



Photographic Reportage of War on Terror: A Perspective of Mainstream Print Media in Pakistan

Saima Khan ¹, Muhammad Ahmad Sheikh ², Muhammad Jawed Aslam ³, Muhammad Tariq ⁴

¹ Department of Mass Communication, Lahore College for Women University, Lahore. Pakistan.

Email: saimaakhan242@gmail.com

² Department of Mass Communication, The University of Lahore, Pakistan. Email: ahmed.sheikh@soca.uol.edu.pk

³ Associate Professor/COD, School of Media and Communication, University of Management and Technology, Pakistan.

Email: jawed.aslam@umt.edu.pk

⁴ Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan, Pakistan.

Email: xpertyz@gmail.com

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ABSTRACT

The current study focuses on the depiction of 'war on terror' in Pakistan's mainstream print media in 2014-15. After the APS (Army Public School, Peshawar) assault in December 2014, there was a large number of sensitive contents shared on media. This research examines visual content published in leading newspapers of Pakistan, namely, Dawn, Daily Jang, and Nawa-i-Waqt from December 2014 to November 2015. The researchers examined the front and back pages of the chosen newspapers for specific photojournalistic evidence during a set period of time. For this research, quantitative content analysis and simple random sampling method was used. According to the findings of the study, the frequency of negative pictures related to the 'war on terror' is higher in Pakistan's print media. In addition, when compared to English print media, the Urdu press has a higher frequency of graphic content connected to the war on terror. It's also been noted that the mainstream print media (Dawn, Jang, and Nawa-e-Waqt) aren't doing a good photojournalism related to war on terror. When compared to the English press in Pakistan, the Urdu press provides greater sensationalism and dramatization in terms of pictorial coverage of the incident.

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Corresponding Author's Email: saimaakhan242@gmail.com

1. Introduction

After 9/11, the issues, events and activities related to 'war on terror' became an essential feature of media both nationally and internationally. This study is mainly concerned with the dynamics of photojournalism in relation to the framing of 'war on terror' by mainstream newspapers in Pakistan. Islamic Republic of Pakistan has been facing terrorism in different forms for the last many decades. But the 'war on terror' in its present form was initiated after the attacks of 9/11, during the Bush administration. It forced Pakistan to combat Al-Qaeda and, most dominantly, the Taliban in the country. Pakistan has played a key role as US ally in the war on terror. Pakistan has never been a direct sponsor of this group in Afghanistan but destroying this network has been a prerequisite for the Pakistan-US counterterrorism alliance (Jan, Ali, Siddiq, & 2013). Response from media provided a unique opportunity to understand the cultural importance, framing and hegemony related to the messages of war on terror, through the visuals used in various print media. Images are of greater significance than words. Individuals come across people and places with the help of a "field of perceptible reality", which is largely enabled through visual demonstrations. Pictures, photographs, videos, computerized games, movies, and paintings, even each and every pictorial item provides sources of information. However, such content is created with a series of frames based on cultural, historical, and political structures in mind (Campbell, 2011).

Visual media content is considered highly sensational and is more likely to grab the attention of the audience while engaging them emotionally. Pictorial news content like photographs and images directly influence the feeling of audiences. They create a high level of sensationalism and depict something unusual while following news values. Therefore, such visual materials endorse particular information more successfully than simple ones (Below, 2010).

Journalists encounter moral and ethical impasses, especially war reporters, who intend to give a clear picture of the situation in the field, which is always associated with unfortunate circumstances, death and suffering, and high risks. Therefore, in war or conflict prone areas, photojournalists are exposed to certain difficulties and ethical considerations while covering such events. They struggle while deciding what to show and report to the audience to help them cope with the situation on-site with greater effectiveness. However, consideration of an ethical code of conduct also becomes a point of focus (Below, 2010). Similarly, most photojournalists have a basic obligation to adhere to the due persistence while under the pressure of internal and external forces, as well as the limitations when determining which photographs are outside of moral borders. John Hurst remarked that the "verbal and physical aggression he sometimes meet from people who, for one reason or another, don't want their pictures taken" falls under the most unpopular incidents in press photography (Sterio, 2012).

A photograph or image that is a reflection of war is powerful enough to create public opinion either in favour of or against such confrontations. President Franklin Roosevelt eased press censorship, allowing the publishing of fatality images of soldiers for the first time after a two-year ban, so that it might encourage public support for war (Cope & Fifrick, 2010).

Print media is not independent in this concern and presents stereotypical images of the war on terror to the public. The ongoing war on terror in Pakistan is least reported through photojournalism and more through printed words. The power of photojournalism does not seem to be operationalized by the print media to get the public in favour or against this war (Ahmed, 2013). Recently, war photography has transformed significantly from the war photojournalism of the past, where the photographers or camera people would cover the events in the field as the government had planned. States' efforts have now shifted to perception and, more broadly, the field of image representation, with the goal of controlling the resulting effects (Campbell, 2011).

1.1. Objectives of the Study

- To study the scope of photojournalism in mainstream newspapers of Pakistan regarding war on terror.
- To access the comparative study of English and Urdu mainstream print media regarding pictorial coverage of war on terror.
- To give recommendations to improve the status of photojournalism in print media while keeping in view the value of an image and sensitivity of the issue.

1.2. Hypothesis

- H1. The mainstream newspapers (Dawn, Jang and Nawa-e-Waqt) are irresponsible while pictorial coverage of war on terror.
- H2. Urdu press creates more sensationalism and dramatization while giving pictorial coverage to war on terror than English press.

1.3. Research Questions

- RQ1. Is the pictorial content regarding war on terror in mainstream newspapers of Pakistan frequent?
- RQ2. Does Urdu newspapers create more sensationalism?
- RQ3. Do English and Urdu press in Pakistan give equal pictorial coverage to war on terror?

2. Literature Review

Images of deaths and conflicts have long fascinated people and worried authorities. Since the beginning of the civil war, such visual representations have earned trouble and favours towards the notion of war. Photographs of deaths, taken by Alexander Gardner at the battle of Gettysburg, highlighted the price of war in a way a simple news storey could not have done.

Such an image has power enough to command public opinion for or against armed conflict (Cope et al., 2012).

The image which led to important decisions regarding international security was the image of the Racak incident, published in international newspapers. In highlighting the importance of photojournalism during war, John Tulloch and R. Warwick Blood note in their book *"Icons of War and Terror: Media Images in an Age of International Risk"* that in January 1999 a photograph from Racak, Kosovo appeared in the world's press. Senior media colleagues on the ground in Pristina said it marked a turning point in launching NATO into the war with Milosevic's Serbia. In that photograph, they were supported by UN Secretary General Kofi Annan, US Secretary of State Medeline Albright and many other observers. The power of a specific image to generate what the military historian Corelli Barnett (Daily Telegraph, 1999) called the first aggressive war in Europe at peace since Nazi Germany invaded Poland in September 1939 (Tulloch & Blood, 2012).

International print media published the Racak image (killing 45 Kosovar Albanians in the village of Racak on January 15, 1999) in more than one version. In *The Observer* (on page one and the *Sunday Times* on page two) on January 17, 1999, there was a Racak massacre photograph of another young man dead, eliciting a strong debate among both military and social platforms internationally (Tulloch & Blood, 2012).

