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## Thematic Analysis of the Editorials of Pakistani Print Media during the General Election, 2018

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**Abstract:** *Print media has been a major source of information for people across the globe. It has played a vital role in every field of life by highlighting issues and promoting positive images. Likewise, its role in the elections cannot be ignored. The current study investigates the topic of discussion in the editorials. Public issues were discussed, the frequency of supported political parties and the differences in the editorials among the newspapers during the general election 2018. The data analysis revealed marginalized importance of public issues for the editorial writers. The analysis also indicated a strong heedlessness towards public issues and welfare. Thus, it is concluded that both priming and framing of international issues are overemphasizes the financial situation. The editorials have been found focused on Pakistan Tehreek-Insaf and Pakistan Muslim League (N) while, public issues such as poverty, child labour, education, and others remained highly underrepresented*

**Key Words:** Media Framing; Political Communication, Election Campaigns, Print Media, Newspapers

### Introduction

Media is accountable for Data, Schooling, diversion, promotion, and connection of parts of society. The media has an impact on society from a variety of angles. For the majority, the media causes them to get data about a ton of things and shape conclusions and make decisions concerning different issues! The media keeps individuals informed and educated about what's going on in their community and the world. Everybody can draw something from it. We have

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put our trust in the media as a capacity to give us news, entertainment, and guidance. In any case, the effect of complete interchanges on our youngsters, youths, and society is enormous to the point that we should know how it genuinely works. Media assume a considerable function in forming political suppositions and gathering citizens' selections as individuals find out about governmental issues through media ([Berinsky & Kinder, 2006](#)). [Wolton, \(2019\)](#) declared that the news media might become predisposition electors and subsequently inclination the strategy choices. The news media is one-sided at whatever point. It presents incorrect or distorted realities and casing issues to help a specific perspective ([Wolton, 2019](#)). As of late, more understudies of governmental issues have gone to the investigation of news, persuaded that the media are an inexorably significant and self-ruling power in legislative matters, free of ideological groups. Such researchers are also intrigued that gatherings, government officials, and weight bunches create modern techniques in regards to the media and give expanding assets to them. News establishments have, for quite some time, been firmly associated with legislative issues. In 19<sup>th</sup> century states with delegated political frameworks, Typically, political parties were in control of the media. A paper either straightforwardly filled in as the voice of a gathering or depended on monetary endurance on the lawful promoting and government printing agreements of the neighborhood, state, and governments when the correct party took power ([Schudson, 2002](#)).

In this regard, Media assume a massive function in affecting political assessments during decisions as free and autonomous media have consistently been perceived as establishing the majority rules system. A few media specialists have researched the impact of media on political assessments. Some researchers guarantee that broad communications supports are persuasive as citizens are bound to help the suggested applicant. Presentation to outrageous media produces political information and viability yet diminishes government trust ([Ceron & Memoli, 2015](#)). Investigating the inclusion examples of PTI considering plan setting, outlining, and preparing speculations in two driving English dailies: Dawn and The News; found that day by day, Dawn stayed objective more often than not while the methodology of The News remained one-sided ([Ceron & Memoli, 2015](#)). Introduction to a day-by-day paper seems to impact casting ballot conduct ([Gerber et al., 2009](#)). Media can influence electors' political convictions by stressing specific issues ([van Praag & van der Eijk, 1998](#)). As more news sources receive a narrowcasting procedure, the quantity of examples where electors are probably going to hold solid earlier convictions concerning source philosophical direction is probably going to build ([Druckman & Parkin, 2005](#)). Political correspondence uses media to impact how the public vote and how political choices are made ([Wettstein & Wirth, 2017](#)). Suppositions, mentalities, and even conduct are no longer acceptable to be invulnerable to media impacts ([Schmitt-Beck, 2003](#)). Connections between political and political practices are attached to explicit settings and settings (Craig, 2004).

