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## US Mass Media and Image of Pakistan: An Analysis of *Newsweek* and *the Economist* after *Salala* Incident

### ABSTRACT

*The study examines the portrayal of Pakistan in the U.S mass media 'The Economist' and 'Newsweek' in the light of cultural difference theory. Pakistan has been an important ally of U.S in 'war on terror' after 9/11. NATO attack at Salala check post in which 28 Pakistani soldiers were killed became the core reason to strain this co-operation. As a result NATO supply was closed. The study analyses 27 articles from the 'Economist' and 5 articles from 'News Week' published during 1<sup>st</sup> Dec, 2011 to 30<sup>th</sup> April, 2012 to check Pakistan's image in the U.S media after Salala incident. Findings of the study suggest that both the magazines present Pakistan as foe and Pakistan received more unfavourable coverage in the Economist and News week. Moreover it is also found that the major reason of negative image of Pakistan is its 'Islamic character' which is mainly portrayed as threat to the interest of America.*

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## ■ Introduction

### ■ Pakistan-US Relations after 9/11

The 9/11 attacks on Washington and New York and subsequent war on terrorism has provided Pakistan with an opportunity to improve its relationship with the U.S. This relationship experienced great decline in the 1990's when the Cold War and Soviet occupation of Afghanistan came to an end. As U.S and Pakistan both were struggling against the occupation of USSR in Afghanistan just because of shared strategic interests. After 9/11 attacks General Musharraf presented his administration as an ally of America in war against terrorism. Bush administration also acknowledged him as a courageous and visionary leader. Due to this cooperation in counter terrorism campaign, Musharraf also succeeded in getting substantial economic and diplomatic support. Musharaf's decision to cooperate in war against terrorism doesn't show any structural change in policy of Pakistan. It was rather tactical, as if Pakistan would have rejected cooperation, it would have provoked wrath of America and in this way Pakistan's economic and strategic interest would be at risk (Hadar, 2002).

Pakistan has not only deployed its more than 70,000 soldiers at Afghan border but it also has launched many successful operations against foreign terrorists and flushed them out successfully. This current U.S Pakistan cooperation has resulted in potential for extremism in Pakistan because of Pakistan's weak institutional structure, under developed economical condition and poor system of education. The

current national conduct of America, the relation between Islam and West and the history of Pakistan's relation with the U.S has given rise to the concept 'Anti Americanism' in Pakistan. America's conduct, its self centeredness and the relation with Islam and west has made the scenario more complicated (Hussain, n.d.).

#### ■ Media; a Key Instrument of Social Control

Griffin (2006, p.377) describes that Hall believes that mass media has a guiding power. It is an important tool to shape the perception of the people around the globe regarding any issue. Media is also the important tool of social control. This is best described by the example of U.S media. The way U.S media was used to propagate information about weapons of mass destruction (WMD) in order to justify the invasion on Iraq in 2003. Powers (as cited in Baran and Davis, 2006) states that it proved to be false that Iraq possesses weapons of mass destruction.

Schroder and Vligenthart (2010) compare the newspaper coverage and framing of the issue of Iraq in Western countries such as the U.S, U.K, Germany and Netherlands. The results confirm that the factors which play important role in the way an issue is presented by media are national political context, the political inclination of newspaper and the nature and size of conflict.

(Griffin, 2006, p.372-377) states that Hall uses the term hegemony for culture role of media. On international scale, the word hegemony refers to influence of one nation over the other. Hall advocates that within the United States the vast majority of information is produced by corporations. This control of corporation on information sources prevents many

stories being told. Moreover he believes that media serves as an important tool of social control.

## ■ Frame

Brewer and Graf and Willant (2003) assert that it is not surprising that international political actors do substantial efforts to mould the media contents. Media can influence the attitude towards foreign nations or countries through framing process. Frames provide guidance to the people to form judgment about the world.

A frame according to Gamson (as cited in Brewer, Graf and Willnat, 2003, p. 495) is a 'story line or an organizing idea'.

Mc Combs, L.Lamas, Lopez-Escrobar & Rey (as cited in Baran and Davis, 2006, p.320) claim that the second level of agenda setting is framing.

