

AURAT MARCH' Framed in Pakistani Print Media: Content Analysis of two Daily News Papers

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ABSTRACT

This study conducts a content analysis of two prominent Pakistani newspapers—Dawn (English) and Jasarat (Urdu)—to examine how the Aurat March was framed in relation to education, health, religion, culture, gender, and human rights. Using framing theory, the research analyzes 20 news stories (10 from each newspaper) published one month before and after March 8, 2021. Findings reveal a clear ideological divide: Dawn predominantly adopted a positive or neutral stance, supporting the March's demands for women's rights, health, education, and gender equality, often aligning with Western feminist perspectives. In contrast, Jasarat largely framed the March negatively, emphasizing religious and cultural opposition, labeling it as a Western conspiracy against Islamic values. While Dawn highlighted human rights and progressive change, Jasarat prioritized religious discourse and criticized slogans like "Mera Mazhab Meri Marzi." The study concludes that Pakistani print media significantly polarizes public perception of feminist movements, reflecting deeper societal conflicts between secular and religious ideologies.

Keywords: Aurat March, framing theory, Pakistani media, gender, human rights, religion, feminism

INTRODUCTION

Globalization has had major political impacts on women all over the world. This can be seen most clearly in Muslim countries, where women's rights activism has paralleled the rise of the global women's movement. The feminist movement can be seen in many different ways in many countries. The internationalization of feminism in the twentieth century has further complicated this idea. Historians have proposed various schemes based on gender philosophies considering this issue. The most radical movement in recent times, which is revolutionizing the entire social structure and changing the entire basis of human relations, is the feminist movement, known as the "Aurat March" (El-Bushra, 2007)

Women's movements have transformed Pakistani culture and helped women negotiate for their social, political and legal rights in male-dominated societies. Along with the rise of new trends in the feminist movements, various difficulties were also seen to be faced, which has led to a discourse on feminism among various feminist scholars in the society of Pakistan. (Gulnaz Anjum.2019)

In the West, a Muslim woman often receives sympathy and support as long as she is seen as a deviant and rebel in the Islamic world. Gender Issues Furthermore, feminism in Pakistan has always had to defend itself

against accusations of westernization, or promoting an alien agenda. It is linked to class interests in a high-class society where women workers belong mainly to the upper middle class and elite (Sangeeta Dhami). Therefore, the Aurat March has a clear message of women's empowerment in Pakistan, but the narratives and concepts are radically different in nature, negatively impacting the lives of Pakistani women, and placing feminist movements in a controversial rhetoric. (Rubina Saigol-2019)

The Constitution of Pakistan provides important rights to women such as Article 25 which ensures equality before the law and states that there shall be no discrimination on the basis of sex and Article 34 directs the state to ensure that women Take appropriate steps to ensure participation. In practice, women face barriers to being treated as equal citizens – in all spheres of life and social activities. From scrutiny of their life choices, clothing and opinions to harassment, violence and lack of freedom and safe environment, the list is endless. However, in the last few years, the discourse has focused on feminism and feminist movements, against the highly entrenched patriarchy, gender bias and subtle and overt sexism (Shaheed, 2019).

The women of Pakistan especially have been seen coming to the streets for the last 2 years. The first March was celebrated on March 8, 2018 in Karachi. Last year's march was well received because of the slogan “Mera Jism, Meri Marzi”. Due to this hype, research on this topic was planned. Since 'feminism' is a revolutionary movement that is being observed with great influence in Pakistan, it was thought to analyze the language of the slogans presented by the placards in the Aurat March to find out how much does it affect? Conservative Pakistani society The study will highlight the importance of language. This will make it clear that language is not limited to the medium of education. The study will present the idea that only language plays an important role in revolutionary movements, such as 'feminism' to bring about changes in different but traditional societies. (Tooba Tauqir, Khadija Akram-2020).

