

US Presidential Elections 2020 and Media Framing: The Case of English Print Media in Pakistan

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Abstract

The US presidential election in 2020 was a significant global event that attracted widespread attention and coverage, including in Pakistan. Pakistan has a keen interest in the political developments of the United States due to its historical ties, geopolitical considerations, and the impact of US policies on the region. The framing of news stories and events surrounding the US presidential election can have a profound impact on public opinion and the perception of political events. This research tries to examine how three prominent Pakistani newspapers—Daily Dawn, Daily News International, and Daily Times—framed the US presidential election. These newspapers are renowned for their extensive coverage of national and international affairs and are likely to have provided significant coverage of the US election during the specified period. To conduct this study, data has been collected from September 2020 to November 2020 using Lexis Nexus, a comprehensive database that provides access to a wide range of news articles from various sources. This timeframe captures the pre-election period, the election campaign, and the aftermath, allowing for a comprehensive analysis of the framing of the US presidential election in the selected newspapers. By examining the framing techniques used in these newspapers, this study seeks to shed light on how the US election was portrayed to the Pakistani audience. The study shows that the selected three newspapers published 24.6% stories related to the conflict category. Most of the stories represented the United States as the friend of Pakistan (76.6%). Both the newspapers framed the United States as friend of Pakistan more as compared with a foe of Pakistan (2.4%) only.

Key Words: US Election 2020, Pakistani Newspapers, Framing, Candidates, Friend or Foe

1. Introduction

Due to the massive development of the mass media and their easy access to mass audiences within the entire world the current world is being known as the global village. In the current age, the mass audience has facilities to get informed about the happenings around them and in the entire world, due to the rapid growth of the mass media. "If anyone of you wants to learn about any society, you just need to watch their media, you can easily learn about that society in terms that how and at what terms that society has been operating. Media indeed is considered as the fastest medium to keep people informed regarding current occurrences in their surroundings¹. In a current research study, the researcher selected only the newspaper media (print media) only because there is a great advancement of technology in the means of communication from press to the latest communication gadget like pam gadget but still newspaper is considered as the oldest and one of most popular means of getting information regarding certain topics. According to this survey, half of the male adult readers of the newspaper belonged to society in Pakistan while the most common places (center) to newspaper exposure were officers, homes, hotels, barbershops, markets, street corners, etc.².

In simple words, media is playing a vital role in Pakistan to get people to know about their surroundings. Furthermore, the available literature about the media and sensationalism revealed that media is there to shapes the conflict into a normal situation or worse situation. Furthermore, it is argued that media create sensationalism of conflicting stories more as compared with political news or any other kind of news stories in general audiences. Media is doing this to sell their news and to make their news stories as crispy and attractive that can gain the attention of mass level of

¹ Singh, G. and Pandey, N. 2017. "Role and Impact of Media on Society: A Sociological Approach with Respect to Demonetization." *IMPACT: International Journal of Research in Humanities, Arts and Literature* 5, no. 10: 127-136.

² . Ali, M., and A. Mehak. 2022. "The Newspapers Habits of University Students: A Case Study of University of Peshawar, Khyber Pukhtun Khawa Pakistan." *Journal of Higher Education and Development Studies (JHEDS)* 2 (1).

audiences and to increase their viewership and the circulation of their newspaper. There are many other researchers as well that argued that “conflict-related stories are always biased stories and sensationalized stories from both sides of parties. Many publications and radio stations moved from India to Pakistan after the establishment of Pakistan. In the same way as Muhammad Ali Jinnah's "The Dawn" newspaper, which he started in India in 1941, was moved to Pakistan. The similar incident occurred with the 1940-founded "Nawa-i-Waqt" newspaper. It was the newspaper that was very popular among Muslims, and it worked as the mouthpiece of the Muslim leaders within the British government. This was the newspaper that mainly focused on freedom and an independent Muslim state for the people of Muslim people of India. This newspaper and others become the strength of the Muslim leaders at the time of necessity as compared with the Hindu newspapers.

It is believed that the mass media especially the print press was under great pressure after the creation of Pakistan due to government policies. There were many incidents in which a newspaper was banned to circulate its publication due to the violation of government policies. Many newspapers were forcefully shut down, and many were fined due to several reasons, all these mostly happened under the martial law regimes. Pakistani press between the 1947 and 1971 has been under strict control. It is believed that Pakistan is among the countries where the press has gone through under strict restrictions imposed by the martial law and government of Pakistan. Press also faced dark press laws under martial law regimes. Some newspapers were banned by the government of Pakistan, and some were fined due to several reasons. Many media person has been tortured or killed due to their stories and so on. The stories of PPL and other press laws also created a huge disturbance in the proper working and development of the media and communication industry in Pakistan. This study will investigate how and to what degree the 2020 US presidential

election was covered, as well as whether candidates were portrayed as either excellent or poor leaders..

