



Patterns of Press Partisanship: A Framing Study of Pre and Post Polls of 2018 in Pakistan

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Abstract

This study aims to investigate the Editorial treatment of elite Urdu and English press of Pakistan on framing of pre and post polls of 2018. The focus of this study is to find out the press patterns in pre and post polls by identifying conflict frame, Attribution of Responsibility frame and Economic consequences frame. Editorials of six newspapers Roznama Express, Roznama Dunya, Roznama Khabrain, Dawn, The News and The Nation on framing of pre and post polls of 2018 from 15th July 2018 to 3rd August 2018 were selected. The researcher designed a coding sheet by selecting three frames for PML (N) and PTI. The theoretical framework for this research is based on framing theory. The research followed quantitative research design content analysis strategy. The findings of the study are the Urdu and English press unfavorably framed PML(N) as compared to PTI before 2018 elections and more favorably framed PTI as compared to PML (N) after 2018 elections.

1. Introduction:

The role of media in informing public and raising awareness about various issues is much important. It also has a major contribution on public perception. Studies found that media effects in influencing political attitudes, particularly voting preferences. (Bartels, 1993; Dalton et al., 1998). Media deal and address the issues which society is facing in form of providing the forum of discussion and try to resolve the problems. The global interaction has become very easier due to the advancement of information and technology. This advancement in media also altered the patterns to use and consume media. This convergence made media very interactive for public than ever before. Variety of surrounded us in form of TV, radio, books, magazines, newspapers, social networking sites and web content. Without media people in a society feel cut off from the rest of the world. (Dwivedi & Pandey, 2013) The attitudes and perception of public can be shaped by the media. By framing, the media has the power to make someone famous or despicable. It can affect public

discussion and alter the patterns of social system (Happer & Philo, 2013).

The media organizations and professionals focus on that news which has relevancy with public issues and not just cover those issues but also pursue them. The media persuasion on those issues became more important than others and push them for their solution. The people depend on the media for getting necessary information because they have limited opportunity to witness important events directly (Lippmann, 1922). Through media people see the world and construct a reality in their mind as media cover them. At every level from national to international it is media which cultivate public mind and public consider changes occurring outside as per media coverage patterns. The role of media is very crucial in selection and rearranging the news agenda because people rely on media for getting updates regarding recent developments so media agendas became public agendas. For the smooth process of democratic system media manage the coverage on political issues so society does not for chaos. In the working relations between media and policies there is often tension



particularly in the times elections. Although both have different nature but they have strong relations with each other. Politicians need their soft image among public and want to gain the public trust. They use media to promote their plans, ideas, and goals. In return media inform to public about their political activities and frame them in accordance. (Venturelli,1998).

The Urdu and English newspapers in Pakistan hold an important place in making and altering the opinion of the elite and dominant social class. The press have a prestigious place among the elite ,middle and lower middle circles too (Noureen, Rehman & Sham 2020)The present study focuses on coverage pattern of Urdu and English press to political parties in pre and post polls of 2018. The study explores how pres of Pakistan portray political parties in pre and post polls of 2018 of Pakistan. This study also focuses on after polls converge, is there any shift in coverage style of any newspaper. In Pakistan many media conglomerates operating print and electronic media. The researcher selected one newspaper from main media groups of Pakistan which represents its group like From Urdu press Daily Express represents Express group, Daily Dunya represents Dunya group and Daily khabrain represents khabrain group. From English press Dawn represents Dawn group, The News represents Jang group. The Nation represents Waqat group. From getting the stance of newspaper the researcher focus on editorial content because editorial is the policy content of newspaper.

1.1. Objectives of the Research:

Followings are the research objectives of the study:

- I.To investigate how the press gave coverage to political parties PML (N) and PTI in pre and post polls of 2018.
- II.To explore any difference in coverage pattern of political parties (PML (N) and PTI,) in pre and post polls of 2018.
- III.To find out which political party gets favourable coverage in pre and post polls of 2018.