Tankard (as cited in Griffin, 2006, p.401) defines that media frames are the main organizing idea used for news items that provide the context and suggest how the issue must be perceived through the process of exclusion, selection, elaboration and emphasis.

According to Griffin (2006), media transfers the important attributes connected to the issue or the object under discussion.

Entman (1993) points out that selection and salience are quite important in framing. Framing is actually to select the salient attributes and make them more important in the text to communicate. Frames are presented in a way that they define the problem, give interpretation, provide moral evaluations (casual agents and their effects) and suggest remedies, treatment or recommendation for the issue discussed. Framing has an important role in political communication. Frames

attract the attention and contain some of the aspects of reality while some of the aspects are obscured. As a result audience are led to different reactions.

Latham (2010) points out that Erving Goffman is known among the originators of framing concept.

Goffman (as cited in Khan, 2007) states that framing helps to provide information regarding social situation.

Baran and Davis (2006) assert that Goffman basically developed a frame analysis theory to describe the way we use expectations to understand everyday life situation. Frame analysis theory is according to Goffman's microscopic theories which mainly focus on the way an individual learn to understand their social world.

Tuchman (as cited in Scheufele, 1999, p.106) states that news frames play a vital role in the formation of everyday reality. Frames are the important part and features of news.

## ■ Rationale

Pakistan has extended its cooperation with the U.S in war against terrorism in number of many ways. It has granted its logistics facilities. Pakistan has even shared its intelligence in order to capture Al-Qaida terrorists. It has deployed more than 70,000 soldiers to provide support for capturing terrorists. Not only this, Pakistan has also made its two naval bases, three airport bases and its air space available for the military of U.S. This cooperation in War against terrorism has made Pakistan to face many challenges. Pakistan bore the loss of many innocent civilians death due to drone attacks. Many soldiers were martyred in this war against terrorism. Above all Pakistan faced domestic extremism. The problems for Pakistan didn't stop here, and the cooperation came under greater

strain and relationship between the U.S and Pakistan deteriorated when 26<sup>th</sup> Nov, 2011, NATO helicopters fired on Pakistani check post at Salala. As a result 28 soldiers including one Major and Captain have been martyred and many soldiers were injured.

Hassan (2012) says that Pakistani Army called this strike “unprovoked and indiscriminate”. As a result Pakistani govt. protested against the attack and stopped the supply for NATO soldiers in Afghanistan.

According to (Kazmi, 2012) the U.S said that attacks were not deliberate rather they were just an accident where as Pakistan claimed that these attacks were not an accident they were deliberate. Consequently Pakistan also curtailed meetings between Pakistani army officials and the U.S Govt. A stable relationship between the U.S and Pakistani is quite essential as Pakistani is important for the U.S to have peace agreement between America and Afghanistan Taliban. On the terrible incident related to Salala check post, Washington just expressed its regret but America has still not apologized Pakistan formerly. The current study is conducted to study the attitude of U.S media towards Pakistan after the grave incident of Salala attack. Media can play a vital role. It does not only provide information regarding various issues, it also stimulates the policy makers and high officials to take positive steps against any serious prevailing issue. So this study will try to analyze whether the US media’s attitude towards Pakistan is favorable or not. In spite of rendering great sacrifices for the U.S whether the U.S media consider Pakistan a friend a foe.

## ■ Objectives of Research

The introduction of modern technology and development in information communication has made the world a global village. Now people do not need to travel internationally, they can get information about various countries with the help of media. Media plays a vital role in developing a good image of a country or destroying it. Pakistan has supported the U.S at every step in war against terrorism. So considering this, it is very important to study the image of Pakistan in the U.S media after Salala incident in order to know whether the U.S media understands Pakistani point of view after this grave incident of NATO attacks. Keeping this in mind it is possible that Pakistan might be presented favorably by the U.S media. But as Pakistan has stopped NATO supply there are possibilities that Pakistan receive unfavorable coverage.

So the current study attempts to find out the following aspects

- The way in which the U.S media presents the image of Pakistan.
- Whether. Pakistan is presented in favourable, unfavourable or in neutral manner.
- Whether the U.S media considers Pakistan as friend or foe.
- The way in which the US media presents Pakistan due to its 'Islamic Character' or being an Islamic country.

