

**A COMPARATIVE STUDY OF PAKISTANI & BRITISH
NEWSPAPERS' EDITORIALS ON THE COVERAGE OF 'WAR ON
TERROR'**

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ABSTRAK

Perang terhadap keganasan (WoT) oleh Amerika telah menjadi isu penting dalam liputan media bukan sahaja di Amerika Syarikat (AS) tetapi juga di seluruh dunia. Kajian terdahulu menunjukkan bahawa media Barat, terutamanya media AS menggambarkan peristiwa yang memihak kepada dasar AS. Mereka menekankan kepada sudut pandangan kerajaan AS, justifikasi perang dan unjuran kempen ketenteraan, manakala liputan terhad diberikan kepada kesan buruk perang dan hujah kritikal berhubung WoT. Sebaliknya, media di negara lain yang tidak menyokong polisi perang AS dari segi politik seperti Jepun dan negara Timur Tengah mengetengahkan isu mengenai tragedi manusia, kerosakan harta benda dan sudut pandang yang berbeza. Justeru, kajian ini memfokuskan kepada analisis perbandingan akhbar Pakistan dan Britain mengenai liputan WoT. Secara khususnya, kajian ini menggariskan tiga objektif: (i) untuk menerangkan kepelbagaian liputan WoT di antara akhbar Pakistan dan Britain; (ii) untuk mengenal pasti pembingkai media dan agenda berbeza yang digunakan untuk pelaporan WoT; dan (iii) untuk menyelidik pematuhan media terhadap dasar luar negara berkenaan. Analisis tema bagi editorial dua akhbar Pakistan dan dua akhbar Britain mendapati akhbar Pakistan dan Britain menggunakan pendirian bertentangan terhadap WoT dan membingkai isu perang kebanyakannya dalam bingkai anti-perang. Walau bagaimanapun, pada masa tertentu, akhbar Britain menyatakan pendirian menyokong dan neutral terhadap dasar kerajaan Britain mengenai WoT. Akhbar Pakistan menentang WoT sepenuhnya dan mengkritik sokongan kerajaan Pakistan terhadap perang. Akhbar Pakistan lebih agresif dan membangkang WoT berbanding akhbar Britain. Kajian ini menyumbang kepada teori pembingkai dan penetapan agenda, yang mana ia menekankan bagaimana WoT telah dibingkai secara berbeza oleh media dua negara berbeza dan apa isu-isu berbeza yang telah dipilih sebagai agenda media mereka. Kajian ini juga telah membincangkan mengenai perspektif masyarakat Islam dan Barat berkaitan pembingkai WoT. Kajian ini turut menyumbang kefahaman berhubung liputan media mengenai WoT berdasarkan faktor sosial dan politik.

Kata kunci: Pembingkai media, Penetapan agenda, Perang terhadap Keganasan, Akhbar Pakistan dan British, Pematuhan media.

ABSTRACT

America's War on Terror (WoT) had been a crucial issue of media coverage not only in the United States (US) but all over the world. Previous studies revealed that the Western media, particularly the US media portrayed the events in favour of US policies. They stressed upon the US government's viewpoint, justifications of war and projected military campaign, whereas a limited amount of coverage was given to the consequences of war and critical arguments on WoT. In contrast, the media in other countries that did not politically support the US policies of war such as Japan and Middle Eastern countries highlighted human tragedy, property damage and oppositional viewpoints. Hence, this study focused on a comparative analysis of Pakistani and British newspapers regarding the coverage of WoT. Specifically, the research outlined three objectives: (i) to explain the diversities between the Pakistani and British newspapers regarding the coverage of WoT; (ii) to identify the different media frames and agendas that were employed for the reporting of WoT; and (iii) to examine media conformity to the foreign policy of their respective countries. A thematic analysis of two Pakistani and two British newspapers editorials found that the Pakistani and British press adopted oppositional stance against the WoT and framed the war mostly in anti-war frame. However, at certain times, the British press expressed supportive and neutral stance towards the policies of British government regarding the WoT. The Pakistani press was completely against the WoT and criticized the Pakistan government's support for the war. The Pakistani press appeared to be more aggressive and oppositional against WoT than the British newspapers. This study contributes to framing and agenda setting theories, in which it highlighted on how the WoT was framed differently by the press of two different countries and what different issues were selected as their media agenda. This study also discussed about the Muslim and Western society perspectives on the framing of WoT. This study provides understanding on the influence of social and political factors towards media coverage on WoT. This research also contributes on the understanding of media coverage on WoT with regards to social and political factors.

Keywords: Media framing, Agenda setting, War on Terror, Pakistani and British press, Media conformity.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The September 11 attacks have had a substantial impact on the history of United States since the war of 1812 or Japanese strike on Pearl Harbour in 1941 (Lansford, Watson, Robert & Covarrubias, 2009) which consequently, led the ‘war on terror’ later on. The media provided unprecedented coverage to the incident by reporting spectacular images, prominent personalities and human tragedy (Monahan, 2010). Within a limited time span the news channels were loaded with the stories of terrorist attacks. As Debatin (2002) observed; “The whole world was watching the events in real time or very shortly after the events occurred” (p. 165). Moreover, “thousands of hours of television and radio programming and an immeasurable amount of print-based reportage and commentary in newspapers and magazines and on the Internet were devoted to the attacks” (Monahan, 2010, p. 11). The news channels created live pictures in front of its spectators. Reaction to this tragedy ranged from “unprecedented responses of sympathy and empathetic support” to “elation and celebration” (Hacten & Scotton, 2002, p. ix). Several studies illustrated that after 9/11 attacks the people moved towards media for getting latest information (Abel, Miller & Filak 2005; Carey, 2003; Greenberg, Hofschire & Lachlan, 2002).

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