

## Portrayal of Women in the Elite Press of Pakistan and the United States (January 2013 to March 2013)

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**Abstract:** The study is focused to analyze the portrayal of the women in the elite press of Pakistan and the United States in the elite press of Pakistan and the United States, in this study it is tried to analyze how the press of both countries has portrayed the women related issues in the front and back pages from January 2013 to March 2013. Four newspapers are selected for the study two Daily Dawn and the Nation from Pakistan and two New York Times and Washington Post from United States. The framing theory is used to check that how the press has framed the issues and covered the women related news and the content analysis method is used to analyze the contents of the news. The results shows by comparing the news in both front and back pages of the newspapers we come to know that the number of news related to women on the front page in Pakistani newspapers Daily Dawn are 105, in The Nation 99 whereas the news published in the US newspapers New York Times are 84 and 79 news in Washington Post. This shows that the Pakistani press has given more coverage than the United States press.

**Key words:** Portrayal • Female • Pakistan • US • Press • Framing

### INTRODUCTION

We are living in the 21<sup>st</sup> century and it is a heart-throbbing fact that still most of the sections of the society do not realize the importance of women in the socio-economic fabric. It would be deplorable if the status and the role of women were not appropriately perceived, since women are a part of society and share work and responsibility. Therefore, it is indispensable to address the depiction of women and to strengthen the informational role of the media regarding women. Butt and Mourion (1996) [1] says that media are one of the modern ways to maintain and promote ideology and to relate it to the national needs, but also adds that to do this promotion, a grand number of projects and actions are required constantly by the state and the people as well.

The newspapers of Pakistan, achieved in the name of Islam, are crossing the limits in obscenity. That is why; Pakistanis are being ridiculed inside as well as outside the country. In an Islamic society, the press should conform to the Islamic laws and moral values while obscenity should be strictly forbidden even for a single person.

Unfortunately, the condition of Pakistani press in terms of this connection is not good. The press is projecting women in a totally un-Islamic way. As such newspapers, magazines and advertisements are three major sources of spreading obscenity in news, western style, trends and personalities are being highlighted quite indecently. The news about scandals, rapes, pregnancy, fashion shows, show-biz and private matters of wife and husband are being over played. The photographs related to these news are nude and below the standards of morality. Sexual crimes are being highlighted in which women are badly humiliated. Unnecessary news of Diana and Madonna are being accommodated just for provocation. The titles of the magazines of newspapers comprises of full-page photograph of a charming female. Special photo sessions of women are arranged to publish. The expressions of such women, their dresses, style and fashion are to allure the others. In education editions the pictures of female students are also used as commercial commodity. Advertisements are full of nudity especially the film advertisements have objectionable pictures, which excite men's sentiments. Such portrayal of women

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in the print media has limited a woman to a brothel and made her addict to be published. So along with the media, it is the responsibility of the state and the people to uphold the pragmatic portrayal of women.

According to Diana (2013) [2] females make up 51 percent of the U.S. population; there are business, societal and cultural imperatives that demand gender equality and equal participation. According to a report by Robin and Craig (2012) [3] the Women's Media Center has provided dismaying statistical data on the status of women in American media. The report draws attention to the striking underrepresentation of women who determine the content of news, literature and television and film entertainment, as well as the negative portrayal of women in entertainment television and film. As a consequence, the role of women has had major societal effects, including gender inequity. MissRepresentation.org, an organization that "exposes how American youth are being sold the concept that women and girls' value lies in their youth, beauty and sexuality," is campaigning to shed light on this issue and empower women and young girls to challenge the limiting media labels and recognize their potential.

In news and entertainment media, women have frequently been underrepresented with minor changes in proportions over the past decade. The female characters often depicted in film and television cast gender stereotypes and the likelihood of women, specifically young women, to be hyper sexualized in film is far more expected than men. American teenagers spend an average of 10 hours and 45 minutes absorbing media in just one day; this includes the amount of time spent watching TV, listening to music, watching movies, reading magazines and using the internet. The images women particularly young girls are shown inevitably affects the way they are seen by others and themselves.

