

HOW DO PAKISTANI PRINT MEDIA COVERS CRIME STORIES ON WOMEN; COMPARATIVE STUDY OF TWO NEWSPAPERS

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ABSTRACT. *Women crime stories have become top stories; it has taken a lot of importance not only because of the women issues but crime stories as well. The present study explores the image of women in context to gender issues of crimes in the news of two dailies: daily Jang and Nawa-i-Waqt. The study also finds out the comparison of two dailies regarding women image. Findings of the study show that daily Jang is less prone to describe women as helpless and as powerless, helpless creature whereas daily. Whereas in the Nawa-i-Waqt paints a picture of women in a more regardless way, in their news, women are shown victimized by men and male dominating society aspect is also shown. The study also highlights that daily Nawa-i-Waqt frequently publishes news on crime issues related to the women as compared to daily Jang. The study suggests further research be done on the same topic in electronic media.*

Keywords: Crime news, Gender sensitive issues, Crime news related women, Gender discrimination news related women, Women social empowerment, Equal rights & Respective.

1. Introduction: In the present era, the value of gender equality is being accepted and promoted in almost all religions of the world [1][2]. Media is considered as the most potent and influential mean in this regard as it has the capacity of persuading and molding opinion [3]. The relationships between media and women are important because whatever image women have in our country is influenced by media [4]. Women are less represented and do not occupy decision making or top position [5]. The main objective to choose this topic is that the media, especially the print media that the images of women in media are a stereotype [6]. This topic also elaborates or explain gender sensitive language guidelines, for media practitioners and management for the portrayal of women in media and gender sensitive code of ethics for the print media in Pakistan. Media containing so many images of women and it is highly unlikely that ideas would have no impact on own senses.

The relationship between media and women has a certain structure where a woman is tapped as an object [7]. The role of women in media decision making is reflected in the poor representation of women issues and concerns. The relationship between media and gender sensitive issues are too strong. Media has a great influence on the audience [8]. The audience perceives as how media depict the women. Patriarchal understanding of what a male out to do and how women lead her life to permeate through all social, political and civil structures and institutions. Media is one of them mindfully or inadvertently at times ends up covering news. Producing shows according to the parameters defines by the society relating to both genders [9]. Hence it is not uncommon for us to watch a woman being inside the house cooking, cleaning and men going out earning and being productive in various media content. There is now increased trend about reporting on women issues like prostitution, abuse, sexual harassment, etc [10]. These issues get a lot of attention in the society, especially from youngsters. The negative thing about this news is that they start concluding the issues by printing views of the religious scholars have left a negative impact on women near our society who is sacrificing, shy, traditional and obedient.

The perceptions about women in our society are usually negative when talking about crimes and abusive news digest, Urdu publications and magazines usually have no or less respect for women as this situation [11]. In the case of women, they are almost represented in the disrespected and degrading way which has an adverse effect on women in society. Distributing pictures and dances of women that allow people are being shown on almost every channel. Pakistan being a Muslim country should at least have the decency in them to ban such channels and sites. The portrayal of women in Pakistani Media is currently under scrutiny. The representation of women is being particularly questioned, including the use of female models on billboards in Pakistan. It is common knowledge that women in Pakistan typically do not expose much of their bodies. Most (muslin) women in Pakistan wear a Hijab which covers their hair. They also wear dresses that cover most of their body.

This study has been designed to investigate the image of women in gender sensitive issues of crimes in elite Newspapers Jang and Daily Nawa-i-Waqt and stated as Portrayal of women regarding gender issues. It has an emphasis on the impact of crime news on Pakistan print media and how Pakistani media presented women image.

1.1. Significance of the Study: Media work as an agent of socialization a carrier of culture and a way of communicating ideology [12]. It helps to persuade public and taken as more reliable, persuasive and authentic source by the public. As the topic is related to gender sensitive issues of crimes of women the first question arises that what is gender? Gender is about social and cultural roles. Personality traits and behaviors [13] are deemed socially acceptable for the society about the conception of masculinity and feminism. Relationships between media and gender issues are very strong. Because as media work as an agent of socialization. So, people are persuading about gender sensitive issues as media portray or depict them. So, the main thing is that how media portray these issues regarding women and how public or which kind of image these issues made after the coverage of media. Media has a power stronger than the government itself. It can win or build a person's reputation in a second.

