

Discourse Analysis of Coverage Regarding Drone Attacks: A study of Pakistani Print Media

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Abstract:

Coverage regarding drone attacks is conceived as the major source of creating anti American sentiments and violation of international laws among public. Intensity and framing of this issue in Pakistani press has made drone attack as attack on Pakistani sovereignty. It has resulted major public agenda shift as major religious pressure groups also make it prior political agenda. This issue has many demons in media like it has issue of objectivity but the most important aspect of the issue is reshaping of public agenda. "Media does not tell what to think but tells what to think about." Cohen. Aforesaid statement regarding agenda setting role of the media is theme of this study, because of the intensity of this issue on media many effects can be seen in dynamics of the public opinion as well as political agenda is also getting direct effect from media. So, in this study focus on the core issue is to dig out the relationship between media agenda, political agenda and public agenda on this issue. Pakistani Print media especially those newspapers which represent ideological viewpoint in provision with public sentiments are considered as major source of radicalization in society, these newspapers have lethal effect on their reader. This study tempts to explore the dynamics of ideas penetration in the minds of public through reaction statements by certain pressure group which includes religious political parties. These newspapers are considered as the representaters of ideological parties of Pakistan. This study reveals cultivation of rigid concepts in the minds of reader and an analysis is also being established to have a view of reader's source of information, credibility source and reliance on information provided to them. Discourse analysis technique, will be used to explore the ways of public views about this concept and it will also give a view about the media treatment of this issue. Content analysis of the coverage regarding drone attack can help to explore the intensity and also give idea about its dimensions. On other hand survey method can be adopted to know about influence of the media on public agenda.

Key words: Drone issue; Reaction news; Information news; Government stance; Soft stance news

I. Introduction

News is a discourse and news production is discourse anchored by the ideology of the news producers or those who employ them particularly if we are talking about the press. However, no news production is independent of the values that shape and drive the players at all levels. The degree to which the media agenda is also that of the public, its discourse an influential part of public perception its credibility as a source of information. All news that bears on political activities and beliefs are not only campaign speeches and campaign propaganda is somehow relevant to the vote; not only during the campaign but also in the periods between, the mass media provide perspectives shape images of candidate and parties, help highlight issues around which a campaign will develop, and define the unique atmosphere and areas of sensitivity which mark any particular campaign.

“Role of journalism in shaping public agendas”

Journalism is to give information but with certain obligation any information which is not in favor of society are unethical issues should not be disseminated by media journalism deals way persuasive of public on issue which are considered as the factors which can create this harmony among the message those information's which are in provision with a foresaid at aspects should not be covered.

Media does not allow what to think about. This is what media do when amplification of popular issues of public due to this role of media. People start to think about the aspects of issues which are totally directed by media agent. The political issues highlighted by press it may direct the public agenda its mean that public will discuss similar aspects of that issue so in this way media work as a force which can direct the priority of public.

Role of the media press is also to make public opinion of several issues because persuasive communication through media content can guide the public to have a positive and negative opinion on different issues due to this role of press media is considered as a force which can change the mind sets which is also called as change agent of society. Persuasive role is together public opinion on certain issues which have social and political importance. These issues have different aspects its role of journalism which can directly public and it can be considered as change agent for the society.

Issues have political and social dynamics which can influence. Public opinion so it is journalism which can give proper information and can elaborate the importance of that issues which can guide the public to have sense related that issue. Many contents of media can do so. Amplification of news on certain issues is one example and editorials are also part of it.

NAWA-E-WAQT

Naw-e-Waqt is the second largest circulation Urdu newspaper in the country. It is published simultaneously from Lahore, Karachi, Multan and Rawalpindi. There is less sensationalism and the news in it is considered by some to be more balanced and credible, it slightly leans towards the rightist policies. The language of the newspaper is well chiseled and satisfies the norms of good Urdu. That's why this newspaper has been selected for this study to have a view about the agenda setting role of this newspaper.