1.2. Research Questions:

Followings are the research questions of the study:

I.What was coverage pattern of the press to political parties PML (N) and PTI in pre and post polls of 2018?

II. Was there any significant difference in coverage pattern regarding dominant frames of political parties (PML (N) and PTI,) in pre and post polls of 2018?

1.3. Hypotheses of the Research:

Following research hypothesis are framed for this research:

H1. The press unfavorably framed PML (N) as compared to PTI before 2018 elections.

H2. The press more favorably framed PTI as compared to PML (N) after 2018 elections.

2. Literature review:

Mostly past studies of national newspapers on elections show differences in style and coverage between countries (Stromback & Dimitrova, 2006). Media in India and USA highlight specific candidates, media in European countries select national issues and policies and Colombia (Garcia Perdomo, 2017). Media in Pakistan discuss hate speeches, law and order, conflicts and corruption in election coverage (Shah, Younis & Kusher, 2017). Strömbäck and VanAelt (2010) how newspapers represented politics in coverage of 2006 Swedish and 2007 Belgian lections. The realization was, media types played a role in Meta framing of policies. A study by Dai (2013) found that mainland Chinese media coverage of the 2004 and his 2008 Taiwan presidential elections consistently included four of the five frames: business, ideology, game, and conflict found. Abbott (2011) in major newspapers two investigated in Malaysia regarding electoral authoritarianism and press. The researcher selected 6 newspapers in which two were Malay and two Tami, including area code related campaigns starting from 2006 to 2008 general elections and analyzed the content of two periods. Apart from the fact that Malaysia's media are largely private. It has been found that print media openly support the government views in election campaigns but the coverage during the election included descriptions analyzes and criticisms with little context. Girardi et al. (2017) investigated gender disparities in print media news



about the 2015 Swiss parliamentary elections coverage, examining election coverage in terms of gender stereotypes. Additionally Heldman et al, who analyzed his two datasets for content analysis, two of researcher's books each contain article sections from major US newspapers. As a result the differences between men and women were revealed in various aspects such as appearance, personality, and strength. However, it is suspected that the media coverage clearly represents a gender bias that would prevent her from running.

2.1. Framing studies in context of elections in Pakistan:

Shah, Younis & Kausar (2017) compared the editorial treatment of English and Urdu newspapers in their study. They found that newspaper editors of English-language dailies, turned out to deal with political party election manifestos to a great extent than that of Urdu daily newspapers. By comparison, the PML N ensured the widest possible coverage including the broadest possible neutral and unfavorable treatment of all elected main stream parties, giving the PTI crucial leeway in terms of preferential treatment.

Saeed, Bilal, and Raza (2020) conducted a study on content analysis of major newspapers on political discourse during the 2013 general election. The study uncovered problems of national importance particularly the political electoral fraud. In an others study Ishaq (2020) noted that Urdu newspapers are more politically biased in elections compared than the major English language newspapers, and the messages were presented mostly in text rather than messages with pictures. English daily The Nation (considered a PML-N-leaning news outlet) wrote: "Personality, sensitive religious issues or assassinations of political opponents are at their peak. Promising prophetic finality in exchange for concealing his corruption" (quoted by Ishaq, 2020). The daily further explained that PTI's Imran Khan is actively fanning the fire (cited in Ishaq, 2020). The purpose of the publication of this report/opinion was an attempt by the PTI to counter attack Imran Khan. Because the three main allegations of PTI against the PMLN government were "puppets of Western

governments", "sensitive issues related to religion" and "corruption".

