



RESEARCH PAPER

Framing of Iranian Image in Leading English Press of Pakistan: An Analysis

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ABSTRACT

Mass media is an important source of defining local and international issues through its function of framing. Media is using frames to construct the image of neighboring countries. It depicts the kind of image the country is having in eye of foreign public constructed by media. Iran is the neighbor country to Pakistan and their relationship is of unique characteristics. The study explores the image of the neighbouring country Iran as Positive, Negative or Neutral in Pakistani print media. It analyzes the content of news stories published in two daily English newspapers of Pakistan: Daily DAWN and THE NEWS. Ten months duration is chosen through convenience sampling, from 1st May 2019 to 31st July 2019 and then from 1st October 2020 to 30th April 2021. The results depict that Pakistani English press is framing Iran with positive image in its publications. The study concludes that “peace journalism” is used, and “Nuclear Energy” is the most redundant topic of discussion in the news stories. DAWN newspaper covered Iran more as compared to THE NEWS.

Keywords: Framing, Iran, Image, Peace Journalism, Print Media, Pakistan

Introduction

Corporate Mass media plays an important role in defining and emphasizing local and international issues. Construction of psychological images and shaping perception of audiences about any subject including renowned personalities, political scenario, social conditions, local and international issues is performed by media now a days. Images about the neighboring countries are also constructed by the media firms that are profoundly managing the interactive environment.

The termed used to define this media function is called “Framing”. Framing is identified by Voci et al., (2020) as “Media construct a subjective picture of reality, selecting and organizing a confusing flood of information in a way that makes sense to their audiences.” Print and electronic media is following media frames to construct the image of neighboring countries to define them positively or negatively. Framing the image is characterized with either of the two types of journalistic approach: war or peace. War and peace reporting is mostly used to frame the image of any country, the relationships or any conflict among the two parties. Lynch (2007) has defined these two forms of framing as: War framing reports the issue catering violence, war, propaganda, elites, and victory whereas peace framing, itself, is about initiating peace, labeling truth, catering people and finding solutions.

Framing the neighboring country in foreign media depicts the kind of image the country is having in eye of foreign public. Iran is Pakistan’s neighboring country and Pak-

Iran relations are having unique characteristics. Having a closer look on Pak-Iran relations, it is found that the political and the strategic imperatives have shaped the base of their closer relationship. Both are having divergence of interests and the political attitudes on both regional and global issues. But both have tried to settle differences and to consolidate ties among the two. (Alam, 2004)

Pak-Iran relations have their origin in 1947. Being the neighbouring country, Iran supported the creation of Pakistan and was enthusiastic to establish friendly relations with Pakistan at its birth. Iran supported Pakistan in 1965 and 1971 war. Iran guaranteed security and defensive integrity during the war. Iran welcomed Shimla Agreement between Pakistan and India. During the regime of Zulfiqar Ali Bhutto, the relations were well managed, but the relation became tensed due to Pakistan's closeness to Saudi Arabia. This act was opposed by Iran as it had bitter relations with Arabs Pakistan, Turkey and Iran and Turkey mutually joined United States- CENTO (i-e Central Treaty Organization). It was a defense treaty. The regime of Zia opened new chapter in their relationship. Islamic revolution in Iran came in 1979. Kfir (2011) says that Pakistan also supported Iran in hard times. During Iran-Iraq war, Pakistan decided to side with Iran, despite the pressure from Saudi Arabia and United States. According to Khan (2021) Pakistan recognized Revolutionary Iranian Government and became the first country in welcoming Islamic revolution. Pakistan assured in cementing traditional relationship with Iran. The relationship experienced divergence on withdrawal of Pakistan from CENTO, Pakistan's support to Taliban in 1990s in Afghanistan and Northern Alliance by India and Iran. In 1998, Taliban took over the city Mazar-i-Sharif and killed thousands of Shias. After that, Shia-Sunni gun battles began in Pakistan causing more strained relations. Following these factors, Iran remained non supportive on Kashmir issue. The relations became improved again till 1999. The relation ship strengthened more after the removal of Taliban in 2002. Both the countries conducted millions of trades in 2005. Since 2009, Pakistan is importing electricity from Iran. There has been an increase in their friendship since 2010 as there is found an abundance of official meetings at governmental level.

Summing up the history of Pak-Iran relationship, it can be argued that the two powers had consistency in maintaining their friendly relationship, despite minor ups and downs.

