



Agenda-Building Function of Twitter: Exploring Rehashing of Political Tweets in News Channels of Pakistan

Headings

- [Introduction](#)
- [Literature Review](#)
- [Research Questions](#)
- [Method](#)
- [Results](#)
- [Discussion](#)
- [Findings](#)
- [Recommendations](#)
- [References](#)

Abstract: *Twitter has become a podium of political communication in the last decade. This study examines the intermedia agenda-setting effects between traditional mainstream media and Twitter on political tweets. For this study, the tweets of three prominent politicians of Pakistan and their intermedia agenda-setting effects on television channels PTV News, Geo News and ARY News were analyzed. Based on content analysis, the results of the study indicate that media usually give more coverage to political tweets more than tweets on any other issue. Twitter and TV news channels overlap agendas for the similarity of the topics. Tweets and news content showed that the Indian occupied Kashmir issue is a state foreign policy because PTV News broadcasted the opposition's tweets related to Kashmir only while ignoring their political tweets. The study suggested the mainstream news channels usually depend on Twitter for exclusive and policy news.*

Key Words: Twitter, Inter-Media Agenda Setting, News Media, Political Tweets, Exclusive

Introduction

In the last decade, the global media landscape has changed drastically, and with the rise of social media platforms, the patterns of news and communication have changed overwhelmingly. In this contemporary world, social media has become a powerful tool of communication. These new technologies are serving as media for social interaction. One of the most popular and influential social media platforms for political communication of contemporary times is Twitter ([Chadwick, 2013](#); [McDonald & Danino, 2015](#)).

Twitter is a social media blogging site, which means you use it by typing a short statement about your daily activities, what's going on in your country as well as the world and your opinions on something typical. Twitter is about sharing links, thoughts and opinions and discussing

*Assistant Professor, Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan.

†Assistant Professor, Department of Media Studies, Bahria University, Islamabad, Pakistan.

Email: farrukh1999@gmail.com

‡Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan.

current affairs ([Bruns, & Burgess, 2012](#)). Twitter has ascertained to be an influential instrument for the distribution of news stories, thoughts and explanations. A wide arrangement of gatherings, with political delegates, writers, showbiz superstars and pioneers of numerous associations, share their perspectives that contain 140 words messages which are known as tweets ([Alajmi, Alharbi, & Ghuloum, 2016](#); Kaplan & Haenlein, 2011; Hargittai and Litt, 2010; [Kwak, Lee, Park, and Moon, 2010](#)).

Twitter has a huge number of followers because they can follow any Twitter account without any restriction, without following the back option and without any permission. The shifting of traditional news processing into micro journalism has received much attention nowadays ([Holt, Shehata, Strömbäck, & Ljungberg, 2013](#)). Every media organization, either print or electronic, have started publication and broadcasting on social media websites and applications, preferably on Twitter ([Christensen, 2011](#)). The best of them is especial chunks, packages, beepers, live beepers, their crime shows gone viral on Twitter. This pattern became easier to filter news, retweet on their own accounts and create a debate about what media have published.

On May 02, 2011, Twitter marked a valuable social media site as a news provider for the TV news media in Pakistan after the first tweet of US operation against Osama Bin Laden (OBL) in Abbottabad on Twitter. The first official announcement that something big was taking place was made by White House Communication Director Dan Pfeiffer, who wrote the first tweet about the operation against Osama bin Laden and his death. Onward, Twitter has been marked as a news source for traditional news channels of Pakistan. Journalists consider this site as a new channel for information and knowledge collection. After that, many political parties and leaders created Twitter accounts. Many of them were unable to use Twitter, but they hired special staff to handle it. With the same race, media started following Twitter accounts and find the quickest way to get their news. Many bloggers, youngsters and political workers became social media activist and used Twitter to support their favorite political parties and leaders. As far as the emergence of Twitter into news-casting in America, Murthy utilizes the January 2009 accident of US Aviation routes Flight 1549 into the Hudson River as among the most punctual case of how resident news-casting and Twitter have changed news announcing. Now anybody with a cell phone can break a photograph, publish or post it into the Twitter feed, and mark it as an incident.

