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RESEARCH PAPER

Examining the Portrayal of Imran Khan following the No Confidence Motion in Daily Dawn and Daily Jang Newspapers from Agenda Setting Perspective

[1]Quratulain, [2]Aasima Safdar* and [3]Rabia Tahir

1. M. Phil, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Punjab, Pakistan
2. Ph. D, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Punjab, Pakistan
3. M. Phil, Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Punjab, Pakistan

| ***Corresponding Author:** | aasimasafdar@bzu.edu.pk |

ABSTRACT

This paper explores in which ways Imran Khan after no-confidence motion was depicted in two leading English and Urdu newspapers of Pakistan. The sample of the study was comprised of 249 editorials from *Dawn* newspaper and 99 from *Jang* newspaper (from April 2022 to April 2023). The findings of the research revealed that *Dawn* newspaper gives more coverage to the issues of the economy as highlighted by Imran Khan then *Jang* newspaper. The data demonstrates that the two newspapers' coverage varies significantly. *The Daily Dawn* publishes a greater number of editorials on numerous political concerns including regime change, economic difficulties, and fair elections. However, *Jang* newspaper tends to focus more on Imran Khan's perceived flaws and shortcomings. Despite *Dawn's* perspective, *Jang* constantly presents Imran Khan negatively, especially after the no-confidence motion. Further findings reveal that the *Dawn* newspaper gives more prominence to the agenda relating to Imran Khan following the no-confidence vote than the *Jang* newspapers, which indicates the power of the press in affecting public opinion and setting the agenda for Pakistani political discourse. It is recommended that the quantitative analysis be included in the study to improve its comprehensiveness. Additionally, broadening the research scope to include different media sources other than newspapers, as well as taking into account Pakistan's historical background and political landscape, will provide a more comprehensive view of media portrayal. Furthermore, investigating audience views and potential biases within newspaper editorial boards would help to provide a more comprehensive understanding of media coverage and its impact on public opinion and political debate.

| **KEYWORDS** | Agenda Setting, Content Analysis, Imran Khan, Pakistan, Political Communication, PTI |

Introduction

In media representation, the data is made accessible as well as appealing with the most basic availability to those watching information has been chosen and modified by excitement, storytelling, simplification, and improvement Kozakowska (2013) a text in a newspaper is the first remark in a piece of news that grabs the audience's attention and encourages them to read the entire thing.

According to Ejupe (2014), the media is a key agent in shaping public opinion this act deprived the audience of impartial news. Young (2017) stated that it is seen in two steps using 'word encoding' and 'lexical access' that consist of the particular symbols in an expression, their placement, and aesthetic aspects. Shabir (2015) explores that

newspaper publishing plays a part in Pakistan because it is where technological and online platforms originate. The printed press presents the full story of any story, especially its interpretation.

Hussain (2017) claims that given everyone's access to media, it now maintains a central position from where it actively molds public opinion. According to Richardson (2007), the objective of journalism is to help people comprehend their current circumstances. the media propagates the agenda of the powerful by the effective use of language, and beliefs are deliberately instilled through a gradual process of repeated depiction however, the current study aims to reveal media biases in reality construction by examining Imran Khan's representation in the *Dawn* and *Jang* newspapers following the no-confidence motion from an agenda-setting viewpoint offers a more sophisticated understanding of media influence on public opinion previous research on agenda-setting theory indicates that media coverage can considerably alter public awareness and priorities by highlighting certain topics over others in the case of Imran Khan and the no-confidence motion, newspapers may focus on various facets of his leadership political maneuvering and the motion's ramifications for the country's government. analyzing Imran Khan's portrayal in *Dawn* and *Jang* newspapers during the no-confidence motion can reveal insights into media outlets' objectives, biases, and narratives, shedding light on Pakistan's complex interplay of media, politics, and public opinion.

Fahd (2011) identifies that the party stood out at the two sides' beginning, featured a preliminary joining that consisted of medium to upper and moderate-class activists, a reliance on, messaging services and digital channels to attract participants, an online existence, and interpersonal identities to promote its point of view, and a focus on Pakistanis abroad.