1.This literature relates to the topic as it says media portray women image as the source of attraction, and due to this, the portrayal of women is negative. Media only sexualize events by using women to increase glamor which creates a bad image of women among the audience.

2.This literature says that violence against women increases mostly in third world countries. The basic reason is that women are unaware of their rights. But now a day's media work successfully for the betterment of women rights and help to protest against women violence.

3.In UN conference on women, 1975 it is discussed that women have always been the weaker sect. And even media do not give equal rights to women. In all professions, women are treated unequally.

In the last ten years, the media in Pakistan has succeeded as an industry with the flourishing in electronic media from where the information is being conveyed quickly to the global audience permitting ideas to exchange, arrogances to form, and a new society to shape. Media always plays a major role in dissemination persuasive messages in society through images. Media drives in many forms, television, radio, newspapers, movies, and advertisements. The media is now too much involved in our lives that we do not really consider a conscious level how much inspiration it really has over us. Some of the images and messages we see and hear can be both positive and negative. More often than not, we are visible to images that are so impractical and regardless by the average person that we become dissatisfied with our lives and ourselves. Images of luxury homes, cars, glamorous clothes, and stylish body images make us more self-conscious of how we live and how we look.

The media has an unbelievable influence on the perceptions we have of ourselves. Advertisement plays a significant role in determining the minds of people. We live in a time when advertisements have taken on a completely diverse meaning than when they were first created. It is no longer a simple black and white annoying to sell a household product. The advertisement is influential, convincing, and persuasive in determining the attitude and behavior of the consumer.

2. Literature Review. This demands a reliable journalism because it's not just the matter of sophistication or satisfaction and for this purpose half dozen languages are available [14]. In media reporting, we often put aside heroic sides of women's lives and are unable to acknowledge. Gender inequality we can say that it is the form of culture denial of human rights. Women's issues weren't conflicting issues, as it seemed. The reality is that women are almost equal in power to men. Women act as a supporter of men as soldiers often as fighters and mothers. But they have the fight to get more rights and gender equality. Gender conflicts are barred inequalities of treatment of gender. Ignoring the conflict issues, the media tends to reinforce gender stereotypes,(which

changes according to the situation) [15]. In conflict stories, they are portrayed as a sensational victim but another side of women as a fighter, community leaders, support workers, needs house holder and workers, mothers and daughters. They are rarely considered to be highlighted by media. Further, some genders are purely related to women or very soft which should be dealt by the lady reporter but these kinds of issues are not given to them for coverage [16]. In conservative areas, the female victim feels more comfortable talking to a female reporter as compared to a male reporter. So, to resolve these issue female reporters should be appointed but they must have gender awareness [17].

Previous investigations have observed that women journalism cannot automatically be expected to be sensitive or interested in gender issues. Cultural socialization and competitiveness profession makes some reporters see themselves as journalists and women second [18]. So, both male and female should have the knowledge of gender ebullience. Reporter's process starts with editors who select what kind of stories to cover and who should cover them. Then this selection deals with copy editors or line producer who determine what to cut and what to emphasize. Those changes are ever seen by senior editor and executively produces. Some influences come from outside and these influences and powerful signals back into the news room that shapes the perception of what is news? [19]

In the views of scholars, newsrooms have no concern with families and social pressure which women journalists face. There are flexible routines and working hours which are not suitable for women but the male can easily manage. So, we have to find some ways for female journalists to way from home space. In the previous decades, many institutions give stress to the study of women and gender issues [20]. Due to the process of globalization capital technology, power many U.S institution give focus on the women studies and gender issues. This gives a support to higher education in the United States. Additionally, there were strong roots regarding the women liberation movement. During civil rights struggles in 1960's great emphasis given to the women rights personally and politically. They also work on the sub ordination of men and women in relation to the culture [21].

Prior studies on the rights of women regarding color and work of women and give emphasis on the development of women rights politically and socially by eliminating all gender discrimination activities regarding women and many institutions work on the agenda of gender issues of women. Hence, research explained that in the Midwestern city daily newspaper, how presented the crimes. It mainly depends on the worthiness of crime story [22]. The victims, defenders, and criminals help a lot in publishing news and increase the worthiness of the news story and which increase the sale of the newspaper regardless of the fact that what image has been made by the newspaper about the victim especially in gender discrimination issues of women. Previous studies also examined behavioral norms derives from stereotype about that what characters does a man and women possess and how they conduct him or herself. According to them once learned they are formalized by values and beliefs embodied in societal, institution and social structure.