## Literature Review

### Importance of News Media

News media is the change producer of the psyche of society and the world. News media is a

colossal wellspring of data for people just as a society. In a related society, media are the shared stories balanced over the assorted associations accessible to its members. Each very much associated society shares a respectable assortment of strings and will use an extent of different media sorts available to them to exchange news, set up and keep up affiliations, and set up history ([Iyengar & Hahn, 2009](#)). Utilizing news media, individuals' perspectives and propensities can be changed. All of us have stirred up or, then again, wrong thoughts regarding diverse illnesses like HIV/AIDS. Large numbers of us believe that by contacting individuals experiencing these illnesses, we would be contaminated. Editorial force is perhaps the best and most inventive force for achieving important change. [C. E. Carroll & McCombs \(2003\)](#) depicted the force of the news media as to set a country's plan, to cause notice center around a couple of key public issues through colossal and very much archived impact. He additionally referenced that plan setting is "In addition to the fact that people acquire authentic data about open issues from the news media, perusers and watchers likewise figure out how much significance to join to a point based on the accentuation put on it in the news". [C. E. Carroll & McCombs \(2003\)](#) stated that this plan set gives the space to consider the big picture and accents the need for information and data which drives the psyche of individuals. Then again, if news media sets the wrong plan, it additionally makes the wrong impact on the wrong plan. Therefore, individuals isolated themselves from the news and demonstrated disdain for other people. One of the obligations of reporting is to incorporate multifaceted nature, denying the disavowal of reality in the attestation that "there isn't anything to comprehend" under the guise that fear-based oppressors are "brutes, full stop."

According to [Shu et al. \(2017\)](#), The information media serves as a gatekeeper between the general public and the rest of the world. The main aim is to maintain public trust in explicit news media because those who do will be set up to wait for their most recent variant. Indeed, news organizations may consult reliable sources to determine whether a hastily constructed item by a competitor is true. As [C. E. Carroll & McCombs \(2003\)](#) bring up the role of the middle person because our perceptions of the world are heavily influenced by what the media chooses to tell us. He stated that "the consequence of this intervened perspective on the world is that the needs of the media firmly impact the needs of people in general; Elements conspicuous on the media plan become unmistakable in the public psyche". The point when the elites spoke, columnists listened in and documented the information, which they then refined and disseminated to the broader public. The general public is not well-versed enough in policy-driven issues to understand them. Furthermore, people are too preoccupied with their daily lives to consider the complex public approach on a regular basis. In this manner, the public required somebody to decipher the choices or worries of the tip-top to make the data easy. Around then, news media shows the way that needs to ([Carroll & McCombs, 2003](#)).

## **Media as a Social Institution**

Broad communications have emerged as a social establishment, accepting large numbers of the capacities in the past served by customary social foundations, for example, the congregation,

government, school, and family. Nonetheless, Media frameworks were never expected to fill in as a social foundation in Western countries working on the private-proprietorship model. All things considered, the primary purpose of an exclusive media partnership is to benefit the organization. Accordingly, numerous movies, television programs, and websites feature sexual and brutal content in order to attract the largest possible audience. To a public looking to the media for direction, explanation, and meaning, the messages included in these initiatives can be perplexing or troublesome. The public's dependence on the news media for direction and backing can subsequently be risky. Inside this unique situation, media education gives procedures that empower individuals to fundamentally inspect media messages and put media programming into important viewpoints (Silverblatt, 2004).