In this study the status and the portrayal of the women in the elite press of Pakistan and America is intended to analyze that how the women is portrayed in the press of the selected countries.

**Objectives of the Study:** The objectives of the study are:

- To determine whether or not the press is providing positive coverage to women.
- To examine the quality of the women related news published in Elite press of Pakistan and America.
- To find out the issues related to women that are frequently discussed and whether the issues discussed are basic or not.

## **Operational Definitions**

**Leading Newspapers:** Most circulation newspapers, which are said to provide authentic news to their audience.

**Portrayal:** The image of women that is being presented to the audience.

**Negative:** The news that creates depression and disappointment in the minds of the readers.

**Elite Press:** A press, which is objective, independent and responsible and enjoys vast circulation.

**Content Analysis:** It is a formal system of drawing conclusions from observations of the content.

**Occurrence News:** The news based on happenings i.e. Honor killing, kidnapping, murder, robbery, suicides, etc.

**Ceremonial News:** The news that includes ceremonial activities. i.e., seminars, conference, inaugurations, tape cuttings, observance of special days, etc.

**Investigative News:** The news for which reporters have done investigations.

**Women Captions:** Only photographs of women without any news.

**Miscellaneous:** The news items related to women that do not fall in any of the said categories.

**Supportive:** News, which Portrays women optimistically and highlights the need for improving their conditions.

**Opposite:** News that creates a negative image of women.

**Neutral:** Any news item, which lays vague emphasis or includes both sides of the story.

**Rationale of the Study:** The main purpose of this study is to investigate whether or not the independent print media in Pakistan and America is alive to the problems faced by Pakistani and American women. If yes, do they reflect their realization in the news coverage? Every new day adds to the problems and needs of Pakistan in particular whereas the women in America are also facing problems as well.

Both print and electronic media are enjoying freedom in both the countries within certain limits. The media is a vehicle used to inform as well as entertain the public. Media are known as the watchdogs of the society and are the harbinger of change.

Because of the credibility of the press, its treatment of women “creates image” of women which effects thinking and decision- making in Pakistan and America. In this research study, the word positive is used for the effect of the words used in the news item, which give an image of Pakistani and American women. The research mainly focuses on the image of women as portrayed by the elite press. The study is delimited to the portrayal and does not analyze the effect of this image on the audience or on the people.

This research is based on content analysis. The study is conducted for the period of four months that is from January 2013 to March 2013. All sample newspapers are leading dailies, representative, elite press, having liberal approach with wide circulation. The credibility, authenticity and variety of the print media are of worth among the people. Print media unlike the other media, permit its readers to set their own space, allow for repeated exposure and for treatment of any length. The readership of these newspapers is large. They express their opinion on all-important national and international issues and play a vital role in the formation of public opinion.

**Literature Review:** Media play a crucial role in developing attitudes and behaviors of the audience towards other people and objects. Therefore, it is obvious the way the women are portrayed in the media, leaves an impact on the minds of the audience. In Pakistan, Habib (1975) [4] observed that the media in general are said to present women exclusively in the stereotyped roles of house wives, mother and consumer of advertised goods, while as far as development is concerned, women very rarely speak for their own problems.

Costello (1997) [5] points out three main aspects of the media which women’s groups tend to be concerned with:

- Images of women in the media: TV, cinema and videos frequently show stereotyped and narrow images of women's position and role in society. What long-term effects do these negative images have in shaping attitudes towards women?

- Who controls and creates those images? The media is owned by Western companies and mostly controlled by men.
- The effects of violence in the mass media: There is no conclusive evidence on the relationship between violence and the media but there can be no doubt that the media does have a powerful influence on shaping attitudes and values in a society. What is the effect of glamorized rape scenes in films and pornography that show violence against women as normal and depict women as having no personality?

The media can be both positive as well as negative in terms of the position and views of women as well as a powerful mechanism for education and socialization. Although the media has played an important role in highlighting women's issues, it has also had negative impact, in terms of perpetrating violence against women through pornography and images of women as a female body that can be bought and sold. Overall, the media treatment of women is narrow and continually reinforces stereotyped gender roles and assumptions that women's functions are that of a wife, mother and servant of men.