Tahir (2012) describes Imran Khan, a cricketer-turned-politician and Party chairman, who denounced the leaders Asif Ali Zardari of the PPP and Nawaz Sharif, the head of the Pakistan Muslim League-N (PML-N) for being mean-spirited monarchy authorities, but depicted them as truly moral people legislators rather than politicians (whom he opposed) any person who might create an entirely novel group and modify the course of history.

Nosheena (2013) critics argue that numerous media channels give PTI more coverage even though the ruling party has encouraged protests Pakistani governance, especially the support of the media, raises awareness about national issues. Both English and Urdu publications have an important role in shaping and changing opinions These two renowned bilingual dailies are widely read by the top and lower middle classes, making them significant sources of information.

Ghumman (2014) explores the way Pakistan Awami Tehreek's Inqilab March, led by evangelist Muhammad Tahir-ul Qadri, participated in the peaceful march rallies.

brutally quashed, with supporters of the activist March and Inqilab March detained and confined throughout 27 Provincial cells, their slogan was 'Go-Nawaz-Go' which caused problems for the PML (N) government Considering the Taliban attack against an army-operated educational institution in Peshawar which wounded 148 individuals Imran Khan, the Pakistani prime minister, called off the 126-day sit-in protest in the national capital in April 2015 The alliance of groups decided to put together a court-appointed panel to investigate the claims Imran Khan was a man who with his party's ally back to the legislative chamber following an eight-month boycott.

Mir (2018) suggests that Khan rejected roles in ruler leader Zia ul Haq's management in 1988 before serving in an interim one in 1993. His resolve to stay an "outsider" improved his position as an official who was prepared to struggle for humanity through earnings or strength. In this scenario, Khan and the PTI got in their initial primary vote in 1997. Regardless of Khan's preference for charitable work encouraged by famous Muslim leaders like Prophet Muhammad and his admirers

Kari (2019) argues in his studies Interestingly, the coalition did not discuss what it considered to be "foreign money" offered to multiple financial endeavors all over its previous tenure over the Punjab region. It additionally remained quiet on the army's efforts to get rebels out of Punjab nation. Gishkori (2020) argued that Its "enriched elite" was generally perceived as "West" statues, regularly "pleading bowling" in front of the International Monetary leaving the nation their "slave" or "figment country." Khan professed they would not give in to external influences or factions to recover his "honesty".

Dawn (2021) pointed out that the vow to get rid of injustice during its initial hundred days vanished. Although the Pakistani pm had cautioned officials about "ribbon cutting" and utilizing festivals for social causes; nonetheless, following taking workplace, he appeared in several rituals on tasks that started but had already been finalized.

Literature Review

Langer (2010) discovered that rebel leader David Cameron's secrets got greater scrutiny than Tony Blair's, while Chancellor Gordon Brown's matters gained fewer, emphasizing the significance of specific individuals about the level of emphasis on their personal lives acquire.

Sirajul (2011) explored whether online interaction improves and boosts people's desire for liberty. after the introduction of the Egyptian government's analyzing and limiting rules, humans applied social media channels and websites to express what they reflected and argued. The tagline "ideological changes" grew prevalent among people of all ages. As a consequence of that great digital initiative, people everywhere felt inspired, and many of users got involved in campaigns, eventually achieving accomplishment.

Saleem (2013) writes that subsequently entails the publication's duty to serve as an impartial and trustworthy provider of data regarding various events emerging around the globe. They also filter, influence, evaluate organize situations appropriate to their particular purpose.

Wolfs Feld (2014) suggested that there are many developments and strategies used, covering everything from campaigning to mainstream media utilization. Especially contrasted with intimate interactions, open discussion permits courageous discussion while minimizing straightforward and quick controversy. This serves as an instance of a method of boosting one's profile, seeking the rest of the ruling class, and impacting their decisions. Broadcasting is a less costly form of passing on an idea since if anyone makes an ethical need, setting trends generally encompasses campaigning.

Shabir (2015) in his article**,** the printed word remains necessary for the nation since it is where technological and social networking platforms originated. Print medium gives a full account of any current product, providing evaluation.