According to [McLeod et al., \(1999\)](#), with the advancement of a significant part of the transmission media in 2002, the area started to build up standing as an option for political power via broadcasting stories on government debasement and helpless assistance conveyance. This insight was established during the favorable to majority rules system "attorneys' development", a common society disturbance somewhere in the range of 2007 and 2009 that required an autonomous legal executive and re-visitation of nonmilitary personnel rule. In March 2007, confronting required his acquiescence; General Musharraf terminated the central equity of the Supreme Court and catalyzed a development that required his reclamation. With developing help among understudies, working-class experts, and common society gatherings, the attorneys' dissent immediately swelled into a favorable majority rules system development saw by anybody with admittance to a TV screen. Accordingly, Musharraf pronounced a highly sensitive situation in November 2007 and momentarily impeded the transmission of a few exclusive TV slots for their energetic inclusion in the fights against him. On getting back to the wireless transmissions, the media kept on giving broad inclusion of favorable to majority rules system activists, consequently enhancing their requests. Especially among another age of youthful, TV watching and progressively web sharp Pakistanis, this demonstration of freedom established a mainstream view of the media as a key political partner and a significant democratizing force. As one youthful male member in a center gathering directed for this report put it, "Private news diverts question [people in power] such that Pakistani [PTV] channels don't." The media's capacity to play a democratizing job right now was upgraded by the development of the actual business. The extricating of possession laws in 2007 fueled media extension: 30 new TV slots were authorized in 2008, contrasted and 17 of every 2007 and three in 2006. Thanks to this fast development, the transmission media had the option to open a space for beforehand unheard voices – with content coming from the proprietors of new TV stations and FM radio broadcasts just as residents looked like an undeniably huge, intuitive crowd. The attorneys' development – floated by media uphold – was an impetus for Musharraf's removal from power and the overall decisions in 2008.

## Research Methodology

The current study followed the qualitative research approach and used critical discourse analysis of the newspapers' editorials. This type of analysis helps to examine the language on the specific

topic. Discourse analysis involves both spoken words or written text indicating communication between individuals ([Drid, 2010](#)). According to [Van der Pas & Aldering, \(2020\)](#) Critical Discourse Analysis (CDA) is a multidisciplinary approach that helps to analyze the data for research purposes critically. For this purpose, the researcher randomly selected a sample of  $n= 6$  daily newspapers ( $n= 3$  English,  $n= 3$  Urdu) published in Pakistan. There were a total of  $n= 161$  pieces of editorials published from 20<sup>th</sup> 2018 to August 21<sup>st</sup> 2018. Thus, for the qualitative analysis, the researcher adopted primary themes of measurements adopted by previous studies ([Soroka, 2002](#); [Livingstone & Lunt, 2013](#);). However, according to the limitations of the current reach, the researcher further extracted four questions to conduct the qualitative analysis by using the cited literature. In this regard, the questions involved.

**Table 1.**

Sr. No	Theme
1	The topic of discussion in most of the editorials:
2	The types of public issues mainly focused on in the editorials
3	The most frequently supported political party
4	Potential differences in the editorials based on the newspapers' language

## **Data Analysis & Results**

Due to strong political systems and the role of media in supporting democracy, the researchers are actively taking part in highlighting this phenomenon. As a result, many studies have been conducted for a very long time, and every new study highlights important and generalizable findings ([Morrison, 2018](#)). In this regard, the current research also focused on conducting an in-depth analysis of the newspapers' reporting during Pakistan's General Elections in 2018. After conducting the quantitative content analysis and surveys, now this study involves a qualitative analysis of the newspaper's editorials published from June 6<sup>th</sup> to August 21<sup>st</sup> 2018. As noted by [Daniel \(2016\)](#), qualitative research involves a collection of observations, their meaning, interpretations of symbols, metaphors, and all the necessary details about the data scripts. Due to direct observation and focused group data gathering, qualitative research provides a wider understanding of the behaviours. Therefore, qualitative research is a pathway to obtaining a broader understanding of people and real-life situations. Also validated by [Rahman, \(2016\)](#) as stated that, despite the contradictions between qualitative and quantitative research, the qualitative method is widely utilized in the social sciences. One of the prominent advantages that qualitative research holds is that it holistically understands interpreting the human experiences even in complex social systems. Hence by keeping in view the utmost significance of the qualitative analysis, this chapter conducted the qualitative data analysis. The themes of qualitative enquire involve the following primary areas:

1. The topic of discussion in most of the editorials
2. The types of public issues mainly focused in the editorials

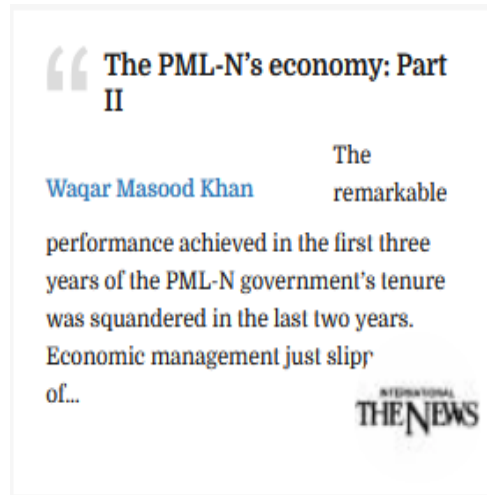
3. The most frequently supported political party
4. Potential differences in the editorials based on the newspapers' language

### The Topic of Discussion in most of the Editorials

According to [O'Malley et al., \(2012\)](#), media framing is not a unidimensional phenomenon. It consists of several dimensions, including many framing techniques aimed to fulfill the different purposes. Today, with the strong integration of mass media in our lives, we depend on different media platforms to search for information, knowledge, and education. Here the information is not merely a piece of the report; instead, it contains hidden messages that alter our perceptions about the seriousness of an issue and our attitude as well.

Similarly, one of the editorials also focused on the poor water management system in Pakistan, calling out the former government and administration as responsible. The author mainly focused on the administration's insufficient efforts and weak strategies to counteract the water management system. Notable, one of the editorials published in the DAWN news also highlighted the prevailing corruption by the dominating political parties in the electoral process. Moreover, the analysis of THE NATION newspaper also revealed a significant focus on international and national issues i.e., corruption in the Argentina football team, Khadija Siddique's case, and rethinking pedagogy. Here another editorial was also found discussing the prospect of elections for the Higher Education development in Pakistan. Once again, the writer criticized the previous policies to organize the educational structure, demanding better administration after the elections. However, the focus on political issues was also prominent as another editorial also discussed the political scenario and criticized Pakistan Tehreek Insaf for major amendments among their party members. One of the pre-eminent factors in the editorial is the Supreme Court's involvement in ensuring the transparency of elections. This editorial emphasized the strong supervision of the court, FIFAN, and chief justice Mian Saqib Nisar to possibly avoid the possible corruption in the elections. Furthermore, after the elections, the majority of the editorial focused on supporting the success of Pakistan Tehreek-i-Insaf.

Furthermore, the editorials of The News also covered several topics such as the bilateral relationship between the United States and Pakistan, the Economic instability created by the previous government, and PTI's manifesto to attain socioeconomic prosperity after winning the elections. For instance, an editorial written by Waqar Masood Khan explicitly highlighted the fiscal policies, debt, and economic declination due to weak economic infrastructure. According to the author, despite the PML(N) making several plans, they were unsuccessful, which will



further result in a strong economic crisis. It is also notable that a majority of editorials focused primarily on Pakistan's economy i.e., Pakistan's status in the IMF, Survey reports represented by the World Bank about Pakistan, previous economic stability, and upcoming elections as a herald of strengthening Pakistan's economic position.

Likewise, the editorials selected from the Daily Jang newspaper covered different topics but political campaigns and elections were prominent of all. Like the previously mentioned topics, bilateral relations between Pakistan, the United States, Afghanistan, India, and Turkey were much covered by the authors. Here financial instability was another topic of concern, especially, the economic decline taken up by the Pakistan Muslim League (N) during their government (2013-2018). Other topics involved investment opportunities in Pakistan, transgender rights issues, a summary of elections management, Electricity concerns, International issues, Indian violation of international laws, and transparency of elections. However, during July, the majority of editorials also focused on the previous government and money laundering as a major issue attributed to the government officials. Here Panama Leaks was particularly mentioned to highlight money laundering and the presumed role of the Pakistan Muslim League (N) in accelerating money laundering in Pakistan.

