

## **Portrayal Of Women’s Issues In Leading Press Of India And Pakistan**

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### **Abstract**

The current study is focused to analyze the Portrayal of women’s issues in leading press of India and Pakistan. Before the partition, both countries had the same cultural roots. Therefore, researchers analyzed either press portraying women's issues in sensational mode and how treating women's contribution in the socioeconomic and political sector? Researchers categorized women's issues into three subcategories social, political and economic sectors. The researchers selected newspapers Daily Dawn of Pakistan and the Times of India from India and collected 300 news stories equally from these selected newspapers from 2013 to onward on women's issues. The researchers applied the quantitative approach and content analysis as a method. The researchers used framing theory to support the study because the framing theory is more suitable to determine to treat and partying news. To get valid results researchers applied ANOVA test on the collected data. The results of the study indicate that the Times of India is highlighting the women’s issues in positive manners more as compared to Daily Dawn. The occurrence of

noteworthiness and noticeable quality of women, related news Daily Dawn and the Times of India frequently published the news stories on the back page that show they give less significance to women's issues as partner male on the front page. This thing reflects that male dominance in the media. Moreover, the news headline intensity in Times of India was more and Daily Dawn represented with the balance approach. Both dailies more focused on social and after that political issues and gave less coverage to the economic development of women.

**Key Words:** Pakistan, India Leading Press, News, Women, Issues, Treatment

## **Introduction**

Women are always a key position in any society as they are the most important part in all aspects; they are participating actively in all walks of life standing with the males in any society. Women in the entire world are performing their roles in a best and appreciable manner. The ratio of women in India and Pakistan comprises almost half of the population. According to Indian census, 2017 and Pakistani census 2017 women ration around 48% of the overall population (Indian census, 2017 and Pakistan census, 2017). Earlier the women's role was limited in both countries but in the 21st century several milestones are achieved in this regard and women are being empowered now. Women are performing their roles in a good manner in almost all walks of life and also becoming a source of inspiration. They are equally performing with the male class of their society (Chin et. al, 2013). Although women are playing the active role in the society women are still neglected in the society in Pakistan and India. Here the media is the key stakeholder to raise voice for the women's rights as media has become a voice of the voiceless. So the media's role in societal transformation is significant to understand and use the media to raise a voice in raising women's rights. Media content is a key source to reflect the values in any society and same is the case here while presenting women and identifying their roles within society, media can play a role to eliminate the gender discrimination presenting both male and females at equal level (Sharma, 2012). Media may play the role at both ends to guide the society and to strengthen women within society as it can either strengthen the sexual orientation based segregation by depicting cliché hair-raising pictures of women or it can give adjusted scope that engages women while uncovering demonstrations of sex inclination.

The media portrays and resolves the issue of ladies both emphatically and contrarily, and assumes a part in a solid component. The developing propensity in the media to represent ladies as casualties is more troubling. The media uncovers content qualities and local area standards. The point of advancement and scattering of media assumes a significant part, and it is likewise the critical job in the improvement of ladies in the social and monetary sections. Different projects illuminate the examples regarding our everyday lives, examples of socialization, and commitment, and social qualities influence political activities, strict execution, study level and greatness, social climate, and effect on the picture of our general public. (Sharma, 2012)

The next movement of the women's activist development somewhere in the range of 1960 and 1980 arose, which is thinking about the huge social change for ladies' privileges, and this development was a period of social change significantly in American and British society, while these "new friendly developments" It depends on singular governmental issues and way of life: sexual freedom, social equality, gay freedom, hostile to war dissents, the ecological development, and the ladies' development II - which, as different developments, was brimming with philosophical, political, and vital divisions (Bryson, 2003). Regardless, researchers concur that the second influx of women's liberation started interestingly once in the United States of America, and in the end covered the western world (Sarah, 2001).

Women are an integral part of our society and cannot be ignored due to the lack of power and authority. They are created using the need of men and they are presented with a companion in the course of life. (Mukhtar et. al, 1992). The situation of women in India is worse than that of Pakistani women. Girls are often considered the financial burden of the family, and from birth, women are deprived of basic life facilities, such as food, health, education, and receive less investment in health and education (UNDP, 2010).

