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**Topic of Research: Framing the Emerging Themes of Aurat March 2020 Pakistan:  
A Content Analysis of TV Talk Shows**

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**Framing the Emerging Themes of Aurat March 2020 Pakistan: A  
Content Analysis of TV Talk Shows**



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## **Thesis Completion Certificate**

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PAKISTAN: A CONTENT ANALYSIS OF TV TALK SHOWS**

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## **DEDICATION**

*“I may not generally say the amount of love feels for both of you yet I can say I have a major spot in my heart just for both of you. Much obliged to you, mother and father, for raising me so impeccably! I am immensely grateful for the unconditional support and encouragement. Thank you for helping me to shape my existence with inspiration and enthusiasm. Thankful for not exclusively being a parent to me yet additionally being an educator and a guider. You are the explanation behind all the achievements throughout my life! Thank you for making me believe that the struggle will be worth in the end”*

*“Also to my late paternal grandfather Syed Jaffer Hussain Shah Banoori (MAY LORD HAVE MERCY ON DEPARTED SOUL)”*

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## **Abstract**

This study aims to investigate the major themes of Aurat March 2020 emerged in mainstream TV talk shows and its framing process within Radical and Islamist viewpoint. The selected sample for this study consists of twenty-five episodes of 17 talk shows from the private channels of mainstream media. The methodological framework for this study comes from Conceptual Content Analysis using the theoretical framework of framing theory. At the initial level an exploratory analysis is carried out to identify the themes and finally all interruptions are analyzed to see what themes are specified in the specific format of different talk shows. The purpose of this quantitative content research is to highlight the role of TV talk shows in developing dominant socio-cultural ideology of Aurat March by framing it in either a radical or Islamist approach. The importance of this study lies in the intended potential role of TV talk shows in providing a platform for the audience to become aware of the social events and issues prevailing in the society within the specifications of a particular frame.



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## **List of Abbreviations**

<b>Women's Lib</b>	Women Liberation
<b>IWDA</b>	International Women's Development Agency
<b>UN</b>	United Nations
<b>LGBT</b>	Lesbian, Gay, Bisexual, and Transgender
<b>MWD</b>	Ministry of Women Development
<b>GII</b>	Gender Inequality Index
<b>UNDP</b>	United Nations Development Program
<b>TRF</b>	Thomson Reuters Foundation
<b>DW</b>	Deutsche Welle (Germany's International Broadcast)
<b>USA</b>	United States of America

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