Schwarz (2017) explores the way that mainstream mass continues its primary source, partially because It is usually considered a trustworthy, essential, and useful

location for the material. Though messaging firms comprehend the significance of listening rooms, there is no quick fix. A few of the explanations why the phenomenon of echo chambers has come to recognition is the ability to convey inaccurate data**.** Qadeer (2021) elucidates that through discourse Pakistani media holds the capacity to shape the realities by particular lexical choices euphemisms metaphoric expressions etc.

Theoretical Framework

This article aims to analyze the concept of 'agenda-setting' to provide an empirical framework for expanding the topics under study to pursue the masses during the motion of no confidence to oust Pakistan's 22nd Prime Minister by connecting elements formulating research queries gathering information and interpreting approaches according to Goffman (1974) structures categorize and order all parts of daily life people construct and rely on frames to understand their daily interactions traditional ceremonies expression publicity and other areas of human knowledge.

Agenda Setting for English and Urdu, this work has conceptual links with goals. The setting trends idea is based on the details that the media selects and conveys to influence and form public perceptions and opinions of the Pakistani president during the no-confidence motion. The initial objective of this research is to investigate the public's perceptions perception shaped through these newspapers towards any particular party and also their agendas through their political coverage McCombs and Shaw (1972) describe in their studies that when promoting specific issues, the media, in general, does not tell the audience "what to consider," instead offering "what to be concerned about." a no-confidence motion the media can legitimate or dismiss the entire narrative or specific portions of it the media's interest in a particular political candidate may guide the circumstance to or away of subjects which are essential concerning the contestant and the wider audience. The entertainment industry has enormous influence over objects and themes of prevalent curiosity, with the potential to develop or shape a story, so influencing public views, particularly among voters during election campaigns.

Sciarini and Tresch's (2019) analyses have indicated how press attention affects the subject's concerns about a range of governing plans, but it appears that the medium's setting priorities capability is contingent on several scenarios. nevertheless, the specific situations in which press coverage impacts the political discussions vary depending on the research**.**

Walgrave (2006) concluded in his article that "So currently are unable to respond to the fundamental query regarding if the press influences the political tone or, specifically, under specific conditions, the news can enhance the spotlight for challenges. One reason could be because "merely a few research projects have compared the shared impact of communications and governance."

Hypotheses

- H1: It is assumed that *Jang* framed Imran Khan in a favorable stance than *Dawn* newspaper.

- H2: It is assumed that *Dawn* gave more coverage to Imran Khan than *Jang.*

- H3: It is assumed the stories about regime change are framed unfavorable by *Dawn* newspaper then *Jang.*

- H4: It is assumed that the *Dawn* newspaper framed the more stories relating to Imran Khan depiction after no confidence motion in a unfavorable way then *Jang* newspaper

Material and Methods

The study does a quantitative examination of the content of articles on Pakistani politicians' identification during the dismissal motion**.** It focuses on editorials From April 11th, 2022 to April 11, 2023. A total of 249 editorials were analyzed in *Dawn*, while *Jang* had 99. The study employs systematic sampling to examine agenda-setting in the media regarding Imran Khan following the no-confidence motion.

Content Category

Chosen pieces were separated into specific classifications, then their subject matter was investigated numerically to evaluate the editorial's representation of the confidence motion from a journalism perspective in an era of increased scrutiny of democratic practices the media is critical to shaping the public conversation and creating accountability this study focuses on the editorial coverage of two significant Pakistani newspapers *Dawn* and *Jang* from April 2022 to April 2023 the issues were grouped into seven categories

1. Regime change   2. Economic crises   3. Corruption

4. Political discourse   5. Establishment   6. Free and fair elections

7. Others.

All news stories (editorials) about the essential concept of a democratic society any editorial that highlighted enlightened negotiations to address democratic practice challenges and suggest answers however, any editorial that just emphasized the faults of democratic practice without proposing a particular solution was deemed undesirable results of the investigation, and the subsequent evidence emerged in chosen opinions from the *Dawn* and *Jang* newspapers, as well as the results are presented in graphical and chart form underneath. Figure 1 states the period from the beginning of April 2022 to April 2023, throughout which *Dawn* Imran Khan has gotten 249 editorials each day and *Jang* published 99 opinions.