1.1. Objectives of the Study

- i. To investigate the 2020 US presidential election frameworks employed in the top Pakistani newspapers.
- ii. To assess the variations in coverage given to the two candidates for the 2020 US presidential election.
- iii. To examine strategies used by the top Pakistani newspapers regarding the 2020 US presidential election.

1.2. Research Questions

- i. Which contender received more positive coverage in Daily Dawn, The News and Daily Times?
- ii. What types of frames were employed in Daily Dawn, The News and Daily Times to cover the US Presidential Election?

1.3. Significance of the Study

In worldwide media, the US presidential election 2020 has repeatedly taken front page spaces. Every country is very interested in the outcome of the US presidential election since the US president is one of the most important and influential persons on the whole planet. Like last time, Pakistan's electronic and print media gave the election extensive coverage in 2020, when every nation was granted a significant place in the CIS presidential election. It's because American leadership has always had a significant influence on Pakistan's economy and social growth. The study explored the media strategies employed during the election coverage, shedding light on the relationship between the United States and Pakistan concerning the election campaigns. Additionally, the study aimed to determine the amount of coverage given to the US Presidential Election and national issues.

1.4 Hypothesis

RH 1. There is a likelihood that Joe Biden will receive more favorable treatment in *Daily Dawn*, *The News* and *Daily Times* than Donald Trump.

RH 2. There is a greater likelihood that *Daily Dawn*, *The News* and *Daily Times* will cover the 2020 US presidential election using a conflict framing.

2. Literature Review

The history of relations between the United States and Pakistan has been marked by a series of fluctuations. The initial interactions between the two countries can be traced back to the visit of US diplomat Paul Alling to Pakistan, which laid the groundwork for future engagement. In 1950, the first Prime Minister of Pakistan made a significant visit to the United States, receiving a warm reception from the American people³. This visit is considered a pivotal moment that formalized and initiated the bilateral relationship between the two nations. The relationship between the United States and Pakistan has often been characterized as unbalanced, in contrast to the perceived balanced relationship the US shares with India (Jafri, 2009). However, invasion of Afghanistan in the latter part of the 20th century. In 1959, both countries approved a Pakistan gained significant attention, particularly from the United States, due to notable events such as the Iranian revolution and the Soviet security agreement aimed at enhancing communication and cooperation on security matters⁴. It is noteworthy that Pakistan was once considered a failed state by prominent US think tanks, primarily due to its global positioning. However, the perspective of US think tanks and the US government shifted significantly after the 9/11 incident, acknowledging the geostrategic

³ Kux, Dennis. 2001. *The United States and Pakistan, 1947-2000: Disenchanted Allies*. Woodrow Wilson Center Press.

⁴ Mezzera, M. and Sial, S. 2010. *Media and Governance in Pakistan: A Controversial yet Essential Relationship*. Initiative for Peace Building.

significance of Pakistan in the region⁵.

There was a growing understanding among American politicians and officials that Pakistan was not only losing strategic significance to the US, but was also devolving into an unstable failed state. After September 11, when Pakistan became a crucial theatre in American efforts to take the battle against the terrorists in Afghanistan, this attitude was somewhat altered. Due to various ups and downs, the relationship between Pakistan and the US from 2001 to 2009 was primarily viewed as suspect. Pakistan stood firmly behind the United States and the western world throughout the Cold War and offered its full assistance. Even Pakistan supported the western jihad against the Russian Federation during the cold war, showing their support for the west and the US. However, despite some Western collaboration, Pakistan's society is under intense strain and has even had terrorist assaults. The outside arrangements of the Joined together States towards Pakistan have been characterized by a near relationship crossing six decades. This relationship has been built on the common interface of both nations, which have advanced in agreement with their individual national interface. Over a long time, the Joined together States has illustrated back for military rulers in Pakistan whereas moreover recognizing the battles of the Pakistani individuals in their interest of vote-based system.

