

## ATTACK ON MALALA: FRAMING OF THE INCIDENT IN THE PRINT MEDIA

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**ABSTRACT.** *Analysis of the media coverage on the attack incidence on Malala (Nobel peace prize winner) benefits to comprehend the notions that how media outline the opinions and viewpoints. Media outlets play a dynamic role in how the people perceive several issues highlighted in the news. The media organize the varied framing of realism of issues of the public interest and vice versa. The study objectives are to find out that how the leading print media in Pakistan have covered Malala issue and classify the variances amongst the two leading newspapers based on several categories. Two Urdu newspapers (Jang and Nawa-e-Waqt) of Pakistan were selected for this study based on their high circulation and trustworthiness amongst the readers. The print newspapers published in the months of October and November 2012 were examined to find the framing of Malala issue. The study reveals that the favorable (56%), unfavorable (16%) and neutral (27%) frames found in the newspaper Jang and favorable (46%), unfavorable (47%) and neutral (7%) found in Nawa-e-Waqt. It is also observed that favorable Malala issue related news stories were disseminated more in Jang.*

**Keywords:** Malala, Taliban attack, Framing theory, Media.

**1. Introduction.** The media is known as the “fourth estate” only for its vigor, vitality, and importance [1]. It is a forerunner of opinion making and tool of a change in the society. Additionally, it works as an outlet of the policies and strategies of the ruling class on one hand and meanwhile, work as an information source of the middle class. Media consists of two types one is called print media and the other is named as electronic Media [2]. In the recent years, electronic media has become more popular and more in vogue, but still, the print media have not lost all its value and importance. Newspaper, heralds, magazines and periodicals reach to the large number of the diverse readers comprised of representing several segments of the society. Therefore, it is still presented as an authentic proof and source of the information and represents policy matters on its agenda [3].

However, the media not always interferences the Government wheel through its large readership and opinion making role [4]. Whereas, media, inform the people about the several critical issues and in this way set the public agenda as elaborated in previous theories of media. Indeed, it informs about the several issues, however, it can further provide the foundation for the opinion change as it triggers the public debate reaction [5]. Moreover, alongside the public agenda-setting, the ability of the framing is one of the critical tools of the print media, which is acknowledged in the previous studies [6,7]. Therefore, media introduce the certain issues, however, its coverage can determine the direction of the public perception about certain issues and personalities in some cases (i.e. Malala). It is noted by several investigations [8], that's how media bring the issues on its limelight and lead the public through an invisible string of portraying the images of the personalities and opinion making.

However, media coverage of some issues like Malala incident, always considered as the interest for the future research due to the sensitivity and popularity of the issue. Having diverse opinions among the public about the said issue can be postulated as it is because of diversity in the framing of the Malala issue. Certain newspapers have different policy and angle to see the issue and that can be observed in more detail by considering the popular issues to address this contextual gap. Thus, the current research is based on the comparative analysis in which one-month newspaper coverage has been taken from the 10 October to 31 November 2012 of daily Jang and daily Nawa-e-Waqt front pages' news stories about Malala issue. Consequently, this contribution can make the better understanding about this issue, meanwhile, can provide a foundation for the future studies that may proceed towards the second level of the agenda setting as recommended in recent studies. In the society like Pakistan, the print media have a great impact in the informational sphere. Therefore, the leading print media groups in the local language were selected. Meanwhile, to understand that how the media has framed the issue of Malala this study explores its coverage. Giving emphasis to life taking an attack on Malala they shifted the anger of masses towards the Taliban.

**1.1 Objective of the Study.** This study is based on content analysis to give a comparison of the two main sources of news conveying media. The Daily Nawa-e-Waqt and the Daily Jang are selected in respect of giving coverage to the issues of Malala.

The main objective of the study is;

- i) To investigate, how media highlighted the issues to arouse the sympathy among the masses.
- ii) To find out the importance of the issue in the print media.
- iii) To investigate that how each organization gives prominence to some issues over neutral.
- iv) To analyze how much coverage is given to Malala issue by daily Jang and Nawa-e-Waqt during 10 October to 31 November 2012.