Coding Unit

The title and leading paragraph were used as coding units in this study to determine the topic the editorial's overall expression was used as a contextual unit each paragraph served as a coding unit to determine the editorial's slant the favorable lean toward regime change Imran Khan's portrayal and coverage of political leader was coded the negativity toward these categories was coded as negative editorials that did not portray a positive or negative code were considered neutral.

Results and Discussion

Table 1
The regularity of prominence on both publication's discussion pages. from April 2022 to April 2023.

Newspapers	Editorials
Daily Dawn	249 (64%)
Jang	99(26%)

The table displays the percentage of Pakistani Urdu and English newspapers *Dawn* and *Jang* opinions from April 2022 to April 2023. The bar in blue reflects the writing style of both newspapers. The *Dawn* newspaper executed 249 editorials (64%) and *Jang* 99 (26%) articles.

Table 2
The frequency of Imran Khan representation editorials published in Daily Dawn and Jang newspaper from April 2022 to April 2023

Newspapers	Total Editorials	Editorials
Daily Dawn	385	249 (64%)
Jang	385	99 (26%)
Both newspapers Published	790	347 (44%)

This table displays the percentage of opinion coverage of Imran Khan's image after his confidence motion by an individual in a publication the blue bar reflects *Dawn* and *Jang* newspapers' general editorials whereas the orange bar shows Imran Khan-related editorials this graph shows that Imran Khan's representative received 249 (64%) editorial coverage from the Daily *Dawn* while the *Jang* newspaper received 99 (26%) between April 2022 and April 2023 both newspapers covered editorial 348 (44%)

Table 3
Distribution of slant by period in *Dawn* newspaper (11 April 2022 to 11 April 2023)

Date	Favorable N (%)	Un-Favorable (%)	Neutral N (%)	Total N (%)
11 Apr.2022	7(4%)	15(11%)	15(11%)	27(23.8)
May	5(21%)	8(33%)	11(46%)	24(20.2%)
June	4(11%)	14(39%)	8(50%)	26(91.86%
July	7(35%)	6(30%)	7(35%)	20(72%)
Aug	5(26%)	9(47%)	5(26%)	19 (77.94%)
Sep	2(12%)	12(71%)	3(18%)	17(91.04%)
Oct	9(38%)	10(42%)	5(21%)	24(85.04)
Nov	2(9%)	14(61%)	7(30%)	23(76.9%)
Dec	0(0%	10(48%)	11(52%)	21(62.08)
Jan	1(7%)	8(53%)	6(40%)	15(94.05%)
Feb	1(6%)	10(59%)	6(35%)	17(95.02%)
Mar	0(0%)	6(67%)	3(33%)	9(69.97%)
Apr	1(14%)	2(29%)	4(57%)	7(46.99%)
Total Period	44(88%)	124(22%)	91(16%)	249(64%)

While analyzing the distribution of slant in *Dawn* during the same period (11 April 2021 – 11 April 2023) the data reveals that *Dawn* 249 (64%) editorials there are 44 (88%) favorable towards political discourse regime changes after no confidence issue 124 (22%) unfavorable and 91(16%) were neutral *Dawn that* is leading English daily in Pakistan depicts heavily neutral slant towards Imran khan after no-confidence motion *Dawn* adopts highly neutral and favor policy towards the portrayal of Imran khan portrayal after no-confidence motion the one-year data depicts that the positive portrayal of Imran khan in *Dawn* remained average Pakistani English newspaper *Dawn* was highly supportive and positive coverage of portrayal of Imran khan after a no-confidence motion in Pakistan.