Similarly, pictorial coverage in print media or a news image has a greater influence on the public's perception of war. A study *on the impact of images in print media* conducted by Oklahoma University found that a news storey supported by a photograph grabs more attention as it gives more detail of the event being presented. Just like in advertisements, images in news stories also change attitudes towards the issue. Thus, the military print media serves to support war (Roszkowski, 2013).

However, Stephen D Reese and Seth C Lewis (2009) noted that media reporting on the war on terror promotes sensationalism. They also observe that in the war on terror, a picture of the "vague enemy" is promoted in the media, with no clear measure of success. Similarly, it also privileges the state to comprehend a relationship between "who we are" and "who they are" while shifting the problem out of political as well as economic context. However, the US press has paid little attention to these concerns. In fact, journalists have easily adapted to this perspective, with all of its discussion of allies, fronts, borders, and national threats (Stephen D. Reese & Seth C. Lewis, 2009).

The media covering the war on terror sometimes becomes biased. The media unintentionally plays a part in serving terrorists while covering their often "newsworthy" activities. Consequently, with reference to this widely common view, the dominant newsworthiness gives rise to a symbiotic relationship between terrorism and the media (Cziesche, 2007).

Another study reports that in the modern age, the pictorial content available to us is limited and confined. David Campbell is of the opinion that "in our current global context of permanent war, an ongoing state emergency, and seemingly endless humanitarian crisis, a combination of military strategy and media corporatization has meant that the image of conflict available to us is being severely restricted (Campbell, 2011).

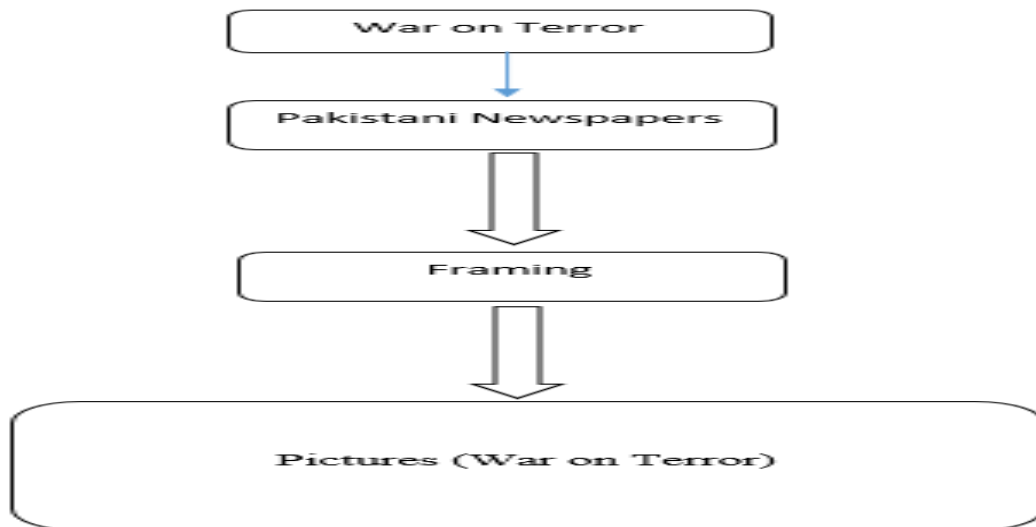
Similarly, another study also observed that there is a reorientation of the media content taking place in the media and that it is taking a "pictorial turn". Despite being dominated by the new media, photojournalism can never lose its power. Additionally, words, when combined with pictures, can give a clearer insight into the situation, especially in a disaster or conflict (Paech, 2004).

Media researchers have been focusing on media coverage of conflict and war because "media coverage is always biased with nationalistic and ideological tendencies." The pictorial content of the war on terror, particularly in Pakistan, is of great concern as the war on terror continues. The perception of the war on terror among the people needs a reformed attitude in the Pakistani media (Raza, Jan, Sultan, & Aziz, 2012).

The media has an important part to play, especially during war and armed conflicts. Therefore, it is the responsibility of the media to cover the events accurately, avoiding propaganda of all sorts. Coverage based on falsehoods and dramatization is likely to do more harm than good. While keeping in view the severity of the situation, the media is required to be more responsible (Sultana, 2012). Despite the role of electronic and digital media, print media also has a major responsibility while covering the war on terror in Pakistan (Ahmed, 2013).

Through framing and agenda-setting methodologies, this study looked into the disparities between Pakistani and British newspapers. It looked into the specific concerns that arose in Pakistani and British news coverage of the 'War on Terror,' as well as the Pakistani press's role in shaping the War on Terror Agenda. The British press sets the agenda. Transferring certain media agendas to the general public looked into how these topics were framed in both countries' newspapers (Safdar, 2015).

Figure 1:



3. Methodology

In the realm of quantitative research, content analysis has been used as a research method. Framing theory provides the theoretical basis for this research. The Pakistani newspapers Dawn, Jang, and Nawa-i-Waqt published during one year from December 2014 to November 2015 (after the APS attack) serve the population of the study. A Simple Random sampling technique was used to draw a sample of 600 newspapers for this study. The researchers used the newspaper, which was readily available in Lahore.

4. Findings & Analysis

The findings of this research regarding pictorial coverage of war on terror in mainstream newspapers (Dawn, Nawa-i-waqt and Jang) has been presented in two parts. In first part content analysis has been employed as a quantitative research methodology. The results of the methodology are presented in graphs and tabular form.

Figure 1: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of December 2014.

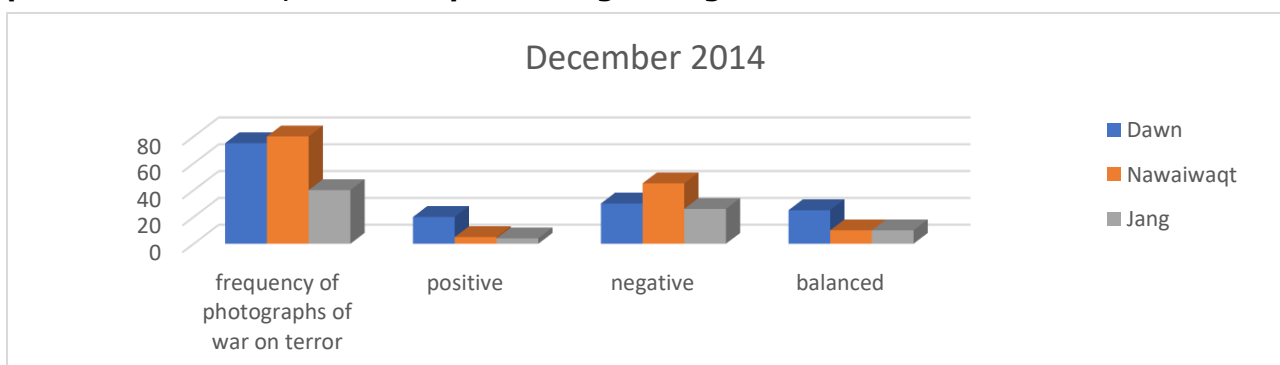
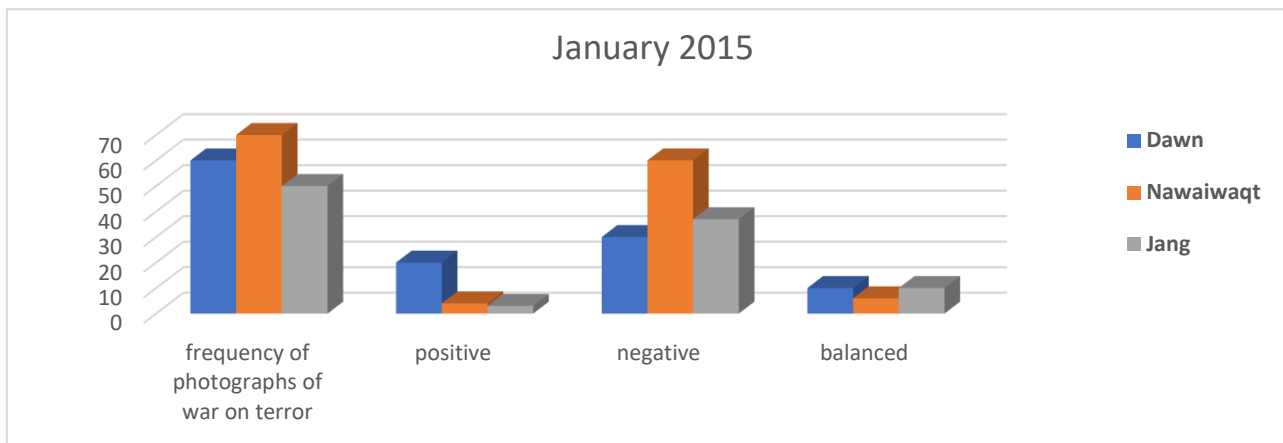