Smith (1989) [6] regarding advertising in print media said that the results of more than a dozen studies, almost all conducted in the 1970s, have shown the messages of advertising to be astonishingly similar; Woman’s place is in the home; women are dependent upon men; women do not make independent and important decision; women are shown in few occupational roles; women view themselves and are viewed by others as sex objects.

According to Smith (1989) [6], media in American and European countries also emphasize on the physical beautification in woman’s image and use her as sex symbol. On the other hand, because of cultural taboos and censorship; media in Pakistan do not project women as a sex symbol very explicitly; yet in a subtle style tries to project her sexual attraction.

Latif (1998) [7] concludes that the role of newspapers is not satisfactory regarding the development plans and projects for women. The publicity of such projects has always been secondary importance in the priorities of these newspapers. Instead of creative and constructive development news media projects political statements, issues, crime and sports in its contents. Development issues were exhibit in the form of statements, not in the form of hard news and in analytical manners. The reason is find out that political, crime and sports news etc. attracts the readers more than other sort of news.

“Media Report to Women” Editor Gibbons (1998) [8] says that Women's pages were dropped from most of the newspapers in the early 1970s, but were reintroduced to attract readership. This shows that women news is used as bait to attract readers not for raising a voice for their rights.

Gibbons (2006) [9], in her latest study of women in journalism, found that women continue to be the far-second sex in breaking and making news. After studying the contents of radio, television and newspaper for a full day in 76 countries, on the same day, she commented that women were underrepresented and sometimes outright ignored, as subjects of and sources for news, regardless of the medium. There is not a single major news topic in which women outnumber men as newsmakers. She adds that even the stories like gender-based violence, those effect women intensely; it is the male voice that prevails. This report reveals that the second-class status of women is prevailing grossly and globally.

According to Creedon and Cramer (2007) [10] women have not received power and influence that mirrors their numbers in newsrooms and companies. They are under represented in management, where they hold a quarter of the jobs. Fewer women of color are news executives or editors. The authors further added that the women in newspapers face barriers to advancement, work-family balance issues and a lack of mentors, role models and professional development opportunities.

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In the literature review on media and women, it is obvious that though women are considered as very important segment of the societies all over the world, but nothing much has been done to stop presenting an undignified and humiliating picture of women. In the research of literature on media and women, we have observed that though women have been considered very important segment of the societies all over the world and in the field of mass communication as well as in media studies women are considered an attractive field of research, but unfortunately, very few experts have conducted scientific research on the relationship between media and women. “The survey of the literature on women

and media brings out the fact that there has been an agreement all over the world that the images of women projected through the media tend to reinforce the traditional attitudes and often present a degrading and humiliating picture of women, which may be true for certain cultures and societies, but does not reflect the changing attitudes and the desired role of men and women as demanded by the modern age. Social scientists, researchers and international agencies working for the emancipation and welfare of women are aware of the fact that image of women projected by the media constitutes a major obstacle to eliminate the discrimination against women throughout the world and is a main factor in preserving the traditional sexist attitude towards them.

Keeping in view the literature reviewed following research questions and hypotheses are formulated for the current study.

#### **Research Questions:**

- What is the ratio of women related news in the Pakistani and American press?
- What is the nature of women related news in Pakistani and American Press?
- What type of news are emphasized Pakistani and American Press?
- Does stereotype thinking work in news coverage of women affairs?
- Does the American Press give more positive coverage than the Pakistani Press?

#### **Hypothesis:**

- The Elite press of Pakistan is portraying women mainly negatively.
- The Elite press of America is portraying women mainly positively.
- The Elite press of America gives more coverage regarding women related issues than Pakistani press.

**Theoretical Framework:** According to Hearn and Parkin (1993) [11], theory is an interrelated set of propositions, although some theories consist of a single proposition. Theory is an attempt to explain a particular phenomenon. The theory used for the present study is framing theory.