Another issue highlighted in the prior research is related to the sexual violence is one in conflict situations, rape is a crime but it is sometimes minimized by media as a side effect. Terrible amount of rape in Sudan can be an example of sexual violence. Rape is used to degrade, humiliate or punish the women in male dominant society but this law should also be used for men. Now, the main thing is that women suffer to men in gender beliefs, in which many stories are therefore sexual suffering related to women but the response is not there at the end of every story. So male and female are suffering, male for their punished and female who don't know about the root causes and possible resolutions and healthy responses. According to the researchers [23], sexual harassment in various forms found in newsrooms. So, the manager should develop a code of ethics on this workplace including serious penalties for sexual harassment. So, the company should provide every kind of support for women journalists like starting of late night transpiration for women practically, rather than a sign of pampering women.

Literature and laws define rape. Law draws a line between a forcible rape and static tong rape because forcible rape includes the protest disagreement, power, threat and willingness of the women while statutory rape does not include any process or force to make something happen. Feminist studies of rape sometimes define it as any sexual intimacy involving force, stressing, and non-consent of the women to the penetration of any bodily office. Another research suggests that rape also depends on the characteristics and background [24]. History shows that rapists are the past were found to be far from normal, it was also seen that medically the internal system of a rapist had undergone a change in a bad way and their appearance and thinking was also affected while some of the researchers were of the view that although a rapist had committed a serious crime, because of his sexual needs but he was prior to his at was not a different person from normal person [25].

Moreover, scholars found that most women are shown doing work outside the home, mostly prepared women are performers, on were shown in qualified n managerial role, their decision was that conventional picture is principal. The research has settled that women have been traditionally portrayed in a fine social and working manner [26]. The current study inspected that women are also shown as stereotypically as well as attraction. Stereotyping would always remain same for the women in society and can never be presented as a leading personality. They are always portrayed as a duty, scared about her protection and trusting on men for every kind of work.

Some researcher studied that from 1950 to 1970's trend for the depiction of women in advertising changed from more accurate and current picture [27]. They verify in their study that women symbol have been changed from last few years, ads do not display the real value of women in society they have changed the perception of typical, afraid and shy women to a modern assured and independent personality. Women are permissible admittance to "traditionally" female areas of life, i.e. entertainment and culture/art, while the rest is kept, men. Women are allotted to less serious and less significant areas of life. Most of the professions appear to be subjugated by men. As one could expect, professions dominated by women are homemaker/parent and sex-worker. The researcher found in his study that man is the dominant creation in the society and women always remains under their control and achieve less important tasks which are she is fictional to do like household works, caretaker of the children, and satisfying sexual requirements of men. Which are considered as major stereotypes about women? [28]

A previous study on women depiction highlight on the point that Advertisements that display sections of women's bodies in short dresses—as Opposed to the bodies in their honesty fortify, the wrong thought that women are Objects rather than human beings [29]. The researcher studied that some models are operated in a way that is impossible to society and everyone knows this fact. Women bodies are linked with the products to grab attention, and in this way, women poise also sold with the product that's not fair. Another research presented a survey on the portrayal of women which gives the results that only 51% are agreed that publicity suggests a women's place in the home, while 46% of the respondent in their study trusts that women do not do significant things or work. Over 75 per cent believed advertising does not show women as they really are, women are shown as sex substances, It looks that more respondents in this study allow their arrogances to order their purchase objective. Their results show that women are now visible just to sell the product [30]. They become consideration grabber for the audience. And now are reflected as a sex symbol [31].

Summarizing, prior researchers also determined that portrayal of women in an ad depends on the feature and demographic value of the product. This study reveals that women demonstration based on the demand of consumer which thing appeal the audience and what type of depiction of women is wanted in the ads. Women are portrayed with high sexuality, displaying half naked bodies openly exposed on the magazine cover to sell cosmetics or a fragrance. Most banners in Pakistan especially many on Sahara-e-Faisal have women there, selling lawn, biscuits, Honda motor cycles, bubble gum, juices like nestle and local brands, mobile network packages, Ufone, Telenor, Zong glow, anything and about everything has women up there to sell their products. Women have always shown against the cultural ideals of beauty and moral values but nowadays media uses prejudice to make ideal beauty. Which results that Pakistani media is giving more and more exposure to sexuality and glamor to setup a modern lifestyle and to change the mind of consumers.