#### ■ Delimitations

Due to time constraint, the research will analyze the image of Pakistan in the Newsweek and The Economist in the light of variable 'religion Islam' while applying 'cultural Difference theory.

#### ■ Literature Review

Scheufele (1999) describes that most of the research related to framing are mainly considered or characterized as empirically and theoretically indefinite or vague. According to the researcher the main reason behind this is the lack of a theoretical model which is commonly shared by the researcher for the research related to framing. The researcher tries to organize the fragmented approaches related to framing and combined them into a comprehensive model. The findings suggest that the four key processes such as frame building, frame setting, process of framing at individual level and a loop of feedback from audience to journalists must be addressed in future research related to framing.

Salim (2000) evaluates the U.S image in The Pakistan Times and Dawn. The findings of the study maintain that where there is mutual agreement between Pakistan and U.S in any issue the U.S image is framed positively.

Wanta, Golan and Lee (2003) examine whether the coverage of foreign nations have an agenda setting influence or not. The findings suggest that the more coverage to a nation in the newscasts is given, the more likely the research respondents think that the nation is vitally important to U.S. Moreover the more negative coverage given to the nation, the more likely the respondents think negatively about the nation. Moreover it is found that positive coverage of a nation doesn't influence the public perception.

Griffin (2004) discusses the nature of photo coverage of the War on terrorism by US news-magazine in Afghanistan and Iraq. The findings suggest that the photographs of the news magazines support the government's policy or stance regarding war and rarely give unique visual information.

Limin(2006) examines the coverage of 2003 Iraq War in the New York Times, The Times of London and The People's

Daily of China in the light of media conformity theory. Findings of the study suggest that the newspapers followed their respective foreign policy in covering or presenting Iraq War. Moreover the findings also suggest that the public opinion against govt. foreign policy could not make media conformity to government foreign policy less severe.

Shen and Edwards (2007) explain that the recent researches in the field of framing indicate that the impact of framing varies from person to person. The study examines the way in which individuals' personal values play a role to interact with news frames when they affect their opinion and cognitions. Findings of the study suggest that the news frame and values of individuals both have a significant impact on the thoughts, opinion and attitude of individuals.

Lipschultz (2007) explores the use of the term 'war on terror' by the administration of George W. Bush. The researcher also attempts to explore the framing of news stories related to terrorism and the socially constructed reality about war. The news transcripts from three TV networks ABC, CBS and NBC for the first three years after the 9/11 attacks were content analyzed. The findings of the study suggest that during the period of study most of the news coverage is related to terrorism and the phrase "war on terror" is used by Bush administration just to get public support in favour of the policies related to "war on terror".

Ali (2008) studies the coverage and image of Pakistan in U.S mass media. The researcher content analyzed 20 articles from Newsweek and Time magazine. The findings suggest that the proportion of positive coverage is greater than negative coverage. Moreover the issues related to Kashmir dispute, Kargil issue, nuclear proliferation and the political disputes in Pakistan are dealt critically by both the magazines.

Furthermore both the magazines appreciated the efforts of General Pervaiz Musharaf against Taliban.

Boydstein and Glazier (2009) describe that presidents have strong control over the way in which media frame the foreign policy issues and the way these issues are understood by the public. The researchers examine the conditions in which media follows or doesn't follow the foreign policy related to the issues regarding war on terror. Content analysis technique is employed to get data from New York Times articles and Wall Street Journal abstracts related to the War. Findings suggest that dominant media frames have become vulnerable to be examined or analyzed. As the president attempts to reframe the issues, simultaneously the media finds new ways of framing those issues.

Li (2010) investigates the way in which five television channels framed the incident of 9/11 during the first 24 hours. The Findings suggest that the frames were changing and they were not static. The frames changed with the change of events rapidly. Moreover the results also show that television mainly served to inform instead of providing guidance and comfort at the time of crisis.