The media has an important role in imposing its ideas on the minds of the public It helps maintain social control by shaping social thinking according to the ideology of the ruler. In democracies, independent media are considered the "fourth estate" in addition to the legislative, executive and judicial branches. It is what defines the world and legitimizes social order using language as a social force and Language is seen as a multi-layered medium of communication through which everyone conveys their message to the audience. (Baig et al., 2020).

The Pakistani media portray and frame the secular supports its version while the religions question it as an international conspiracy and anti-Islam. The women's rights movement has been raised in the form of “Aurat March”, which is not known to the public, hence the need for a scientific study to understand the fundamental differences between the two news organizations or its content. This study will research the contents of dawn & jasarat for its frames in its two nations publish contents.

Objective of the study:

This study aims to analyze social services including education, health and human rights framed in Pakistani newspapers. The study also aims to critically search for coverage of religious, cultural and gender focused coverage in Pakistani newspapers.

Study limitations:

The study is limited to content analysis of only two selected newspapers on the basis of framing theory as (Positive), (Negative), (Neutral). 10 Dawn and 10 Jasarat published stories one the topic of Aurat March.

Variables / Research Operational Definitions

Education:

UN charter articles 26 “Everyone has the right to education.” There are everyone has the right to get education, there is no difference between girls and boys and education is equal for all genders.

Health:

The word health refers to a state of complete physical, mental or social being and not only the absence of disease.

Religion:

Religion is a set of strong beliefs, exercise and the way of behavior, values and ethics and which we are living in a society. Religion is a belief between God and Human.

Culture:

Culture is the way of living in a society values, believes, behaviors and norms and ethic that how we are living in a society, that's symbols through which these believes are communicated in a structure.

Human Rights:

(UN charter) Human rights are the rights that people have by birth until death these basic rights are given us freedom of speech, gender equality, quality of education, privacy, economic, liberty, free religion, social and cultural right in a society.

Gender:

Is social constructed that refers to the characteristics of women and men, girls and boys. This includes behavior, norms and ethics role of associated with society as well as also define that relationship of boys and girls and LGBT with each other.

Theoretical Framework

Framing theory:

Framing theory refers to a theory that presents a decision maker with one of two different value outcomes. Here, one of the results is presented as positive, the second as negative and the third as neutral. Such as political communication, organizational behavior, psychology, etc. have played an important role in the evolution of framing research. Framing has become a way of influencing people to think about an issue in a certain direction. The basic premise of framing theory is that an issue can be examined and interpreted from different perspectives and the multiple implications of each of these perspectives can also be considered. Framing theory suggests that people's cognitive judgments are subject to instructional frames. An instructional frame refers to a schema of interpretation. It is a series of stereotypes and stories that an individual relies on to understand and respond to events. By manipulating the instructional frame and the individual's cognitive judgment can be influenced. Research in social cognition contributes to the study of framing theory.

The importance of framing theory is frequently used in public affairs to show how differently framed statements can change public opinion. Studies have shown that an individual's perception of public affairs is greatly influenced by how facts are selected and presented to them (Enger&Kinder, 1987). Evidence from previous research suggests that frames can change a sample's attitudes and preferences. The importance of framing theory has been highlighted in the promotional public affairs literature to show how differently framed statements can lead to change in public opinion and attitude. According to (Iyengar and Kinder, 1987) an individual's awareness and judgment about public affairs is greatly influenced by how information is selected and presented. Prior research has shown that frames can apparently change the behavior and preference of their subjects.

RESEARCH METHODOLOGY:

Qualitative method and quantitative method have been used to analyze the phenomenon of 'Aurat March' in the context of cultural, religious, educational, health, gender and human rights. Published literature including reports, editorials were reviewed to draw substantial conclusions about the 'Aurat March'. Framing theory has been resorted with the aim to find out which newspaper published positive content and which published negative and which played a neutral role in the coverage of two newspapers Daily Dawn and Jasarat Daily during the 'Aurat March'. Content analysis of two newspapers was selected as sample size for the study.