2.1 Hypothesis.

H1: Daily Nawa-i-Waqt will be publishing more news regarding the portrayal of women in gender sensitive issues of crimes as compared to Jang.

H2: Jang will be presenting a less unfavorable image of women.

H3: Daily Nawa-i-Waqt will be presenting a more unfavorable image of the women.

3. Research Design. This specific study selected "Content analysis" as a research design. This study utilizes both the quantitative and qualitative method of research for analyzing data. In this study, the researcher has selected news related to gender sensitive issues of crimes of two leading Newspapers "Jang" and "Daily Nawa-i-Waqt" from January 2012 to 31 December 2012 as the population of the study. This study considers the sample of news from the two leading Newspapers "Jang" and "Daily Nawa-i-Waqt" from 1st January 2012 to 31 December 2012. Systematic sampling technique is used for this study, all even dates days are selected from each week and selected initially after the even date based on the random sampling. Coding system as below operationalization is available is generated after doing a pilot study and suggestion made by the three media professionals suggestions. Onwards, coders were trained and properly briefed with the coding system. Further, a list of all the operational definitions were provided to each coder for guidance purpose based on the expert's

suggestions. News on the issue of the image of women regarding gender sensitive issues of crimes by Jung and Nawa-i-Waqt for the selected period of the study is taken as the unit of analysis.

3.1. Operational Definition.

Favorable: All those news which is in favor of women image regarding gender issues of crimes lies in this category.

Unfavorable: News which is against the women image will be placed in this category.

Neutral: All those news which does not fall in Favorable and Unfavorable categories

Socially empowerment: News related to social empowerment of women will be placed in this category.

Equal rights: News which are related and show equal rights of women will be placed in this category.

Respective image: News which shows a respective image of women will be placed in this category.

Oppressed: News which shows crimes against women like face burning, domestic violence will be placed in this category.

Unequal rights: News which shows unequal rights of women like gender discrimination will be placed in this category.

Sexually abused: News related to sexual abuse of women will be placed in this category.

Sexual harassment: News related to sexual harassment cases will be placed in this category.

4. Data Analysis

Table 1. Coverage of Women issues in Jung – January – 2012

Jan	Favorable				Un-Favorable				Neutral C			
	A1	A2	A3	A4	B1	B2	B3	B4				
2	1				2	1		2				
9	1		1		3		1					
16					2							
23					3	3	1					
30					1	1		1				
Total	2		1		11	5	2	3				

A₁=Socially Empowered; A₂=Equal Rights; A₃=Respective Image B₁=Oppressed;

B₂=Unequal Rights; B₃=Sexually Abuse; B₄=Sexual Harassment C=Neutral

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 11 news show that women are oppressed socially, 5 news show women have unequal rights, 2 news show women sexually harassed, and 3 news show women are sexually abused, some coverage also given to A category as 2 news show women are socially empowered, 0 news to which shows women have equal rights, 1 news for which show respective image of women, for the month of January 2012. Thus, the overall analysis shows that coverage is unfavorable regarding women image

Table 2. Coverage of Women issues in Jung – February – 2012

Feb	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
6		1										
13					5	1	1					
20					1							
27	3	3			2							
Total	3	4			8	1	1					

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 8 news show that women are oppressed socially, 1 news show women have unequal rights, 1 news shows women sexually harassed, and 0 news shows women are sexually abused, some coverage also given to A category as 3 news show women are socially empowered, 4 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of February 2012. Thus, the overall analysis shows that coverage is unfavorable regarding women image.

Table 3. Coverage of Women issues in Jung – March – 2012

Mar	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
5	1	2				1	1		1			
12	1				1	1						
19		1			6	4						
26		2			3		1					
Total	2	5			10	6	2		1			

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 10 news show that women are oppressed socially, 6 news show women have unequal rights, 2 news show women sexually harassed, and 0 news shows women are sexually abused, some coverage also given to A category as 2 news show women are socially empowered, 5 news to which shows women have equal rights, 0 news for which show respective image of women, 1 news also for neutral category, for the month of March 2012. Thus, the overall analysis shows that coverage is unfavorable regarding women image.