Literature Review

Many research studies have been found to examine the use of social media, especially Twitter and its relationship with Television news media. Many studies concentrate on investigating inter-media connections between TV news channels and Twitter. A collection of studies focus on Twitter's easiness for TV news channels. [Farhi \(2009\)](#), for example, expresses that for reporters and writers. Twitter is absolutely a real platform for actualities, news stories, sources and new thoughts. Many research studies have discovered that Twitter is a significant apparatus for reporters, bloggers, article writers and news editors, permitting everyone from the media industry to find news

and latest issues floating under the news radar ([Hedman and Djerf-Pierre., 2013](#); Hermida, 2010; Lasorsa et al., 2011; Murthy., 2011).

The Twitter account holder usually converses their vision thoughts while watching TV ([Wohn and Na, 2011](#)). Mainstream media and Twitter are dependent on each other on many issues, but the important point in his study is that Twitter raised many such issues which were ignored by traditional media; some of them are gender-related issues and environmental problems ([Rogstad, 2016](#)). As an audience, people have an equal chance to counter check how the statement of their leaders is portrayed in media, as both the traditional media and the public are following the Twitter account of the leaders. Twitter is providing news to the traditional media and the public at the same time. Twitter is known as a source for breaking News ([Ahmed & Skoric, 2014](#)). Many of the issues turned out to be famous on Twitter and became a media agenda later. Now it would be a trend to build an agenda by using social media, specifically Twitter ([Ahmed & Skoric, 2015](#)).

Cision (2011) said that journalists accept social media services as their profession to communicate with their sources, especially for getting political content and stories about politicians. Jesse Holcomb (2011) observed that televised media seems least interested in twitting on their own Twitter feeds than print media. The news agenda for disseminating the news on mainstream media and existence on Twitter was prominently comparable (Jesse Holcomb, 2011). JisunAn, MeeyoungCha, KrishnaGummadi, & JonCrowcroft, (2011) argued about the media landscape in twitter to check the association among different media and the variety of their content which directly associates with any social link.

MeeyoungCha (2011) argues that traditional media journalists are out of focus behind the screen, but here, they had a proper interaction with their audience to make their own presence. Another study to explore agenda setting level between media and public salience used variables from the first and second level of agenda-setting for mainstream print and electronic media to interpret dimensions of media salience (Chris J.Vargo., 2014). This study considers "Twitter" as a circuitous dimension of public salience. Twitter is known as a foundation of public opinion. Hunt and McHale (2007) argued that journalists from print media are apt to use Twitter in a different way than televised media, and they would persuade them differently by tweets.

Nuernbergk (2014) disclosed that twitter in news sections is mutually used for swapping with the audience and the news sources. These outlines of Twitter use an escort to the content which was already published, which lead to a vibrant space for follow-up content. [Kwak et al. \(2010\)](#) stated that first-class media like CNN, The New York Times were persuasive and dynamic twitter clients; they run their Twitter profiles in a beneficial manner.

Agenda Setting Theory of Mass Communication

Agenda setting theory describes controlling and manipulation of mass communication. The ability of media to tell the public that which issue is important and which is to think about. Agenda setting theory of communication can be traced back to 1922, when Lippmann, in his

book *Public Opinion*, argued that media is a key element to make the connection between events in the real world and Images on people's mind ([Lippmann, 1922](#)). Without using the name of agenda-setting, Lippmann has given about what we call agenda-setting today. The way by which the news is brought, the packaging where the news is displayed is a powerful tool of mass media to build public agenda ([McCombs and Shaw, 1972](#)). Frames are vibrant judgments that provide to arrange or build social suggestion. Casings impact the idea of the updates on the crowd; this type of plan setting determines what to consider, yet furthermore how to judge it. Further, McCombs and Shaw researched during Presidential elections in 1968 and 1972 with respect to what voters told about important issues and the real substance of the media's message ([McCombs and Shaw, 1993](#)).

Inter-Media Agenda Setting

The term inter-media agenda setting elaborates the power of mass media to affect each other's agendas (Golan, 2006). This term actually seeks the reciprocal influence of agendas between the media. Social media services such as Twitter and Facebook have revived the question of "Who sets the media's agenda?" This question gained attention in the 1980s as scholars began exploring the various factors that shape the agenda presented by news media ([McCombs., 2014](#)). It has re-emerged as journalists increasingly embrace and adopt social media services as part of their professional toolkit to connect and communicate with readers and potential sources.