The study is engaged to investigate the women related news with respect to social, economic and political issues in the elite press of two noteworthy nations of South Asia Pakistan and India. The study is important because before the division of the Indian subcontinent, these two countries enjoyed the status of a unified India. After the segment of United India, these two nations began distinctive social and religious practices. Truth be told, women of these nations confront similar issues in everyday life and furthermore the part of press alike in regards to ladies issues in these nations. Press has doubled in selected countries news related to violence, scandals, rape, pregnancy and fashion shows and special issues partner relations instead of the real contribution of women in the political, economic issue and social progress.

### **Hypothesis**

- The selected countries' elite press treated women's issues as sensational mode
- The selected countries' elite press more/less portrayal women social economic progress and political participation

### **Objectives of the Study**

- To understand the intensity of news headline regarding women's issues in selected newspapers.
- To determine the media sensationalize advocacy is reflected in selected newspapers regarding women's issues.

- To check socioeconomic progress and political contribution news coverage in selected newspapers

## Literature Review

Goddu (1999) contended that over the most recent 20 years, there has been a consistent expansion in the quantity of expert ladies, albeit the most well-known in the media, legislative issues, and financial aspects actually rely upon men as specialists. Most ladies show accounts of mishaps, catastrophic events, or aggressive behavior at home rather than their expert abilities or expert capability. Ladies in governmental issues are likewise minimized. Canadian writer Jenn Goddu broke down a 15-year paper and magazine about the treatment of three ladies' pressing factor gatherings. She found that columnists center more on the inner issues of ladies' political support (like style, routine life, way of life, and flow) than on these issues.

Grant (2013) contends that examiners will in general think in two general classifications: deceivability, reports, and quality. How much an individual sees or talks about, and that it is so critical to be in a paper or news inclusion. Ladies sometimes get a great deal of information inclusion in light of their recently discovered worth because of their relationship with a tough man, like Chow, who weds previous NDP pioneer Jack Layton and is referenced in all reports. According to Grant, This sort of inclusion of ladies who depict ladies as various as a result of their sexual orientation is pretty much as likely from men's perspective, however it isn't certain that it is a direct discretionary loss for ladies. Truth be told, contingent upon the nature of the inclusion, it tends to be a more valuable inclusion for the up-and-comers. Award likewise found in his examination that there is a significant inquiry concerning how to cover the historical backdrop of people in an unexpected way. The inclusion of the applicants was by and large remembered for the four classifications: sex object, mother, pet, and iron before marriage, every one of which compared to the portrayal of ladies in governmental issues all in all, just as the danger of sex balance.

Scharrer (2002) and Busher (2006) conducted a study to investigate the substance of the New York Times and inclusion of Hillary Clinton as an applicant in the Senate. They considered the timeframe in which the articles were printed, the inclusion tone inside outlines, and in timeframes. They dissected the tone of the news inclusion of Hillary Clinton, just as of Rudolph Giuliani as his rival. The scientists tracked down that the general rate was more politically dynamic than a conventional first woman, while Clinton's treatment in the news was more negative. What's more, the inclusion tone was more negative as far as issues, mission, and likelihood of winning. They turned out to be multiple, they turned out to be politically dynamic, and afterward they were interceded all the more contrarily in the news.

Nautiyal and Dabral (2012) the exploration zeroed in on the issues of ladies identified with papers. The two journals are interpreted in Hindi " Amir Ujala Jagran Danik is taken to ' work "and ". The two records were distributed and Dehradun (capital of Uttarakhand state)

dissemination of Uttarakhand. The scientist examined issues of uniformity between ladies' issues, like wellbeing, instruction, lewd behavior, viciousness against ladies, police fierceness, and issues identified with wrongdoing. A wide range of written word on these themes are articles, news, examination, feelings, editorial manager, the message taken for investigation in a different segment, and so forth 2006 was chosen to contemplate the substance of the record.

Yasmin and Masso (2007)) they explored that the current depiction of women in Pakistani redirection infers tending to the social affair. Multimodal Corpus Linguistics and substance examination strategies were used to look at them and endeavored to cover the image of sex relations in present-day Pakistan, and data was accumulated from Dawn, News, Daily Times, The Nation, from March 15 to April 15, 2007. This record explores the coding procedure for women in redirection news circulated in papers in English and Pakistan. While the text-based assessment of this examination showed that women are covered more differently in the news than those referred to. Thusly, the articulation "sexual direction irregularity" exists in the Pakistani media.