Table 1:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	75	20	30	25
Nawaiwaqt	80	5	45	10
Jang	40	4	26	10

Figure 1, Table 1 show Nawaiwaqt with the highest frequency of photographs regarding war on terror while Dawn and Jang with marginally lower frequencies. Most of the pictorial content selected was related to the APS (Army Public School Peshawar) Attacks. Negative (1) category of photographs has the higher frequencies for the three selected print media. As shown in the figure Positive (3) category of the photographs are less than average of the total. Balanced (2) photographs are less as compared to the total frequency of the photographs during this month.

Figure 2: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of January 2015.**Table 2:**

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	60	20	30	10
Nawaiwaqt	70	4	60	6
Jang	50	3	37	10

Figure 2, Table 2 show Nawaiwaqt with the highest frequency of photographs regarding war on terror while Dawn and Jang with comparatively lower frequencies. Negative (1) category of photographs has the highest frequencies for the three selected print media and it is higher than the seen in previous figure of December 2014. As shown in the figure Positive (3) category of the photographs are less than average of the total.

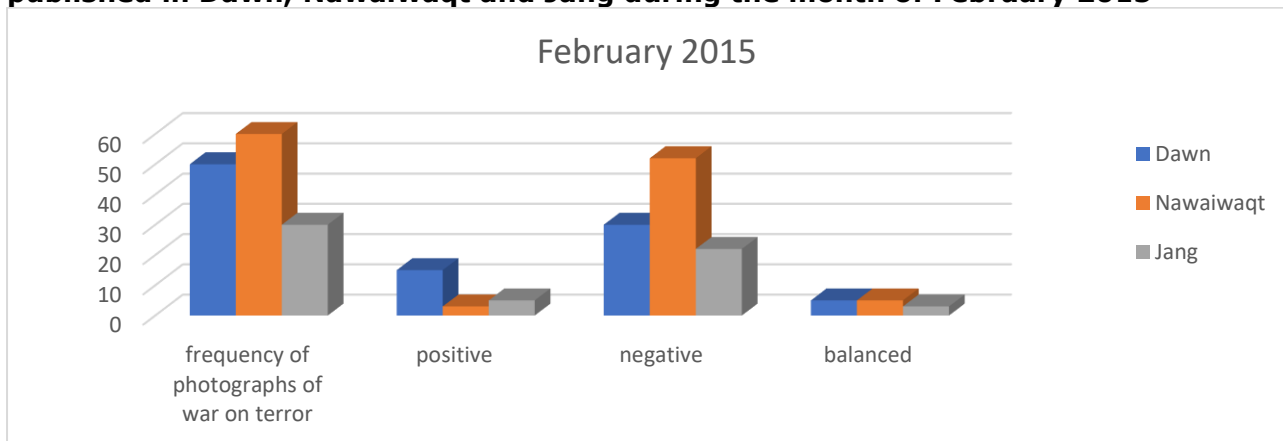
Figure 3: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of February 2015

Table 3:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	50	15	30	5
Nawaiwaqt	60	3	52	5
Jang	30	5	22	3

Figure 3, Table 3 show Nawaiwaqt with the highest frequency of photographs. Dawn and Jang have been observed comparatively lower frequencies. Negative (1) category of photographs has the highest frequencies for the three selected print media. As shown in the figure Positive (3) category of the photographs are less than average of the total.

Figure 4: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of March 2015

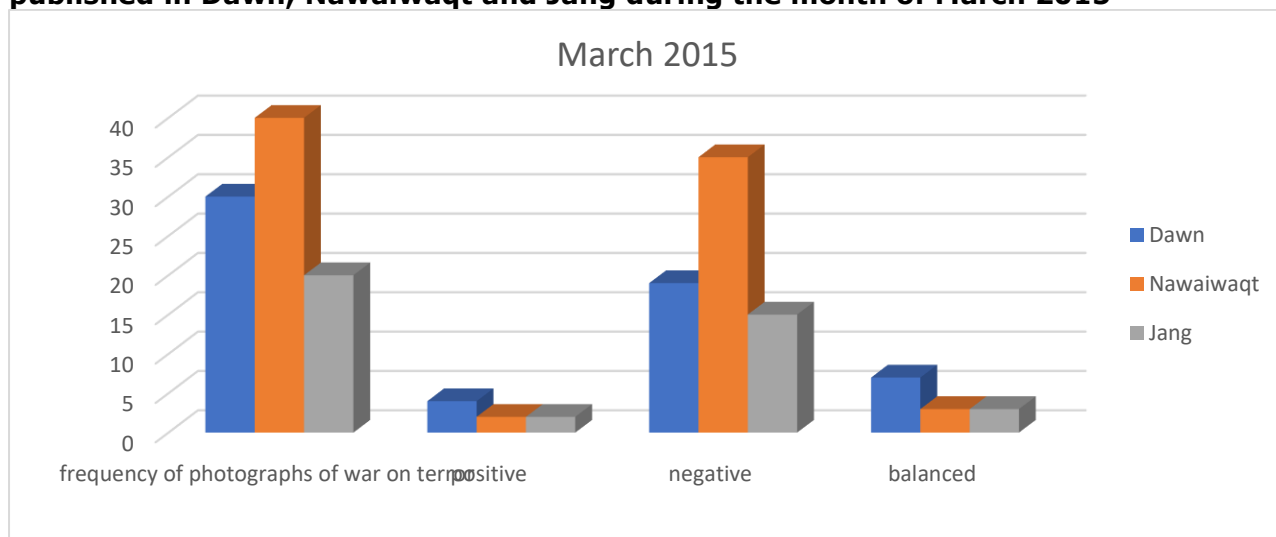


Table 4:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	30	4	19	7
Nawaiwaqt	40	2	35	3
Jang	20	2	15	3

Figure 4, Table 4 show Nawaiwaqt with the highest frequency of photographs regarding war on terror while Dawn and Jang with comparatively lower frequencies. Negative (1) category of photographs has the highest frequencies for the three selected print media. However, positive (3) category photographs are less than average of the total.