**Framing Theory:** The term Framing means how to portray an event in particular news story, articles, features or editorials. Display and placement of news stories and

other journalistic contents depend on many factors i.e. geographical, proximity, personalities, time lines and magnitude. Much depends on the will of those, who write or give display to the journalistic contents about women in Pakistan and America. Framing in communication means, to give different frames to the same picture, so that the news may be in context of the target audience.

Ideology provides a framework through which events are presented. McQuail (1987) [12] is of the view that "Persistent Patterns of Cognition" interpretation and presentation of selection, emphasis and exclusion, by which symbol handlers routinely organize discourse, whether verbal or visual". He further says that, the Framing of an issue is influenced by which of many bits of information, included or excluded from a story. In his words "*media are mobile lights, not passive mirrors of the society, selectivity is the instrument of their action.*"

Framing is the perspective, in which a message/person is presented in the order to achieve the desired effects, impacts and results. In order to achieve the effects of media messages these have to be coined in the context of the target-audience, in consonance with the product nature and in strong correlation with the objectives/goals of a media message. Framing in communication is like a picture in different backgrounds. Each having a different meaning with reference to the context in which it is presented. For example, women can be framed indifferent media messages in different roles of mother, daughter, wife, model, doctor, informer etc. Each of these roles presents women in the specific environmental/situational framework, as of home, hospital etc. The coverage of women related issues in these newspapers is supposed to be framed in accordance with the ideological framework of the newspaper.

In this study the framing of the women in the elite press of Pakistan and America will be analyzed that how the elite press of both the states analyze the portrayal of the women while covering the issues related to women.

**Methodology:** The study is aimed at analyzing portrayal of women's image in press. The researcher followed the following procedures:

**Content Analysis:** Content analysis is a formal system for doing something that we all do informally rather frequently, drawing conclusions from observations of content. It is a research technique for making inferences by systematically and objectively identifying specified

characteristics within a text. Krippendorff (1980) [13] added that results of content analysis should be predictive of something that is, in theory, observable, or aid in conceptualizing reality.

**Universe of the Study:** The universe of the present study is the elite press of Pakistan and America that is "Dawn and The News" from Pakistan and "New York Times and Washington Post" from America.

**Sample Size:** The total number of women related news published in the front and back pages of the selected newspapers during the months of January 2013 to March 2013 are the sample size.

**Sample Characteristics:** All the news is related to women issues and their portrayal.

The key to understand content analysis and performing it competently lies in understanding the meaning of objective, systematic, quantitative and manifest content that are the key words and researchers know it well.

Content analysis is a structured document analysis technique in which the researcher first constructs a set of mutually exclusive and exhaustive categories that can be used to analysis documents and then records the frequency with which each of these categories is observed in the printed documents/audio-visual content study. It is a systematic procedure devised to examine the content of recorded information.

Krippendorff (1980) [14] defined content analysis "*as a research technique for making replicable and valid references from data to their context.*" Kerlinger (1973) defined content analysis "*as a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables*".

According to McQuail (1987) [12], content analysis enables predictions to be made about the communication process. It is used with other methods of inquiry to line message content with other parts of the communication setting. It allows the investigator to deal with larger questions of the process and effect of communication.

The Qualitative and Quantitative analyses both will be used for this study.

In qualitative analysis the study of quality of the content is the main consideration. In content analysis the purpose is to know the number or frequency of similar contents.

A qualitative strategy of analyzing contents is used to explain the quantitative data and to interpret the various frames. This combination of the two methods offers the possibility of better understanding of the research questions. The result and the quantitative analysis are followed by a thorough qualitative analysis. Key categories of contexts were identified. Those categories of news story of Dawn, The News, Washington Post and New York Times are to be analyzed. For the qualitative approach, the researcher read the whole material several times to satisfy himself that the inference was in consonance with all of the relevant portions and characteristics of original communication material.

**Selection of the Categories:** The category system best suited and workable for the study was used. While constructing the categories the following inklings laid down by Stempel (1955) [15] have been the bed rock.

- categories must be pertinent to the objectives of the study.
- categories should be functional and
- the system of categories must be manageable

Keeping in view the above principles and to adequately meet with the study's objectives an exclusive and exhaustive categories were developed.