RESULTS AND DISCUSSION:

The content analysis collected from daily newspapers in quantity and converted into graphs, results drawn in these graphs is continued below.

Dawn News

Content Analysis of dawn news stories about Education:

i) Positive 41% ii) Negative 5% iii) Neutral 66%

News stories published in dawn framed education in Pakistan is likely less in figures as dawn shown that the Aurat March in Pakistan is an essential step to fight for the proper rights of education to women's.

Content Analysis of dawn news stories about Health:

i) Positive 45% ii) Negative 3% iii) Neutral 50%

During the Aurat March dawn mostly focus on the slogans of Aurat March and give more coverage in their newspapers. According to the dawn news stories Aurat march is demanding proper health facilities to the women's in Pakistan.

Content Analysis of dawn news stories about Religion:

i) Positive 02% ii) Negative 33% iii) Neutral 5%

Dawn news stories mostly given coverage in the favor of Aurat march and mentioned that they are always on the right side and their demands are valid and must be given.

Content Analysis of dawn news stories about Culture:

i) Positive 49% ii) Negative 11% iii) Neutral 18%

Whereas dawn news favoring a western thoughts and ideas to implement their ideas in a Muslim society. Aurat March is there first agenda to promote their culture as of (clothes, living style, way of life) to distract our people through by their culture. Pakistan is an Islamic country whereas Pakistanis are following the culture of Prophet MUHAMMAD (PBUH) that's why people living in Pakistan will never follow the western culture.

Content Analysis of dawn news stories about Gender:

i) Positive 30% ii) Negative 7% iii) Neutral 18%

There are different human beings living in society like (men and women) and third Gender (LGBT). In every society have equal rights for every Gender. As dawn mostly give coverage to promote Aurat March by their violence and juries to blame nationalism. They always give more coverage to take part in different sector like (politics, Industries, sports and other sectors) And also play as a government employ. Dawn is always a Covering the basic right of every living being and always promoting it through different ways and wants the betterment of every human being in the world.

Dawn content analysis of Human Rights

i) Positive 48% ii) Negative 8% iii) Neutral 18%

As we find out the content analysis dawn news report always give more coverage to the human right's needs. Where Pakistan is the largest Country in population. As a largest population the people are not aware from their basic rights. Dawn always shares Aurat March slogans as a positive aspect to promote human rights and people should aware from them.

Dawn Editorial Content Analysis:

Editorial is basically defining as the policy of newspaper and play role as a Neutral and provides information to the readers. As we analysis the content of dawn editorial we find out that. The Aurat March in Pakistan is a very essential step to provide proper rights of education to women's. That in Pakistan dawn is focusing and providing more coverage to education sector to promote education in Pakistan. According to the dawn news stories health is also been shown that health is more important for every human being which also shown that what we have studied one month before Aurat March that dawn have shown the positive way of the Aurat March event. There are more popular newspapers but dawn always gives more positive coverage to the Aurat March. Mostly give coverage in the favor of Aurat march and mention that they are always on the right side and their demands are valid and must be given but we as a Muslim country our culture can't allow their demands. But where dawn is trying to promote the Aurat March has valid Points to the world and has seen in the society of Pakistan Islam is most followed religion more than 90%. Whereas dawn news favoring a western thoughts and ideas to implement their ideas in a Muslim society. Aurat March is there first agenda to promote their culture as of (clothes, living style, way of life) to distract our people through by their culture. Where in every society have equal rights for every Gender. They always give more coverage to take part in different sector like (politics, Industries, sports and other sectors) and also play as a government employ, there is no limitation for women and men. Dawn is always covering the basic right of every living being and always promoting it through different ways and wants the betterment of every human being in the world. Dawn news stories are also about human Rights to provide the

fundamental rights which include freedom of expression, freedom of thoughts, freedom of Information, and freedom of free Religion in a society and also give us a freedom of association. Where Pakistan is the largest Country in population. people are not aware from their basic rights And if we see the Editorial of dawn and their stories they mostly show the positive aspect of Aurat March and Always give more coverage to them and their rights what they want What their demands are to the Pakistani society and to the western world.