It was under the Musharraf government that Pakistan started receiving assistance from the United States. Numerous assistance programs have been launched by the United States in Pakistan to support its economic and social life. On the other side, Pakistan must make amends by aiding the United States in its fight against psychological warfare at any costs. According to a policy document, "direct assistance programs include assistance for wellness, education, frond, vote based system

⁵ Hashmi, R. S. 2007. "WAR on Terrorism Impact on Pakistan's Economy." *Journal of Political Studies* 14 (1): 43-58. <http://www.pu.edu.pk/polsc/jops/Currentissue-pdf/REHANA.pdf>.

advancement, child labor end, counter-narcotics, border security, and law enforcement, as well as exchange preference advantages. The United States also supports the various main international financial institutions' permission for credit and obligation rescheduling programs for Pakistan". Amid the Musharraf administration, Secretary Clinton Subsequently, there's no clear explanation on whether the United States underpins military government or majority rule government. It has been Pakistan's geopolitical status that has expanded its significance within the eyes of the Western world and the United States. This is often considered an imperative geostrategic position because it is accepted that the Joined together States cannot battle Afghan fear-based oppressors without Pakistani help. The 9/11 Incident gave President Bush an opportunity to annihilate fear-based oppression around the world. The Bush organization considered Pakistan a critical nation since of its area. US approach toward Pakistan had numerous concerns, including the war on terror-based oppression, Pakistan's atomic program, and rocket expansion. Once said that "if Pakistan gets to be more financially unsteady, it increases the peril that we will confront from the danger by the radicals to the Pakistan government." Based on this explanation able to say that there's a major intrigued of the Joined together States in a steady Pakistan⁶.

We need a strategic partnership with all the parties in the region—Pakistan, India, and the Afghan government—to stamp out the king of militant, violent, terrorist extremists that have set up base camps and that are operating in ways that threaten the security of everyone in the international community," Bark Obama (MS NBC, 2010) said during a press conference during his administration. In addition, the United States shifted its policy towards Pakistan after the 1965 war between Pakistan and India was over, and it started to ignore Pakistan at almost every meeting. At

⁶ Kronstadt, K. Alan. 2005. "Pakistan-U.S. Relations Updated January 28, 2005." Foreign Affairs, Defense and Trade Division

this point, neither Pakistan nor the US were very interested in making any advancement⁷. Undoubtedly, the United States halted its military program for Pakistan in 1967, but they continued to use Pakistan's army base for other purposes. The United States exploited Pakistan's presence to monitor Soviet Tank drive movement in the area. The United States was given a ten-year lease on a spy site in Peshawar by the Pakistani government in 1968, and Pakistan requested that the United States stop using it.

2.1 Donald Trump Vs Joe Biden

During the 2016 US presidential election, Donald Trump emphasized border security and immigration issues in his campaign speeches. He promised to erect a wall during his campaign in order to lessen the US's difficulties with immigration. He also pledged to scrap the DACA (Conceded Activities for Childhood Arrivals) program, which was implemented by the Obama administration. He received a sizable amount of support from US voters because he pledged to address mobility-related issues, and as a consequence, he was elected president of the country. While in office, Donald Trump utilized executive orders to change the rules governing mobility. The CIS Congress has had the ability to alter the migration laws for many years due to a variety of reasons. Donald Trump has to choose a representative to make any necessary modifications to the immigration laws⁸.

The US government estimates that there are around 2,000 miles of border between the US and Mexico, of which 654 miles have a wall that was most recently built by the Trump administration. The border guards asked for the construction of a border wall much too frequently since it would

⁷ Malik, Iqbal. 1990. "Pak-US Security Relations: Testing Bilateralism." *Asian Survey* 30, no. 3 (March 1990): 15.

⁸ Cebulko, K., & Silver, A. (2016). Navigating DACA in Hospitable and Hostile States: State Responses and Access to Membership in the Wake of Deferred Action for Childhood Arrivals. *American Behavioral Scientist*, 60(13), 1553–1574.

make their jobs easier because managing a long border was highly challenging. The major objective of the Trump administration before the conclusion of his term in office was to build a border wall that was at least 450 to 500 miles long and outfitted with the most recent technology and residency⁹. However, aside from invention, illumination, etc., the organization has covered at least 350 km. A further 200 miles were in the development phase, while around 150 miles were in the pre-construction¹⁰. In contrast to the Trump administration, Biden decided not to build any border barriers while he was still in office. In accordance with the Biden campaign, the Biden organization will stop using the Defense Office's supplies to construct the border fence. According to his campaign website, construction of a wall will not significantly deter criminal gangs and drug cartels from abusing our ports¹¹. As opposed to erecting a wall along the border, we should intelligently protect our ports. In order to implement the Conceded Activity for Childhood Arrivals program, President Obama controlled the government of Country Security (DHS) while he was in government in 2012. DHS committed to not extradite foreign people who entered the country after turning sixteen as part of the program. The Obama administration claims, in simple English, that it has remained within the United States without the assistance of a legal professional or public announcement. At least 825,000 people may have benefited from this because of these program¹². However, Joe Biden's decision on DACA differs from Donald Trump's. According to Biden, "Dreamers and their guardians ought to have an administrative movement change that serves as a roadmap to citizenship. As the DACA program is reinstated, Biden will remove the uncertainty

⁹ Chantal da Silva (2019). "Trump Has Built Nearly 100 Miles of Border Wall by End of 2019, With 350 Miles to Go in 2020," *Newsweek*, December 31, 2019.

