Analysis of framing strategies of 2018 Elections in Dawn and Daily Express

Neha Imtiaz

Enrollment No:

01-258172-006

_____   _____

Signature of the Student   Signature of the Supervisor

MS Scholar   Dr. Shabbir Hussain

Department of Media Studies   Senior Assistant Professor

Department of Media Studies

Faculty of Social Sciences

Bahria University, Islamabad

Contents

Abstract

This study was designed to analyze the framing strategies applied by leading Pakistani newspapers in the 2018 elections six months prior election period. Entmans(1993)framing theory was used to define the frames. Content analysis technique was applied for the analysis of the news stories presented in the front and back pages of the selected newspapers i.e. Dawn (English) and Daily Express (Urdu). The study unleashes the fact that both the newspapers were highly focused on covering the Problem Definition frame. Very little coverage was given to the Evaluation frame. And moderate coverage was given to Explanation and Solution frame. Newspapers were focused on stating and reporting the problems in very few cases they devised a solution.

*Keywords:*Framing, Framing Strategies, Media, Elections 2018*, Dawn, Daily Express*