The Nation

The Nation is published from Lahore and Islamabad. It has a limited circle of readers. It has adopted the style of European newspapers. Its editorials on specialized subjects are usually very informative and credible. Like Naw-e-Waqt it too leans slightly towards the right but its commentaries on international events are unbiased and impartial. So its way of news treatment on the issue of drone can help to understand its policy as well the major concern of rightist view can also be analyzed.

1.1 Objective of the Study

- i. Explore the coverage regarding drone attacks issue within an ideological print media group.
- ii. Understand the concept of news as a source of promoting stereotypes and different patterns of changing opinions.
- iii. To dig out the frequency of drone attacks issue in English and Urdu newspapers.
- iv. To understand the coverage of drone attacks issue in English newspaper and Urdu daily that comparison can be stated.

1.2 Major Concepts

- Drone Issue News.
- Reaction News.
- Information News.
- Government stance news.
- Soft political parties stance.

II. Review of Literature

Agenda-Setting Model

The first systematic study of the agenda- setting hypothesis was reported by McCombs and Shaw (1972). They studied the agenda setting in the mass media set the agenda for each political campaign, influencing the salience of attitudes toward the political issues. They conducted their study by focusing on undecided voters in Chapel Hill, North Carolina.

They interviewed 100 respondents and simultaneously conducted a content analysis of the mass media serving these voters--- 5 newspapers, 2 newsmagazines, and 2 television network evening news broadcasts. Respondents were asked to cite the major problems in the country, as they saw them. These responses were coded into 15 categories representing the major issues, as well as other types of campaign news. The news media content dealing with the election was also sorted into these 15 categories, by amount. The findings supported an agenda-setting effect⁵, because these data suggest a very strong relationship between the emphasis placed on different campaign issues by the media and the judgments of votes as to the salience and importance of various campaign topics (Severin & Tankard)

Agenda setting role of news media have large influence on the minds of audience by their choice of stories that what type of stories to consider most important and newsworthy. We know mass media have great influence to consider their choice of stories. Media have large influence considering the events as less important or more important. The conventional and modern media present the issues on the daily basis

debate discussion a dialogue is the beauty of democracy. It is about to get the diverse opinion from the different segment of the society. The purpose of media is to provide platform for debate.

Agenda, Discourse & Climate of Opinion

We have observed that there are many gates, there are several agendas; so any analysis of agenda setting must start with the question--- Whose agenda, and articulated through which discourse? What is obvious that there is much more to the agenda-setting process than merely listing what is important and what is less important. Having been placed in a hierarchy of importance, stories are shaped into a discourse---- a way of defining and presenting information and ideas; of creation preferred meanings out of which, it is hoped, will arise preferred readings, Kress (1985) offers a definition to know the nature and importance of discourse.

Discourses are systematically organized systematically organized sets of statements, which give expression to the meaning, and value an institution. Beyond that they define, describe and delimit what is possible to say (and by extension----what is possible marginally or centrally. A discourse provides a set of that institution, whether marginally or centrally. A discourse provides a set of possible statement about a given area and organized and gives structure to the manner which a particular topic object, process is to be talked about. In that it provides descriptions rules permission and position of social and individual action.

Transmission of Trends in Society.

It involves different segments of society which are categorized on the basis of economical background and educational backgrounds which involves socialization generally we categorized our society into 3 steps in countries like Pakistan.

Elite Culture:

Elite culture has significant features and trend setter. Due to their dominate culture they have psychological dominance on other segments of society. New innovative ideas are observed by this segment of society so, acceptance towards the creative ideas is maximum that's why they also known as creative oriented segment of society. Other feature of elite class is that they are highly educated. That's why there awareness level is also considered dominating over the others. Highlighted features of this community are;

- | | |
|--------------------|----------------------|
| i. Trend setter | iii. Highly educated |
| ii. Creative ideas | iv. Fashioned |

Life style of this segment of society is known as elite culture. Elite mean dominate over others. This portion is 3 to 7% of the society. It has very much interaction with other parts of society so due to their modern viewpoints this segment of society have softer view point on drone issue most of them think about this issue in international context

Folk culture:

It involves people having rigid concepts Because of some social taboos like religious points of view, and family limitations. Due to their family system or some time because of religious sensitivity, basically this class is supposed to be un-educated and having influence of political or social existing system. Their opinion is dependent on the

people who are regulating their economy so, we can conclude that folk culture has Maximum level of rejection towards new trends and folk cultures' people have less exposure of media. So, source of information for this segment of society is their opinion leaders. So whenever new trends introduce to this segment of society, mostly they show disagreement towards these new trends. This segment of society is highly inspired from religious views and follows the leadership of those political parties which have traditional and orthodox views about things. Drone attacks as phenomena of press especially those who lean towards rightist view points are issue of disseminating radical opinions through the coverage regarding this issue. This affect is multiplied due following features of this society as most of the coverage and its news discourse have context of violation of international laws, threat to national integrity and drone attack as the attack on ideological boundaries.

i. Rigid concept
iii. Un- educated

ii. Lack of dependence on modern sources
iv. Rejection for the softer aspects.

Pop Culture/Mass Culture

This is large segment of society and it involves workings class and educated people. This popular class has mix, blend culture. They adopt many things from elite or dominate culture and sometimes they also have reflection of folk culture in their life. Emergence of pop culture is the result of urbanization in Pakistan when people from rural background settles in an urbanized way they take care community culture with them so, we can say that many people from different community get to gather in a urbanized from and their interaction with in these new territories resulted process of evolving many norms and values. Many rigid ideas regarding social conduct are compromised because they have to live in an urban community model. That's why we can say that level of acceptance towards new ideas and other's community values is at tolerate able manner in these persons. Pop culture involves dependence on media that's why they are going to pick many things from media and after the emergence of media in urban area its effects are also considered as strongest on the people who are exposed to the media. When the effect of media become strong than that culture is called mass mediated culture mass mediated source of culture of information for the people who are living in urban area is media so, new trends are adopted by this class through media. Mostly people who are living in urban areas are from those areas which have lack of educational or health facilities and government. Services in third world countries have fewer infrastructures so they can't address the maximum proportion of their society so people level towards those areas in which they can gain educational or other services of government. Mass Mediated culture presents the transmission of trends in society but mass. Media can affect those segments of society which are urbanized in nature.

Hypothesis

H1: More coverage to the Drone Issue News will be given in Naw-e-Waqt than The Nation.

H2: More coverage to the Reaction News will be given in Naw-e-Waqt than The Nation.

H3: More coverage to the Information News will be given in Naw-e-Waqt than The Nation.

H4: More coverage to the Government Stance News will be given in Naw-e-Waqt than The Nation.

- H5:** More coverage to the Soft Political Parties Stance News will be given in Naw-e-Waqt than The Nation.
- H6:** Threat to Nation integrity will be the most alarming issue in view of readers of The Nation.
- H7:** Threat to Nation integrity will be the most alarming issue in view of readers of The Naw-e-Waqt.

III. Research Design

This particular study chooses content analysis method as a research design in one portion. In first part of study analysis of drone issue news are quantified, which are further categorized in different concepts. Drone issue news is further analyzed on the bases which are sensitive in nature and can depict the negative image of coverage in the society. In other part, survey of print media reader's is conducted to get a view about the role of these newspapers in making of perception about the drone issue and its related aspects.

Population

In this study the researcher has selected drone issue news items of two leading newspapers "The Nation" and "Naw-e-Waqt" from 1st August 2011 to 31 October 2011 as the population of the study.

Sample

This study will consider sample from the two leading newspapers "The Nation" and "Naw-e-Waqt" from 1st August 2011 to 31 October 2011. Systematic sampling technique is used, in which each odd number date is selected for this study from aforesaid period.

For survey 100 readers of these newspapers are examined. 50 readers of Urdu newspaper and 50 of English newspaper.

Unit of Analysis

The unit of analysis and unit for the coding is the "drone issue news" published in the front and back page of two leading newspapers "The Nation" and "Naw-e-Waqt" from 1st August 2011 to 31 October 2011.