Ibrahim (2010) investigates the shifting of debate on Muslims and Islam after the incident of 9/11 attacks. The study analyses the visual frames and verbal frames used to depict Islam with America and outside of it. The findings suggest that Islam is not given objective coverage, not just in America but also the world outside. The researcher also suggests that the reporters must adhere to transparency and objectivity in their discussion related to Islam and Muslims.

Jones, Sheets and Rowling (2011) explore the different kinds of framing used in U.S and foreign news coverage related to drone attacks in Pakistan, Afghanistan and elsewhere. The researcher content analyzed the three newspapers such as the

New York Times (United States), The Guardian (Britain) and Dawn (Pakistan) for the study. The findings suggest that U.S and foreign journalist differ in the way they frame drone strikes policy. American journalists are more likely found in framing drone attacks as the way to protect the national identity of Americans. Moreover in their news coverage American media avoid mentioning the casualties or deaths of civilians. American media mostly portray drone attacks as their legal right under international law. Whereas foreign media more regularly discuss deaths of civilians and the strikes of drones as illegal.

De Vreese (2012) examines the frames, frames building and effects of frames. The researcher reviews the studies mentioned in the special issue of the American Behavioral Scientist. The author analyzes the contents and specifically the concept of framing in political communication research. The researcher in this study suggests for the conceptual clarity regarding framing and also makes certain recommendations for framing research which are related to the types of frames that framing researcher must look at, these are advancement in the framing research design and the dynamics of framing effects.

Hanggli (2012) tries to find out the factors that affect the frames in news media. The researcher collects data from content analysis technique and finds that for the presence of frame, power is important.

## ■ Cultural Difference Theory

Ali and Khalid (2008) investigate the portrayal of 12 Muslims countries in Newsweek and Time magazines. The researcher used content analysis technique to collect the data. Findings of

the study suggest that Newsweek and Time magazine both portray all twelve Muslims countries in negative manner.

Khan (2008) analyses the editorial coverage of Pakistan in the U.S newspapers The New York Times, The Washington Post and The Wall Street Journal. The findings of the study do not support media conformity theory. Moreover the results supported Cultural Difference theory. The results indicate the hatred and biasness of American media towards Muslims world.

Khan and Irtaza (2009) study the image of Pakistan in the New York Times and the Washington Post after the incident 9/11by employing content analysis technique. The study is conducted in the light of media conformity theory and cultural difference theory. The finding of the research study suggests that Pakistan is strongly criticized by American newspapers in spite of its great support to America in the war of terror. Moreover the results show great support for culture difference theory instead of the theory of media conformity.

#### ■ Research Questions

- R.Q1: In what manner Pakistan is being framed in U.S media, as friend or as foe.
- R.Q2: What is the slant of coverage after Salala incident? Favourable or unfavourable.
- R.Q3: In what manner Islam and Muslims are portrayed in Western media “The Economist” and “Newsweek” and what is the contribution of religion in framing Pakistan as friend or foe.

#### *Hypotheses*

- H1: The unfavourable portrayal of Pakistan will be greater than favourable portrayal in The 'Economist' after Salala attack.
- H2: Pakistan will receive more neutral coverage in 'Newsweek' as compared to unfavourable coverage.
- H3: Pakistan will be framed more as foe in 'The Economist' as compared to the neutral frame.

## ■ Method

### *Research Design*

The study is conducted in the light of 'Cultural Difference Theory' to investigate the coverage of Pakistan, its image in the "Economist" and "Newsweek" after Salala incident from 1<sup>st</sup> Dec 2011 to 30<sup>th</sup> April, 2012, by using content analysis technique. The time period selected for the study is 5 months. The data of the study include all articles using the word 'Pakistan'. The articles are retrieved from Fair fax County Public Library. The data base provided 27 articles from the Economist and 5 articles from Newsweek. Each article is coded in terms of slant and frame.

### *Content Categories*

Boulding (as cited in Khan, 2008) explains that alliances, conflicts among countries, geographical position, country's domestic and international status and the economic condition of a country plays vital role in building the national image of a country. So the different aspects related to the image of Pakistan is categorizes into following categories.