¹⁰ Scott, Rodney. 2021. Chief of the United States Border Patrol. [https://en.wikipedia.org/wiki/Rodney_Scott_\(law_enforcement_officer\)](https://en.wikipedia.org/wiki/Rodney_Scott_(law_enforcement_officer))

¹¹ Sprunt, Barbara. 2020. "Biden Would End Border Wall Construction, But Wouldn't Tear Down Trump's Additions." *NPR*, August 5, 2020. <https://www.npr.org/2020/08/05/899266045/biden-would-end-border-wall-construction-but-wont-teardown-trump-s-additions>

¹² U.S. Customs and Border Protection. "Border Wall System." Accessed from <https://www.cbp.gov/border-security/along-us-borders/border-wall-system>.

for Dreamers and look into all viable options to protect their families from senseless division¹³.

President Biden was entirely persuaded to discuss amnesty with Congress in order to offer underutilized and necessary movement legislation while he was still in office.¹⁴ It was the US Congress that was at that time unable to make arrangements with the President. It is because the president's base of supporters was opposed to granting any type of acquittal to any kind of illegal foreigners present in the country, including DACA¹⁵. However, the Biden decision campaign was quite clear in stating that the administration would "quickly advocate enactment to keep the DACA families together, because it is a bad form to isolate families, through which about 11 million undocumented¹⁶".

2.2 Travel Restrictions

The President of the United States issued a number of formal decrees in 2017 that were intended to limit foreigners' access to the country. These instructions were developed based on evaluations of all potential hazards brought by visitors from foreign nations. Eight countries, including Iran, Iraq, North Korea, Venezuela, Syria, Yemen, Libya, and Chad (which was removed from the list), have travel restrictions imposed by President Trump. In contrast, Biden made an unexpected concession to the Trump administration, as seen by his campaign promise to "Rescind the un-American travel and refugee limitations, as well as references to "Muslim bans." The anti-Muslim

¹³ Bălan, Mariana, and Simona Bilan. 2020. "Recent Dimensions of Regional Migration." *Journal of Intercultural Management* 12, no. 4: 91-105. <https://doi.org/10.2478/joim-2020-0053>.

¹⁴ Sprunt, Barbara. 2020. "Biden Would End Border Wall Construction, But Wouldn't Tear Down Trump's Additions." NPR, August 5, 2020. <https://www.npr.org/2020/08/05/899266045/biden-would-end-border-wall-construction-but-wont-teardown-trump-s-additions>

¹⁵ Bennett, John T. "'Amnesty Don' Returns? Trump Curiously Challenges his Conservative Base." *Roll Call*, January 23, 2019. <https://www.rollcall.com/2019/01/23/amnestydonreturns-trump-curiously-challenges-his-conservative-base/>.

¹⁶ Biden, Joe. 2020. "The Biden Plan for Securing Our Values as a Nation of Immigrants." Accessed August 24, 2022 "Trump's Additions." 2020. NPR, August 5, 2020. <https://www.npr.org/2020/08/05/899266045/biden-would-end-border-wall-construction-but-wontteardown-trump-s-additions/.3>. <https://joebiden.corn/immigration>.

sentiment of the Trump administration undermines our values, hurts our economy, and has the potential to recruit militants on the psychological level. It is unethical to prevent Muslims from entering the country, and neither evidence nor insights suggest that doing so will increase national security. However, the Trump administration is planning yet another shifting of control to primarily target dark and brown foreigners. The "Muslim bans" will be quickly lifted by Biden.

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Nearly 10,000 displaced persons were still present within the United States border when President Trump took office. It was the most outcasts there had been in the previous 20 years. The underused presidential organization was concerned about the enormous number of outcasts since many misfits were fleeing the severe problems in Syria and there were many candidates from Syria because of the war-crisis, which meant that the system was not operating properly. In this way, the US president swiftly stopped the USRAP (US displaced person confirmations program) for over

4 months. The president coordinated the State Secretary to guarantee the security of the country to begin with from concerned offices (just like the division of country security, insights office) at that point continue the US displaced person confirmation programs¹⁷. On the basis of the available location for administrative checks, the president further reduced the FY 20-17 affirmation maximum to around 50,000 (Ibid, 2020). President Joe Biden took separate actions to stand out, raising the annual ceiling to 125,000 while also announcing plans to immediately increase the amount. In other words, Joe Biden agrees to increase the number of humans while saving the lives of innocent people all over the world, but Donald Trump was anxious to reduce it to the barest minimum. In contrast to the assertiveness of the Donald Trump administration, the Biden organization embraces balance and adjustment (Ibid, 2020).