Jasarat News

Content Analysis of Jasarat news stories about Education:

i) Positive 14% ii) Negative 29% iii) Neutral 30%

As we know education is the basic right of every human being. But the Jasarat news as a Pakistan newspaper they always show that education in Pakistan is not that good as compare to the western society. Jasarat always give bad and negative thoughts to the audience. We also seen in Aurat March Jasarat are not providing the space for the Aurat March to talk about their basic right education. They also use informal language to distract their targeted Audience through the content of newspaper like (AURAT MARCH RUNDIO) which is not good for the society. That they are not talking about the Aurat March and their demands in Aurat March to highlight their Issues and their Rights. When we analyze the content of Jasarat news report we find out they are not giving the proper coverage to their Issue or education rights. They face the Aurat March is pre planed Agenda against the society.

Content Analysis of Jasarat news stories about Health:

i) Positive 8% ii) Negative 4% iii) Neutral 4%

During the Aurat March Jasarat mostly focus on their slogans and gives more negative coverage in there newspapers. Jasarat news During the Aurat March the coverage what Aurat March is inspecting and they always targeted the negative slogans to manipulate the readers. According to the Jasarat news stories health is also has been shown not positive but also not negative they always try to be neutral but as what we have find out that Jasarat is mostly against this Event which we have studied two months of the news reports and we have seen so much hate towards Aurat March.

Content Analysis of Jasarat news stories about Religion:

i) Positive 64% ii) Negative 7% iii) Neutral 24%

Pakistan is one of the Islamic country in the world. Pakistan known as an Islamic republic of Pakistan because of the majority of people leaving in Pakistan are Muslims. Means Islam is the official religion and rules are written to be followed with its teaching. As while not all these people may practice Islam on a regular basis. So in the Aurat March slogans that they are using against the Islamic perspective to the region. As we study the content of Jasarat mostly gives positive coverage. The negative slogans which Aurat March they are using against Islam like (Mara Mazhab Mari Marzi) against the laws of Islamic culture of Pakistan mostly point out this slogans Aurat March to manipulate our culture promotes the western culture in Pakistan through Aurat March. But they also give more coverage to the (Youth Islamic Organization) which they are protesting against the Aurat March Events, slogans and their demands.

Content Analysis of Jasarat news stories about Culture:

i) Positive 14% ii) Negative 23% iii) Neutral 18%

Culture is known as a norms and customs of a society. Whereas Jasarat news is not favoring a western culture in a Pakistan and at any cost Jasarat always show that our culture where we as a society living and our Elders have thought us the definition life and there Ethics and ideas to implement their ideas in a Muslim society. Khalil Ur Rehman says Aurat March is there first agenda to promote their culture in Pakistan as of (western Thoughts, western Culture, clothes, living style, way of life) to distract our people through by their culture. What we have find Out during Aurat March Event Jasarat publish the stories related to the Islam point of view that the Aurat March totally against Our Culture.

Content Analysis of Jasarat news stories about Gender:

i) Positive 15% ii) Negative 37% iii) Neutral 18%

There are different human beings living in society like (men and women) and third Gender (LGBT). Where in a society have equal rights for any individualAs Jasarat mostly give negative coverage to their content against gender equality during the Aurat march to distract targeted audience of the newspaper in the society. In this Event where the other newspapers fevering their slogans like (Gives equal rights to any gender rather Man, Woman and LGBT) But Jasarat mostly use other topics related to religion like (Woman will save with man) (without man girls never file save) and promote that Islam will never allow to take part in different sectors like (politics, Industries, sports and other sectors) in the society.