1. War on terror
2. Religion
3. Domestic politics
4. International politics
5. Pakistan's friendship with China

6. Pakistan's conflict with India
7. Pakistan's nuclear programme
8. Pakistan's high officials and statements
9. Development
10. Others

In this particular study, frames are found in the article according to contextual point of view. The frames used in this study are Pakistan as a friend, foe or neutral to U.S. Moreover slant refers to the attitude of writers towards Pakistan. Slant is classified as favourable, unfavourable and neutral.

#### *Coding Unit*

In this particular study a paragraph is a coding unit for the identification of slant in the article where as the whole editorial serves as contextual unit for identification of frame. Sentences which indicated positive changes in Pakistan regarding, domestic, peace, development, domestic and international politics, nuclear programme, activities related to promotion of peace, development in war on terror, appreciation to Pak Army's efforts are coded as favourable. Whereas sentences which show Pakistan's involvement with terrorists, domestic chaos, political instability, criticism on Pakistan's nuclear programme, inflation, Pakistan's involvement in Kashmir's militancy, derogatory remarks for Pakistan are coded as unfavourable. The sentences which do not indicate favourable and unfavourable slant were coded as neutral. Moreover the articles in which Islam and Muslims are greatly criticized will be coded for analysis.

#### *Population*

Entire population of article published in 'Newsweek' and "The Economist" during 1<sup>st</sup> Dec 2011 - 30<sup>th</sup> April 2012 are the population of the study, where as a sample of articles which contain the word 'Pakistan' are drawn from the population for the

purpose of study. So for the selection of article, convenience sampling technique is employed.

■ Data Presentation and Analysis

Table-1: Distribution of slant in “The Economist”

Month	Favourable	Unfavourable	Neutral
Dec	0	16	26
Jan	5	16	15
Feb	3	43	91
Mar	0	5	4
April	1	14	29
Total	9	94	165
%	3.35	35.07	61.56

Table-1 shows that Pakistan received 3.35% favourable slant, 35.07 % unfavourable slant and 61.56% neutral slant in The Economist.

Table-2: Distribution of slant in “Newsweek”

Month	Favourable	Unfavourable	Neutral
Dec	3	0	2
Jan	0	0	0
Feb	0	7	10
Mar	0	11	4
April	0	5	14
Total	3	23	30
%	5.35	41.07	53.57

Table-2 shows that Pakistan received 5.35% favourable slant, 41.07 % unfavourable slant and 53.57% neutral slant in Newsweek.

Table-3: Distribution of framing in “The Economist”

Month	No of articles	No of articles against Islam	Friend	foe	Neutral
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Dec	4	0	0	2	2
Jan	3	2	0	1	2
Feb	12	11	0	4	8
Mar	2	0	0	2	0
April	6	4	0	2	4
Total	27	17	0	11	16
%	-	62.96	0	40.74	59.25

Table-3 indicates that The Economist published 27 articles related to Pakistan during the course of study. In 62.96% articles Islam is criticized by The Economist. The Economist didn't frame Pakistan as friend in its articles. Moreover 40.74% articles frame Pakistan as foe and in 59.25% articles Pakistan is framed in neutral manner.

Table: 4 Distribution of framing in “Newsweek”

Month	No of articles	No of articles against Islam	Friend	foe	Neutral
Dec	1	1	1	0	0
Jan	0	0	0	0	0
Feb	1	1	0	0	1
Mar	2	1	0	2	0
April	1	1	0	0	1
Total	5	4	1	2	2
%	-	80	20	40	40

Table-4 indicates that Newsweek published 5 articles related to Pakistan during the course of study. In 80% articles Islam is criticized by Newsweek. 20% articles frame Pakistan as friend. Moreover 40% articles frame Pakistan as foe and in 40% articles Pakistan is framed in neutral manner.

#### ■ Findings, Conclusion and Discussion

The research study is conducted to analyze the image of Pakistan in “The Economist” and Newsweek. Keeping in view the objectives of research, the researcher analyzed 32 articles\_27 in The Economist and 5 in Newsweek during 1<sup>st</sup> Dec 2011 – 30<sup>th</sup> April, 2012. Data for research include all articles using word Pakistan in them.

The research study is conducted in the light of cultural Difference theory. For the current study the researchers have selected religion Islam as a key variable from the construct culture.