## **2. Literature review**

**2.1 Coverage of the issue of Malala:** Media policy makers are supposed to be wise enough to fix media priorities, indeed the agenda of the media reflections of its priorities [9]. Therefore, some issues get the priority in its coverage and it highlights these issues to arouse the sympathy or soft attitude of the masses or to reform the opinions [10,11]. Having the said purpose the media select the agenda and ways of expression to a certain happening or a certain matter. Framing is one of the additional hallmarks of the media linked to its agenda and representation of the facts. However, the over emphasize on a typical issue can have adverse results as well. For instance, by giving over importance to the issue, may results to develop the negative impression and the masses become desensitized towards the media agenda. In some cases, the intentional media give stress to some internal socio-political matters with an its own viewpoint and diverts the agenda of the national press as well [12,13]. Therefore, the life risking an attack on the Malala was one of the examples where it was criticized as well and created some doubts. While on the other hand, its positive effect turned the people's anger towards those who attacked the Malala and people started to talk to the Taliban [14]. This shift was seen after the sad incidence of attack on the Malala [15]. However, some media critics, especially from some religious organization also blamed media that the purpose of coverage of this issue is defaming the image of the Pakistan. Therefore, the comparative study of the two main sources of news conveying information could be one possible way to understand the framing of the media [16]. The daily Nawa-e-Waqt and the Jang in respect of giving coverage that Jang went to Malala case too far away in protesting the cruel action of Taliban's as if the liberty of the country and solidarity of Pakistan was associated in the being of Malala. As ill-luck, would have it Malala would have been virtually killed, some media groups were also criticized that they gave an impression to the people of Pakistan as well as to the world existence of Pakistan is subject to the survival of Malala [17]. No doubt she was a girl with abilities and she wished that the women should come forward to play their role in national development and should get the education. However, over-emphasis by media made many signs of interrogations in the minds of the middle class who take interest in reading to social and political news as they began to say that it is self-made story being made to achieve some personal interest by the united rulers who are losing their writ and popularity day by day [18]. It remains always in the quest of looking for a surprise which can sustain them. Some people through over coverage of Malala case is hinted by Americans who wish to intervene in the northern part of Pakistan to end terrorism directly themselves.

On the other hand, Nawa-e-Waqt remained in touch with their sensitive matter of killing the effort of Malala and gave coverage to the matter but did not too far. The daily Nawa-e-Waqt gave news to the

public and inform the gradual development in her recovery, but minimal coverage was about the emotional aspects.

## **2.2 Research Questions**

1. How the daily Jung has covered the Malala Issue?
2. How Nawa-e-Waqt has covered the Malala Issue?
3. How much overall coverage is given to Malala Issue by two News Papers Daily Jang and Daily Nawa-e-Waqt?

## **2.3 Hypothesis**

1. It is more likely that Jang would be giving more coverage to Malala Issue compare to Daily Nawa-e-Waqt.
2. The favorable coverage given to Malala Issue by daily Jang is relatively more than the favorable coverage of Daily Nawa-e-Waqt.
3. It is more likely that daily Nawa-e-Waqt would be more sensitive, conservative and tend to preserve while the daily Jang would remain liberal on the Issue of Malala.

**3. Research Methodology.** In line with the nature of the study, the content analysis of the news stories on the front pages of daily Jang and daily Nawa-e-Waqt in which the Malala issue selected. The news items published on front pages in Daily Jang and Daily Nawa-e-Waqt from Oct 10, 2012, to Nov 31, 2012, about the coverage of Malala issue. The justification for selecting the front page is in line with the guidelines provided in the previous studies related to the framing theory [19]. Two leading newspapers Daily Jang and Daily Nawa-e-Waqt are the universes of the study. These two dailies were selected as a sample because of their large readership. In this research, census sampling is adopted by the researcher. A total number of news related to Malala published in two dailies from Oct 10, 2012, to Nov 31, 2012. All news stories which are related to Malala in both dailies.

**3.1 Selection of categories:** To analyze the positive and negative coverage of both newspapers the existing practices in framing and agenda setting research were adopted. The category system best suited and workable for the study was used in the context of the framing theory. The categories we made must be according to the objectives of the study and induce some understandable system of the category [20]. Keeping in view the above three principles and to adequately meet with this study objectives following categories was developed.

1. Sympathy
2. Government Support Malala
3. UNO Support Malala
4. Taliban Statement against Malala
5. Statement against Malala
6. Foreign Negative statement about Pakistan
7. Informative
8. Reporting
9. All the categories are defined as follow.