Theorists contend that media fosters or builds connections amongst individuals throughout the globe based on technology advancement. According to the argument, the media has the ability to educate individuals of news updates and the most recent information that they may utilize to advance their lives. According to this theory, people rely on the media to learn about events and get news since it is a fundamental part of society. In order to strengthen its effect on media, the media is increasingly given room in people's homes. According to this view, a lack of education is one of the main causes of how reliant people have become on the media. Additionally, media spreads misleading information Media also create false information and perspective¹⁸

However, as audiences have more influence over media content and exposures, a problem may arise when the media lacks the authority to discuss natural concerns. It is also thought that with

¹⁷ "Trump's Additions." 2020. NPR, August 5, 2020. <https://www.npr.org/2020/08/05/899266045/biden-would-end-border-wall-construction-but-wontteardown-trump-s-additions/>.

¹⁸ Weaver, David, Maxwell McCombs, and Donald L. Shaw. "Agenda-setting research: Issues, attributes, and influences." *Handbook of political communication research* 257 (2004): 257-80.

the rise of digital media, agenda-setting may become less significant. The agenda setting hypothesis looks into how strategically planned media may influence a large number of viewers. Agenda setting's significance is related to its ability to influence audience perception through various forms of strategic planning. It is also believed that people acquire knowledge and maintain focus on a single problem while moving in a certain direction.

2.3 Theoretical Framework

The Watergate crisis served as a key illustration for McCombs and Shaw's explanation of the agenda-setting hypothesis. The 1968 Presidential Election was examined using the agenda-setting theory. The content of the mass media (large-scale media) has very powerful influence on the audience as a whole. According to McCombs and Shaw, there is a close connection between media and audiences who are looking for satisfaction of particular needs (Information etc.)¹⁹. Weaver examines the parallels and discrepancies between various media effect concepts, such as planning and constraining, and discovers that agenda-setting is employed and supported in delivering people messages at big sizes with a specified purpose²⁰. Agenda-setting is now regarded as a basic idea since it conceptualizes the media setting or arrangement, which is impossible to achieve without a necessary capability. The studies show that how it has gained framing influence's public opinion on nuclear. Agenda-setting is now regarded as a basic idea since it conceptualizes the media setting or arrangement, which is impossible to achieve without a necessary capability. The studies show that how it has gained framing influence's public opinion on nuclear power²¹. The impact of media

¹⁹ McCombs, Maxwell E., and Donald L. Shaw. "The agenda-setting function of mass media." *Public opinion quarterly* 36, no. 2 (1972): 176-187.

²⁰ Weaver, David H. "Thoughts on agenda setting, framing, and priming." *Journal of communication* 57, no. 1 (2007): 142-147.

²¹ Gamson, William A., David Croteau, William Hoynes, and Theodore Sasson. "Media images and the social construction of reality." *Annual review of sociology* 18, no. 1 (1992): 373-393.

framing on public opinion, focusing on the role of television news (p 21)²². The empirical method of media framing research. The investigation of news content and its impacts on public opinion are just two examples of the empirical methods for researching media framing that are covered in the article. Three media impacts models—framing, agenda-setting, and priming—have evolved over time. The development of three well-known media impacts theories, including framing, agenda-setting, and priming, is examined by Scheufele and Tewksbury.

3. Methodology

The aim of this study is to examine how the 2020 US presidential election is portrayed in Pakistan's main print media. A mixed method approach was utilized by the researchers, which included quantitative and qualitative research techniques. "Quantitative methods are those based on numerical information or quantity and usually involve statistical analysis²³". The scholars argued that "the term qualitative has been used to refer to overall research philosophies and approaches, research methodologies, and specific sets of research techniques." It is beneficial to take a step back and think about broad concerns for social science research in order to better grasp this field. The research made the following claim: Emphasis is placed on the nature of entities, processes, and meanings that have not been investigated or assessed subject²⁴. The characteristics of socially constructed reality, the tight interaction between the researcher and the subject, and the contextual restrictions that influence the research are all stressed by qualitative researchers. Such researchers place a strong emphasis on the value-based basis of their work. They seek solutions to issues that highlight the shaping and symbolic nature of social experience. Comparatively, quantitative

²² Shanto, Iyengar, and Donald Kinder. "News that matters: Televisión and american opinion." (1987).