In a British report, about 50 percent of the writers said they utilized Twitter to source stories (Cision, 2011). This examination draws in with a developing field of research identified with writers' appropriation and utilization of online networking and how this affects their sourcing practice. In particular, this examination analyzes political writers' and analysts' online life utilization and how political sources' tweets impact political news motivation. The assessment is grounded in the hypothetical system of plan assembling and between media motivation set.

The agenda-setting theory is an appropriate theoretical framework as agenda setting investigates the transfer of salience from media to an individual, whereas intermedia agenda-setting looks at the transfer of salience between different media outlets. As this study is investigating the transfer of content from social to traditional media, agenda-setting is very appropriate for the study.

The objective of the study is to investigate the intermedia agenda-setting patterns between social and traditional media on political tweets in Pakistan.

Research Questions

This study investigates the following research questions:

- RQ1:** How frequently the TV news channels are picking up the tweets for their news bulletin from politician's Twitter accounts?
- RQ2:** How do Twitter and mainstream media agendas relate to each other?

Method

Maximum numbers of the prevailing studies have been conducted using quantitative research techniques and applying content analysis and survey research designs. The rehashing of the tweets in traditional media has been examined through a method of content analysis of tweets of selected politicians from three of Pakistan's leading political parties. To check the rehashing of tweets in mainstream media, three news channels with their primetime bulletin were selected. Twitter profiles and news content were selected for the period of two months, from the 10th of July 2019 to the 10th of August 2019. In this study, the term agenda regarding twitter is defined as the compilation and selection of news content in the shape of tweets that received great attention during the selected time frame. While the agenda of mainstream media meant that framing and placement of that news based tweets in primetime news bulletin either in news mode or through the tickers during the whole bulletin.

Agendas from both Twitter and TV have been compared through the classification of the news topics which are more discussed or highlighted in both media. Categories of the main news stories have been identified on both media. The placement of the tweets in the news bulletin is further distributed into two categories, either portrayed in news format or only run through tickers. Three national broadcast news channels PTV NEWS, GEO NEWS and ARY NEWS, have been included as a sample having larger viewership in Pakistan. One of them is PTV which is a state news channel, and two others are private media channels with larger viewership and great popularity among viewers in Pakistan.

For this study, the Twitter accounts of the three main political leaders of Pakistan were selected; PTI Chairman and Prime Minister of Pakistan Imran Khan, Chairman Pakistan People Party Bilawal Bhutto and Opposition leader and President PML (N) Mian Muhammad Shahbaz Sharif.

The research is based on the study conducted by Ingrid Rogstad titled "Is Twitter just rehashing? Inter-media agenda setting between Twitter and mainstream media" to observe inter-media agenda setting between mainstream media and Twitter ([Rogstad, I., 2016](#)). This study tried to find that is twitter rehashing tweets on mainstream media by exploring the inter-media agenda of both media by conducting a study in Norway. To measure the relationship between Twitter and mainstream media, the study investigated by using content analysis by collecting data from a company named Ultra Knowledge. This research tends to examine the relationship between both media on a complete and qualitative level, which are based on manual coding. For this purpose, the researcher had chosen the extensively disseminated tweets, which were retweeted more than three times and selected 1500 tweets set in research data. The researcher compared the content and issues between Twitter and the mainstream media. This study found that the tweets which were retweeted more than three times grabbed the attention of their subscribers and had relevance with the news stories of the mainstream media. The researcher picked up the tweets directly related to the news content. Further, the study explained news where tweets concerned current affairs, politics, media news content which directly focus on politics or current

affairs and news material which create political discussion.

Results

Table 1 shows the basic profile of three politicians on Twitter to identify the interest in using Twitter and to analyze the number of followers of each politician. It can be observed that Imran Khan, the Prime Minister of Pakistan, has been found as the most popular on Twitter as compared to other politicians, by having the highest number of followers on Twitter (10.8 Million), while Shahbaz Sharif as second highest (4.7 Million) and Bilawal Bhutto as the lowest (3.7 Million) followers.