**3.2 Sympathy News.** A news which is sympathetic, having an emotional touch regarding Malala issue on showing favor on liking Malala and positively play up this issue.

**3.3 Govt. Support Malala.** The news in which govt. is favoring of Malala in a positive manner and govt. is not responsible for this harsh incident and govt. is with Malala and supporting Malala issue.

**3.4 UNO Support Malala.** UNO support towards Malala and support her mission and against the extremist anti-human group.

**3.5 Taliban Against Malala.** A news in which Taliban seems to be against Malala and her mission of spreading education and show Taliban as a responsible for this issue.

**3.6 News against Malala.** News which have the impact that these issues fake and a propaganda against Muslims, news that this indecent is planned to portray the negative image of Pakistan in the international scenario.

**3.7 Informative.** This category includes the news which is just giving information about Malala issue, neither they are in favor nor against this incident.

**3.8 Reporting:** It includes the news which is just reporting the event with facts and figures but they are not making frames of the news.

**3.9 Inter-Coder Reliability.** Afterward, the selected categories were analyzed by 3 experts in the field of communication to get the face validity. Onwards, 2 coders were trained to code the pilot data and the

intercoder reliability was ensured by calculating the agreement between the inter-raters score which was .86 and suitable to proceed further as guided in literature [21,22].

**4. Data Analysis.** For the month of October 2012, 19 sympathy news were disseminated in Jang and 13 were published in the Nawa-e-Waqt. Likewise, the news about the government support to Malala were 13 in Jang and no news found in Nawa-e-Waqt. Whereas, 11 news were disseminated in Jang about the UN support to Malala and 1 was published in the Nawa-e-Waqt. For the month of November 2012, 14 sympathy news were disseminated in Jang and 10 were published in the Nawa-e-Waqt. Likewise, the news about the government support to Malala were 6 in Jang and 2 news were found in Nawa-e-Waqt. Whereas, 3 news were disseminated in Jang about the UN support to Malala and 1 was published in the Nawa-e-Waqt.

Table 1. Comparison of the Favorable Coverage on Malala issue in Jang and Nawa-e-Waqt.

Date	A*		B*		C*	
	Jang	Naw-e-Waqt	Jang	Naw-e-Waqt	Jang	Naw-e-Waqt
October	19	13	13	0	11	1
November	14	10	6	2	3	1
Total	33	23	19	2	14	2

*A\* = Sympathy-B\* = Government Support Malala C\* = UNO Support Malala*

For the month of October 2012, 5 news from the Taliban were disseminate in Jang. The news against the Malala were 4 and news against Malala based on the foreign news sources were 10. Likewise, for the month of November 2012, 4 news from the Taliban were disseminated in Jang. The news against the Malala were 5 and news against Malala based on the foreign news sources were 9.

Table 2. Comparison of the Unfavorable Coverage on Malala issue in Jang and Nawa-e-Waqt.

Date	D*		E*		F*	
	Jang	Naw-e-Waqt	Jang	Naw-e-Waqt	Jang	Naw-e-Waqt
October	5	11	4	1	10	2
November	4	10	5	3	9	1
Total	9	21	9	4	19	3

*D\* = Taliban Statement against Malala E\* = Statement against Malala F\* = Foreign Negative statement about Pakistan*

For the month of October 2012, most of the coverage is given to the Taliban news as 11 news were disseminating in Naw-e-Waqt. The news against the Malala was 1 and news against Malala based on the foreign news sources were 2. Likewise, for the month of November 2012, most of the coverage is given to the Taliban news as 10 news disseminated in Naw-e-Waqt. The news against the Malala were 3 and news against Malala based on the foreign news sources were 1.

Table 3. Comparison of the (Neutrals) Coverage on Malala issue in Jang and Nawa-e-Waqt.

Date	G*		H*	
	Jang	Naw-e-Waqt	Jang	Naw-e-Waqt
October	17	1	2	0
November	12	3	1	3
Total	29	4	3	3

*G\* = Informative*

*H\* = Reporting*

For the month of October 2012, 17 news of information about the Malala issue were disseminated in Jang and 1 was in Naw-e-Waqt. Likewise, 2 general reporting stories about the Malala issue were disseminated in Jang and there was no news in Naw-e-Waqt in October. Whereas, in November 2012, 12 news of information about the Malala issue were disseminated in Jang and 3 were published in Naw-e-Waqt. Moreover, 1 general reporting stories about the Malala issue was disseminated in Jang and there was 3 news in Naw-e-Waqt.