In these four selected newspapers, major news items related to women were divided into five categories [16, 17].

- Category A represents "Occurrence News"
- Category B represents "Ceremonial news"
- Category C represents "Investigative news"
- Category D represents "Women captions"
- Category E represents "Miscellaneous"
- All these topics were defined as follows

**Occurrence News/contents:** All news based on happenings i.e. Honor killings, kidnapping, murder, robbery, suicides etc. Comments, articles write-ups on occurrences are also placed in this category because if there is no occurrence, there will be no news and no comments [18].

**Ceremonial News/Contents:** Report of ceremonial activities i.e. seminars, conferences, inaugurations, tape cuttings, observance of special days etc. are the

ceremonial news. The follow ups by way of editorials, columns, articles are also placed in the same category. Such news results from ceremonies generally attended by celebrities. The celebrities "are the news pegs in such stories".

**Investigative News:** The news dug out by the reporter fall under these categories. Corruption scandals, misappropriations, irregularities and other misdeeds sometime are published as exclusive investigative news. Sometime features etc. are also written in the same way.

**Women Caption:** Only photographs of women without any news items.

**Miscellaneous:** The news items not falling under above categories are termed as miscellaneous. In fact such news fall in one of the above four categories, but they get special treatment due to certain factors. The jumping of a poor widow in a canal is an occurrence, but the cause of jumping i.e. nothing to feed the children makes this occurrence special miscellaneous news. Similarly an odd feature on a girl orphanage also falls under this category.

**Direction of the Contents:** To measure the direction of the contents of the Dawn, The News, Washington Post and New York Times Burleson's method of totality of impression is used. This totality of impression is used to determine the "direction" or orientation of the communication related to Framing. In the present study the date was ranked on a three-point scale.

Supportive/Favorable/Positive	(+)
Opposite/Unfavorable/Negative	(-)
Neutral	(0)

**Supportive (+):** In this study positive news means a news item or other journalistic content which

- Portrays a positive image of women
- Highlights the need of improving the conditions of women
- Points towards any problem relating to women.

Any news item, which supports the positive journalistic content, is considered supportive news. News about new female institutions, sports, or extra curricular activities of girls' schools, colleges, universities, appointments of women on high-ranking positions, etc fall in the category of supportive news.

**Opposite (-):** A news item, which portray negative image of women will be considered as “opposite or negative”. Any news is considered as negative/opposite (-), which has given because of any famous or political personality or in which any political or other famous personality address to improve the conditions of women in any seminar or at other gathering. For example seminar held to create awareness of women rights, “steps for women welfare being taken. Any news item that creates depression and disappointment in the minds of the readers is an opposite news item.

**Neutral (0):** This includes the news items that present both sides of the story. Such news stories, which are partially supportive and partially critical, will be considered natural (0).

**Quantitative Study:** The second part combines the quantitative findings with the qualitative findings. It includes the analysis along with discussion of both quantitative as well as qualitative data. It also gives the answers of the research questions based on the analysis and discussion.

**Data Analysis and Interpretation:** The findings are from January 2013 to March 2013.

**Front Page:** Table represents category ”A” i.e. Occurrence news, table shows that Pakistani newspapers Daily Dawn has given total 39 news regarding this category where 12 news are positive, 17 are negative whereas 10 are showing neutral behavior. The Nation has given total 30 news regarding this category where 9 news are positive, 15 are negative whereas 10 are showing neutral behavior. The US newspaper New York Times has given total 20 news regarding this category where 3 news are positive, 5 are negative whereas 12 are showing neutral behavior and Washington Post has given total 23 news regarding this category where 6 news are positive, 3 are negative whereas 14 are showing neutral behavior.