This record gives a more broad depiction of how sex relations in present-day Pakistan and did in the perception of print media and added the component of how made by the scholarly cycle to make Western women in the characters of Pakistan. This chronicle has moreover been acquainted with women as clients of the media in the Pakistani press, and their lifestyle as purchasers in the two film makers and mixed media.

Luthra (1987) analyzed the treatment of women in the Indian paper abroad, and depiction in picked cases. These records were routinely related to individual events, separated to a more broad perspective or social reasons. Generally speaking, the tone of the stories is positive. Following evaluating the results, the potential for improvement is researched.

Right after evaluating the outcomes, he observed that the paper covered a huge number of bad behavior stories and routinely covered any excess crook narratives. Toward the day's end, the exercises of women's social occasions ought to have a construction like a mind-set and necessities of the association. The other choice is to change the possibility of the real news. This is a fundamental thought, be that as it may, it isn't most likely going to be executed as soon as possible. All around, it is essential to see comparable events as putting them in a more broad arrangement of women rather than these events seems to present it as a disengaged episode and regardless of the way that it is more intelligent to make these events a social examination in the news. The tone of the incorporation of the women's records was positive in the document.

Zahid (2013) zeroed in her examination on breaking down the picture of ladies in Pakistan and in the United States in tip top reporting. In their investigation, they examined how the press was addressed in the two nations, issues identified with ladies toward the front and closing pages (days since the sunrise and the country of Pakistan and two from the New York Times and the Washington Post) from January 2013 and March 2013. The system hypothesis to check how the

arrangement of press issues covered ladies News the technique for dissecting related substance is utilized to examine news content.

He has estimated ladies' issues and news treatment in four news classes Occurrence of information, Ceremonial news, analytical news, ladies' inscriptions, and different information. The connected news on the front pages and of the papers on ladies' issues, looking at the Pakistani paper Daily Dawn 105, The Nation 99, while 84 and 79 news distributed in the New York Times and the Washington Post, individually. The outcomes contend that the Pakistani press covered a larger number of ladies' issues than the inclusion of the US press.

These days, media impacts can be determined as "social constructionism (Scheufele, 1999). Correspondence in the media is a cycle that columnists create, change and change popular assessment and social significance. The broad communications receive the social significance and truth of regular day to day existence by "outlining main problems in a normal and designed manner ". (McQuail, 1994).

Lind and Salo (2002) fought that the individuals who create news" are the most grounded craftsmen locally, particularly when they make a social reality through the delivering and recreating of social implications with the assistance of information "Numerous investigations have zeroed in on the inclusion of media about ladies' development, established and sorted diverse cultivating strategies that media exercise to cover women's liberation.

It is imperative to discuss the operationalization of the system utilized by the media and people in general to comprehend the connection among media and pictures of ladies. Scheufele (1999), in this manner, contended that the media, just as the outlining of general society, can be considered and perceived based on autonomous or free factors. The edge of study with regards to the hypothesis of correspondence by numerous researchers, and inferred that it was an augmentation of the plan setting hypothesis, which clarifies that the media doesn't mention to us what to think in it, yet our opinion and how we think. (lane, 2001).

## **Material and Methods**

The system gives appropriate methodologies, instruments, and strategies that the analyst chooses for research purposes. Examination strategy offers scientists the fundamental direction in choosing techniques, materials, coherent instruments, and heading in methods appropriate to the issue chosen (Rajasekar et. al, 2006). Specialists utilized the quantitative way to deal with decide and comprehend the ladies' issues identified with the news. The quantitative investigation is the efficient precise appraisal of quantifiable inquiries through sum, methodical or computational framework. (Given, 2008). Accordingly, the specialist utilized substance examination as an examination technique in this investigation. Content examination is indicated as an arranged and recreated framework that packs numerous content words into less fulfilled gatherings as per explicit coding rules (Berelson, 1952; GAO, 1996; Krippendorff, 1980; and Weber, 1990). For

the near examination, the deliberate scientist restricted the Daily Dawn test from Pakistan and India's Times of India, which are viewed as driving papers.