²³ Richard, F. Dan, Charles F. Bond Jr, and Juli J. Stokes-Zoota. "One hundred years of social psychology quantitatively described." *Review of general psychology* 7, no. 4 (2003): 331-363.

²⁴ Quantitative research techniques are considered to be very useful techniques for examining individual opinions, behaviors, attitudes, etc. on a subject (Cottle, et al., 1998, p. 225).

research is more concerned with measuring and examining the causal connections between variables than it is with processes. Many social and behavioral scientists consider qualitative formal inquiry as both a perspective and a strategy to studying a research subject.

3.1 Population

The main print media (newspapers) in Pakistan are the study's target audience. This is due to the fact that, in spite of technology, a sizable portion of Pakistani society still favors reading newspapers to keep up with current events. Pakistan is also thought to be one of her five nations with the most circulation of the newspaper. An important Pakistani daily that is published in both English and Urdu served as the study's target audience. Because Lexis & Nexis does not include Urdu newspapers, research investigations take longer and cost more money. As a result, the researchers chose to limit their research study to using just prominent English-language newspapers. The Daily Dawn, Daily Times, and The News were three of Pakistan's top English-language publications that were included in the study. All these newspapers are also very old and popular newspapers in Pakistan. A large portion of Pakistani society reads these newspapers daily to stay informed about their surroundings. In this research study, researchers used Lexis-Nexis to collect newspaper data.

3.2 Data Collection

Relevant news was gathered from a few chosen newspapers and entered into the Lexis-Nexis database. One of the biggest databases in the world and a very reliable resource for data collecting is Lexis-Nexis. This database housed newspaper archives for a very long period. His Lexis-Nexis database was utilized by the researchers to get the information. Lexis-Nexis is one of the best and largest database systems in the world and is considered a highly reliable source for collecting data for content analysis purposes. All articles on elections for the selected period were used in this

study. The researchers analyzed the nature of the articles based on the headlines and introductions of the selected dates, which are considered units of record. The entire body of an article or year, excluding headings and prefaces, is considered the contextual unit of data boundaries of research. Due to limited resources and time, this research study focused on only three major English-language newspapers in Pakistan. Selected newspapers include Daily Dawn, The News, and Daily Times. The period of this survey research will be three months from September 2020 to November 2020.

4. Findings

Table 1: Framing

	Newspaper ID	Frequency	Percent	
1	The News	103	31.3%	
	Daily Dawn	71	21.6%	
	Daily Times	155	47.1%	
2	Frames	Frequency	Percent	Chi-Square Test
	Conflict Story	81	24.6	.001
	Official Statement	17	5.2	
	Pol & Current Affairs	218	66.3	
	Others	13	4.0	
3	Types of Stories	Frequency	Percent	
	News	131	39.8	
	Opinion	90	27.4	
	Editorial	108	32.8	

4	Source of Story	Frequency	Percent	Chi-Square Test
	Official	42	12.8	F= 20.255 P=.000
	Private	287	87.2	

According to Table 1, 329 total stories were published in all three selected newspapers Daily Dawn, The News, and Daily Times. The news published around 103 relevant stories within selected two months, Daily Dawn published around 71 news stories, and Daily Times published around 155 news stories within mentioned two months. Point two of table 1 shows the stories published by the selected three newspapers with references to the eventual frames of the sample. The frames were converted into four categories conflict stories, official statements, political and current affairs, and others. According to table 1 that the selected three newspapers published 24.6% stories related to the conflict category. It means that there is higher value was given to conflict reporting during the Presidential election of the United States in 2020. In the same way, there were 5.2% official statements were published by all three selected newspapers within the given period which is relatively low in number as compared with conflict reporting.

However, the major focus of this three-newspaper was on political and current affairs, 66.3% stories which show that the newspapers were more concerned about the political and current affairs situation of the United States and Pakistan as compared with other variables. There are only 4.0% stories published that fall under other categories of these types of news stories. Simply, we can say that mainly these three-newspaper focused on the political situation of the United States as compared with conflict, official statements, and other stories. The chi-square test value is .001 which shows the highly significant value in terms of eventual frames covered by the Daily Dawn,

The News, and Daily Times. If we look at table 1 point 3 which is related to the types of stories published in the newspaper within selected two months. The data revealed that all three newspapers mainly published news stories, 39.4% as compared with opinions and editorial stories. It is also highlighted in table 1 point 3, the selected three newspapers published editorial stories 32.8% which is low as compared with news stories published in the newspapers.