2.2. Theoretical Framework:

Framing is a process of constructing and designing for audience their political and social issues. (Nelson et al., 1999). According to Robert Entman (1993), In essence, framing is about salience and selection in a communication text, framing is the process of highlighting certain characteristics of a perceived reality in order to support a specific problem definition, causal interpretation, moral assessment, and suggested course of action for the item being discussed. By using repetition, positioning, and associations between words and visual pictures, the media highlights certain phrases and images. A news article's headlines, keywords, themes, and metaphors can all be used to establish the frame (Entman, 1993). Recognize that certain occurrences are more ineffective and provide a specific event meaning through their language, more coverage, and repetition of the context in which the news is conveyed to the public (Aorowolo, 2017).

The media frequently attempts to evoke emotion while elevating certain important words, phrases, and images to a position of significance and influence. However, some facets of the topic are overlooked. As a result, the meaning of the entire communication text which includes the article, image, and video may change. Journalists will occasionally use a quote from a certain individual or excerpts from his speech to create a frame. (Ngwainmbi, 2017) The majority of the time, a journalist's own convictions, the editorial policy of the media, the organization's journalism practice, the political environment, and cultural factors influence the journalist's choice of words, phrases, or images during the framing process. (Dekavalla, 2018; Scheufele, 1999) In general, media frames are thought of as independent variables. Studies on framing analysis can be categorized into two methodologies. Both the deductive and inductive approaches. The inductive method incorporates the subjectivity of the researcher in the process of generating frames and calls for careful examination to determine the text's inner meaning for conceptualization. (Matthes & Kohring, 2008).



The second method, known as the logical technique, examines news articles to determine their prominence using preset frames. This method looks at pre-established news frames that are already prominent in the news article. (DeVreese et al., 2006). Renowned researchers have examined pressing issues raised by the media using framing. As an example, Entman (1991) While conducting a comparative analysis of news coverage on KAL and Iranian air, he discovered that US and international publications tended to use different kinds of frames. He distinguished five different frame types that were present in that news coverage: conflict, morality, consequence, human interest, and responsibility frames. Under the direction of the deductive frame analysis method. DeVreese (2005).

Method:

The method for this study is quantitative content analysis. Patton (2002) elaborates quantitative research is a design which requirements the procedure of consistent measurements so the recording of public experiences and perspectives into a pre designed categories of response and those categories are given to different numbers (p.14). The main advantage of the quantitative method is to record the large number audience reaction or number of research elements to a limited set of questions so 'helping in statistical aggregation and comparison of the data'.

Berger (2011) describes content analysis in following words, "the systematic description and classification of content of communication in accordance with certain often pre determined categories" (p.205). He also referred this technique might be applied in both the quantitative as well as qualitative studies (Ibid). The relevant views shared by Wimmer & Dominick (2006), he suggests the main steps should be followed adopting a systematic coding system and having ensured measureable scoring units (p.209-211). Paisley (1964) states that content analysis is the method in which messages are recorded by applying objective and systematic rules of categorization, which can be further compared and summarized.

For content analysis the editorials specified for the categories of analysis in the selected Urdu and

English languages newspapers. Each newspaper represents its Media group, From Urdu newspapers Roznama Express represents Express group, Roznama Dunya, represents Dunya group, and Roznama Khubria represents Khubria group. From English press *Dawn* represents Dawn group, The News represents Jung group, The Nation represents Waqat group. The time-period selected for the study is ten editorials before and ten editorials after polls of 2018.

2.3. Population:

The population for the concerned study is the editorials of the six above described newspapers within selected time-period.

2.4. Unit of Analysis:

Every editorial having content regarding political parties, PML (N) and PTI discuss, political leaders, political issues and performance of political parties will be unit of analysis of the study.

2.5. Research Frames:

The researcher selected three frames as under:

2.5.1. Conflict frame:

Conflict frame focuses on conflict, allegation, disputes, insulting statements between individuals, political parties (groups) and leaders of political parties for getting attention of public.