Literature Review

Iran is one of the closest friends of Pakistan as it remained with Pakistan in hard times. The bond of friendship is seen as in the flood that came in 2010, people and the government of Iran helped in resolving the sufferings of the victims. It is argued by Alam (2004) that Pakistan and Iran signed the treaty of Friendship after the independence of Pakistan. This treaty is evident in multiple steps taken by both the countries. Wellman (2010) argue that both the countries have extended their economic relationship in 2010 by issuing a joint statement. Both the countries are satisfied with their mutual act. Similarly, Pakistan, Iran and Afghanistan have discussed the issue of terrorism and security. They have devised a joint framework in this regard in order to combat terrorism and extremism. Baabar (2011) points out that whenever Iranian nuclear power is questioned, Pakistan has supported Iran by arguing that Iran has the right of peacefully using nuclear technology. Regarding Pak-Iran gas pipeline, both the countries are willing to complete it as quickly as possible. Erin & Vira (2011) state that Pakistan and Iran have taken multiple steps in improving their friendly relationship in 2010 and 2011. The major concerns of their relation include energy, economy, terrorism, narcotics and future of Afghanistan. Pakistan and Iran have done their effort in maintaining bilateral cooperation. Lall & Lodhi (2007) explains that energy is becoming important issue in fostering foreign relations, as the developing countries are requiring security for energy supply to establish economic growth. The oil market is the major concern for developing countries. For this reason, Iran-India-Pakistan gas pipeline is in focus. According to Munir et al., (2014) After Russia, Iran is the second

largest country with gas reserves. International implications regarding Pakistan-Iran pipeline have a great significance.

A study conducted in this regard in USA by Yang (2003), where the newspapers framed NATO air attacks in KOSOVO. The study compares the way Chinese, and US Media covered NATO air-strikes, 1999. The portrayal in Chinese; People's Daily Online and The China Daily is chosen whereas US newspapers are The New York Times and The Washington Post. Content analysis of 200 news stories is conducted. Results show that Chinese newspaper used emotionally charged words while US newspaper used simple words in their headlines to provoke protest against NATO strikes. Hence, media has the power to frame according to its own policy as to change the thinking patterns of the audience by using the notion of words.

Relations among the countries are framed by media as well. Siraj (2007) investigates portrayal of Pak-India relations in US newspapers namely The New York Times and The Washington Post. The chosen duration is from January 2001 to December 2002. This duration is the peak conflict time between the two. Results found that US newspapers framed Pakistan with negative image; as foe than friend, covered with war journalism frames while India is framed as a friend. Mughees Uddin (1997) investigates the portrayal of Pakistan in New York Times from 1980 to 1990. The content analysis is conducted to find how Pakistan is portrayed in US leading newspaper. The results find that Pakistan is portrayed differently during different regimes, in Pakistan. Pakistan is portrayed as a country leading towards fundamentalist Islamic belief. New York Times is having anti-Islam biasness because US aids Pakistan making an anti-Pakistan portrayal in the newspapers. Dimitrova & Stormback (2005) investigate framing of Iraq War, 2003, in elite newspapers of Sweden and US, namely Dagens Nyheter and The New York Times. Methodology used is content analysis which finds significant differences between these two newspapers: the military conflict frame was more common for the US war coverage while the responsibility and anti-war protest frames were more common for the Swedish war coverage. Both newspapers offered human interest stories and media self-references. The tone used by Swedish newspapers is found to be more negative as compared to US newspapers. Crispin et al., (2006) has conducted five country study to find the news coverage of Iraq war by multiple newspapers. Chosen newspapers are from India, Sri Lanka, Indonesia, Philippines and Pakistan. War and Peace journalism frames are studied as defined by Johan Galtung. Content analysis of 442 stories is conducted. It has been found that two major factors decisive for war journalism are religion and source. Non-Muslim newspapers have stronger war-journalism framing and are supportive of war whereas Muslim newspapers are supportive of Iraqis. War and peace framing are two major forms that are used by the media form. In doing peace study Lynch (2006) finds that war journalism framing is central in Iraqi war coverage by western media. He has analyzed certain events to reach the conclusion. He uses Peace Journalism model of Galtung and carries out empirical content analysis of the coverage of Iran Nuclear Crisis by UK newspapers, Financial Times, The Times, Scotsman, The spectator and The Guardian. The study uses the sample of five months from August 2005. 211 articles are studied. The results find that Peace framing in UK newspapers is just 15.4%. The Guardian newspaper is propagandistic in its coverage with below average peace framing whereas The Spectator scores highest rate of peace framing i-e 89.0%. But the overall coverage is having increased propagandistic approach using War framing and less Peace framing in capturing the event of Iran Nuclear Crisis. Dimitrova et al., (2005) examine coverage of Iraq War on home pages of the total of 246 news websites, published internationally. The results show that these websites made the war the subject of their publication, immediately when the war began. It is found that the countries, officially, favoring the war framed it with positive stance.

