames are used in front and inside pages of Pakistani National Leading Dailies related to 9ᵗʰ May incident. The results found that *Dawn* used Extreme close up Shoots as compared to *Express Tribune* and *Nawa-i-Waqt*. On the other hand, *Jang* used Extreme long Shoots on front and inside pages.

5.3 Media Coverage of Pakistani National Leading Dailies

Newspapers Names	High	Low	Medium
Dawn	Yes		
Express Tribune			Yes
Nawa-i-Waqt			Yes
Jang		Yes	

Table 5.3.1 represented that how Four Pakistani National Leading Dailies *(Dawn, Express Tribune, Nawa-i-Waqt and Jang)* cover the 9ᵗʰ May incident. The results revealed that *Dawn* give high coverage to 9ᵗʰ May incident as compared to *Express Tribune* and *Nawa-i-Waqt*. However, *Jang* give low coverage to 9ᵗʰ May incident.

6. Results and Discussions

In this research entitled, **"Coverage of 9ᵗʰ May Incident: A Framing Analysis of Pakistani National Leading Dailies"** researcher wants to explore that how print media cover

the incident of 9th May through different frames like: Linguistic frames, Pictorial frames and media coverage. This research discussed the role of media organizations, people believe in media and the analysis of media frames used in Pakistani National Leading Dailies (PNLD).

RQ 1: How 9th May incident was framed in Pakistani National Leading Dailies?

Research finding revealed that Pakistani National Leading Dailies used different frames like linguistic frames, pictorial frames and media coverage frames. According to the table 5.1.1.1 that The Express Tribune used bold headlines as compared to Dawn and Nawa-i-Waqt. On the other side, Jang is not highlighting and bolding the content of 9th May.According to the table 5.1.1.2 that *The Express Tribune* and *Daily Jang* both Pakistani National Leading Dailies are exaggerating the content related to 9th May incident as compared to *Dawn* and *Nawa-i-Waqt*. According to the table 5.1.1.3 *The Express Tribune* highlighted phrases like "**violent**," "**riots**," and "**vandalism**." *Jang* used phrases such as "**Mulk-o-RiyasatiDushmani**" and "**Nazar-e-Atish**" to frame the incident in a more politically charged manner. *Dawn* and *Nawa-i-Waqt* utilized less sensational language but still reported on the event with significant coverage.According to the table 5.1.1.4 that *The Express Tribune* used Supportive content as compared to *Dawn* and *Nawa-i-Waqt*. On the other side *Jang* did not using supportive content related to protest.

According to the table 5.1.1.5 that *Daily Dawn* published non-supportive content on government statements in newspaper headlines as compared to *The Express Tribune* and *Nawa-i-Waqt*. However, *Jang* published supportive content in newspaper headlines related to government statements.According to the table 5.1.1.6 that Dawn published non-supportive content on government reaction in newspaper headlines as compared to *The Express Tribune* and *Nawa-i-Waqt*. On the other hand, *Jang* published supportive content in newspaper headlines related to government reactions.Findings revealed in table 5.1.1.7 that four Pakistani National Leading Newspapers *(Dawn, The Express Tribune, Nawa-i-Waqt and Jang)* are using different words repeatedly in their newspaper headlines.

Results found in table 5.1.2.1 that *The Express Tribune* and *Jang* both Pakistani National Leading Dailies are exaggerating the content in their news stories related to 9th May incident as compared to *Dawn and Nawa-i-Waqt.*Results shown in table 5.1.2.2 that *The Express Tribune* used Supportive phrases as compared to *Dawn* and *Nawa-i-Waqt* in their news stories. However, *Jang* is the only National leading newspaper who is not using supportive phrases.

According to the table 5.1.2.3 that *The Express Tribune* used Supportive content as compared to *Dawn* and *Nawa-i-Waqt* and *Jang* is not using supportive content related to protest.Findings of table 5.1.2.4 presented that *Dawn* published non-supportive content on government statements in newspaper news stories as compared to *The Express Tribune* and *Nawa-i-Waqt.Jang* published supportive content in news stories.According to the table 5.1.2.5 *Dawn* tended to publish more critical content regarding the government's reaction and statements. *The Express Tribune* often portrayed the government's actions in a negative light with terms like "**crackdown**" and **"anti-state activities**." *Nawa-i-Waqt*and *Jang* were more supportive in their coverage of the government's actions.