Table 4
Distribution of slant by a period in *Jang* newspaper (11 April 2022 to 11 April 2023)

Date	Favorable N (%)	Un-Favorable (%)	Neutral N (%)	Total N (%)
11 Apr.2022	1(14%)	3(43%)	3(43%)	7(70%)
May	0(0%)	8(76%)	4(33%)	12(8.48%)
June	3(100%)	0(0%)	0(0%)	3(100%)
July	0(0%)	2(67%)	1(33%)	3(100%)

Aug	1(14%)	4(57%)	2(29%)	7 (86.98%)
Sep	0(0%)	2(40%)	3(60%)	5(100%)
Oct	1(9%)	6(55%)	4(36%)	11(91.99%)
Nov	1(10%)	3(30%)	6(60%)	10(46%)
Dec	0(0%)	5(45%)	6(55%)	11(51.05)
Jan	0(0%)	3(60%)	2(40%)	5(43%)
Feb	0(0%)	3(33%)	6(67%)	9(69.97%)
Mar	0(0%)	7(58%)	5(42%)	12(48.96%)
Apr	3(75%)	1(25%)	0(0%)	4(76%)
Total Period	10(76.9)	47(24%)	42(21%)	99(26%)

While analyzing the distribution of slant in *Jang* during the same period (11 April 2021 – 11 April 2023) the data reveals that *Jang* 99(26%) editorials there are 10 (76.9%) favorable towards political discourse regime change after no confidence issue 47 (24%) unfavorable and 42(21%) were neutral *Jang* that is leading Urdu daily in Pakistan depicts heavily unfavorable slant towards Imran khan after no-confidence motion *Jang* adopts highly critical and strict policy towards the portrayal of Imran khan portrayal after no-confidence motion the one-year data depicts that the positive portrayal of Imran khan in *Jang* remained very low Pakistani Urdu newspaper *Jang* was highly critical of the portrayal of Imran khan after a no-confidence motion in Pakistan.

Table 5
Frequency of Imran Khan's portrayal following no-confidence motion over issues published in Daily *Dawn* and *Jang* Newspaper between April 2022 and April 2023

Categories	*Jang*	*Dawn*
Regime Change	7 (7%)	12 (5%)
Economic Crisis	1 (1%)	19 (8%)
Political Discourse	56 (56%)	155 (62%)
Fair election	8 (8%)	17 (7%)
Establishment	8 (8%)	17 (7%)
Corruption	7 (7%)	7 (3%)
Others	8 (8%)	24 (10%)

Issues published reveals that between April 2022 and April 2023, the *Jang* Daily published 10(10%) editorials on regime change 1(1%) on economic crisis 56(57%) on political discourse 8(8%) on fair election 8(8%) on establishment 7(7%) on corruption and 8(8%) on others the Daily *Dawn* daily published 12(5%) editorials on regime change 19(8%) on the economic crisis 155(62%) on political speech 17(7%) on fair elections 17(7%) on the establishment 7(3%) on corruption and 24(10%) on others this graph depicts Imran Khan's representation of themes discussed in *Dawn* and *Jang* newspaper editorials the blue bar indicates the categories connected to Pakistani politics the orange bar shows the editorials relating to the categories of awareness editorials concerning regime transition economic crisis political debate fair election establishment corruption and others.

Table 6
Editorials concerning Imran Khan's representation in *Dawn* and *Jang*, from April 2022 to April 2023

Editorial	April	May	June	July	Aug	sep	Oct	Nov	Dec	Jan	Feb	March	April
Jang	7 7%	12 12%	3 3%	3 3%	7 7%	5 5%	11 11%	10 10%	11 11%	5 5%	8 8%	12 12%	4 4%
Dawn	27 11%	24 10%	26 10%	19 8%	19 8%	177 %	24 10%	23 9%	21 8%	15 6%	18 7%	9 4%	7 3%

The table illustrates media coverage proportions for Imran Khan's representation after a no-confidence motion by *Dawn* and *Jang*. *Dawn* provided 249 editorials (64%), while *Jang* offered 99 (26%). *Jang's* April editorials, 7 in total, received 7% coverage; May, 12 editorials, received 12%; June, 3 editorials, 3%; July, 3 editorials, 3%; August, 7

editorials, 7%; September, 5 editorials, 5%; October, 11 editorials, 11%; November, 11 editorials, 10%; December, 11 editorials, 11%; January 2023, 5 editorials, 5%; February 2023, 8 editorials, 8%; March 2023, 12 editorials, 12%; and April 2023, 4 editorials, 4%. *Dawn's* April 2022 editorial received 27 editorials and 11% coverage; May, 24 editorials, 10%; June, 26 editorials, 10%; July, 19 editorials, 8%; August, 19 editorials, 8%; September, 17 editorials, 7%; October, 24 editorials, 10%; November, 23 editorials, 9%; December, 21 editorials, 8%; January 2023, 15 editorials, 6%; February 2023, 18 editorials, 7%; March 2023, 9 editorials, 4%; and April 2023, 7 editorials, 3%.