Table represents category i.e. Ceremonial news, table shows that Pakistani newspapers Daily Dawn has given total 21 news regarding this category where 14 news are positive, 2 are negative whereas 5 are showing neutral behavior. The Nation has given total 28 news regarding this category where 17 news are positive, 3 are negative whereas 8 are showing neutral behavior. The US newspaper New York Times has given total 38 news regarding this category where 24 news are positive, 2 are negative whereas 12 are showing neutral behavior and

Table 1:

Occurrence News				
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	39	12	17	10
NATION	30	9	15	6
NY TIME	20	3	5	12
WASHINGTON POST	23	6	3	14

Table 2:

Ceremonial news				
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	21	14	2	5
NATION	28	17	3	8
NY TIME	38	24	2	12
WASHINGTON POST	19	11	1	7

Table 3:

Investigative news”				
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	16	3	4	9
NATION	23	5	2	16
NY TIME	12	6	1	5
WASHINGTON POST	21	9	0	12

Table 4:

Women captions				
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	8	3	1	4
NATION	5	1	0	4
NY TIME	6	4	0	2
WASHINGTON POST	4	3	0	1

Table 5:

Miscellaneous				
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	21	6	10	5
NATION	13	2	7	4
NY TIME	9	3	1	5
WASHINGTON POST	12	1	3	8

Washington Post has given total 19 news regarding this category where 11 news are positive, 1 are negative whereas 7 are showing neutral behavior.

Table represents category i.e. Investigative news, table shows that Pakistani newspapers Daily Dawn has given total 16 news regarding this category where 3 news are positive, 4 are negative whereas 8 are showing neutral behavior. The Nation has given total 23 news regarding this category where 5 news are positive, 2 are negative whereas 16 are showing neutral behavior. The US newspaper New York Times has given total 12 news regarding this category where 16 news are positive, 1 are negative whereas 5 are showing neutral behavior and Washington Post has given total 7 news regarding this category where 1 news are positive, 3 are negative whereas 8 are showing neutral behavior.

Table represents category i.e. Women captions, table shows that Pakistani newspapers Daily Dawn has given total 8 news regarding this category where 3 news are positive, 1 are negative whereas 4 are showing neutral behavior. The Nation has given total 5 news regarding this category where 1 news are positive, 0 are negative whereas 4 are showing neutral behavior. The US newspaper New York Times has given total 6 news regarding this category where 4 news are positive, 0 are negative whereas 2 are showing neutral behavior and Washington Post has given total 4 news regarding this category where 3 news are positive, 0 are negative whereas 1 is showing neutral behavior.

Table represents category i.e. Miscellaneous news, table shows that Pakistani newspapers Daily Dawn has given total 21 news regarding this category where 6 news are positive, 10 are negative whereas 5 are showing neutral behavior. The Nation has given total 4 news regarding this category where 2 news are positive, 7 are negative whereas 10 are showing neutral behavior. The US newspaper New York Times has given total 9 news regarding this category where 3 news are positive, 1 are negative whereas 5 are showing neutral behavior and Washington Post has given total 12 news regarding this category where 1 news are positive, 3 are negative whereas 8 are showing neutral behavior.

**Back Page:** Table 1 represents category “A” i.e. Occurrence News, table shows that Pakistani newspapers Daily Dawn has given total 43 news regarding this category where 6 news are positive, 15 are negative whereas 22 are showing neutral behavior. The Nation has given total 31 news regarding this category where 9 news are positive, 10 are negative whereas 12 are showing

neutral behavior. The US newspaper New York Times has given total 28 news regarding this category where 9 news are positive, 5 are negative whereas 13 are showing neutral behavior and Washington Post has given total 38 news regarding this category where 13 news are positive, 7 are negative whereas 18 are showing neutral behavior.

Table represents category “B” i.e. Ceremonial news, table shows that Pakistani newspapers Daily Dawn has given total 37 news regarding this category where 19 news are positive, 5 are negative whereas 16 are showing neutral behavior. The Nation has given total 51 news regarding this category where 22 news are positive, 10 are negative whereas 19 are showing neutral behavior. The US newspaper New York Times has given total 35 news regarding this category where 15 news are positive, 7 are negative whereas 13 are showing neutral behavior and Washington Post has given total 33 news regarding this category where 12 news are positive, 9 are negative whereas 12 are showing neutral behavior.