R.Q:1 In what manner Pakistan is being framed in U.S media? As friend or as foe.

*Findings:* Both the magazines mainly present Pakistan as foe. But the attitude of the Economist is more hostile towards Pakistan as compared to Newsweek.

*Discussion:* The analysis of the Economist and Newsweek shows that “The Economist” has given more coverage to Pakistan in its articles as compared to Newsweek. There were 27 articles related “to Pakistan “in the Economist where as Newsweek published only 5 articles during the course of study. The obtained data reveals that the attitude of the Economist is more hostile towards Pakistan as it did not portray it as friend not even for a single time. The data shows that the numbers of neutral articles were greater than the articles presenting Pakistan as foe but if we look at the difference in values between the articles presenting Pakistan as neutral or as foe. It is found that there is no substantial difference between the two.

The obtained results help the researcher to assert that the Economist focused more on presenting Pakistan as foe. It criticized Pakistani’s Army and intelligence agencies badly in its articles. Their efforts in war in terror are neither appreciated not even discussed by the Economist.

The data obtained from Newsweek reveals that it has given Pakistan less coverage in its articles and it remains less hostile towards Pakistan as compared to the economist. Newsweek published one article which falls in friend category of framing. This article is related to Salala attack. This particular article raise a question from America that being a sophisticated nation how could they commit such a colossal blunder.

R.Q:2 What is the slant of coverage after Salala incident favourable or unfavourable?

*Findings:* Pakistan received more unfavourable coverage in both the magazines, The Economist and Newsweek.

The data received from Economist and Newsweek shows that the number of paragraphs in the Economist showing unfavourable slant are more than the paragraph showing favourable stance. This helps the researcher assert that the attitude of The Economist magazines towards Pakistan after Salala incident is not friendly rather its hostile. The articles written in the magazine used derogatory words for Pakistani military which is sacrificing their precious lives for American's cause "War on terror". Most of the articles clearly show American's suspect that Pakistan's Army is not trustworthy and they clearly alleged Pakistani Army for having relations with terrorist net works. The articles written in the Economist clearly portray America's proud expression that they have given billion of dollars to Pakistan's Army as aid.

The data received from Newsweek also shows the similar result. The number of paragraphs in Newsweek showing favourable coverage is less than the unfavourable coverage. Newsweek also shows Pakistan's links with the terrorists in its articles. Newsweek criticized Pakistan on the basis of Islam and blasphemy laws.

R.Q3: In what manner Islam and Muslims are portrayed in Western media "The Economist" and "Newsweek" And what is the contribution of religion in framing Pakistan as friend or foe.

*Findings:* Religion, Islam and Muslims are mainly portrayed in both magazines "The Economist" and "Newsweek" in unfavourable manner. Islam and Muslims are associated to oppression and militancy mainly.

*Discussion:* The data obtained from "The Economist and "Newsweek" reveals that most of articles selected for the study contain unfavourable coverage of Islam. Western media used negative frames for Muslims such as hard line Islamic Clerics,

ultra conservative, extremist Islamist fringe, jihadist, Mullah and xenophobic. Moreover Islam is basically mentioned as an oppressor of female gender, conservative religion, militant Islam, Islamophobia, radical Islam, xenophobia, and homophobia.

In most of the articles such unfavourable and derogatory words are used for Islam and Muslims are somehow associated to Pakistan because of its being an Islamic state. Pakistan is called a “Threatening country” and an Ally from Hell. It is also called as conservative Islamic world. These above mentioned derogatory and unfavourable remarks show that Western media assess Pakistan and portray its image mainly on the basis of Islam.

All such portrayals reflect the narrow thoughts of the west for universal religion Islam and the level of their judgment for a country on the basis of religion Islam. This discussion indicates that major reason of negative image of Pakistan is its Islamic character which is mainly portrayed as threat to the interest of US.

#### Hypothesis

H1: The unfavourable portrayal of Pakistan will be greater than favourable portrayal in The ‘Economist’ after Salala attack.

$\hat{P}_1$  = Proportion of Unfavorable portrayal Of Pakistan in the Economist.

$\hat{P}_2$  = Proportion of favorable portrayal Of Pakistan in the Economist.