Table 4. Coverage of Women issues in Jung – April – 2012

Apr	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
2	1					3						
9						1						
16			1									
23	2					5						
30												
Total	3		1			9						

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 0 news shows that women are oppressed socially, 9 news show women have unequal rights, 0 news shows women sexually harassed, and 0 news shows women are sexually abused, some coverage also given to A category as 3 news shows women are socially empowered, 0 news to which shows women have equal rights, 1 news for which show respective image of women, for the month of April 2012. Thus, the overall analysis shows that coverage is unfavorable regarding women image.

Table 5. Coverage of Women issues in Jung – May – 2012

May	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
7					1	1	1	1				
14					2		1	2				
21		1			2	1	1	1				
28					4	1	1	1				
Total		1			9	3	4	5				

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 9 news show that women are oppressed socially, 3 news show women have unequal rights, 4 news show women sexually harassed, and 5 news show women are sexually abused, some coverage also given to A category as 0 news shows women are socially empowered, 1 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of May 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 6. Coverage of Women issues in Jung – June – 2012

Jun	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
4		1			1							
11		1			1	1		1				
18						1	1	2				
25					1		3	1				
Total		2			3	2	4	4				

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 3 news show that women are oppressed socially, 2 news show women have unequal rights, 4 news show women sexually harassed, and 4 news show women are sexually abused, some coverage also given to A category as 0 news shows women are socially empowered, 2 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of June 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 7. Coverage of Women issues in Jung – July – 2012

Jul	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
2		1			2	2	1					
9	1	1			1		2					
16		2			2	1	1					
23		1			2			1				
30		2	1		2		1					
Total	1	7	1		9	3	5	1				

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 9 news show that women are oppressed socially, 3 news show women have unequal rights, 5 news show women sexually harassed, and 1 news shows women are sexually abused, some coverage also given to A category as 1 news shows women are socially empowered, 7 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of July 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 8. Coverage of Women issues in Jung – August – 2012

Aug	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C			
6					2		1					
13		1					1					
20					1		1					
27					5		1					
Total		1			8		4					

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 8 news show that women are oppressed socially, 0 news shows women have unequal rights, 2 news show women sexually harassed, and 0 news shows women are sexually abused, some coverage also given to A category as 0 news shows women are socially empowered, 1 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of August 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 9. Coverage of Women issues in Jung – September – 2012

Sep	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
3					3							
10			1			1						
17		1			4	1						
24	1				1	1						
Total	1	1	1		8	3						

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 8 news show that women are oppressed socially, 3 news show women have unequal rights, 0 news shows women sexually harassed, and 0 news shows women are sexually abused, some coverage also given to A category as 1 news shows women are socially empowered, 1 news to which shows women have equal rights, 1 news for which show respective image of women, for the month of September 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 10. Coverage of Women issues in Jung – October – 2012

Oct	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
1					5		1	1				
8		1			2							
15					3							
22												
30					3			1				
Total		1			13		1	2				

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 13 news show that women are oppressed socially, 0 news shows women have unequal rights, 1 news shows women sexually harassed, and 2 news show women are sexually abused, some coverage also given to A category as 0 news shows women are socially empowered, 1 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of October 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 11. Coverage of Women issues in Jung – November – 2012

Nov	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
5	1	1			3							
12			1		2	2		2				
19	1	1	2		2							
26												
Total	2	2	3		7	2		2				

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 7 news show that women are oppressed socially, 2 news show women have unequal rights, 0 news shows women sexually harassed, and 2 news show women are sexually abused, some coverage also given to A category as 2 news show women are socially empowered, 2 news to which shows women have equal rights, 3 news for which show respective image of women, for the month of November 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 12. Coverage of Women issues in Jung – December – 2012

Dec	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
3					1							
10		2				3						
17						4						
24					1							
31						1						
Total		2			2	8						

Interpretation; In the light t of data given in table, most of the coverage is given to the B category, 2 news show that women are oppressed socially, 8 news show women have unequal rights, 0 news shows women sexually harassed, and 0 news show women are sexually abused, some coverage also given to A category as 0 news shows women are socially empowered, 51 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of December 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 13. Coverage of Women issues in Jung – For the whole year 2012

Month	Favorable	Unfavorable	Neutral
Jan	3	21	
Feb	7	10	
Mar	7	18	1
Apr	4	9	
May	1	21	
Jun	2	13	
Jul	9	18	
Aug	1	12	
Sep	3	11	
Oct	1	16	
Nov	7	11	
Dec	2	10	
Total	47	170	1