2.5.2. Attribution of Responsibility frame:

Attribution frame actually focuses on issues, responsibilities associated to person, group or government

2.5.3. Economic consequences frame:

Economic consequences frame focuses on economic issues and events like low foreign exchange reserve, High current account deficit, rising budget deficit, high internal and external government loans, issue of Circular debt in energy sector, associated to individual, group or government.

3.4. Conceptualization of Categories:

3.4.1. Favorable: (Pro)

Editorial which gives positive coverage, encourages, supports any political personality, political party or view point of political party or political personality is being considered positive.

**3.4.2. Unfavorable: (Anti)**

Editorial which gives negative coverage, discourages, condemn, criticize any political personality, political party or view point of political party or political personality is being considered negative.

3.4.3. Neutral:

Editorial which neither supports, encourages nor condemns or discourages political party, political personality or viewpoint of any political party is being considered neutral

3. Results:**Table-1: Frequency and Percentages**

News Paper	Frequency	Percentage	Frame	Frequency	Percentage
Roznama Express	20	16.7	Conflict Frame	Unfavorable	5
Roznama Dunya	20	16.7		Neutral	33
Roznamakhabrain	20	16.7		Favorable	11
Dawn	20	16.7	Attribution Frame	Unfavorable	12
The News	20	16.7		Neutral	16
The Nation	20	16.7		Favorable	12
Total	120	100	Economic Frame	Unfavorable	18
Language of Newspaper	Frequency	Percentage		Neutral	8
Urdu	60	50		Favorable	5
English	60	50	Total	120	100
Total	120	100	Political Party	Frequency	Percentage
Period of Editorial	Frequency	Percentage	PML-N	38	31.7
Before Poll	60	50	PTI	20	16.7
After Poll	60	50	Non-Partisan stance	62	51.7
Total	120	100	Total	120	100

Table 1 shows a collective result, including newspaper names, frequency against each newspaper; percentage frames findings and political parties 'coverage. The researcher selected twenty editorials from each newspaper, ten before polls and ten after elections. The study focus on bilingual data. Three newspapers from Urdu language and three from English language. The frames frequency is shown of all newspapers. Each editorial is added in mentioned frames and stance of newspaper against coverage of political party defined and presented in the data and frames.



Table-2: Distribution of Data With Respect To Frames

Language	Newspaper	Period	Political Party	Conflict			Attribution			Economic			Total
				Unfavorable	Neutral	Favorable	Unfavorable	Neutral	Favorable	Unfavorable	Neutral	Favorable	
Urdu	Roznama Express	Before Poll	PML-N				2			5			10
			PTI										
			Neutral Stance		3								
		After Poll	PML-N										10
			PTI					4	2				
			Neutral Stance		4								
	Roznama Dunya	Before Poll	PML-N				4			2			10
			PTI										
			Neutral Stance		4								
		After Poll	PML-N										10
			PTI					5			2		
			Neutral Stance		3								
	Roznama khabrain	Before Poll	PML-N	2			2			2			10
			PTI										
			Neutral Stance		3			1					
		After Poll	PML-N				2			2			10
			PTI					3					
			Neutral Stance		3								
English	Dawn	Before Poll	PML-N	3						3			10
			PTI										
			Neutral Stance					4					
		After Poll	PML-N										10
			PTI		4							3	
			Neutral Stance					3					
	The News	Before Poll	PML-N			2							10
			PTI										
			Neutral Stance		3						5		
		After Poll	PML-N							2			10
			PTI										
			Neutral Stance		5			3					
	The Nation	Before	PML-N			3							



		Poll	PTI				2						10
			Neutral Stance		3						2		
		After Poll	PML-N			2							10
			PTI										
			Neutral Stance		2			5			1		