Figure 5: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of April 2015

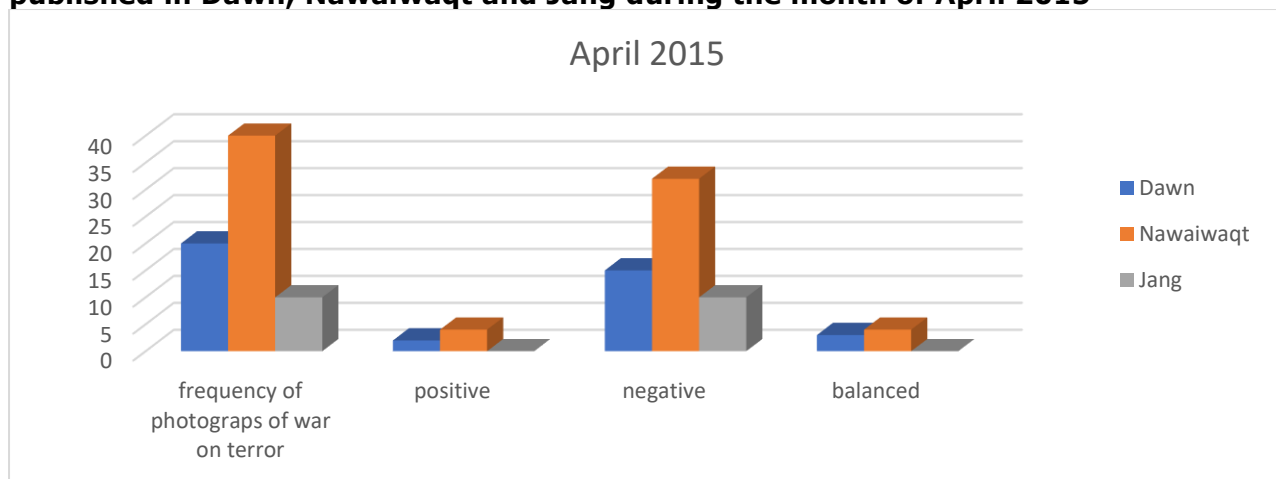


Figure 5, Table 5 show that Nawaiwaqt had the highest frequency of photographs regarding war on terror as compared to Dawn and Jang where comparatively lower frequencies

and highly unequal tendencies can be observed. Both positive and balanced categories have been observed with very low frequencies.

Table 5:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	20	2	15	3
Nawaiwaqt	40	4	32	4
Jang	10	0	10	0

Figure 6: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of May 2015

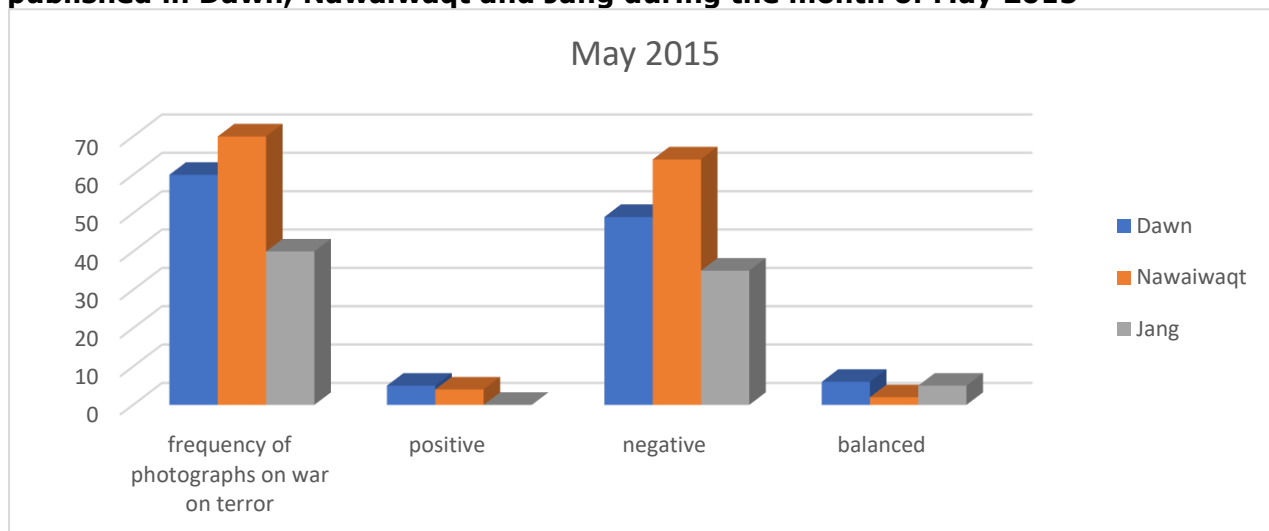


Table 6:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	60	5	49	6
Nawaiwaqt	70	4	64	2
Jang	40	0	35	5

Figure 6, Table 6 show Nawaiwaqt with the highest frequency of photographs regarding war on terror. However Dawn and Jang were observed with comparatively lower frequencies. Negative (1) category of photographs has the highest frequencies for the three selected print media and also it is higher than the seen in previous figures and is highly unequal. Positive (3) category of the photographs has very small value as compared to the average of the maximum frequency. Balanced (2) photographs are less frequencies as compared to maximum frequency during this month.

Figure 7: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of June 2015

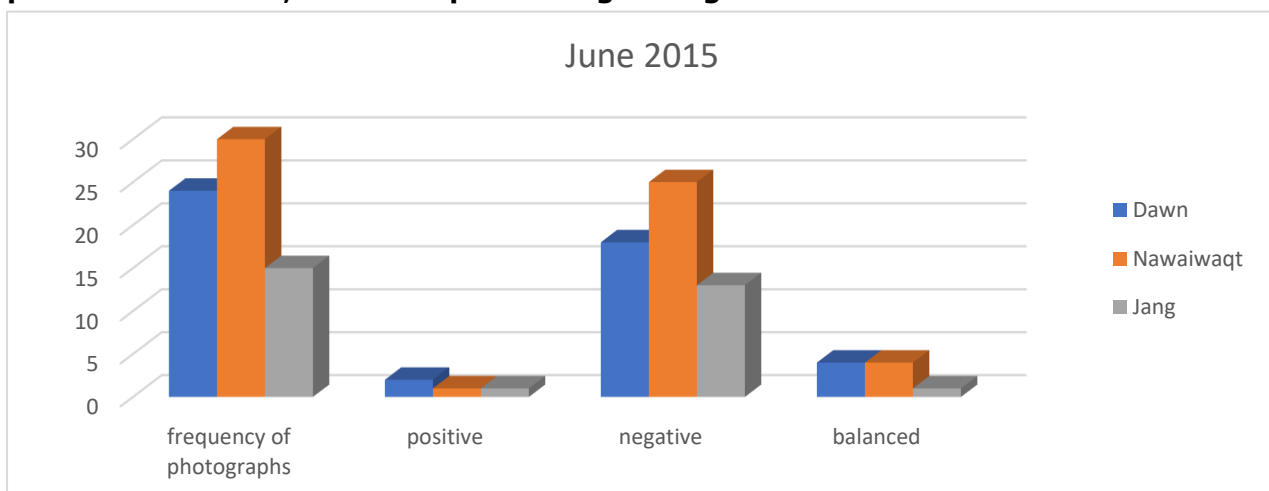


Table 7:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	24	2	18	4
Nawaiwaqt	30	1	25	4
Jang	15	1	13	1

Figure 7, Table 7 show Nawaiwaqt with the highest frequency of photographs regarding war on terror while Dawn and Jang showed comparatively lower frequencies. Moreover highly unequal tendencies can be seen of all three newspapers. Negative (1) category of photographs has the highest frequencies for the three selected print media. Positive (3) category of the photographs shows least frequencies than other two categories.

