

FRAMING OF WOMEN'S RIGHT MOVEMENT ON FACEBOOK IN PAKISTAN.



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"In the name of God, the Most Gracious, the Most Merciful".

To My Allah, People of Pakistan, my Family, Friends, and the World. I hope for a day when justice will be common, and everyone will be treated with fairness and equality.

May my work to be of use to those carrying the torch of enlightenment.

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THE ORIGINATOR OF THE HEAVENS AND THE EARTH. When He decrees a matter, He only says to it, 'Be', and it is." (Qur'an 2:117)

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I hope for this study to open doors for many to come and add to the well of knowledge, forever in need. Ameen.

Abstract

Media has actively covered different segments of social movements. Women rights movements are one of the important events given coverage through media that are popularly discussed. This study investigates Pakistan's first ever mobilized Women's Right Movement, Aurat March in 2019. It studies the processes of Framing for Women's right movement via selected pages on Facebook.

The study uses content analysis to investigate the distribution of Slants, Thematic Frames, and their relation. The findings of this study suggest Pro- movement was the strongest slant, while March against Patriarchy as the most dominant thematic frame followed by Profanity. The study also finds the strongest relationship of anti-movement and pro movement slant within key themes was with Profanity. The findings of this study suggest that social media actively supports and frames women's right movements.

Key Words: Media. investigates Activism, Media, Women Empowerment, Aurat March, March Against Patriarchy, Slant, Thematic frame, Key themes, and Profanity.

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