Table 4. Overall Comparison of the Coverage on Malala issue in Jang and Nawa-e-Waqt.

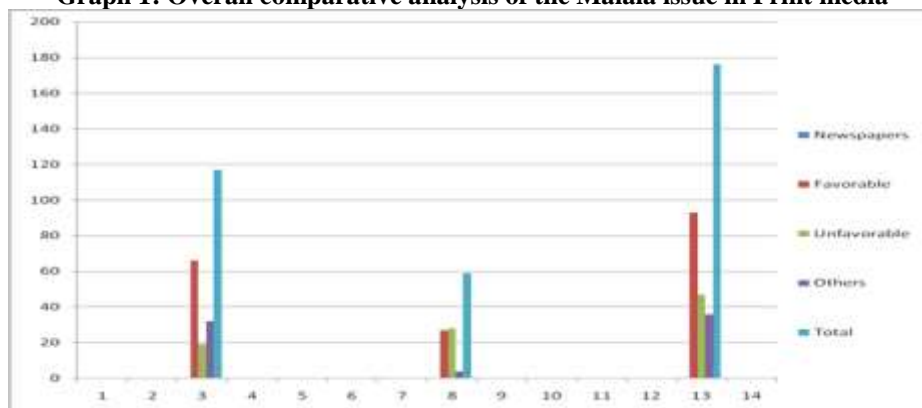
Newspapers	Favorable	Unfavorable	Neutrals	Total
Jang	66	19	32	117
Nawa-i-Waqt	27	28	4	59
Total	93	47	36	176

*Chi-square = 245.95,  $p < 0.001$*

#### 4.1 Hypothesis Testing

- **Hypothesis 1:** It is more likely that Daily Jang is giving more coverage to Malala issue as compared to Daily Nawa-e-Waqt.
- The Results of the Proportion shows that Daily Jang Cover 66.47 % of the Issue and rest 33.52 % was cover by the Nawa-e-Waqt. The Data strongly supported the hypothesis 1.
- **Hypothesis 2:** It is more likely that favorable coverage given to Malala issue by Daily Jang is relatively more than the coverage of Daily Nawa-e-Waqt.
- The Results of the Proportion shows that Daily Jang Cover 70.96 % of the Issue and rest 29.3 % was cover by the Nawa-e-Waqt. The Data strongly support the hypothesis.
- **Hypothesis 3:** Daily Nawa-e-Waqt would be more sensitive, conservative and tending to preserve while Daily Jang would remain liberal in the issue of Malala.
- The result of shows that, 170 news about Malala issue given by Daily Jang on the other hand only 59 news are given by Nawa-e-Waqt which are very conservative and sensitive.

**Graph 1: Overall comparative analysis of the Malala issue in Print media**



**5. Conclusion.** In any society, the newspapers are the important source of information about the different issues in the society. Now the media is playing a vital role to inform and aware the masses about the different current issues and problems exist in the society. Media also focus some issues and prioritize some issues. Sometimes the media is criticized due to the overemphasize some issues and placement of news can also influence the public thinking. By doing so the media highlighted the less important issues and media ignore the important issues this is because of the policies of the media organization. However, in case of the Malala attack incident the study explored that each media organization has different agenda; they decide which news would be a priority and which news have less important to the media. Specifically, this study explored several layers of the slanting of the mentioned issue based on the framing theory perspective. The current exploratory study revealed that the both the newspaper gave more positive news about the Malala and assumed that in result favorable opinion may be developed about the issue and Malala among the Pakistanis. However, the exploratory studies cannot be generalized such results therefore, in future studies this specific issue can be explained by using quantitatively techniques. The study contributes contextual factor of the framing theory and found that it can still applied for the better exploration of the popular issue like Malala incident. Media also have the role to inform and educate the people about different problems existing in the society, but they also over expose some issues. This study is conducted to analyze and to investigate that how much coverage is given to Malala issue by two newspapers daily Jang and daily Nawa-e-Waqt and for this purpose the researcher makes the content analysis methodology. Therefore, this is only an exploratory study further studies can measure the second level of the farming by direct accessing the public through survey.

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