Figure 8: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of July 2015

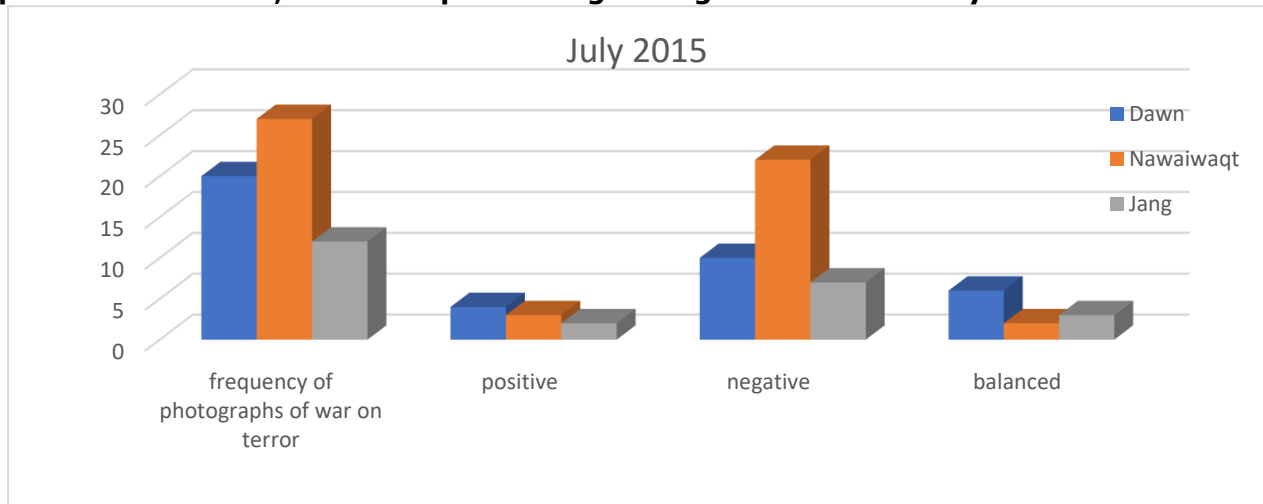


Table 8:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	20	4	10	6
Nawaiwaqt	27	3	22	2
Jang	12	2	7	3

Figure 8, Table 8 show Nawaiwaqt with the highest frequency of photographs regarding war on terror while Dawn and Jang with comparatively lower frequencies. Negative (1) category of photographs has the higher frequencies for the three selected print media with highly unequal pattern. Positive (3) category of the photographs shows values less than 5 as compared to the average of the maximum frequency total. Balanced (2) photographs category has also been observed with small values when compared with the maximum frequency total for each category.

Figure 9: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of August 2015

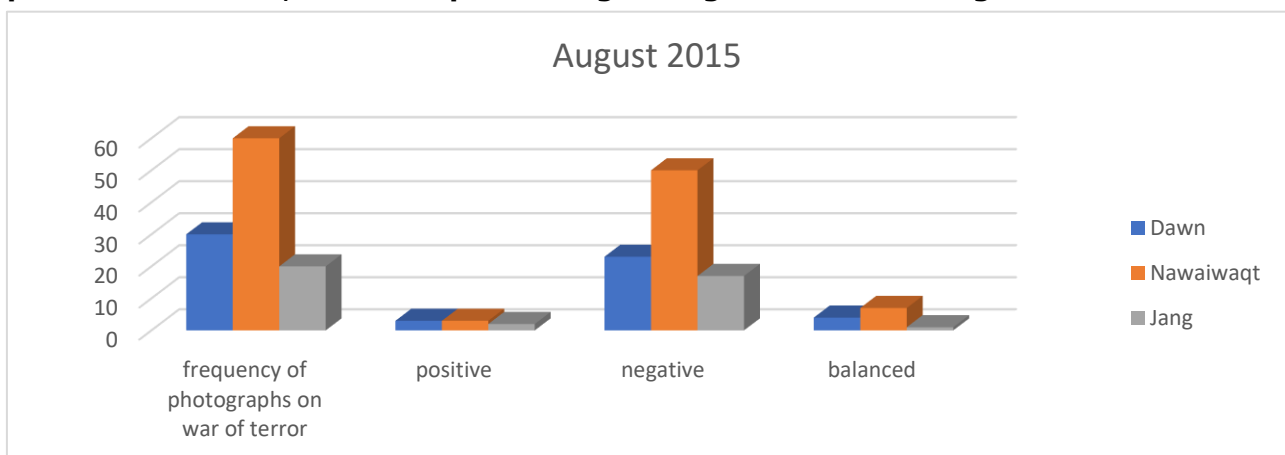


Table 9:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	30	3	23	4
Nawaiwaqt	60	3	50	7
Jang	20	2	17	1

Figure 9, Table 9 show Nawaiwaqt with the highest frequency of photographs regarding war on terror with Dawn and Jang with comparatively lower frequencies. Negative (1) category of photographs has the higher frequencies for the three selected print media. As shown in the figure Positive (3) category of the photographs has less frequencies than average of the maximum frequency total. In case of each newspaper Balanced (2) photographs are less than 8 in number with very small frequencies as compared to maximum frequency total of 60 during this month.

Figure 10: Comparative Analysis of the category of photographs regarding war on terror Published in Dawn, Nawaiwaqt and Jang during the month of September 2015