IV. Results

Table A: "The Nation" for the period of August-October 2011

Type	No of News	Space In Ccm
Drone Issue News	56	8633
Reaction News	21	3267
Information News	15	2331
Gov. Stance News	11	634
Soft pol par. stance	9	302

Interpretation:

The figures in the table illustrate that total coverage given to the drone attacks news is 8633Ccm and 3267Ccm space is given to the reaction news in comparison. The second priority is given to the information news related with drone attacks as 2331Ccm space is given to it and 634 Ccm space is given to the government stance news. It is note worthy that less coverage is given to Soft political parties stance as 302Ccm space is given to it during this time period by The Nation.

Summary:

Overall results shows that the more coverage is given to the reaction news as 3267Ccm space is given to it..

Table B: “Naw-e-Waqt” for the period of August-October 2011.

Type	No of News	Space In Ccm
Drone Issue News	116	17680
Reaction News	49	8556
Information News	28	3784
Gov. Stance News	21	3058
Soft pol par. stance	18	2282

Interpretation:

The figures in the table illustrate that total coverage given to the drone attacks news is 17680Ccm and 8556Ccm space is given to the reaction news in comparison. The second priority is given to the information news related with drone attacks as 3784Ccm space is given to it and 3058Ccm space is given to the government stance news. It is note worthy that less coverage is given to Soft political parties stance as 2282Ccm space is given to it during this time period by Naw-e-Waqt.

Summary:

Overall results show that the more coverage is given to the reaction news as 8556Ccm space is given to it.

Table 4.C: Comparison between Coverage Regarding Drone Attacks “Nation’ & “Naw-e-Waqt” for the period of August-October 2011.

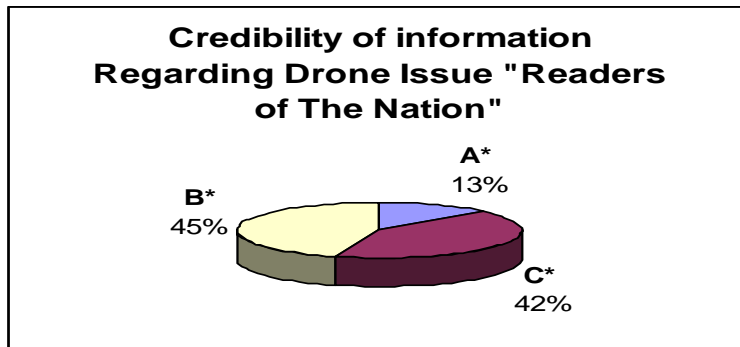
Type	No of News Nation	Space In Ccm Nation	No of News Naw-e-Waqt	Space In Ccm Naw-e-Waqt
Drone Issue News	56	8633	116	17680
Reaction News	21	3267	49	8556
Information News	15	2331	28	3784
Gov. Stance News	11	634	21	3058
Soft pol pr. stance	9	302	18	2282

Interpretation:

This table illustrate that more coverage is given to the reaction news by Naw-e-Waqt as 8556 Ccm sapce is devoted to it and 3267Ccm space is given by The Nation during the period of August-October 2011. The second priority is given to the Information News Naw-e-Waqt as 3784Ccm space is given to it and 2331Ccm space is given by The Nation.

Summary:

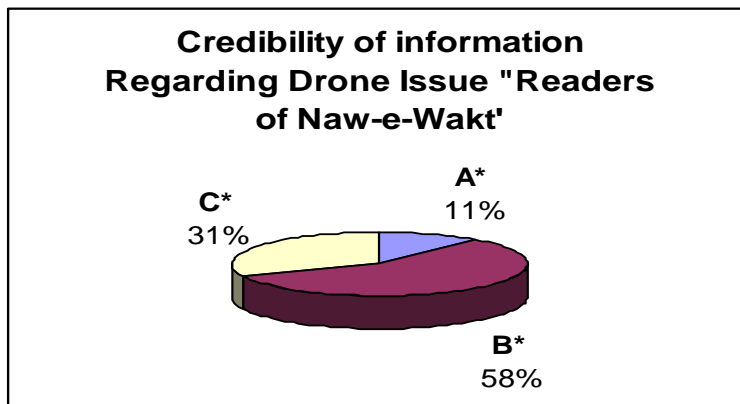
Overall results shows that priority is given to the reaction news by both selected newspapers.