Framing is defined by Entman (1993) as "to select some aspect of a perceived reality and make it salient". Whereas Scheufele & Tewksbury (2007) believe that framing deals

with message construction. Activities of interest groups, image of countries for foreign public, policymakers and journalists are affected by framing that in return shape people's perception. Keeping this view in mind media is playing its role in capturing certain issues to increase their importance. Media frames are analysed by Scheufele (1999) as the organizing idea that provides meaning to events shaping them as the most important and relevant issue for the audiences. The theory acting in the research is "Framing". According to de Vreese (2005) one of the functions performed by media in shaping public-opinion is the use of media frames to disseminate the information of prevalent issues and events around the globe. Framing is basically a form of communication that uses media as a source in presenting the dominant issue. The framing is catered according to the agenda. Agenda-setting states that the things that audiences read in newspapers and see on other Medias are those about which media talk about. The applicable theory is based on the fact that audiences are given some agenda of daily information to discuss with others, controlled by media. Media enable us to talk about the issue which it wants us to talk about. In Pakistan journalistic responsibility of media is providing information to the audiences regarding the individuality of neighboring countries to shape their image. Iranian image is evident of this journalistic duty.

Material and Methods

The study is designed to conduct the content analysis of the news stories published in two daily English newspapers of Pakistan. According to Christie et al., (2010) this type of analysis is about counting and classifying. The study finds the image of the neighboring country Iran. Two leading English newspapers chosen for the analysis are: Daily DAWN and THE NEWS. Ten months are chosen based on convenience sampling from 1st May 2019 to 31st July 2019 and then from 1st October 2020 to 30th April 2021. Population comprises of all the news stories that covered Iran in both the newspapers. English newspapers are chosen because they are in foreign language, and it is subjected to find that how newspapers used foreign language in constructing the image of Iran. Chosen English newspapers are worthy in Pakistan as well. Total number of stories found in the two is 1034.

Extracting the unit of analysis out of the selected population, those stories are chosen that catered Pak-Iran relations on multiple issues discussed between the two. Multiple subject matters of the news stories are analyzed as to fulfill the criteria of selecting the news story to find the image of Iran. Different elements are coded that involve the type of story (Hard and Soft news stores), Multiple topics on which news stories are published (Military, Militancy and Security, Economy, Terrorism, Trade and Development, Sports, International relations, Nuclear Energy, Human rights, justice and law, Religious, National), Byline (Private, Government and Agencies), Image of Iran(Positive, Negative and Neutral), Reporting (Peace, War or Neutral) and the Peace journalism indicators (Invisible-effects, Solution-oriented, Reporting causes, No Characterization, Multi-party, Non-Partisan, Multiple goals, Mild language and People-oriented).

Coding Scheme

The coding unit of the study is each paragraph of the news story. Each paragraph is coded to find the image of Iran, topics or subject matter of news stories, and the type of Reporting. Combining each paragraph of the individual news story, the contextual unit is made that is the whole news story. Hence, the remaining variables including the type of story and byline are calculated according to the specified rules within the definition of content analysis.

The collected content is further analyzed using SPSS software. The software functions of Cross tabulation, frequency calculation and Mean comparison are utilized. SPSS functions are accompanied with Chi-square calculations.

Results and Findings

Table 1
Crosstab of the Image of Iran framed in the Newspapers

		Newspaper		Total	
		DAWN	The News		
Image	Positive	Count	351	335	686
		% within Image	51.2%	48.8%	100.0%
		% within Newspaper	61.8%	71.9%	66.3%
	Negative	Count	102	77	179
		% within Image	57.0%	43.0%	100.0%
		% within Newspaper	18.0%	16.5%	17.3%
	Neutral	Count	115	54	169
		% within Image	68.0%	32.0%	100.0%
		% within Newspaper	20.2%	11.6%	16.3%
Total	Count	568	466	1034	
	% within Image	54.9%	45.1%	100.0%	
	% within Newspaper	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.976 ^a	2	.000
Likelihood Ratio	16.321	2	.000
Linear-by-Linear Association	15.587	1	.000
N of Valid Cases	1034		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 76.16.