Table 1. Basic Profile of Imran Khan, Shahbaz Sharif and Bilawal Bhutto on Twitter

Politician	Tweets	Retweets	Followers	Following
Imran Khan	41	00	10.8 Million	18
Shahbaz Sharif	48	06	4.7 Million	93
Bilawal Bhutto	49	329	3.7 Million	1937

Table 2 shows the basic profile of sample TV news channels on Twitter to identify the interest in using Twitter and to analyze their followers. It can be observed that ARY News has been found as the most popular among Twitter users as it has been found as having the most number of followers as compared to other sample news channels.

Table 2. Basic profiles of PTV News, GEO News and ARY News on Twitter

News Channel	Tweets	Followers	Following
PTV News	131K	749.5K	39
GEO News	2.9Million	1.7Million	08
ARY News	145.8K	2.2Million	36

Classification of the Tweets Topics of Politicians

Table 3 shows the categorization of the tweets from politicians' accounts. The researcher has collected 41 tweets from Imran Khan's profile, 48 tweets from Shahbaz Sharif's accounts and 49 tweets from Bilawal Bhutto's account. Indian Occupied Kashmir has been shown as a priority of these leaders with 23.3% of their all tweets. Shahbaz Sharif and Bilawal Bhutto, as opposition leaders, tweeted more about their own political parties and against the government.

Table 3. Classification of the Tweets Topics of Politicians

Tweet's topics	Frequency (Percentage)			Total
	Imran Khan	Shahbaz Sharif	Bilawal Bhutto	
Occupied Kashmir	15(36.6)	14(29.2)	3(5.9)	32(23.2)
For own political party	6(14.6)	5(10.4)	13(25.5)	24(17.4)

Tweet's topics	Frequency (Percentage)			Total
	Imran Khan	Shahbaz Sharif	Bilawal Bhutto	
USA	5(12.2)	0	0	5(3.6)
Public Interest	5(12.2)	0	0	5(3.6)
Corruption	3(7.3)	0	0	3(2.2)
Cricket	3(7.3)	4(8.3)	0	7(5.1)
Foreign Affairs	2(4.9)	0	0	2(1.4)
British PM	1(2.4)	1(2.1)	1	3(2.2)
Terrorism	1(2.4)	0	1	2(1.4)
Against Government	0	14(29.2)	13(25.5)	27(19.6)
Death Condolence	0	3(6.3)	0	3(2.2)
Afghan President	0	1(2.1)	0	1(.7)
Horse Trading	0	1(2.1)	0	1(.7)
Media Freedom	0	2(4.2)	0	2(1.4)
Daily Mail newspaper	0	2(4.2)	0	2(1.4)
Free Fall Dollar	0	1(2.1)	0	1(.7)
For Asif Ali Zardari	0	0	8(15.7)	8(5.8)
Health	0	0	2(3.9)	2(1.4)
PML(N)	0	0	2(3.9)	2(1.4)
Sindh Government	0	0	2(3.9)	2(1.4)
For Benazir Bhutto	0	0	1(2.0)	1(.7)
Encroachment	0	0	1(2.0)	1(.7)
Zulfiqar Ali Bhutto	0	0	1(2.0)	1(.7)
Mohammed Morsi	0	0	1(2.0)	1(.7)
Total	41	48	49	138

Mian Shahbaz Sharif has been found active on his Twitter account, and his 48 tweets have been monitored during the selected time period. The priority of most of the tweets was found on Indian occupied Kashmir with 14 tweets. As opposition leader in the Parliament of Pakistan, 14 tweets were analyzed in which he criticized the government and its policies. Bilawal Bhutto's Twitter account has been found of his own political party Twitter accounts with 329 retweets and 49 tweets. This study only considered his own tweets. His most attended topic has been found as tweets against the Prime Minister of Pakistan and the government with 13 tweets, while a total of 13 tweets were done for the promotion of his own political party.

Rehashing of Tweets in News Channels

Count of the tweets in mainstream television news channels prime time bulletins showed the dependency of the news channels on Twitter for news content. Table 4.4 showed that PTV portrayed 40 tweets and provided full coverage to Prime Minister Imran Khan. Geo rehashed his 29 tweets which are 27.9%, and ARY showed his 35 tweets in the primetime bulletin, which

marked 33.7%. PTV rehashed very less with only 5 tweets of Shahbaz Sharif, which is 10.9%. Geo News provided coverage to Shahbaz Sharif for 23 tweets and ARY for 18 tweets in the primetime bulletin, which are respectively 50% and 39.1% of his total tweets.