Table 1:

	Occurrence News			
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	43	6	15	22
NATION	31	9	10	12
NY TIME	28	9	5	13
WASHINGTON POST	38	13	7	18

Table 2:

	represents “Ceremonial news”			
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	37	19	5	16
NATION	51	22	10	19
NY TIME	35	15	7	13
WASHINGTON POST	33	12	9	12

Table 3:

	Investigative news			
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	19	6	9	4
NATION	28	14	3	10
NY TIME	16	5	2	9
WASHINGTON POST	14	6	4	4



Table 4:

	Women captions			
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	7	1	2	4
NATION	4	2	0	2
NY TIME	3	2	0	1
WASHINGTON POST	5	3	0	2

Table 5:

	Miscellaneous			
	TOTAL	POSITIVE	NEGATIVE	NEUTRAL
	Count	Count	Count	Count
DAWN	59	23	17	19
NATION	42	19	9	13
NY TIME	58	29	10	18
WASHINGTON POST	39	11	11	16

Table represents category “C” i.e. Investigative news, table shows that Pakistani newspapers Daily Dawn has given total 19 news regarding this category where 6 news are positive, 9 are negative whereas 4 are showing neutral behavior. The Nation has given total 28 news regarding this category where 14 news are positive, 3 are negative whereas 10 are showing neutral behavior. The US newspaper New York Times has given total 16 news regarding this category where 5 news are positive, 2 are negative whereas 9 are showing neutral behavior and Washington Post has given total 14 news regarding this category where 6 news are positive, 4 are negative whereas 4 are showing neutral behavior.

Table represents category “D” i.e. Women captions, table shows that Pakistani newspapers Daily Dawn has given total 7 news regarding this category where 1 news are positive, 2 are negative whereas 4 are showing neutral behavior. The Nation has given total 4 news regarding this category where 2 news are positive, 0 are negative whereas 2 are showing neutral behavior. The US newspaper New York Times has given total 3 news regarding this category where 2 news are positive, 0 are negative whereas 1 are showing neutral behavior and Washington Post has given total 5 news regarding this category where 3 news are positive, 0 are negative whereas 2 are showing neutral behavior.

Table represents category “E” i.e. Miscellaneous news, table shows that Pakistani newspapers Daily Dawn has given total 59 news regarding this category where 23 news are positive, 17 are negative whereas 19 are showing

neutral behavior. The Nation has given total 42 news regarding this category where 19 news are positive, 9 are negative whereas 13 are showing neutral behavior. The US newspaper New York Times has given total 58 news regarding this category where 29 news are positive, 10 are negative whereas 18 are showing neutral behavior and Washington Post has given total 39 news regarding this category where 11 news are positive, 11 are negative whereas 16 are showing neutral behavior.

## DISCUSSION

By comparing the news in both front and back pages of the newspapers we come to know that the number of news related to women on the front page in Pakistani newspapers Daily Dawn are 105, in The Nation 99 whereas the news published in the US newspapers New York Times are 84 and 79 news in Washington Post. The news in Daily Dawn related to category “A” are 39 out of which 12 are positive, 17 are negative whereas 10 are neutral news, in category “B” are 21 out of which 14 are positive, 2 are negative whereas 5 are neutral news, in category “C” are 16 out of which 3 are positive, 4 are negative whereas 9 are neutral news, in category “D” are 8 out of which 3 are positive, 1 is negative whereas 4 are neutral news and in category “E” are 21 out of which 6 are positive, 10 are negative whereas 5 are neutral news.

The news in The Nation related to category “A” are 30 out of which 9 are positive, 15 are negative whereas 6 are neutral news, in category “B” are 28 out of which 17 are positive, 3 are negative whereas 8 are neutral news, in category “C” are 23 out of which 5 are positive, 2 are negative whereas 16 are neutral news, in category “D” are 5 out of which 1 are positive, 0 is negative whereas 4 are neutral news and in category “E” are 13 out of which 2 are positive, 7 are negative whereas 4 are neutral news.