Discussion

Dawn favors examining the Portrayal of Imran Khan following the No confidence motion more than *Jang* analyzing our findings, we discovered fact that the initial hypothesis, H1, which assumed that *Jang* framed Imran Khan in a more favorable light than the *Dawn* newspaper, was denied because the *Jang* newspaper portrayed Imran Khan more favorably than the *Dawn* newspaper. The first hypothesis was rejected because *Jang* published 99 (26%) editorials about Imran Khan while *Dawn* published 249 (64%) coverage of Imran Khan.

Hypothesis H2 depicts that, we concluded in our research that the *Dawn* gave more coverage to Imran Khan than *Jang. Dawn* published 249 editorials (64%) while *Jang* Newspaper published 99 editorials (26%) about Imran Khan. As a result, our second hypothesis was proven correct.

Hypothesis H3 we determined in our study was that the editorials about regime change are framed as unfavorable by *Dawn* newspaper than *Jang Dawn* newspaper published editorials about regime change which was 12(5%) and *Jang* newspaper published 10(10%) so the third hypothesis also proved because Pakistani newspapers gave more coverage of the Regime change issue because this was an international issue, this issue should have been given more coverage more value in all the newspapers based on our analysis

Hypothesis H4 suggests it is presumed that the stories about regime change are interpreted more negatively by *Dawn* newspaper than by *Jang* in our final hypothesis, we discovered that the *Dawn* newspaper interpreted more narratives about Pakistan adversely than the *Jang* newspaper. *Dawn* got more publicity (24%) than *Jang* (88%). So, we may say that our earlier hypothesis was adopted and confirmed right *Dawn* newspaper published more unfavorable stories on Pakistan than *Jang* newspaper.

The first question we're asking is whether *Jang* newspaper talked more about the issue of Regime change shown in how they talked about Imran Khan after the no-confidence vote, compared to *Dawn* newspaper. *Dawn* posted 249 pieces of writing on the Pakistani leader in a span of twelve months, with 64% of them mentioning the issue of changing the government. When we looked at *Jang* Newspaper, they had ten opinion pieces about regime change, which got 10% of the attention. *Dawn,* on the other hand, had 12 opinion pieces supporting regime change, but they only got 5% of the attention from April 2022 to April 2023.

The research question is about whether *Dawn* newspaper gave more attention to economic issues highlighted by Imran Khan compared to *Jang* newspaper. *Dawn* had 19 editorials about the economic crisis, but only 8% of them were read. In contrast, *Jang* had just one editorial, and it got 1% coverage of the economic crisis. Both newspapers may have their own biases which can affect how they cover political and economic topics. *Dawn* is seen as more liberal, while *Jang* has a wider readership and covers a variety of

content. The target audience of each paper matters too. *Dawn* reaches more educated, urban readers, while *Jang* is read in both urban and rural areas. This affects what issues they prioritize. To study this, researchers could compare how often and how deeply each paper covers economic issues over time, looking at the number of articles and statements from Imran Khan they include. Events and timing can also influence coverage, like during economic crises or major policy announcements.

The third research question asked what is the primary news goal of *Dawn* and *Jang* publications surrounding the coverage of Imran Khan to keep people informed, eight opinion pieces about Imran Khan will be published each year. *Dawn* stays neutral by placing its opinion pieces towards the back of the paper. However, *Jang* consistently highlights Khan's flaws since the confidence motion, portraying him in a negative light. *Dawn* is seen as a newspaper with a clear perspective. *Dawn*'s opinion pieces encourage readers to be fair and realistic. *Dawn* covers a wide range of topics, while *Jang* tends to focus on Imran Khan's shortcomings. *Dawn* and *Jang* serve different purposes and have different styles. Most of *Dawn's* articles are neutral, but *Jang* often criticizes Imran Khan harshly. The study found that *Dawn* is more politically focused than *Jang*. *Dawn* gets more attention from the media compared to *Jang*. In a year, *Dawn* published 249 opinion pieces (64%), while *Jang* published 99 (26%) between April 2022 and April 2023.