Interpretation; In the light of data given in table, most of the coverage is given to the unfavorable category which 170 news show that women are oppressed socially, have unequal rights, sexually harassed, are sexually abused, some coverage also given to favorable category 47 news show women are socially empowered, has equal rights respective image of women, and 1 for neutral category C for the year of 2012. So, the overall analysis shows that coverage is unfavorable regarding women image

Table 14. Coverage of Women issues in Nawa-i-Waqt – January – 2012

Jan	Favorable				Un-Favorable				Neutral C			
	A1	A2	A3	A4	B1	B2	B3	B4				
6	1				3		1					
13					3	2		2				
20	1	1			5	1	1					
27		1			2	1	1					
Total	2	2	1		13	4	3	2				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 13 news show that women are oppressed socially, 4 news show women have unequal rights, 3 news show women sexually harassed, and 2 news show women are sexually abused, some coverage also given to A category as 2 news show women are socially empowered, 2 news to which shows women have equal rights, 1 news for which show respective image of women, for the month of January 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 15. Coverage of Women issues in Nawa-i-Waqt – February – 2012

Feb	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
3	2				4		1					
10	1				3	2		1				
17			1		2	1						
24					1			1				
Total	3		1		10	3	1	2				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 10 news show that women are oppressed socially ,3 news show women have unequal rights, 1 news shows women sexually harassed, and 2 news show women are sexually abused, some coverage also given to A category as 3 news show women are socially empowered, 0 news to which shows women have equal rights, 1 news for which show respective image of women, for the month of February 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 16. Coverage of Women issues in Nawa-i-Waqt – March – 2012

Mar	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
2	3	1	1		8	1						
9	2		3		1	1						
16	1	1	1		5	1						
23	1				1							
30	1	1	1		3	1	1	1				
Total	8	3	6		17	4	1	1				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 17 news show that women are oppressed socially, 4 news show women have unequal rights, 1 news shows women sexually harassed, and 1 news shows women are sexually abused, some coverage also given to A category as 8 news show women are socially empowered, 3 news to which shows women have equal rights, 6 news for which show respective image of women, for the month of March 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 17. Coverage of Women issues in Nawa-i-Waqt –April– 2012

Apr	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
2					3							
9		1				1						
16					1							
23						2						
30												
Total		1			4	3						

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 4 news show that women are oppressed socially, 3 news show women have unequal rights, 0 news shows women sexually harassed, and 0 news shows women are sexually abused, some coverage also given to A category as 1 news shows women are socially empowered, 0 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of April 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 18. Coverage of Women issues in Nawa-i-Waqt – May – 2012

May	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
4					2	1						
11		1	1		7		1	1				
18	2		1		3							
25	1				4	1	1					
Total	3	1	2		16	2	2	1				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 16 news show that women are oppressed socially, 2 news show women have unequal rights, 2 news show women sexually harassed, and 1 news shows women are sexually abused, some coverage also given to A category as 3 news show women are socially empowered, 1 news to which shows women have equal rights, 2 news for which show respective image of women, for the month of May 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 19. Coverage of Women issues in Nawa-i-Waqt – June – 2012

Jun	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
1					1		1					
8					4		1					
15					3		2					
22					6		1	1				
29					4							
Total					18		5	1				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 18 news show that women are oppressed socially, 0 news shows women have unequal rights, 5 news show women sexually harassed, and 1 news shows women are sexually abused, no coverage also given to A category, for the month of June 2012. So, the overall analysis shows that most of the coverage is given to unfavorable than women image.

Table 20. Coverage of Women issues in Nawa-i-Waqt – July – 2012

Jul	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
6	2				2		1					
13					2		2	1				
20	2	2	1		4							
27	2				4		1	1				
Total	6	2	1		12		4	2				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 12 news show that women are oppressed socially, 0 news shows women have unequal rights, 4 news show women sexually harassed, and 2 news show women are sexually abused, some coverage also given to A category as 6

news show women are socially empowered, 2 news to which shows women have equal rights, 1 news for which show respective image of women, for the month of July 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 21. Coverage of Women issues in Nawa-i-Waqt – August – 2012

Aug	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
3	1	1			4			1				
10	3		1		7	2						
17		1			1	1	1					
24		2			4	2						
31	2	1			4	1		1				
Total	6	5	1		20	6		2				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 20 news show that women are oppressed socially, 6 news show women have unequal rights, 0 news shows women sexually harassed, and 2 news show women are sexually abused, some coverage also given to A category as 6 news show women are socially empowered, 5 news to which shows women have equal rights, 1 news for which show respective image of women, for the month of August 2012. Thus, the overall analysis shows that coverage is unfavorable regarding women image.