Later, the qualitative analysis of the editorials from the Daily Nawa-i-Waqt newspaper also showed similar results. However, the editorials from June to July much focused on the corruption case, Panama Leaks, and Mian Muhammed Nawaz Sharif. Other major topics involved: Carry Logger bill, and the bilateral relationship between Pakistan and other countries, especially, India. The violation of the Line of Control by the Indian Armed forces, reformation in the current educational system, Atomic instability and conflict between India and Pakistan, and regional peace situation. However, still, the focus was much on elections and the Pakistan Muslim League as a potential threat to the transparency of the electoral process. Here one of the notable facts was that, like other newspapers, Nawa-i-Waqt also gave much consideration to Pakistan's international instability and economic crisis.

### The Types of Public issues are mainly focused on in the Editorials

Regarding the main public issues highlighted by the newspaper editorials, the researcher found miscellaneous themes in all the selected newspapers. First, the qualitative analysis of Dawn News indicated that a majority of editorials discussed the bilateral issues and relations of Pakistan and economic instability. Public issues were rarely covered in the editorial section. These issues mainly involved electricity shortfall, water crisis, inflation, and educational reforms. Here it is also notable that, from June 6th to August 21st 2018, very few pieces editorials covered any other public issues. Whereas other



issues such as poverty, the healthcare management system, minority rights, reformation of law-making agencies, and many others are still underrepresented, demanding consideration ([Adnan & Fatima, 2018](#)).

Similarly, the qualitative assessment of the other two English newspapers (The News & The Nation) also revealed similar results. As mentioned earlier, bilateral relations and political topics were dominating the editorials. Similar topics were also covered in the Nation and The News. Thus, the qualitative analysis of the English newspapers revealed that the local English newspapers' editors privileged political news and international topics for the lead studies in the selected newspapers. Roughly any local public issue-based story could be found on the first page of the English Newspapers, as most of the reports covered elections, political conflicts, and international issues. These observations also affirmed the idea that the local newspapers remain mainly oriented towards political phenomena and international stories. Furthermore, the number of political issues in the selected English newspapers also indicated that these newspapers are either under the dominance of political elites or the government. Factual news about the local issue, such as public wellbeing, crimes, and other incidents, remained less focused and placed mainly on the second or third pages of the selected newspapers.

Furthermore, the qualitative analysis of the Urdu newspaper again showed comparatively more focus on other issues than the public issues. The financial crisis was much focused on all the three Urdu newspapers. The editorials also found covering issues like elections and bilateral relations. However, there was very little focus on public issues. Nonetheless, transgender rights, child labor and education was also found. Yet elections and India-Pakistan relations took comparatively more consideration in the Jang, The Daily Nawa-i-Waqt, and the Daily Express-News.

### **The most Frequently supported Political Party**

The qualitative analysis of both English and Urdu newspapers revealed a significant difference between their stance. As observed, all the English newspapers largely covered financial instability and attributed it to the former government. For example, Pakistan's non-compliance with Financial Action Task Force regulations and others. However, the editorials of all three newspapers also supported Pakistan Tehreek e Insaf as a prospective political entity deserving victory. For example, an editorial published on July 11<sup>th</sup>, 2018, highlighted Pakistan Tehreek Insaf as capable of establishing "Naya Pakistan", having a manifesto to create Islamic Welfare State. Moreover, an analysis of newspapers' editorials also revealed that a majority of editorials from the English newspapers placed the Pakistan Tehreek Insaf's manifesto on the top of their priority list. In other words, all the English newspapers extensively discussed and highlighted Pakistan Tehreek Insaf as a major political party mainly focused on bringing transformational changes in the corrupt and unjust political system of Pakistan. For example, The Daily DAWN and the News both used lured style of language to appeal to the readers through speculative argumentation supporting Pakistan Tehreek Insaf, yet the Nation also highlighted some concrete facts. It is also



notable that a majority of English editorials were in favor of Pakistan Tehreek Insaf and against Pakistan People's Party and Pakistan Muslim League (N). News editorials indicated a clear line of framing the role of newspapers regarding Pakistan Tehreek Insaf, especially The DAWN and The News remained prominent in this regard.