The news in the US newspapers New York Times related to category “A” are 19 out of which 3 are positive, 5 are negative whereas 11 are neutral news, in category “B” are 38 out of which 24 are positive, 2 are negative whereas 12 are neutral news, in category “C” are 12 out of which 6 are positive, 1 are negative whereas 5 are neutral news, in category “D” are 6 out of which 4 are positive, 0 is negative whereas 2 are neutral news and in category “E” are 9 out of which 3 are positive, 1 are negative whereas 5 are neutral news.

The news in Washington Post related to category “A” are 23 out of which 6 are positive, 3 are negative whereas 14 are neutral news, in category “B” are 19 out of which 11 are positive, 1 is negative whereas 7 are neutral

news, in category "C" are 21 out of which 9 are positive, 0 is negative whereas 12 are neutral news, in category "D" are 4 out of which 3 are positive, 0 is negative whereas 1 are neutral news and in category "E" are 12 out of which 1 are positive, 3 are negative whereas 8 are neutral news.

The total news of all categories in Front Page are 367 out of which 111 are in category A, 106 in category B, 72 in category C, 23 in category D and 55 in category E.

The number of news related to women on the Back page in Pakistani newspapers Daily Dawn are 165, in The Nation 154 whereas the news published in the US newspapers New York Times are 138 and 129 news in Washington Post. The news in Daily Dawn related to category "A" are 43 out of which 6 are positive, 15 are negative whereas 22 are neutral news, in category "B" are 37 out of which 19 are positive, 5 are negative whereas 16 are neutral news, in category "C" are 19 out of which 6 are positive, 9 are negative whereas 4 are neutral news, in category "D" are 7 out of which 1 are positive, 2 are negative whereas 4 are neutral news and in category "E" are 59 out of which 23 are positive, 17 are negative whereas 19 are neutral news.

The news in The Nation related to category "A" are 31 out of which 9 are positive, 10 are negative whereas 12 are neutral news, in category "B" are 51 out of which 22 are positive, 10 are negative whereas 19 are neutral news, in category "C" are 27 out of which 14 are positive, 3 are negative whereas 10 are neutral news, in category "D" are 4 out of which 2 are positive, 0 is negative whereas 2 are neutral news and in category "E" are 41 out of which 19 are positive, 9 are negative whereas 13 are neutral news.

The news in the US newspapers New York Times related to category "A" are 27 out of which 9 are positive, 5 are negative whereas 13 are neutral news, in category "B" are 35 out of which 15 are positive, 7 are negative whereas 13 are neutral news, in category "C" are 16 out of which 5 are positive, 2 are negative whereas 9 are neutral news, in category "D" are 3 out of which 2 are positive, 0 is negative whereas 1 are neutral news and in category "E" are 57 out of which 29 are positive, 10 are negative whereas 18 are neutral news.

The news in Washington Post related to category "A" are 38 out of which 13 are positive, 7 are negative whereas 18 are neutral news, in category "B" are 33 out of which 12 are positive, 9 are negative whereas 12 are neutral news, in category "C" are 14 out of which 6 are positive, 4 are negative whereas 4 are neutral news, in category "D" are 5 out of which 3 are positive, 0 is negative whereas 2 are neutral news and in category "E" are 39 out of which 11 are positive, 12 are negative whereas 16 are neutral news.

The total news of all categories in Back Page are 586 out of which 139 are in category A, 156 in category B, 76 in category C, 19 in category D and 196 in category E.

## CONCLUSION

By comparing the news in both front and back pages we come to know that on the front page there are 367 total news related to women whereas 586 are on back pages. There is more number of news on back page than on the front page, similarly by comparing the categories of both the front and back pages there are that on the front page there are 111 news in category A, 106 in category B, 72 in category C, 23 in category D whereas 55 in category E. On the back page there are 139 news in category A, 156 in category B, 76 in category C, 19 in category D whereas 196 in category E. By comparing the categories there are more news in back page than the front page in almost all the categories except category D where there are more news in front page than the back page. The results mentioned above shows that in all the categories there are more number of news given in both Pakistani newspapers than both the U.S. newspapers. So, we can conclude that Pakistani press has given more coverage to the women related news than the U.S. newspapers.

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