Table 4. Rehashing of Tweets in News Channels - Cross Tabulation

	Rehashing Frequency (Percentage)			Total	Chi-square
	PTV News	Geo News	ARY News		
Imran Khan	40(38.5)	29(27.9)	35(33.7)	104	
Politicians Shahbaz Sharif	5(10.9)	23(50.0)	18(39.1)	46	25.620
Bilawal Bhutto	3(6.7)	25(55.6)	17(37.8)	45	P=0.00
Total	48	77	70	195	

PTV News only portrayed 6.7% of tweets of Bilawal Bhutto; GEO News provided more coverage with 55.6% of his tweets. ARY News treated 17 of his tweets which are 37.8% of his all tweets. The value of the Chi-Square test of rehashing selected tweets in mainstream news media showed that there is a significant association between the rehashing of tweets of sample politicians in TV news channels. The media channels rehashed most of the tweets of Imran Khan as compared to other politicians. PTV News being the state-owned channels, rehashed most of the tweets of the Prime Minister while ignored the tweets of the opposition leaders in the parliament, as depicted in Table 4.

Overall Rehashing of Tweets in News Format

Table 5 showed the overall rehashed topics of sample politicians in news channels. The results showed that the Kashmir issue from three politicians remained top with 47 tweets. It is also evident that news media provided full coverage to Kashmir topic from Twitter with 31.1% of all tweets. It is pertinent to mention here that tweets for the promotion of political parties by political leaders were also given much importance and were subsequently rehashed (13.9% of all tweets) by the news channels as portrayed in Table 5.

Table 5. Overall Rehashing of Tweets in News Format

News Topics	Channel			Total
	PTV	GEO	ARY	
Kashmir	18	14	15	47(31.1)
for own political party	4	8	9	21(13.9)
USA	4	3	4	11(7.3)
Public interest	4	2	3	9(6.0)
Corruption	3	2	2	7(4.6)
Cricket	3	4	2	9(6.0)
foreign affairs	1	1	1	3(2.0)

News Topics	Channel			Total
	PTV	GEO	ARY	
British PM	1	3	2	6(4.0)
Terrorism	1	1	1	3(2.0)
against government	0	8	4	12(7.9)
Horse trading	0	1	1	2(1.3)
media freedom	0	2	1	3(2.0)
daily mail newspaper	0	2	2	4(2.6)
free fall dollar	0	1	1	2(1.3)
for Asif Zardari	0	3	2	5(3.3)
Health	0	1	1	2(1.3)
Sindh government	0	1	0	1(.7)
PML(N)	0	1	0	1(.7)
Encroachment	0	1	1	2(1.3)
Benazir Bhutto	0	1	0	1(.7)
	39	60	52	151

RQ1: How frequently the TV news channels are picking up the tweets for their news bulletin from politician's Twitter accounts?

Answering RQ1: The portrayal of tweets in news format shows that tweets have been properly treated. Imran Khan has been found the most popular and priority of the news channels. As a Prime Minister of Pakistan, most of his tweets have been portrayed in the sample news channels. Most of his tweets (39.5%) were taken up by the PTV News, 33.7% of tweets have been gathered and rehashed by ARY News, and 26.7% of his tweets have been portrayed by the Geo News. Shahbaz Sharif and Bilawal Bhutto, as per leaders of opposition parties, had less coverage on PTV with only 8.8% and 6.5%, respectively. PTV portrayed the tweets of Shahbaz Sharif and Bilawal Bhutto about the Kashmir issue. Geo provided 52.9% coverage to Shahbaz Sharif and 61.3% to Bilawal Bhutto. ARY News framed 38.2% of tweets of Shahbaz Sharif in news chunks, while ARY News portrayed 32.3% tweets of Peoples Party chairman Bilawal Bhutto. Most of the tweets of Bilawal Bhutto framed by Geo News were against the government and NAB.