Likewise, despite covering different issues, the editorials of all the Urdu newspapers seemed neutral yet more interested in discussing the Panama Leaks, corruption charges and, the poor performance of the former government. However, the Urdu editorials did not support any political party; instead, topics like the economy, international issues, and corruption remained the main focus of attention. Topics such as energy crisis, financial instability, unemployment, terrorism, and security remained the most discussed, along with the stance of the Pakistan Muslim League (N) on resolving these issues if they win the next elections. As far as the media coverage of these issues and the party manifesto is concerned, all the Urdu newspapers mainly discussed and highlighted Pakistan Muslim League (N). We found Pakistan Muslim League as the mainly highlighted political party gaining maximum coverage in the Daily Jan, Nawa-i-Waqt, and The Express news. While Pakistan People's Party also received significant coverage after Pakistan Muslim League and remained prominent in the editorials of Urdu newspapers.

### **Potential Differences in the Editorials based on the Newspapers' Language**

As mentioned earlier, both English and Urdu newspapers covered relatively different topics, and their stance differed as well. Covering more about Pakistan Tehreek e Insaf was prominent, and supporting their manifesto also remained the primary topic of editorials. For example, a piece of editorial from the Nation acknowledged the political strategy of Pakistan Tehreek Insaf and demanded its Chairman Mr. Imran Khan, to reconsider adding more members. Here the author also discussed the previous record of newly added political leaders and attributed them to great danger for the PTI's integrity. In the English newspapers, we found three basic topics of focus to discuss the previous government and support for Pakistan Tehreek Insaf. These topics mainly involved:

- (i) Ehtesab march which was started by the party chairman Imran Khan of Pakistan Tehreek Insaf, known as the anti-corruption campaign from Peshawar against Mian Muhammed Nawaz Sharif on August 7<sup>th</sup>, 2016.
- (ii) Panama Gate Case, in which investigative journalists from the law firm Mossack Fonseca (Panama) investigated the offshore companies owned by Mia Muhammed Nawaz Sharif. Investigations revealed many unregistered companies owned by Prime Minister Sharif's children. These companies were found as hidden from the wealth statements, leading opposition parties to assassinate the political record of Mian Muhammed Nawaz Sharif and news media platforms to focus more on the corruption cases against the chairman of the Pakistan Muslim League (N).
- (iii) Local government elections in 2015 that involved questioning the credibility of the Election Commission of Pakistan and balanced elections during the year 2015. As noted by [Karamat & Saleem \(2020\)](#), local political parties rely on the Election Commission of

Pakistan for fair and balanced elections. In this regard, political parties expect the electoral process to be under the expectations of the general public. As the Election Commission of Pakistan conducted local elections in three phases and involved 42 cantonments areas, the Pakistan Muslim League (N) availed victory with a vast majority. Pakistan Tehreek Insaf attained 47 seats while Pakistan Muslim League won 68 seats out of 199 wards. The Chairman of Pakistan Tehreek Insaf Imran Khan put allegations on the Pakistan Muslim League regarding unfair elections. Thus, by keeping in view the historical background of Ehtesab March, which Local Government Elections in 2015, and the Panama Gate Case, current research also found these three topics as the most highlighted ones in the selected English newspapers.

On the other hand, Urdu newspapers greatly discussed international issues, financial declination, and Panama Leaks, yet the language remained negative and partial. For example, a piece of editorial from the Daily Jang newspaper called out Mian Muhammed Nawaz Sharif as guilty and corrupt. Notably, the editorial was more likely to be a media trial as the verdict was yet to come. Therefore, after conducting a content analysis of the  $n=6$  most prominent newspapers in Pakistan, the researcher found the very marginalized importance of public issues for the editorial writers. Although partiality remained pre-eminent based on language, the analysis also indicated a strong heedlessness towards public issues and welfare. Thus, here we conclude that both priming and framing of international issues, overemphasis on the financial situation, Pakistan Tehreek Insaf and Pakistan Muslim League (N) remained a major part of newspapers' editorials. Besides, public issues such as poverty, child labor, education, and others remained highly underrepresented.