The last and fourth points of table 1 highlight the situation of the source of stories. It revealed that the major source of newspapers stories was private 87.2% as compared with official source 12.8%. In simple words, newspapers utilized private sources for getting information about the stories published in the selected two months during the election in the United States of America in 2020.

RQ 1. What kind of frames used in Pakistani leading newspapers while covering the US Presidential Election’?

RH 1. There is a greater likelihood that Pakistani print media used conflict frames while covering US presidential elections 2020.

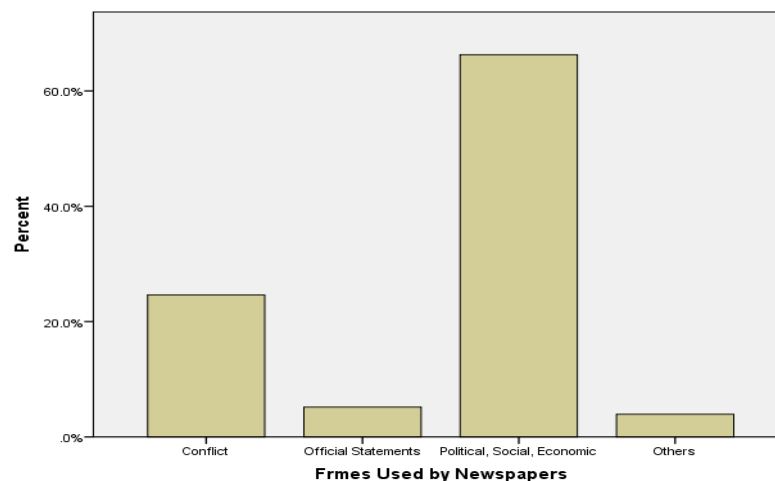


Figure 1. Frames

Newspapers in Pakistan during the presidential election of the United States 2020, mainly

focused on political and current affairs frames as compared with other frames (see Figure 1). The graph highlighted that the Pakistani three newspapers covered political and current affairs frame around 66% which is followed by the conflicting stories frame around 25%, official statements around 5%, and other stories 4%, respectively. So, based on the data collected and data analysis we can say that the Pakistani newspapers mainly focused on the political and current affairs situation of the United States and Pakistan. In this way, our hypothesis is disapproved. However, all the newspapers published conflicting stories in greater numbers, but it is far away as compared with the political situation of the United States presidential election 2020. Furthermore, Pakistani newspapers published official statements in very few numbers as compared with another frame as well.

RH2. There is likelihood the print media will give more favorable coverage to Joe Biden.

RQ3. Which candidate was given more favorable coverage by these Pakistani newspapers?

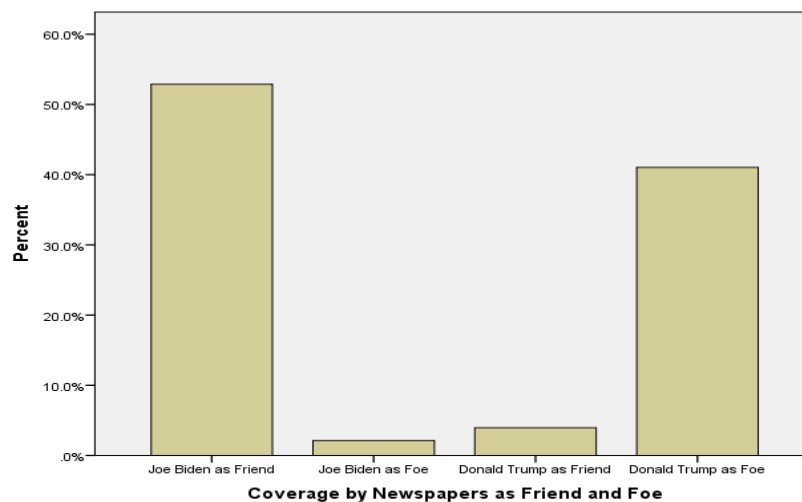


Figure 2. Coverage

Presidential candidate Joe Biden received more favoritism print media coverage as compared to Donald Trump (see Figure 2). The Pakistani print media published more negative stories regarding presidential candidate Donald Trump as compared to another presidential candidate. Most of the time,

all three-newspaper negatively focused to covered Donald Trump while Joe Biden was covered as their favorite presidential candidate of the United States of America. In general, we can conclude that Pakistani print media mainly focused on giving favoritism coverage to presidential candidate Joe Biden while presidential candidate Donald Trump received un-favorable print media coverage in Pakistan during the presidential election of the United States in 2020. It is also important to understand that how much coverage was given to the presidential election of the United States in 2020 in terms of words. It is important because it reveals that how much importance was given to a specific topic or subject. The below pie chart elaborates the frequency of stories published in the Pakistani print media during the presidential election of the United States in 2020.