Coverage of Tweets in News Format

The level of significance showed that news media, especially PTV, provided more coverage to the government than politicians from opposition parties. According to the frequency percentage, Geo News provided more coverage to political tweets with 39.7% and ARY news with 34.4%. News channels have been observed as providing more coverage to the government with 57% as compared to opposition parties with 43%.

Table 6. Coverage of tweets in News Format

	News Frequency (Percentage)			Total	Chi-square
	PTV News	Geo News	ARY News		
Imran Khan	34(39.5)	23(26.7)	29(33.7)	86 (57.0)	
Politicians Shahbaz Sharif	03(8.8)	18(52.9)	13(38.2)	34 (22.5)	23.536
Bilawal Bhutto	02(6.5)	19(61.3)	10(32.3)	31 (20.5)	P=0.00
Total	39(25.8)	60(39.7)	52(34.4)	151 (100)	

Inter-Media Agenda Setting by Topic Relevance

Common topics among sample politicians’ tweets and news channels bulletin are marked as the similarity of the inter-media agenda-setting in Table 7.

Table 7. Inter-Media Agenda Setting by Topic Relevance Between Twitter and News Media

Top 10 news channels topics	Frequency (%)	Top 10 twitter topics	Frequency (%)
India occupied Kashmir	179 (97.81)	Kashmir	32 (22.85)
About PM and PTI	163 (89.07)	about PTI and PM	33 (23.57)
About PML(N) and PPP	148 (80.87)	About PML(N) and PPP	21 (15)
Weather	145 (79.23)	NAB/corruption/AZ	8 (5.71)
Courts	138 (75.40)	Cricket	7 (3.82)
Entertainment	129 (70.49)	Foreign Affairs	6 (4.28)
Foreign affairs	123 (67.21)	Health	2 (1.42)
Cricket	95 (51.91)	Terrorism	2 (1.42)
NAB/corruption/AZ	84 (45.9)	Horse Trading	2 (1.42)
Crime	83 (45.35)	Media freedom	2 (1.42)

RQ2: How do Twitter and mainstream media agendas relate to each other?

The study analyzed two months news bulletin of three news channels which are 183 in total; 61 bulletins have been monitored for each sample channel. A collection of total tweets written by three politicians Imran Khan, Shahbaz Sharif and Bilawal Bhutto, have been followed in the sample news channels, which were 138 in total. The top six topics from both media are depicting the inter-media agenda between Twitter and TV news channels. During the selected time frame, the Indian occupied Kashmir issue remained a top priority of both media. Three channels portrayed 97.81% of coverage of the Kashmir issue. On Twitter, accounts of politicians, Kashmir issue also remained at the top with 22.85%. Other same topics are News about PTI, government with 89.07% and 23.57%, about PML (N) and PTI 80.87% and 15%, foreign affairs with 67.21% and 4.28%, cricket with 51.91% and 3.82%, NAB/Corruption and Asif Ali Zardari 45.9% and 5.71% respectively. Crime, Entertainment, Court News, and Weather news have been ignored by the politicians on their Twitter account.

Discussion

This study has been designed to investigate the intermedia agenda-setting effects between social media and traditional media on political tweets. The finding of the study suggested that traditional media heavily dependent on political tweets shared by prominent politicians. Furthermore, political actors and their tweets are major sources of political agenda building and heavily influence the coverage of traditional broadcast media in Pakistan. Twitter is broadly referred to for the news media content as this study has found the similarity of the tweets topics with news media content. The results of this study support the study which proved that after the empirical comparison of the topics of Twitter with the traditional news channels, Twitter could be essentially viewed as a quicker news source ([Zhao, W. X., Jiang, J., Weng, J., He, J., Lim, E. P., Yan, H., & Li, X. 2011](#)).

The results of this study also matched with [Engesser, S., & Humprecht, E. \(2015\)](#), who stated that, generally, news media use Twitter widely; however, they barely practices its connective and mechanical highlights. It becomes obvious that the two sorts of Twitter utilization commonly bar one another. Mainstream elite media use Twitter all the more as often as possible and more frequently. This study also supports that the dissemination of news content through social media communication has become typical practice. Twitter is more compelling than any other social media application. While the results show an inter-media dependency between news media and Twitter ([Ju, A., Jeong, S. H., & Chyi, H. I. 2014](#)).