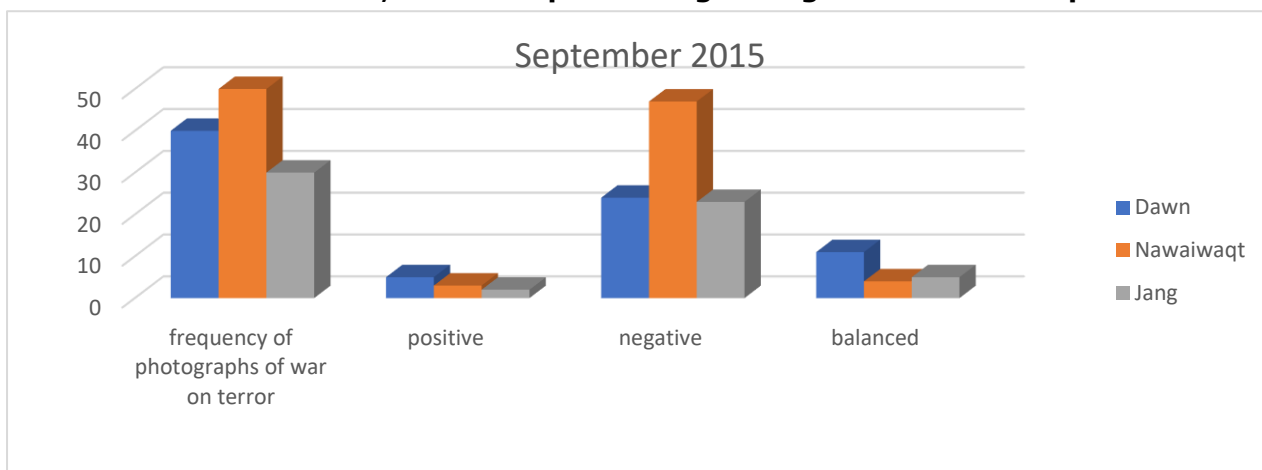
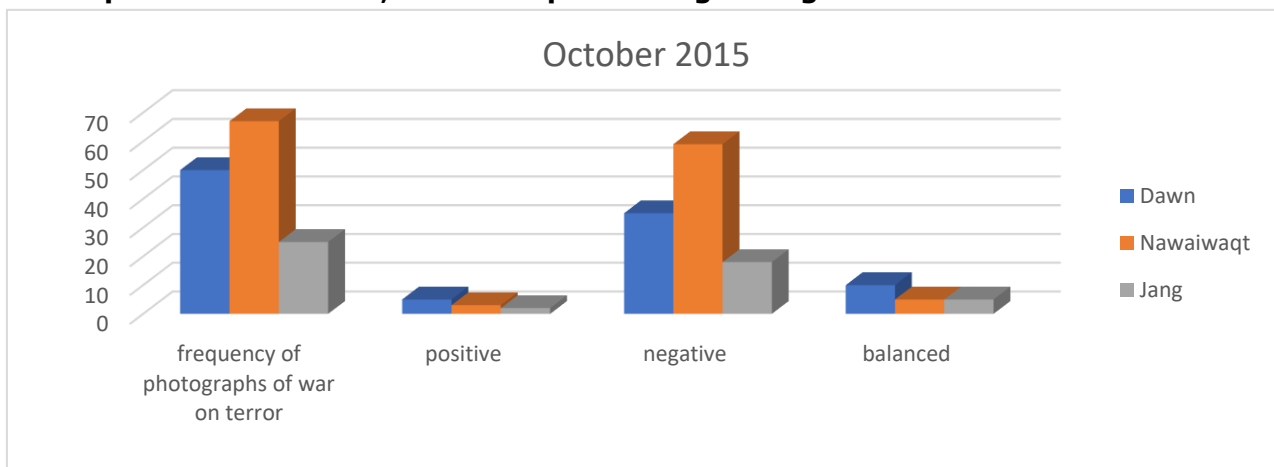


Table 10:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	40	5	24	11
Nawaiwaqt	50	3	47	4
Jang	30	2	23	5

Figure 10, Table 10 show Nawaiwaqt with the highest frequency of photographs regarding war on terror with Dawn and Jang with comparatively lower frequencies. Negative (1) category of photographs has the highest frequencies for the three selected print media. As shown in the figure Positive (3) category of the photographs have frequency of less than 5 as compared to the maximum frequency total.

Figure 11: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of October 2015



Balanced (2) photographs have frequency of 11 and lower frequencies for the selected three print media as compared to maximum frequency total of 50 during this month.

Table 11:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	50	5	35	10
Nawaiwaqt	67	3	59	5
Jang	25	2	18	5

Figure 11, Table 11 show Nawaiwaqt with the highest frequency of photographs regarding war on terror with Dawn and Jang with comparatively lower frequencies. Negative (1) category of photographs has the highest frequencies for the three selected print media. As shown in the figure Positive (3) category of the photographs are very low and less than average of the total. Balanced (2) photographs are 10 and lesser in number with very small frequencies as compared to maximum frequency total of 67 during this month.

Figure 12: Comparative Analysis of the category of photographs regarding war on terror published in Dawn, Nawaiwaqt and Jang during the month of November 2015

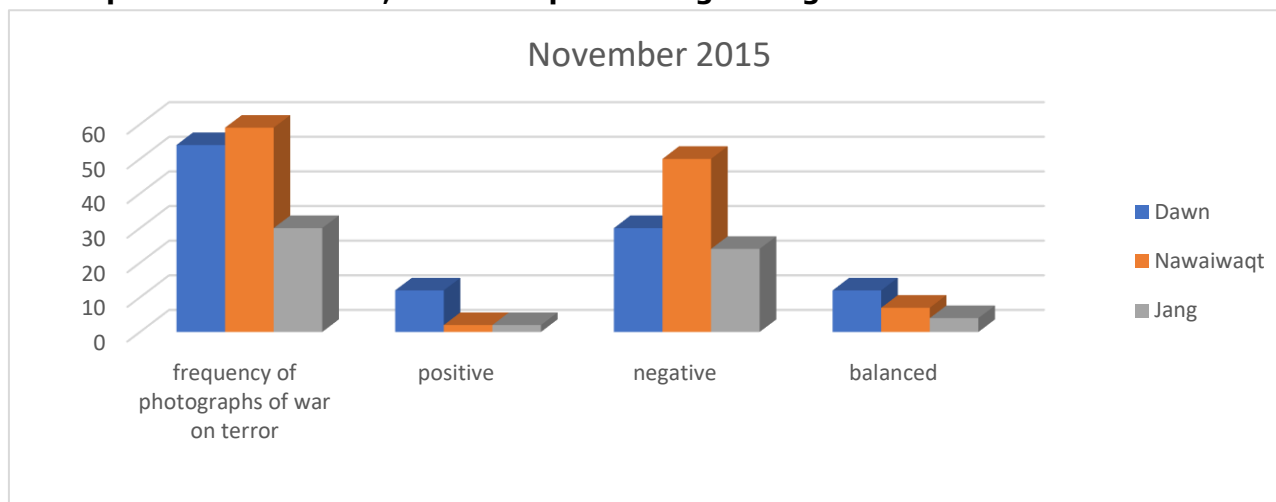
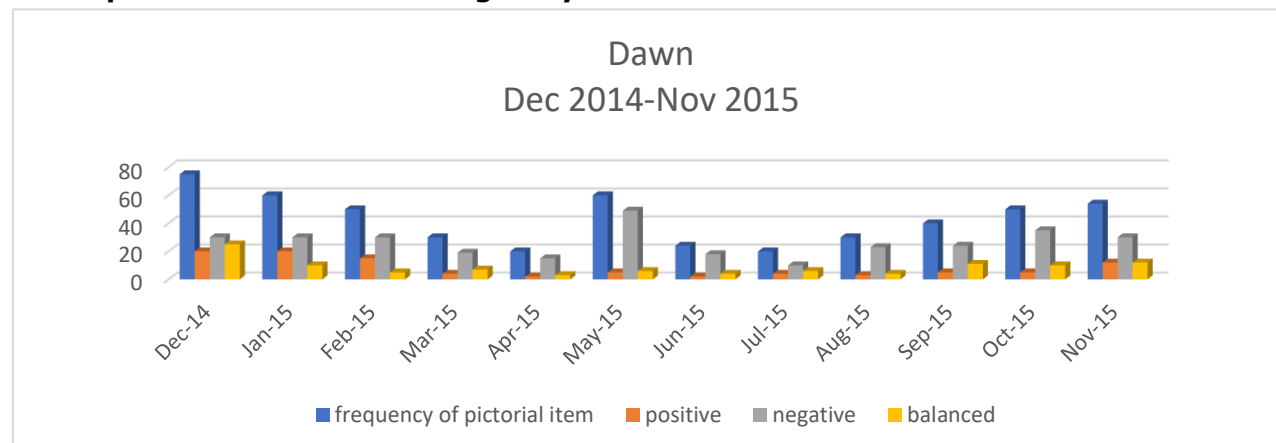


Table 12:

Print Media	Frequency of picture of war on terror	Positive	Negative	Balanced
Dawn	54	12	30	12
Nawaiwaqt	59	2	50	7
Jang	30	2	24	4

Figure 12, Table 12 show Nawaiwaqt with the highest frequency of photographs regarding war on terror with Dawn and Jang with comparatively lower frequencies. Negative (1) category of photographs has the higher frequencies for the three selected print media.