## Discussion & Conclusion

The initial aim of news media to inform, keep updated, and provide factual reports is mostly replaced by Political commercialism and interest-based proceedings. Increased political interests have made it much more difficult to obtain real-time, accurate information. Popular media theories aid us in examining and validating the function of politics in contemporary media in this regard ([Fortunato & Martin, 2016](#)). Now it is obvious that media platforms pay close attention to the selection and execution of particular frames that are intended to serve two-sided interests. Consequently, media researchers have pointed out that the function of the media is more than only to cover an event and convey facts about it. Instead, they provide us with a certain view of reality, which is referred to as "framing". From media stakeholders to reporters, everyone is tasked with covering the report and fabricating it in a specific way, which has the potential to distract people's attention away from the relevant phenomena and influence their ideas and attitudes about it ([Nebojsa Vladislavjevic & Voltmer, 2017](#)). One of the most popular tactics in today's media is to use it to change and mould public perceptions about political parties and elections. These activities are popular in both western and eastern countries in terms of a country's socioeconomic standing. Today, Political framing and agenda-setting by the media are quite popular, especially around elections. ([Ergün & Karsten, 2019](#)). As stated by [Hänggli & Kriesi](#)

(2010), election campaigns in the modern era are highly mediated political events. One of the goals of mediatised communication is to increase reliance on the media for political ends. Political actors are becoming more reliant on the media to reach out to the public, stay in touch with them, and keep them informed about their activities.

Findings revealed a strong, significant relationship between Newspapers'; framing of the political news from June 6<sup>th</sup>, 2018, to August 21<sup>st</sup>, 2018. Results indicated that the data gathered from the content analysis affirmed all the hypotheses by highlighting strong relationships among the proposed study variables. However, the data gathered from survey execution showed comparatively different results than expected. Only age was a factor that showed moderately significant differences with the participation in the voting process (Peters et al., 2007). Here gender, provincial affiliation, and the role of newspaper framing in reinforcing voting engagement and decision-making did not show any significance and did not indicate any supportive results, resulting in the rejection of the relevant hypotheses.

As a result, the current study gives in-depth insights into the media and politics, particularly during elections, by keeping the underlying facts of political communication, framing, and impacts in mind. Although the study also contains some contradictions regarding media effects as compared to the previous studies, it also gives a strong ground to resume media research in terms of politics and framing effects, especially in Pakistan. Therefore, Media platforms have been regarded as a source of information and communication for the audience since the beginning of mass media study. Earlier, the emphasis was solely on radio and television; but, as the field of mass media studies grew, print media became a focal point as well. Here Groombridge discussed that medium is an outstanding component of civilizing our "arid communal existence". Media channels have played an important role in bringing attention to a variety of social, economic, and political issues. Political communication, in this context, is an important aspect of media material that also helps to build democracy (Gurevitch et al., 2009). The role of the media in a democracy isn't just a theory; early studies showed that the media played a role in representing political facts, framing them, and influencing citizens' voting engagement and decision-making processes (Rexha, 2014). Earlier researches carried out by Gérard (1969) Harlan (1970) and Blumler (1979) were pioneering evidence that paved the way for media study on political communication and its perceived impacts.

Therefore, the current study gives in-depth insights into the media and politics, particularly during elections, by keeping the underlying facts of political communication, framing, and impacts in mind. Although the study also contains some contradictions regarding media effects as compared to the previous studies, it also gives a strong ground to resume media research in terms of politics and framing effects, especially in Pakistan.

### **Limitations of The Study**

Although this study contains an extensive data analysis and mixed-method approach, it also contains some primary limitations.

### **First**

This study is executed only in Pakistan, so this execution can be questionable in terms of its generalizability.

### **Second**

Data selected for content analysis was limited to only six most prominent English and Urdu newspapers, which limits its scope.

### **Third**

the researchers analyzed a limited time frame due to limited financial resources which also add to the limitations of current research. However, the researcher has carefully gathered and analyzed the data that facilitate the reliability and validity of the study instruments and the implementation of results in the Pakistani scenario.

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