Figure 2 represents the length of stories published in the Pakistani print media regarding the presidential election of the United States in 2020. The chart revealed that the selected three newspapers published 76% stories less than 1000 words which are followed by 21% stories 1001 to- 1500 words, and 3% stories that consist of more than 1501 words. In simple words, we can say that majority of the time Pakistani print media published stories regarding the presidential election of the United States under 1000 words stories.

Table 2: Newspapers Coverage US as A friend and Foe against Pakistan

		Frequency	Valid Percent
Valid	Pakistan as Friend	68	20.7
	Pakistan as Foe	1	.3
	The US as Friend	252	76.6
	The US as Foe	8	2.4
	Total	329	100.0

Table 2 revealed that most of the selected newspapers represented the United States as the friend of Pakistan (76.6%). In simple words, Pakistani print media framed the United States as the friend of

Pakistan more as compared with a foe of Pakistan (2.4%) only. In the same way, the newspaper also highlighted their support towards the United States as represented Pakistan as the friend of the United States especially during the riots that occurred before the Joe Biden ceremony. Generally, we can say that the Pakistan print media has given massive coverage to the election of the president of the United States in 2020 in which Pakistani print media highlighted Joe Biden more as compared with Donald Trump and represented the United States and Pakistan as a friend of each other more as compared with a foe of each other.

5. Discussion and Conclusion

In conclusion, we can say that the Pakistani print has given a massive coverage to presidential election of the United States. However, print media utilized different frames while covering the election. Majority of the frames highlighted in the data revealed that print media in Pakistan published more Joe Biden oriented stories as compared with Donald Trump. Majority of the stories were published in terms of news which is followed by the editorial stories and opinion stories. Newspapers in Pakistan during the presidential election of the United States 2020, mainly focused on political and current affairs frames as compared with other frames. The data highlighted that the Pakistani three newspapers covered political and current affairs frame around 66% which is followed by the conflicting stories frame around 25%, official statements around 5%, and other stories 4%, respectively. So, based on the data collected and data analysis we can say that the Pakistani newspapers mainly focused on the political and current affairs situation of the United States and Pakistan. In this way, our hypothesis is negative and disapproved.

However, Pakistani newspapers published conflicting stories in greater numbers, but it is far away as compared with the political situation of the United States during the presidential election 2020. Furthermore, Pakistani newspapers published official statements in very few numbers as compared

with another frame as well. The collected data revealed that there are following frames that have been used in covering the presidential election of the United States in 2020; conflict stories frame (25%), political and current affair frame (66%), official statements (5%), and another frame only 4 percent.

Data analysis revealed that the Pakistani print media has given more coverage to President Joe Biden more as compared with Donald Trump. The Pakistani print media (selected three newspapers) published stories related to Joe Biden 172 (52.3%) which is higher than the coverage was given to Donald Trump 122 (37.1%). In other words, Joe Biden received more coverage during the United States presidential election in 2020 as compared with Donald Trump. Majority of the time Donald Trump received negative kinds of coverage while Joe Biden received positive print media coverage in Pakistan. To answer this question, we can say that Pakistani Print Media covered Joe Biden 52.3% more as compared with Donald Trump 37.1%. The above graph is there to approve the hypothesis that there is a greater likelihood that the Pakistani newspapers covers Joe Biden more as compared to Donald Trump. Simply, it is true that Pakistani print media published more Joe Biden side stories as compared with Donald Trump during the presidential election of the United States in 2020.

5.1 Recommendations for Future Research

As the current research study including only three Pakistani English newspapers, the future research may include some big Urdu Newspaper as well to get in-depth understanding of the phenomena. In the same way, it is also recommended that the future researcher may work on the Asia perspective regarding the presidential election of the United States by including some big Asian newspapers to understand these phenomena in detail. It is also suggested that the future researcher may include the United States newspaper as well to compare the coverage of both

countries on same issue within same time span. Such kind of research will generate highly accepted results and will generate the accurate frames of the print media in both countries. The future researcher may also include some more variables to get more in-depth details regarding the selected topic. In simple words, such kind of research can highlight the frames of the media used for specific topics which will help the media organization, policy makers and institution to work on these frames and make them suitable and profitable for the country and nation as well.

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