Finding-1: The total amount of news stories that are framing Iran positively is 686 whereas 179 news stories framed Iran negatively. The percentages are 66.3% and 17.3% respectively. The remaining 169 news stories are neutral i-e 16.3%. The difference is statistically significant (Chi-square= 15.976; p= 0.000).

Table 2
Crosstab of the Frames used by the Newspapers

		Newspaper		Total	
		DAWN	The News		
Reporting	Peace	Count	393	370	763
		% within Reporting	51.5%	48.5%	100.0%
		% within Newspaper	69.2%	79.4%	73.8%
	War	Count	118	75	193
		% within Reporting	61.1%	38.9%	100.0%
		% within Newspaper	20.8%	16.1%	18.7%
Neutral	Count	57	21	78	
	% within Reporting	73.1%	26.9%	100.0%	
	% within Newspaper	10.0%	4.5%	7.5%	
Total	Count	568	466	1034	
	% within Reporting	54.9%	45.1%	100.0%	
	% within Newspaper	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.992 ^a	2	.000
Likelihood Ratio	17.539	2	.000
Linear-by-Linear Association	16.915	1	.000
N of Valid Cases	1034		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 35.15.

Finding-2: Total of 763 news stories are tailored with peace journalism i-e 73.8%. The news stories published with war journalism are 193 (18.7%). 78 new stories are found with neutral reporting i-e 7.5%. The difference is statistically significant (Chi-square=16.992; p= 0.000).

Table 3
Crosstab of the Peace Indicators used by the Newspapers

		Newspaper		Total	
		DAWN	The News		
Peace Indicators	Invisible effects	Count	107	56	163
		% within Peace Indicators	65.6%	34.4%	100.0%
		% within Newspaper	18.8%	12.0%	15.8%
	Solution-oriented	Count	111	132	243
		% within Peace Indicators	45.7%	54.3%	100.0%
		% within Newspaper	19.5%	28.3%	23.5%
	Reporting causes	Count	21	31	52
		% within Peace Indicators	40.4%	59.6%	100.0%
		% within Newspaper	3.7%	6.7%	5.0%
	No Characterization	Count	132	126	258
		% within Peace Indicators	51.2%	48.8%	100.0%
		% within Newspaper	23.2%	27.0%	25.0%
	Multi-party	Count	35	16	51
		% within Peace Indicators	68.6%	31.4%	100.0%
		% within Newspaper	6.2%	3.4%	4.9%
	Non-Partisanship	Count	5	13	18
		% within Peace Indicators	27.8%	72.2%	100.0%
		% within Newspaper	.9%	2.8%	1.7%
	Multiple goals	Count	83	20	103
		% within Peace Indicators	80.6%	19.4%	100.0%
% within Newspaper		14.6%	4.3%	10.0%	
Mild language	Count	33	54	87	
	% within Peace Indicators	37.9%	62.1%	100.0%	
	% within Newspaper	5.8%	11.6%	8.4%	
People-oriented	Count	41	18	59	
	% within Peace Indicators	69.5%	30.5%	100.0%	
	% within Newspaper	7.2%	3.9%	5.7%	
Total	Count	568	466	1034	

	% within Peace Indicators	54.9%	45.1%	100.0%
	% within Newspaper	100.0%	100.0%	100.0%
Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	73.693 ^a	8	.000	
Likelihood Ratio	76.695	8	.000	
Linear-by-Linear Association	2.298	1	.130	
N of Valid Cases	1034			

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.11.

Finding-3: “No Characterization” is the indicator of peace journalism that is having higher percentage i-e 25% in 258 news stories. The second indicator “Solution-oriented” is having percentage of 23.5% in 243 news stories. The third indicator is “Invisible effects” found in 163 (15.8%) news stories. The indicator at the lowest rank is “Non-partisanship” that comprises of 18 news stories i-e 1.7%. The difference is statistically significant (Chi-square= 73.693; p= 0.000).

Table 4
Total number of News Stories

	Observed N	Expected N	Residual
DAWN	568	517.0	51.0
The News	466	517.0	-51.0
Total	1034		

Test Statistics

	Newspaper
Chi-Square	10.062 ^a
df	1
Asymp. Sig.	.002

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 517.0.

Finding-4: The amount of news stories framing Iran in DAWN is higher as compared to THE NEWS. DAWN frames 568 news stories as compared to 466 news stories of THE NEWS. The difference is statistically significant (Chi-square= 10.062; p= 0.002).