Findings

This research study has been conducted to explore the rehashing of tweets in mainstream news channels of Pakistan. After conducting quantitative research through content analysis, the findings of the study are mentioned below:

- Twitter and TV news media overlap for their agendas according to the similarity of the topics like Indian occupied Kashmir, government activities and tweets for political parties, USA, corruption and money laundering, cricket and foreign affairs.
- TV news media seeks political tweets more than any other issue.
- News channels showed a majority of tweets of Imran Khan's, which indicates that media provides more coverage to the government than opposition.
- Tweets and news content showed that the Indian occupied Kashmir issue is a state foreign policy because PTV News broadcasted the opposition's tweets related to Kashmir only.

This finding of this study suggests that politician are major sources of political news, and they are heavily relying on social media, particularly Twitter, to disseminate their agendas and policies. Political actors share exclusive news and policy agenda through social media, so traditional media heavily follows the coverage of Twitter in the political domain.

Recommendations

The researchers tried to conclude as much as the methodology is concerned, but during the research work, some gaps in the study have been found. Media also focuses on tweets by the foreign ministry, Inter-Services Public Relation (ISPR) and spokespersons of political parties. This is really important to conduct a survey from the news room of different channels that how they use Twitter to shape news media content. In future, the researchers should conduct research by asking reporters how they use Twitter to collect information for their news stories.

In future studies, scholars should also study the intermedia agenda-setting effects between Twitter and the newspaper.

References

- Ahmed, S., & Skoric, M. M. (2014). My name is Khan: the use of Twitter in the campaign for 2013 Pakistan General Election. In *2014 47th Hawaii International Conference on System Sciences* (pp. 2242-2251). IEEE.
- Ahn, H., & Park, J. H. (2015). The structural effects of sharing function on Twitter networks: Focusing on the retweet function. *Journal of Information Science*, 41(3), 354-365.
- Akin, J. (2005). Mass Media. February 9, 2017, [beyondintractability.org](http://www.beyondintractability.org/): <http://www.beyondintractability.org/essay/mass-communication>
- Alajmi, M. A., Alharbi, A. H., & Ghuloum, H. F. (2016). Predicting the Use of Twitter in Developing Countries: Integrating Innovation Attributes, Uses and Gratifications, and Trust Approaches. *Informing Science*, 19.
- Ali, A. (2017). Impact of Raymond Davis Case, Abbottabad Operation & Salala Incident of Pak-US Relations (Editorial Treatment of daily Dawn & the News) (*Doctoral dissertation*).
- Anders Olof Larsson, H. M. (2011). Studying political microblogging: Twitter users in the 2010 Swedish election campaign. *SAGE Journals*
- ARY, N. (n.d.). <https://twitter.com/ARYNEWSOFFICIAL>
- Asur, S. (2011). Influence and Passivity in Social Media. *SSRN Electronic Journal*.
- Axel Bruns, B. A. (2011). The Use of Twitter Hashtags in the Formation of Ad Hoc Publics. *ARC Centre of Excellence for Creative Industries and Innovation*
- Bethany, A. C. S. C. (2017). Reassessing Twitter's AgendaBuilding Power: An Analysis of Intermedia Agenda-Setting Effects During the 2016 Presidential Primary Season. *SAGE*.
- Brems, C., Temmerman, M., Graham, T., & Broersma, M. (2017). Personal Branding on Twitter: How employed and freelance journalists stage themselves on social media. *Digital Journalism*, 5(4), 443-459
- Bruns, A. (2011). The use of Twitter hashtags in the formation of ad hoc publics: https://www.researchgate.net/publication/279343210_The_Use_of_Twitter.
- Bruns, A., & Burgess, J. (2012). Researching news discussion on Twitter: New methodologies. *Journalism Studies*, 13(5-6), 801-814
- Chadwick, G. (2013). A systems view of planning: towards a theory of the urban and regional planning process. *Elsevier*.
- Christensen, C. (2011). Twitter revolutions? Addressing social media and dissent. *The Communication Review*, 14(3), 155-157
- Clement, J. (2019). Statista: <https://www.statista.com/statistics/242606/number-of-active-twitter-users-in-selected-countries>.
- Engesser, S., & Humprecht, E. (2015). Frequency or skillfulness: How professional news media use Twitter in five Western countries. *Journalism studies*, 16(4), 513-529.
- Farhi, P. (June 1, 2009). The Twitter explosion. *American Journalism Review*
- GEO, N. A. (n.d.). <https://urdu.geo.tv/shows/geo-headlines>
- Happer, C. (2013). The Role of the Media in the Construction of Public Belief and Social Change. *Journal of Social and Political Psychology*, 331-336