#### Null and Alternative Hypothesis

$$H_o : \hat{P}_1 = \hat{P}_2$$

$$H_1 : \hat{P}_1 > \hat{P}_2$$

$$\alpha = 0.05$$

$$z = \frac{(\hat{P}_1 - \hat{P}_2) - (P_1 - P_2)}{\sqrt{\frac{\hat{P}_1 * Q_1}{n_1} + \frac{\hat{P}_2 * Q_2}{n_2}}}$$

	Unfavorable	Favorable
Sample Prop.	0.91	0.09
Sample Size	94	9

#### Calculations

z-score = 8.375

P-Value= 0

The obtained results supported the research hypothesis as the calculated P-value is less than 0.05. So in the light of above results, research hypothesis H1 is accepted and null hypothesis H0 is rejected.

The results show that the unfavourable portrayal of Pakistan in the Economist is more than favourable portrayal. The findings suggest that the Economist has not acknowledged the efforts of Pakistan in war against terrorism. Its attitude towards Pakistan remains hostile which is evident in the articles. It is also observed that the tone of The Economist was against Pakistan due to its being an Islamic state. Most of the articles of the Economist were critical towards Islam and Muslims.

H2: Pakistan will receive more neutral coverage in 'Newsweek' as compared to unfavourable coverage.

$\hat{P}_1$  = Proportion of Neutral Coverage in Newsweek.

$\hat{P}_2$  = Proportion of favorable Coverage in Newsweek.

Null and Alternative Hypothesis

$$H_o : \hat{P}_1 = \hat{P}_2$$

$$H_1 : \hat{P}_1 > \hat{P}_2$$

$$\alpha = 0.05$$

Test Statistic

$$z = \frac{(\hat{P}_1 - \hat{P}_2) - (P_1 - P_2)}{\sqrt{\frac{\hat{P}_1 * Q_1}{n_1} + \frac{\hat{P}_2 * Q_2}{n_2}}}$$

	Neutral	Unfavorable
Sample Prop.	0.57	0.43
Sample Size	30	23

#### Calculations

Calculations

$$z\text{-score} = -1.02034$$

$$P\text{-Value} = 0.0846215$$

The obtained result supported the null hypothesis as the calculated P-Value is greater than 0.05. So in the light of above results H0 is supported and research hypothesis H1 is rejected. The result show that “Newsweek” has given more unfavourable coverage to Pakistan as compared to the neutral coverage. The results show that in spite of Pakistan’s major efforts and cooperation in War on terror, U.S media remained critical of Pakistan. The U.S media clearly showed its suspicion and distrust in Pakistan in its articles by saying that Pakistan’s Army is not trustworthy. It has relations with Haqani network.

H3: Pakistan will be framed more as foe in ‘The Economist’ as compared to the neutral frame.

$\hat{P}_1$  = Proportion of Foe in Economist.

$\hat{P}_2$  = Proportion of neutral in Economist.

Null and Alternative Hypothesis

$$H_o : \hat{P}_1 = \hat{P}_2$$

$$H_1 : \hat{P}_1 > \hat{P}_2$$

$$\alpha = 0.05$$

Test Statistic

$$z = \frac{(\hat{P}_1 - \hat{P}_2) - (P_1 - P_2)}{\sqrt{\frac{\hat{P}_1 * Q_1}{n_1} + \frac{\hat{P}_2 * Q_2}{n_2}}}$$

	foe	Neutral
Sample		
Prop.	0.41	0.59
Sample Size	11	16

Calculations

$$z\text{-score} = -0.03439$$

$$P\text{-Value} = 0.824949$$

The obtained result supported the null hypothesis as the calculated P-Value is greater than 0.05. So in the light of above results H<sub>0</sub> is supported and research hypothesis H<sub>1</sub> is rejected. The result shows that Pakistan is framed in the Economist more as neutral than as foe. The results show that despite of Pakistan's sacrifices and selfless cooperation in war on terror, Western media does not present Pakistan as friend. Although the no of articles presenting Pakistan in Neutral manner are greater than the number of articles presenting Pakistan as foe. The data also reveals that The Economist has not published a single article presenting Pakistan as friend.

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