The research question RQ4 asked how much media was given to Imran Khan following a vote of no confidence? after the vote of confidence, both *Dawn* and *Jang's* papers talked a lot about Imran Khan's situation after the vote. *Dawn* aimed to be fair and balanced, talking about Khan's leadership and government but not giving it as much importance. They wrote a lot about Khan, around 64% of their editorials from April 2022 to April 2023 were about him, showing they kept a close eye on him during that time. *Jang*, on the other hand, was very critical of Khan. They often painted him in a negative light, focusing on his mistakes and stubbornness. Around 26% of their editorials during the same time were about Khan, showing they also paid attention to him but in a more critical way. Despite *Jang's* critical tone, *Dawn* still got more attention overall when you compare the two papers. This means that even though *Jang* criticized Khan a lot, *Dawn's* coverage of him was more noticeable and focused on politics.

Conclusion

Based on the findings presented regarding the coverage of Imran Khan's leadership, regime change, and economic issues in *Dawn* and *Jang* newspapers, several conclusions can be drawn: *Dawn* and *Jang's* newspapers exhibit distinct editorial biases, particularly evident in their coverage of regime change and economic matters. While *Dawn* tends to provide more nuanced and objective analyses, *Jang* adopts a more critical and negative stance toward Imran Khan's leadership, emphasizing his failures and shortcomings. Despite both newspapers addressing Imran Khan's leadership post the no-confidence vote, *Dawn's* coverage is more politically oriented and prominent. *Dawn* tends to delve into the intricacies of Khan's governance, positioning its editorials strategically within the publication. Conversely, *Jang's* coverage consistently portrays Imran Khan in a negative light, focusing on his perceived weaknesses rather than offering a balanced analysis. The differing editorial biases of *Dawn* and *Jang* can significantly influence public perception of Imran Khan and his administration. *Dawn's* objective approach may foster a more informed and realistic understanding among its readership, while *Jang's* critical stance could potentially contribute to a more negative perception of Khan's leadership. The distinct target audiences of *Dawn* and *Jang* newspapers, along with their editorial priorities, shape the breadth and depth of coverage. *Dawn*, catering to a more educated and urban demographic, prioritizes

detailed analyses, whereas *Jang* adopts a broader approach to reach a wider readership base, potentially influencing the prominence and tone of coverage. In conclusion, while both *Dawn* and *Jang* newspapers contribute to the discourse surrounding Imran Khan's leadership, their differing editorial biases and approaches result in varying degrees of coverage and perception. *Dawn's* objective analyses and strategic placement of editorials offer a comprehensive understanding of Khan's governance, whereas *Jang's* critical stance contributes to a more negative portrayal. Ultimately, the prominence and tone of coverage in each newspaper reflect their respective editorial philosophies and audience preferences.

Recommendations

Pakistani media, whether print as well as digital, always changes its policy and agenda along with the change in governance. As the governing body modifications, the evolution in its press policy and goals is visible. Occasionally Pakistani media demonstrates an excellent aspect of different lawmakers to the open to everyone, while other times the identical media shows the same individual in a very adverse light to viewers. A significant idea for new investigators is to examine thoroughly various political problems associated with them as well as indicate why the press discusses modifications in its tactics and goals due to alterations to the authorities. When certain leaders gain influence, the identical press keeps them entertained at their fingertips, but when the administration modifications, the similar media ignores the discussion as well. It is the forms of entertainment, both print and electronic, that make any leader develop to the highest as a result of their beneficial insurance, and because of the power source of the same media, numerous leaders have been perceived over. It is the media's primary obligation to bring facts and concerns to society at large with adequate proof and fairness. Newer researchers can work in this area of media. How does the print media cover any political party or political personality while they are in power with the military establishment? When there is a change in government, they are forbidden as political figures and cannot even be named, and the perception of media coverage completely alters.

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