- A* Government stance on drone issue*
- B* Facts in reaction news on drone issue*
- C* Soft stance on drone issue*

Summary:

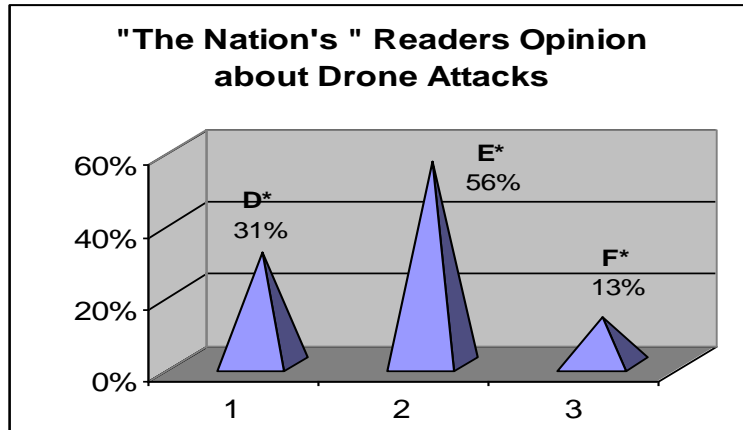
The data in the graph shows that most of the people who are readers of "The Nation" having of view that the government stance on drone issues is credible source of information. As 45% respondents are in favor of this view



- A* Government stance on drone issue*
- B* Facts in reaction news on drone issue*
- C* Soft stance on drone issue*

Summary:

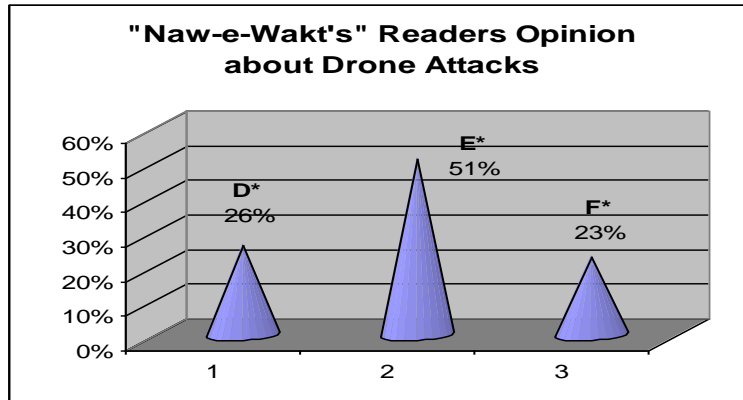
The data in the graph shows that most of the people who are readers of “The Naw-e-Waqt” having of view that the facts given by the reaction news are credible source of information. As 58% respondents are in favor of this view.



- D* Violation of International Laws*
- E* Threat to National Integrity*
- F* Attack on Ideological Boundaries*

Summary:

The data in the graph shows that mostly readers of “The Nation” think that drone attacks are threat to the national integrity. As 56% respondents are of this view.



- D* Violation of International Laws*
- E* Threat to National Integrity*
- F* Attack on Ideological Boundaries*

Summary:

The data in the graph shows that mostly readers of “Naw-e-Waqt” think that drone attacks are threat to the national integrity. As 51% respondents are of this view.

V. Conclusion

It is accepted in the light of data that priority is given to the reaction news by both selected newspapers. Overall results show that more coverage is given to the reaction news as 8556Ccm space is given by Naw-e-waqt in comparison with The Nation which gave 3267Ccm space to it.

Results of survey has highlighted this point that threat to the national integrity and reliance on the rightist views are very high which can strongly spourt the statement that discourse of news and its treatment can affect the public views especially those who have influence of opinion leaders.

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