Content Analysis of Jasarat news stories about Human Rights:

i) Positive 23% ii) Negative 29% iii) Neutral 03%

Human Rights is basic fundamental rights Which provide freedom of expiration, freedom of thoughts, freedom of Information, freedom of free Religion in a society and also give us a freedom of association But Ander control the religion and follow Islamic role and regulation to maintain the society, Jasarat news reports mostly against of their demands of human rights, this rights is not mention in Islamic law to gives any individuals. This event is pre-paned agenda which means to distract Pakistani woman from their religion. Another side the Pakistani woman protest against Aurat march this event which is totally made for to manipulate our religion. Where dawn mostly gives coverage to Woman and Jasarat always share their content with point of religion and also mention the Quran Hayat and Hades to make it more authentic for the Pakistani women and men.

Daily Jasarat Editorial Content analysis:

Jasarat as a Pakistan newspaper they always show that education in Pakistan is not that good as compare to the western society. According to the Jasarat news editorial health is also has been shown not positive but also not negative they always try to be neutral. So in the Aurat March slogans that they are using against the Islamic perspective to the region. As we study the content of Jasarat mostly gives positive coverage. The negative slogans which Aurat March they are using against Islam like (Mara Mazhab Mari Marzi) against the laws of Islamic culture of Pakistan mostly point out this slogans Aurat March to manipulate our culture promotes the western culture in Pakistan through Aurat March. Khalil Ur Rahman Says Aurat March is there first agenda to promote their culture in Pakistan as of (western Thoughts, western Culture, clothes, living style, way of life) to distract our people through by their culture. In this Event where the other newspapers fevering their slogans like (Gives equal rights to any gender rather Man, Woman and LGBT).

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CONCLUSION

The main purpose of this research study was to find out how two national newspapers published their content on the event of the 'Aurat March' and what kind of culture they were trying to adopt through the use of such content. In his research, researcher took up the issue and considered two newspapers regarding the 'Aurat March' in which both are national newspapers, but the difference in approach was to find out which newspaper published what material and what its approach was, and also find out the prospection of this to newspaper and there content. After the completion of our research, it is important to know that there is a much more difference in the content of these two newspapers. This variable (health, religion, culture, gender, and human rights) is very important to determine which newspapers spoke in favor of these variables and which spoke against them, all for a given period of time. In which the important has picked up the newspapers of one month before and one month after March 8, 2021. In view of these variables, there are same news reports and editorial we have found. The main ones have been analyzed and their objectives have also been mentioned and also mentioned that these variables have been mentioned in each report, and in what manner write it, and also considering the roles of these two newspapers, one newspaper (Dawn) has mostly published its content keeping in mind the European culture and its education and human rights in the Islamic system in Pakistan. Therefore, the dawn reports and its material mostly against religion and showing in reports negatively, their published material mostly describes the European system. Another newspaper (Jasarat) which has mostly published material against the 'Aurat March', which aims that the 'Aurat march' is a pre-plan made against Islam, it would be known after reading the contents of other variables like education, health and culture in this newspaper. Newspaper has presented most of the Islamic or religious content in a more positive way, and has prioritized religion over everything. Therefore, after the completion of the research we find out A clear difference between the two national newspapers and its content.

RECOMMENDATIONS

- There are some recommendations for future work. However, as part of my BS research studies I should need work on these outstanding topics. And I also recommended for others they should work on them.
- There is an urgent need for research that explores the plans, funding sources, and strategies of such groups working toward specific agendas to change cultural and religious values.
- Similarly, there is a need to distinguish between women's rights in the context of Western feminism and the limitation of women's freedom in the Islamic context.
- Also, there is a need to bring to light the issues and motives of certain groups who are more concerned with changing our moral values.
- It is recommended to highlight the existing policies and laws for the protection of women in contrast to the existing social and cultural evils against women in Pakistan.

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