Table 2 shows a comprehensive result of study against each newspaper stance against political parties. In pre polls Roznama Express shows that stance is neutral which mean Roznama Express neither encourage nor discourage any political party in this frame. Conflict frame in pre polls is resulted in neutral stance while attribution frame portrays PML (N) Unfavorable which means Roznama express criticized PLM (N) for being responsible not to serve public. PML (N) is also responsible not to solve public issues. Roznama Express condemns PML (N) for his policies. Economic frame portrays PML (N) Unfavorable which means Roznama Express criticized PLM (N) for being responsible on economic issues. In post polls result shows that in conflict frame, stance is neutral which mean Roznama Express neither encourage nor discourage any political party. Conflict frame in post polls is resulted in neutral stance while attribution frame portrays PTI Favorable in editorials which means Roznama express encourages PTI for planning of issues and hopefully will resolve issues of Pakistan. Economic frame portrays PTI Unfavorable which means Roznama Express criticized PTI for on his policies on economic issues.

Roznama Dunya shows neutral stance which mean Roznama Dunya neither encourage nor discourage any political party in this frame. Conflict frame in pre polls is resulted in neutral stance while attribution frame portrays PML (N) Unfavorable which means Roznama Dunya criticized PLM(N) for being responsible not to serve public. PML (N) is also responsible not to solve public issues. Roznama Dunya condemned PML N for his policies. Economic frame portrays PML (N) Unfavorable which means Roznama Dunya criticize PLM (N) for being responsible on economic issues. In post polls result shows neutral stance which mean Roznama Dunya neither encourage nor discourage any political party. Conflict frame in post polls is resulted in neutral stance while attribution frame portrays PTI Favorable in editorials which means Roznama express encourages PTI for planning of issues and hopefully will resolve issues of Pakistan. Economic frame also portrays PTI favorable which means

Roznama Dunya appreciated PTI for on his policies on economic issues.

Roznama khabrain shows Unfavorable stance in Conflict frame for PML (N) which mean Roznama khabrain criticize PML (N) in creating confrontation. Neutral stance is also shown in conflict frame. Attribution frame portrays PML(N) Unfavorable which means Roznama khabrain criticized PLM(N) for being responsible not to serve public. PML (N) is also responsible not to solve public issues. Although neutral tilt is also shown in this frame but majority tilt of this frame is anti PML (N). Economic frame also portrays PML (N) Unfavorable which means Roznama khabrain criticized PLM (N) for being responsible on economic issues. In post polls result shows neutral stance which mean Roznama khabrain neither encourage nor discourage any political party. Conflict frame in post polls is resulted in neutral stance while attribution frame portrays PML (N) Unfavorable which means Roznama khabrain criticized PLM(N) for being responsible on economic issues Attribution frame also portray PTI Favorable which means Roznama express encourages PTI for planning of issues and hopefully will resolve issues of Pakistan. Economic frame portrays PML (N) unfavorable which means Roznama Dunya condemn PML (N) for on his policies on economic issues.

From English press Daily Dawn shows Unfavorable stance in Conflict frame for PML (N) which mean Dawn criticized PML (N) in creating confrontation. Attribution frame portrays Neutral stance which means no comments on political parties while discussing issues and responsibilities. Economic frame portrays PML (N) Unfavorable which means Daily Dawn criticized PLM (N) for being responsible on economic issues. In post polls results conflict frame portray favorable for PTI which means discussion in this frame in praiseworthy manner. Attribution frame portrays Neutral stance which means no comments on political parties while discussing issues and responsibilities. Economic frame portrays PTI favorable which Dawn encouraged PTI his upcoming policies on economic issues.



The News shows neutral stance in Conflict frame. It is neither supportive nor against any political party. Attribution frame did not find. Economic frame portrays Neutral stance which means no comments on political parties. In post polls results conflict is neither supportive nor against any political party. It is neither supportive nor against any political party. Attribution frame stance is also Neutral which means no comments on political parties while discussing issues and responsibilities. Economic frame Unfavorable for PML (N) which means The News criticized PML (N) for being responsible on economic issues.