- Hedman, U. (2013, March). The social journalist: Embracing the social media life or creating a new digital divide? *ResearchGate*.
- Holt, K., Shehata, A., Strömbäck, J., & Ljungberg, E. (2013). Age and the effects of news media attention and social media use on political interest and participation: Do social media function as leveller? *European journal of communication*, 28(1), 19-34.
- Ju, A., Jeong, S. H., & Chyi, H. I. (2014). Will social media save newspapers? Examining the effectiveness of Facebook and Twitter as news platforms. *Journalism Practice*, 8(1), 1-17
- Khan, I. (n.d.). <https://twitter.com/ImranKhanPTI>
- Kwak, H., Lee, C., Park, H., & Moon, S. (2010, April). What is Twitter, a social network or a news media? In *Proceedings of the 19th international conference on World wide web* (pp. 591-600).
- Lippmann, W. (1922). *Public Opinion*. New York: *Macmillan*.
- McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of the mass media. *Public Opinion Quarterly*.
- McCombs, M. E., & Shaw, D. L. (1993). "Evolution of Agenda Setting Research: Twenty- Five Years in Marketplace of Ideas." *Journal of Communication* 43(2), pp. 58-67.
- McDonald, R., & Danino, N. (2015). Social media in education and the community. In *Creative Education, Teaching and Learning* (pp. 61-72). *Palgrave Macmillan, London*.
- McQuail, D., & Windahl, S. (2015). *Communication models for the study of mass communications*. *Routledge*.
- Moon, S. J., & Hadley, P. (2014). Routinizing a new technology in the newsroom: Twitter as a news source in mainstream media. *Journal of Broadcasting & Electronic Media*, 58(2), 289-305.
- Neuberger, C., & Nuernbergk, C. (2014). The Use of Twitter by Professional Journalists Results of a Newsroom Survey in Germany. *ResearchGate*.
- News, G. (n.d.). Geo News: <https://www.geo.tv/latest/131187-Over-44-million-social-media-accounts-in-Pakistan>.
- Pande, S. (2011). Pakistan after Abbotabad. *Indian Foreign Affairs Journal*, 6(2), 165.
- Parmelee, J. H. (2013). The agenda-building function of political tweets. *SAGE* , 18.
- Rogstad, I. (2016). Is Twitter just rehashing? Intermedia agenda setting between Twitter and mainstream media. *Journal of Information Technology & Politics*, 13(2), 142-158.
- Sharif, S. (n.d.). <https://twitter.com/CMShehbaz>.
- Shaw, M. A. (n.d.). University of twente. october 1, 2016, www.utwente.nl:https://www.utwente.nl/cw/theorieenoverzicht/Theory%20clusters/Mass%20Media/Agenda-Setting_Theory/
- Strömbäck, J., & Shehata, A. (2010). Media malaise or a virtuous circle? Exploring the causal relationships between news media exposure, political news attention and political interest. *European Journal of Political Research*, 49(5), 575-597.
- Strömbäck, J., Djerf-Pierre, M., & Shehata, A. (2013). The dynamics of political interest and news media consumption: A longitudinal perspective. *International journal of public opinion research*, 25(4), 414-435.

- Upadhyay, A. (2019). Decimating Democracy in 140 Characters or Less: Pakistan Army's Subjugation of State Institutions through Twitter. *Strategic Analysis*, 43(2), 101-113.
- Wohn, D. Y. (March 2011). Tweeting about TV: Sharing television viewing experiences via social media message streams. *ResearchGate*.
- Zhao, W. X., Jiang, J., Weng, J., He, J., Lim, E. P., Yan, H., & Li, X. (2011, April). Comparing twitter and traditional media using topic models. In *European conference on information retrieval* (pp. 338-349). Springer, Berlin, Heidelberg.