Figure 13: Comparative Analysis of the category of photographs regarding war on terror published in Dawn During the year of Dec 2014 to Nov 2015



As shown in the figure Positive (3) category of the photographs are less than average of the total. Balanced (2) photographs are almost equal to the positive category for Dawn but higher for Nawaiwaqt and Jang. Balanced (2) category has very small frequencies as compared to maximum frequency total of 59 during this month.

Table 13:

Month	Frequency of picture of war on terror	Positive	Negative	Balanced
December 2014	75	20	30	25
January 2015	60	20	30	10
February 2015	50	15	30	5
March 2015	30	4	19	7
April 2015	20	2	15	3
May 2015	60	5	49	6
June 2015	24	2	18	4
July 2015	20	4	10	6
August 2015	30	3	23	4
September 2015	40	5	24	11
October 2015	50	5	35	10
November 2015	54	12	30	12

Figure 13, Table 13 show Dawn having a marked trend for having higher frequency of photographs regarding war on terror for the observed period of time. Negative (1) category photographs have the highest frequency for the entire time period although it varies from month to month. As it is clear from the above figure May 2015 and October 2015 have the highest frequency of negative category for the observed duration of time. Moreover December 2014, January 2015, February 2015 and November 2015 show equal frequency for negative category. These coincide with the higher incidents regarding war on terror. Positive (3) category of photograph remain below average throughout the observed time period with no marked trends. Balanced (2) photographs also have the same trend like positive (3) as shown in the figure but have single anomaly i.e. in December 2014 where the balanced category is above 20 benchmark.

Figure 14: Comparative Analysis of the category of photographs regarding war on terror published in Nawaiwaqt during the year of Dec 2014 to Nov 2015

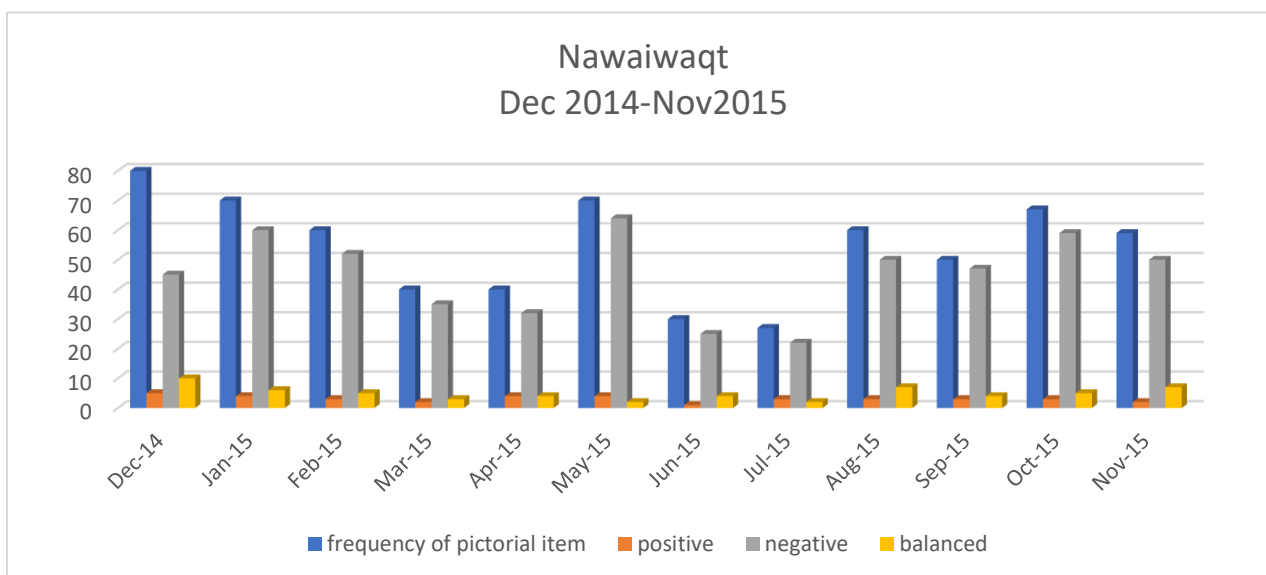


Figure 14, Table 14 show Nawa-i-waqt as having marked trend for having higher frequency of photograph for the observed period of time. Negative (1) category photographs have the highest frequency for the entire time period although it varies from month to month. As it is clear from the above figure May 2015 has the highest frequency of negative category for the observed duration of time. Moreover January 2015, October 2015 and show comparatively less frequency for negative category than May 2015. These coincide with the higher incidents regarding war on terror during the defined period of time.

Table 14:

Month	Frequency of picture of war on terror	Positive	Negative	Balanced
December 2014	80	5	45	10
January 2015	70	4	60	6
February 2015	60	3	52	5
March 2015	40	2	35	3
April 2015	40	4	32	4
May 2015	70	4	64	2
June 2015	30	1	25	4
July 2015	27	3	22	2
August 2015	60	3	50	7
September 2015	50	3	47	4
October 2015	67	3	59	5
November 2015	59	2	50	7

Positive (3) category of photographs remain below average throughout the observed time period with no marked trends. Balanced (2) photographs also have the same trend like positive (3) as shown in the figure but have single anomaly i.e. in December 2014 where the balanced category is equal to 10 benchmark.

Figure 15: Comparative Analysis of the category of photographs regarding war on terror published in Jang during the year of Dec 2014 to Nov 2015