The Nation shows favorable for PML (N) in Conflict frame. This frame also being discussed in

neutral stance which neither supportive nor against any political party. Attribution frame portrays PTI Unfavorable which means The Nation condemns PTI stance. Economic frame is in Neutral stance which means no comments on political parties. In post polls results conflict frame is in favor of PML (N) which means The Nation supports PML (N) stance. This frame also being discussed in neutral stance which neither supportive nor against any political party. Attribution frame portray Neutral stance which means no comments on political parties while discussing issues and responsibilities. Economic frame also portrays Neutral stance which means no comments on political parties while discussing economic issues.

Tabl-3: Chi-Square Test for Conflict frame and political Party

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.424 ^a	4	.000
Likelihood Ratio	65.480	4	.000
Linear-by-Linear Association	2.760	1	.097
N of Valid Cases	49		

The result shows that there is positive association between conflict frame and political party because Chi-Square value is less than point zero five. Conflict frame actually portrays disputes, allegations, insulting statements between political parties and leaders of political parties. It means

Urdu and English press portrayed political parties differently. Press portrayed PML (N) and PTI differently, Urdu and English newspapers did not present political statements of political parties and political leaders with same tone and frame.

Table-4: Chi-Square Test for Conflict frame and time period

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.956 ^a	2	.084
Likelihood Ratio	6.869	2	.032
Linear-by-Linear Association	2.611	1	.106
N of Valid Cases	49		

The result shows that there is no significant relationship between conflict frame and period of elections because Chi-Square value is more than point zero five. Conflict frame actually portrays disputes, allegations, insulting statements between political parties and leaders of political parties. It means in pre and polls Urdu and English press

portrayed conflict frame not differently, it means in pre polls allegations and insulting statements were fames and in post polls allegations and insulting statements are being fames. Press portrayed PML (N) and PTI putting allegations on each in pre and post polls. It means in pre and post polls in conflict frame no shifting found.

**Table-5: Chi-Square Test for Conflict and Language**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.303 ^a	2	.002
Likelihood Ratio	16.436	2	.000
Linear-by-Linear Association	5.715	1	.017
N of Valid Cases	49		

The result shows that there is positive association between conflict frame and language of newspaper because Chi-Square value is less than point zero five. Conflict frame actually portrays disputes, allegations, insulting statements between political parties and leaders of political parties. It means Urdu language and English language press portrayed political parties differently. Urdu

language Press and English language press portrayed PML (N) and PTI differently. Urdu and English newspapers did not present political statements of political parties and political leaders with same tone and frame. It means in conflict frame language of Urdu and English press portrayed political parties differently.

Table-6: Chi-Square Test for Attribution frame and political party

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.571 ^a	4	.000
Likelihood Ratio	75.629	4	.000
Linear-by-Linear Association	2.625	1	.105
N of Valid Cases	40		

The result shows that there is positive association between Attribution frame and political parties because Chi-Square value is less than point zero five. Attribution frame actually portrays responsibilities associated to person, group or government. It means Urdu language and English press portrayed deferent responsibilities to PLM

(N) and PTI. Urdu and English Press portrayed different issues like policies for public, inflation, plan of action to PML (N) and PTI differently. Urdu and English newspapers did not present political statements of political parties and political leaders with same tone and frame.

Table-7: Chi-Square Tests Attribution frame and Time Period

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.222 ^a	2	.000
Likelihood Ratio	22.237	2	.000
Linear-by-Linear Association	17.333	1	.000
N of Valid Cases	40		

The result shows that there is positive association between Attribution frame and time period because Chi-Square value is less than point zero five. Attribution frame actually portrays responsibilities associated to person, group or government. It means Urdu language and English press portrayed deferent responsibilities to PLM (N) and PTI in pre

and post polls. Urdu and English Press portrayed different issues like policies for public, inflation, plan of action to PML (N) and PTI before and after polls. it means there is shift in coverage of pre and post polls.