In this study sample size indicates a certain phase of time, the researchers preferred for analysis. The researchers collected 300 news stories equally from the selected newspapers from 2013 to onward on women's issues. Researchers selected 2013 year because Delhi rape cases were on peak and same time political campaigns and mala yousaf zai issues were on peak. In Pakistan the unit of observation was news front and back page of selected dailies related to women's issues instead of entire newspaper.

### Categories

Issue, Tone, Location, Intensity and Treatment Style (T. Style)

### Political Issue

Women freely participate in political activities such as meetings, processions, Gathering and other political ceremonies meantime news media also portray their participation properly.

### Socioeconomic Issues

The social rights of women in this study are education, social security, and health. While economic rights are standard of living, job, groceries and also how the media properly cover these social and economic issues of women.

### Sensationalism

Handling of women associated matters in partial method and endeavors to build the emotional sense amongst individuals who read the news.

### Comparative Analysis

		Newspapers			
		The Dawn		The Times Of India	
		Count	Table N %	Count	Table N %
Issues	Political	37	12.3%	51	17.0%
	Social	110	36.7%	98	32.7%
	Economic	3	1.0%	1	.3%

**Table 1**

		Newspapers			
		The Dawn		The Times Of India	
		Count	Table N %	Count	Table N %
Tone	Positive	86	28.7%	86	28.7%
	Negative	35	11.7%	59	19.7%
	Neutral	29	9.7%	5	1.7%

**Table 2**

		Newspapers			
		The Dawn		The Times Of India	
		Count	Table N %	Count	Table N %
Location	Front Page	46	15.3%	62	20.7%
	Back Page	104	34.7%	88	29.3%

**Table 3**

		Newspapers			
		The Dawn		The Times Of India	
		Count	Table N %	Count	Table N %
Intensity	More	41	13.7%	104	34.7%
	Less	36	12.0%	34	11.3%
	Balance	73	24.3%	12	4.0%

**Table 4**

		Newspapers			
		The Dawn		The Times Of India	
		Count	Table N %	Count	Table N %
T.Style	Supportive	82	27.3%	78	26.0%
	Opposite	46	15.3%	40	13.3%
	Neutral	22	7.3%	32	10.7%

**Table 5**

		Sum of Squares	Df	Mean Square	F	Sig.
Issues	Between Groups	.853	1	.853	3.760	.053
	Within Groups	67.627	298	.227		
	Total	68.480	299			
Tone	Between Groups	1.920	1	1.920	4.069	.045
	Within Groups	140.600	298	.472		
	Total	142.520	299			
Location	Between Groups	.853	1	.853	3.725	.055
	Within Groups	68.267	298	.229		
	Total	69.120	299			
Intensity	Between Groups	51.253	1	51.253	91.597	.000
	Within Groups	166.747	298	.560		
	Total	218.000	299			
T.Style	Between Groups	.653	1	.653	1.107	.294
	Within Groups	175.893	298	.590		
	Total	176.547	299			

**Table 6: ANOVA**

### Discussion

Table .1 shows that issues related to women covered in selected dailies. Daily Dawn A (Political) 37 (12.3%) while, B (Social) 110 (36.7%) and C (Economic) 3 (1%) are published news stories. This shows the Daily Dawn more covered the social issues and than political and economic. The Times of India covered women's issues A (Political) 51 (17%) while, B (Social) 98 (32.7%) and C (Neutral) 1 (0.3%). This show the Times of India also more covered political issues but same time they also coverage political issues of women.

Table .2 demonstrates that tone related to women's issues A (Positive) 86 (28.7%) while, B (Negative) 35 (11.7%) and C (Neutral) 29 (9.7%) news stories are published in Daily Dawn. This indicates that Daily Dawn portrayal more news stories in positive way. The Times of India tone related to women's issues A (Positive) 86 (28.7%) while, B (Negative) 59 (19.7%) and C

(Neutral) 5 (1.7%) news stories are published in Daily Dawn. This indicates that The Times of India portrayal more news stories in positive way but some stories covered in negative tone also.