Table 22. Coverage of Women issues in Nawa-i-Waqt – September – 2012

Sep	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
3					2							
10	1					2						
17					3							
24						1						
Total	1				5	3						

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 5 news show that women are oppressed socially, 3 news show women have unequal rights, 0 news shows women sexually harassed, and 0 news shows women are sexually abused, some coverage also given to A category as 1 news shows women are socially empowered, 0 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of September 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 23. Coverage of Women issues in Nawa-i-Waqt – October – 2012

Oct	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
5		1			2		1	1				
12	1	1	3		5							
19	1	3			6	2						
26	2	1	1			2	2					
Total	4	6	4		15	4	1	1				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 15 news show that women are oppressed socially, 4 news show women have unequal rights, 1 news shows women sexually harassed, and 1 news shows women are sexually abused, some coverage also given to A category as 4 news show women are socially empowered, 6 news to which shows women have equal rights, 4 news for which

show respective image of women, for the month of October 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 24. Coverage of Women issues in Nawa-i-Waqt – November – 2012

Nov	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
2	1				2							
9					1			1				
16	1	1			1	1	1					
23					3		1					
30		1			3			1				
Total	2	2			10	1	2	2				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 10 news show that women are oppressed socially, 1 news shows women have unequal rights, 2 news show women sexually harassed, and 2 news show women are sexually abused, some coverage also given to A category as 2 news show women are socially empowered, 2 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of November 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 25. Coverage of Women issues in Nawa-i-Waqt – December – 2012

Dec	Favorable				Un-Favorable				Neutral			
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
7					2							
14	1	2			1			1				
21		1			4	1						
28		2			4		1					
Total	1	5			11	1	1	1				

Interpretation; In the light of data given in table, most of the coverage is given to the B category, 11 news show that women are oppressed socially, 1 regarding women have unequal rights, 1 regarding women sexually harassed and 1 news shows women are sexually abused, some coverage also given to A category as 1 news show women are socially empowered, 5 news to which shows women have equal rights, 0 news for which show respective image of women, for the month of December 2012. So, the overall analysis shows that coverage is unfavorable regarding women image.

Table 26. Coverage of Women issues in Nawa-i-Waqt – 2012

Month	Favorable	Unfavorable	Neutral
Jan	5	22	
Feb	4	16	
Mar	17	23	
Apr	1	7	
May	6	21	
Jun		24	
Jul	9	18	
Aug	12	28	
Sep	1	8	
Oct	14	21	
Nov	4	15	
Dec	6	14	
Total	79	217	

Interpretation; In the light of data given in table, most of the coverage is given to the unfavorable category which 217 news show that women are oppressed socially, have unequal rights, sexually harassed, are sexually abused, some coverage also given to favorable category 79 news show women are socially empowered, has equal rights respective image of women, for the year of 2012. Thus, the overall analysis shows that coverage is unfavourable regarding women image.

5. Conclusion: Based on the analysis of the two papers it can conclude that the image of women in gender issues in Daily Jang news are less and not have great emphasis on women issues. Women and gender issues become the top stories; show women as powerless and weak. Findings and results are as Nawa-i-Waqt show 217 news which show unfavorable image of women and 79 news which shows favorable image, whereas Jang have 170 unfavorable news and 47 favorable news of women image. The Present study explores the image of women in context to gender issues in the news of two dailies: daily Jang and Nawa-i-Waqt. Study also finds out the comparison of two dailies regarding women image. Findings of the study shows that daily Jang is less prone to describe women negative image and whereas daily Nawa-i-Waqt paints picture of women in gender issues more clearly, in their news, as the most crime stories women are portrayed as helpless, oppressed creature in men dominating society. The study also highlights that daily Nawa-i-Waqt frequently publishes news on women image on gender sensitive issues of crimes as compare to daily Jang. So, we can conclude that the image of women, in Daily Jang news, remained not as helpless but as emerging empowerment of women. The image of women remained as a victim in print media in Pakistan. On the other end, in daily “Nawa-i-Waqt” for the 2012, we can conclude that it gave more importance to the crimes stories of women context. In the news of Jang women are shown as victim but not as much as Nawa-i-Waqt.

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