**Table-8: Chi-Square Test for Attribution frame and language**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.344 ^a	2	.000
Likelihood Ratio	36.254	2	.000
Linear-by-Linear Association	.665	1	.415
N of Valid Cases	40		

The result shows that there is positive association between attribution frame and language of newspaper because Chi-Square value is less than point zero five Attribution frame actually portrays responsibilities associated to person, group or

government. It means Urdu language and English language press portrayed different responsibilities to PML (N) and PTI differently. Urdu and English newspapers did not present attribution of responsibilities with same tone and frame.

Table-9: Chi-Square Test for Economic frame and political party

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62.000 ^a	4	.000
Likelihood Ratio	54.723	4	.000
Linear-by-Linear Association	16.694	1	.000
N of Valid Cases	31		

The result shows that there is positive association between Economic frame and political parties because Chi-Square value is less than point zero five. Economic frame actually portrays economic issues and events like Economic frame actually portrays economic issues and events like low foreign exchange reserve, High current account deficit, rising budget deficit, high internal and external government loans, issue of Circular debt

in energy sector, subsidies on energy and food, decline in exports, inflation and unemployment. It means Urdu language and English press portrayed deferent economic issues to PLM (N) and PTI. Urdu and English newspapers did not present political statements of political parties and political leaders with same tone and frame.

Table-10: Chi-Square Test for Economic frame and time period

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.738 ^a	2	.094
Likelihood Ratio	5.441	2	.066
Linear-by-Linear Association	4.084	1	.043
N of Valid Cases	31		

The result shows that there is no significant association between Economic frame and time period because Chi-Square value is more than point zero five. Economic frame actually portrays Economic issues and events like low foreign exchange reserve, High current account deficit, rising budget deficit, high internal and external government loans, issues of Circular debt in energy

sector, subsidies on energy and food, decline in exports, inflation and unemployment It means Urdu language and English press portrayed economic issues in pre and post polls without shifting. Urdu and English Press portrayed different economic issues in pre and post polls continuously.

**Table-11: Chi-Square Test for Economic frame language**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.240 ^a	2	.000
Likelihood Ratio	27.500	2	.000
Linear-by-Linear Association	5.926	1	.015
N of Valid Cases	31		

The result shows that there is positive association between Economic frame and language of newspaper because Chi-Square value is less than point zero five Economic frame actually portrays Economic issues and events like low foreign exchange reserve, High current account deficit, rising budget deficit, high internal and external government loans, issues of Circular debt in energy sector, subsidies on energy and food, decline in exports, inflation and unemployment.

It means Urdu language and English language press portrayed different economic issues to PML (N) and PTI differently. Urdu and English newspapers did not present associate economic issues with same tone and frame.

5. Conclusion:

The present study focused on coverage pattern of Urdu and English press to political parties PML (N) and PTI in pre and post polls of 2018. The study explored how press of Pakistan portrayed political parties PML (N) and PTI in pre and post polls of 2018 of Pakistan. This study also explored the shift seen in coverage style of Urdu and English press. The research selected three frames; Conflict frame, Attribution of responsibility frame and Economic consequences frame. Further analyzed association of each frame with coverage of political parties, coverage of time period and coverage of language. The research also conceptualized the each frame.

The finding shows that press unfavorably framed PML (N) before 2018 polls. Three frames Conflict frame, Attribution of responsibility frame and Economic consequences frame analyzed. In all frames the stance of press is unfavorable towards PLM (N). Urdu press more unfavorably framed PML N as compared to English press. Although English press also portray PML (N) unfavorably but in many editorials English press stance is

neutral in mentioned frames so H1 is approved. After polls the press gave favorable coverage to PTI. Three frames Conflict frame, Attribution of responsibility frame and Economic consequences frame analyzed. In Urdu and English press the stance of press is in post polls favorable to PTI although in pre polls Urdu and English press did not give high coverage to PTI but after polls the press gave high and favorable coverage to PTI so H2 is also approved

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