Findings of table 5.1.2.6 revealed that four Pakistani National Leading Newspapers *(Dawn, the Express Tribune, Nawa-i-Waqt and Jang)* are using different words repeatedly in their news stories.According to the table 5.2.2, *Daily Dawn* published more extreme close-up

shots in their newspapers, while *The Express Tribune* used a mix of extreme close-up and mid-shots. *Jang* opted for extreme long shots, which provide a broader context of the incident. So the pictorial presentation is also different in these four PNLD.

RQ 2: What were the differences of coverage regarding 9th May incident in Pakistani National English and Urdu Leading Dailies?

After analyze the data results found that according to table 5.3.1represented that how Four Pakistani National Leading Dailies *(Dawn, Express Tribune, Nawa-i-Waqt and Jang)* cover the 9th May incident. The results revealed that *Dawn* give high coverage to 9th May incident as compared to *Express Tribune* and *Nawa-i-Waqt.* However, Jang give low coverage to 9th May incident.

7. Conclusion, Limitation And Recommendations

Conclusion of the study is that *Dawn* provided high coverage of the 9th May incident, indicating a focus on in-depth reporting and detailed analysis. *The Express Tribune* offered medium coverage, balancing between extensive and restrained reporting. However, *Nawa-i-Waqt*and *Jang* provided low coverage and published calculated news. This study demonstrates the significance of print media in shaping public perception and political talk or debate. The genesis of demonstrations, the government's justification disproportion, as well as the entire storyline of political instability, may be shaped by how 9th May was reported. The distinction between Urdu and English newspapers illustrates that Pakistan's media system is multifaceted, reflecting a variety of political and demographic contexts. Therefore, it is essential for the media to maintain good ethical standards throughout a protest-based information reporting. At first glance, it might appear odd that the researcher acknowledges that the print media may be overly emotive while also upholding that it is critical that reports supply just the facts. In reality, an accurate description of events fosters an open and accountable political scene, allowing the public to draw valid inferences.

In sum, the content analysis of May 9th incident coverage in Pakistani National Leading Dailies emphasizes on observable outcomes media framing has upon public opinion and political implication. English dailies like Dawn and The Express Tribune were perhaps a little more detailed or nuanced in their coverage possibly because it describes to slightly better educated/urbanite audience. Daily Nawa-i-Waqt, Jang etc Urdu dailies consistently show themselves to be more extensive and emotive in their reportage that might find better traction amongst rural populations & less educated audiences.

This study of different newspaper uses language and image strategies appears to be an advance in the understanding of what is media for democracy. This study aims to complement the existing literature on 9th May incident by offering a systematic analysis of linguistic and pictorial nature through which different Pakistani National Leading Dailies (N = 12) framed this issue with an analytical framework of visual framing used as a pool tool. The findings highlight the diverse approaches newspapers take in reporting and framing such events, influencing public opinion and societal narratives. This study contributes to the broader discussion on media ethics, responsible journalism, and the role of media in democratic societies. This study has its limitation like:

- Due to shortage of time researcher analyzes the specified protest coverage of Four Pakistani English and Urdu Leading Newspapers *(Dawn, Express Tribune, Jang, Nawa-i-Waqt)* of one week 10th May 2023 to 17th May 2023.

- This study only covered the headlines, news stories and pictorial presentation of the selected newspapers of front and inside pages.
- This study analyzes the protest coverage in the context of Framing Theory. In future researcher can also analyze the coverage in the context of Agenda Setting Theory and Propaganda Model.
- Comparison of national and international news coverage is also missing in this research.

This study also has different recommendations for future scholars that are as follows:

- 9th May incident has also gain a lot of coverage from different national and international media. So, further research might be on editorial that are being published in national and international newspapers.
- Further research scholar can analyze the news coverage of electronic media on 9th May Incident.
- Researchers can assess how these news coverages influence perceptions, attitudes, and engagement with political issues by conducting surveys or interviews with readers.
- In future research a comparative analysis could examine the discursive strategies employed in editorials across different newspapers, languages, and regions in Pakistan.

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