Table 5
Crosstab of the Byline of the News Stories

		Newspaper			
		DAWN	The News	Total	
Byline	Private	Count	418	326	744
		% within Byline	56.2%	43.8%	100.0%
		% within Newspaper	73.6%	70.0%	72.0%
Government		Count	15	0	15
		% within Byline	100.0%	.0%	100.0%
		% within Newspaper	2.6%	.0%	1.5%
Agencies		Count	135	140	275
		% within Byline	49.1%	50.9%	100.0%
		% within Newspaper	23.8%	30.0%	26.6%
Total		Count	568	466	1034
		% within Byline	54.9%	45.1%	100.0%
		% within Newspaper	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.567 ^a	2	.000
Likelihood Ratio	22.213	2	.000
Linear-by-Linear Association	3.221	1	.073
N of Valid Cases	1034		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.76.

Finding-5: The total of 744 news stories is provided by private sources which is the highest rank i-e 72%. The source at the second rank is “Agencies” that have provided 275 (26.65) news stories. Remaining 15 news stories are provided by Government i-e 1.5%. The difference is statistically significant (Chi-square= 16.567; p= 0.000).

Table 6
Crosstab of Topics Covered by the Newspapers

		Newspaper		Total
		DAWN	The News	
Military, Militancy and Security	Count	11	30	41
	% within Category	26.8%	73.2%	100.0%
	% within Newspaper	1.9%	6.4%	4.0%
Economy	Count	15	21	36
	% within Category	41.7%	58.3%	100.0%
	% within Newspaper	2.6%	4.5%	3.5%
Terrorism	Count	33	15	48
	% within Category	68.8%	31.3%	100.0%
	% within Newspaper	5.8%	3.2%	4.6%
Trade and Development	Count	14	37	51
	% within Category	27.5%	72.5%	100.0%
	% within Newspaper	2.5%	7.9%	4.9%
Sports	Count	21	0	21
	% within Category	100.0%	.0%	100.0%
	% within Newspaper	3.7%	.0%	2.0%
International Relations	Count	128	78	206
	% within Category	62.1%	37.9%	100.0%
	% within Newspaper	22.5%	16.7%	19.9%
Nuclear Energy	Count	307	238	545
	% within Category	56.3%	43.7%	100.0%
	% within Newspaper	54.0%	51.1%	52.7%
Human rights, justice and law	Count	8	29	37
	% within Category	21.6%	78.4%	100.0%
	% within Newspaper	1.4%	6.2%	3.6%
Religion	Count	15	7	22
	% within Category	68.2%	31.8%	100.0%
	% within Newspaper	2.6%	1.5%	2.1%
National	Count	16	11	27
	% within Category	59.3%	40.7%	100.0%
	% within Newspaper	2.8%	2.4%	2.6%
Total	Count	568	466	1034
	% within Category	54.9%	45.1%	100.0%
	% within Newspaper	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	75.223 ^a	9	.000
Likelihood Ratio	84.448	9	.000
Linear-by-Linear Association	4.464	1	.035
N of Valid Cases	1034		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.46

Finding-6: “Nuclear Energy” is the category found with higher percentage in the subject matter of the stories. It is having 52.7% frequency in 545 news stories. “International relations” is the second category found in 206 (19.95) news stories whereas the third category is “Trade and Development” with 51 (4.9%) news stories. The difference is statistically significant (Chi-square= 75.223; p= 0.000).

Table 7
Crosstab of Hard and Soft News Stories

		Newspaper		Total	
		DAWN	The News		
Type	Hard news	Count	533	404	937
		% within Type	56.9%	43.1%	100.0%
		% within Newspaper	93.8%	86.7%	90.6%
	Soft news	Count	35	62	97
		% within Type	36.1%	63.9%	100.0%
		% within Newspaper	6.2%	13.3%	9.4%
Total	Count	568	466	1034	
	% within Type	54.9%	45.1%	100.0%	
	% within Newspaper	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	15.363 ^a	1	.000		
Continuity Correction ^b	14.534	1	.000		
Likelihood Ratio	15.354	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	15.348	1	.000		
N of Valid Cases	1034				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 43.72.

b. Computed only for a 2x2 table

Finding-7: The total of 937 news stories belong to hard news i-e 90.6% whereas 97 news stories fall in the category of soft news i-e 9.4%. The difference is statistically significant (Chi-square= 15.363; p= 0.000).