Table .3 expresses that woman's issues A (Front Page) 46 (15.3%) and B (Back Page) 104 (34.7%) news stories are published in Daily Dawn. This indicates that Daily Dawn published more news stories on back page of newspaper which indicates they considered less significant to women as compare their counterpart. The Times of India published women's issues A (Front Page) 62 (20.7%) and B (Back Page) 88 (29.3%) news stories. This indicates that The Time of India also published more news stories on back page of newspaper meantime they also some stories on front page. They attention to women's issues but somehow pay less attention.

Table .4 discloses that intensity of women's issues A (More) 41 (13.7%) while, B (Opposite) 36 (12%) and C (Neutral) 73 (24.3%) news stories are published in The Daily Dawn. This expresses the Daily Dawn depicts women's issues related news with balanced intensity approach. The Times of India's news intensity of women's issues A (More) 104 (34.7%) while, B (Opposite) 34 (11.3%) and C (Neutral) 12 (4%). This expresses the Times of India represents women's issues related news with more intensity approach.

Table .5 indicates that treatment Style related women's issues A (Supportive) 82 (27.3%) while, B (Opposite) 46 (15.3%) and C (Neutral) 22 (7.3%) are published news stories in The Daily Dawn. This shows the Daily Dawn supportive in women's issues related news and treated this news in well manner. The Times of India's treatment Style related women's issues A (Supportive) 78 (26%) while, B (Opposite) 40 (13.3%) and C (Neutral) 32 (10.7%). This shows the Times of India also supportive in women's issues related news and treated these news in glowing style.

Table. 6 demonstrates ANOVA is applied in the study at hand. The result shows that there are significant results over the issues on both between and within groups as  $p=.053$ ; the tone is also presenting a significant result as  $p=.045$ ; the location wise significance on both within and between groups is also significant as  $p=.055$ ; Intensity is also significant with  $p=.000$  whereas T.Style is not significant as  $p=.294$

#### **H .1** The selected countries' elite press treated women's issues as sensational mode

In fact, this hypothesis disapproved of the outcome bases in light of the fact that the selected press isn't featuring the women's issues sensationally. The energy does not ponder chosen issues identified with ladies. Both dailies treated women's issues in supportive and well manners.

#### **H .2** The selected countries' elite press more/less portrayal women social, economic progress and political participation

The selected newspapers are highlighted the development and economic issues of women in the news very rare. This indicates selected dailies deject the strengthening and improvement

identified with women's issues and gave less attention to this news. However, both press more focus on social issues while they covered political issues also.

## **Conclusion**

The Times of India and Daily Dawn published social issues of women and secondly they gave coverage to political issues. Meanwhile, economical issues of women are very rare. It is significance here to discuss the prominence of news associated with women's issue in Daily Dawn and the Times of India often covered the news stories on the back page that demonstrates they allowed less significance to women's issues as compare to male on the front page. All through data analysis and discussion represents, the women's news headline intensity was neutral in Daily Dawn in the meantime The Times of India women's news headline intensity was more. However, treatment style concluded much positive and supportive in The Times of India as well as Daily Dawn. The both dailies support women's issues and try to present their real image in society.

Past researches demonstrated that the prevailing press did not advance the women's activist approach in the media and gave greater need to male and displayed female as substandard as male. After the finish of the women's activist second wave and distinctive associations assume a part to advance in regards to women picture in the public arena. This thing is enhanced in media with the progression of time and in the present situation, a pattern is changing in media in regards to women's issues treatment since female itself partake in media associations. UNESCO gave the rules and approaches to media to advance the women headway in media and additionally in the society.

Past studies showed that the mainstream media did not promote the feminist approach in the media and gave more priority to male and presented female as inferior than male. But after the end of the feminist second wave and different organizations play a role to promote regarding women image in society. This thing is improved in media with the passage of time and in the current scenario, a trend is changing in media regarding women issues treatment because female itself participate in media organizations. UNESCO provided the guidelines and policies to media to promote the women advancement in media as well as in society (As mention Patel 1995).

Thus, selected dailies pay less attention to economic issues of women that need to give more coverage to women economic development issues according to importance. Both countries have a male-dominated society with men in power not only politically, socially and economically. Man and women are separated socially on different grounds of duties and rights. But main control decision power is the right of men and women have to accept the decisions of men in every matter. Though, on the social and economic development of women in the media need to more strengthening and betterment for the determination of a balanced and non-stereotype portrayal image.

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