Discussion

The content analysis of 1034 news stories are conducted in the study as to find the image of Iran in Pakistani print media. The newspapers chosen for the analysis are: Daily DAWN and THE NEWS, published in foreign language in Pakistan. According to Munir et al., (2014) Pakistan and Iran are close neighbors and they both share common perspectives on various religious and global issues. The study explores the how Iran is framed in Pakistani

print media keeping in mind Pak-Iran relations. The findings prove that Pakistani print media is framing Iran with positive image which is the first hypothesis. The reason behind this framing is that apart from being a neighboring country to Pakistan, Iran is found to be the only country, with which Pakistan is having “age-old relations” that are based on ethnic, cultural, and spiritual linkage. Similarly, Pakistani frontiers with Iran are peaceful and secure. Secondly, regarding the current situation, Pakistan is seeking expanded security and trade relations with Iran. According to Idle (2011) more precisely, meetings between the officials are conducted to speed-up the construction of natural gas pipeline, despite objections from United States. Both are determined to strengthen good relations that is seen by Pakistani print media as a positive gesture.

Pakistani print media is using peace journalism while framing Iran in the publications. This is the second hypothesis of the study. The reason of using peace journalism is that Pakistan is a major recipient of the effects of war on terror. Developing confidence-building ties among the major actors of the war, Iran, USA, Afghanistan and India, is the need of the hour. Pakistan needs to survive and stand out by strengthening powerful foreign relations. In this scenario, Pakistani media can play a major role by utilizing peaceful journalistic approach. This role is evident as using the foreign language Pakistani media is devoting itself in building peace by reducing violent effects through peaceful reporting of the issues concerning foreign relations. The peace indicator of “No characterization” is more dominant in framing Iran. This approves the sub-hypothesis linked with the second hypothesis. The reason for having higher percentage of the indicator is that Iran is reputed in good books of Pakistanis. The relations are already solution-oriented and for the well-being of each other, so the approach is having no dichotomy. Both the newspapers have focused on each party’s goals and objectives that are in the favor of friendly relations among the two.

Among the newspapers, DAWN covered Iran more in its publications. The reason behind this is that DAWN is an English newspaper and English newspapers are more inclined towards reporting the international affairs. Secondly, DAWN was founded by Quaid-e-Azam in 1941 with the objective of reflecting the views of Hindustan's Muslims. Although the mode of reporting Muslim’s viewpoints has been changed but this objective is found in the reporting as to publish news related to Muslims from all over the world. Hence, DAWN has published more news stories on Pak-Iran relations. This approves our third hypothesis. The fourth hypothesis accepted talks about the source of news stories. It states that Private source provided more news stories on Iran in Pakistani print media. Private sources include correspondents, reporters, online sources, officials and opinion leaders. These private sources in Pakistan have more frequent access to Iran for gathering news that increases the authenticity of the newspaper. So, the newspapers rely more on the private sources to provide objective and truthful reporting on Iran. The topic of “Nuclear energy” is discussed more in the publications. This is the fifth hypothesis being accepted. Iran’s nuclear program is the current issue of debate as it is beneficial to Pak-Iran relations, but USA is subjected to apply sanctions for its own benefit. Pakistan has always defended Iran’s right to the nuclear technology, publicly. In September 2011 (New York Times, 2011) Iran defines its objective of developing this nuclear program to produce electricity, without dipping into oil supply.

In framing Iran hard news stories are published with higher percentage as compared to soft news stories. This is accepting our sixth hypothesis. The reason behind this percentage is that both the newspapers are focusing more on factual reporting as compared to opinionative form. In comparison with Pakistani electronic media, the news and current affairs are discussed with opinionative stance towards international and foreign affairs. Pakistani print media is more inclined towards the factual and objective reporting to enable reader to decide what is happening in the right direction. Electronic media is shaping opinions by adding personal opinions of authorities and opinion leaders whereas print media is focusing on objectivity.

Conclusion

The study concludes as Pakistani print media is framing Iran with positive image in its publications. Pak-Iran relations are subjected to unique characteristics in terms of neighboring and brotherhood relationships. The current global scenario demands peaceful relations among the world's powers due to war on terror. Major participants include Pakistan, U.S.A, Iran, Afghanistan and India. Pakistani print media is performing journalistic responsibility of enabling confidence and peace-building relations among the foreign countries as everyone is responsible to play its part in maintaining peace in the world. Peace journalism is the need of the hour and Pak-Iran relations are famed with peace reporting catering their good relations of all-times and the current global scenario. Nuclear program of Iran is the most discussed issue among the two in which other countries are involved two focusing on their interests as well. Hence, in Pakistan media is an instrument of peacebuilding and reducing the effects of world's conflicts.

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