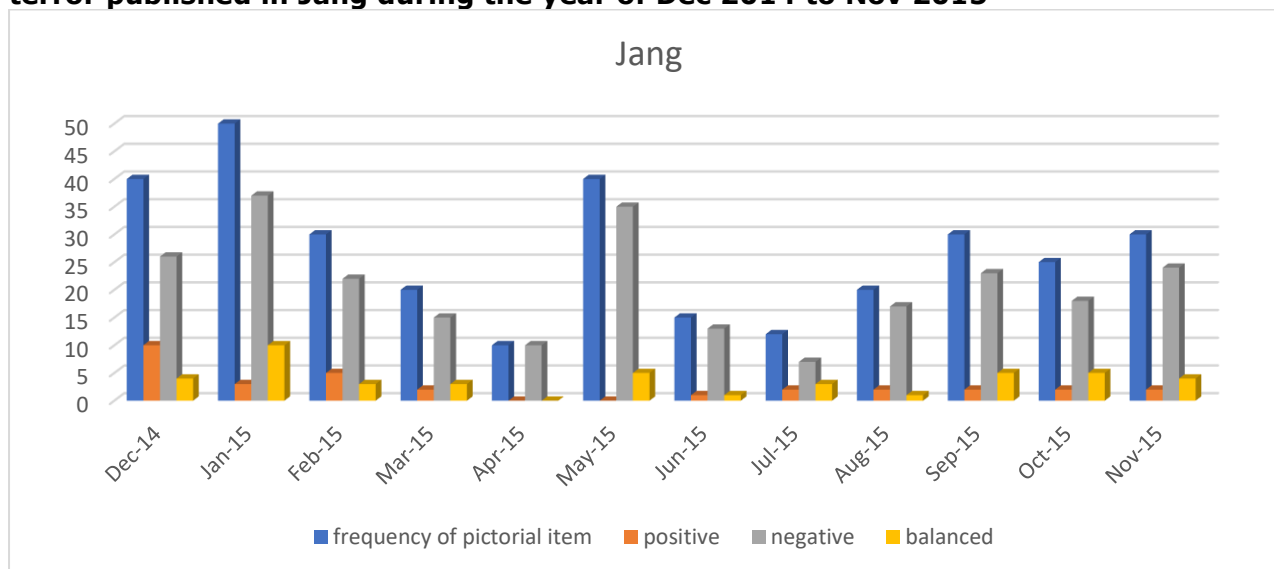


Table 15:

Month	Frequency of picture of war on terror	Positive	Negative	Balanced
December 2014	40	10	26	4
January 2015	50	3	37	10
February 2015	30	5	22	3
March 2015	20	2	15	3
April 2015	10	2	5	3
May 2015	40	3	33	4
June 2015	15	1	13	1
July 2015	12	2	7	3
August 2015	20	2	17	1
September 2015	30	2	23	5
October 2015	25	2	18	5
November 2015	30	2	24	4

Figure 15, Table 15 show Jang as having marked trend for having higher frequency of photograph for the observed period of time. Negative (1) category photographs have the highest frequency for the entire time period although it varies from month to month. As it is clear from the above figure January 2015 has the highest frequency of negative category for the observed duration of time. Moreover, May 2015 show comparatively less frequency for negative category than January 2015. These coincide with the higher incidents regarding war on terror during the defined period of time. Positive (3) category of photographs remain below average throughout

the observed time period with no marked trends. Balanced (2) photographs also have the same trend like positive (3) as shown in the figure.

4.1. Hypothesis Testing

The researchers formulated two research hypothesis for conducting this research. In this section the researchers have tested hypothesis in order to evaluate the results. Chi Square test has been applied for the testing of research hypothesis. These hypotheses are as follows;

Table 16: Months of year * Categories of data Cross tabulation

		Categories of data			
		Negative	Balanced	Positive	Total
Months of year	January	23	14	18	55
	February	18	10	15	43
	March	12	8	6	26
	April	12	8	15	35
	May	23	12	15	50
	June	6	4	18	28
	July	6	4	12	22
	August	14	6	15	35
	September	12	10	21	43
	October	13	12	21	46
	November	18	12	21	51
	December	25	18	15	58
Total		182	118	192	492

H1: The mainstream newspapers (Dawn, Jang and Nawa-e-Waqt) are irresponsible while pictorial coverage of war on terror

H0: The mainstream newspapers (Dawn, Jang and Nawa-e-Waqt) are responsible while pictorial coverage of war on terror

Thus the upper table shows that the frequency of negative photographs published in mainstream newspapers of Pakistan is higher than those of positive and balanced ones.

Table 17: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.259 ^a	22	.285
Likelihood Ratio	25.542	22	.272
Linear-by-Linear Association	.981	1	.322
N of Valid Cases	492		

Above table shows that by applying Chi-Square test relationship between pictorial coverage regarding war on terror and mainstream print media is statistically significant (P-value>0.05). Hence H1 is accepted and Ho is rejected. The upper table shows that the frequency of negative photographs is less in English print media as compared to the Urdu print media.

H2: Urdu press creates more sensationalism and dramatization while giving pictorial coverage to war on terror than English press

H0: Urdu press does not create more sensationalism and dramatization while giving pictorial coverage to war on terror than English press

Table 18: Print media * Categories Cross tabulation

		Negative	Balanced	Positive	Total
Print media	Urdu	138	84	96	318
Total	English	44	34	96	174
		182	118	192	492

Table 19: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.174 ^a	2	.000
Likelihood Ratio	30.079	2	.000
Linear-by-Linear Association	27.432	1	.000
N of Valid Cases	492		

Above table shows that by applying Chi-Square test relationship between Urdu and English Print media regarding pictorial coverage of war on terror is statistically significant and Urdu print media creates more dramatization and sensationalism about the issue (P-value=0.000). Hence H2 is accepted and H0 is rejected.

5. Discussion and Analysis

This research has been conducted to study the dynamics of pictorial coverage regarding war on terror in mainstream print media of Pakistan. Dawn, Nawa-i-waqt and Jang have been taken to represent mainstream print media. The researcher has chosen two Urdu mainstream newspapers i.e. Nawaiwaqt and Jang and one English newspaper to Dawn to study the comparison of Urdu and English press regarding coverage of war on terror pictorially. The analytical study of the findings shows that in mainstream print media Nawa-i-waqt showed the highest content of photographs (129) related to the war on terror during given period of time. Dawn (93), despite being elite press, has been studied with comparatively lower pictorial content regarding war on terror. It has been observed that Jang (83) has the least pictorial content of the war on terror published during the year from December 2014 to November 2015.

The findings illustrated in the figures show a remarkable trend of pictorial content concerning war on terror in case of Nawa-i-waqt. For the month of December 2014 Nawa-i-waqt (16) shows the highest frequency of photographs published on its front page which is highly influenced by the APS (Army Public School Peshawar) attack took place on December 16, 2015. Dawn (10) shows maximum frequency of the photographs related to war on terror during the same month. Jang shows frequency of (8) photograph during this month. In selected three newspapers most of the pictorial content was related to the APS (Army Public School) attack Peshawar and its subsequent death injuries, military response and political and civil society follow up. Category news Negative (1) category pictorial items have the highest frequency for all selected three print media. Positive (3) category photographs as shown in the figure are less than the average of the total and the Balanced (2) photographs were less than 20 as compared to the maximum of 58 during this month.

The findings also illustrated that during the month of May 2015 again Nawa-i-waqt (14) shows the maximum frequency of pictorial content on its front page as compared to the other two selected print media. Moreover, it shows the second highest frequency of the photographs of war on terror for after APS attack Peshawar. This marked trend is highly inspired by the Safoora Incident Karachi during the following month. Dawn (12) lags behind Nawa-i-waqt while Jang (8) due to its low frequency of photographs on front page shows the least frequency of the pictorial content of war on terror among all selected print media.

6. Conclusion

Media has power to create perceptions and guide opinions about an issue. Sensitive content like combat operations and conflicts need more attention of the media. Sufferings are voiced through media so that abrupt and long-lasting solutions can be reached. Therefore, media finds itself under huge responsibility while covering conflicts and wars. Pakistan has long been the victim of terrorism and consequently prolonged war on terror in the country. American alliance in this regard provoked number of incidents that grabbed media attention. Attack on Army Public School in December 2014 is one of those horrific attacks made by terrorists. Consequently, massive military operations were launched to deal with different terrorist organization active in the country. Role of Pakistani media also became vital in this regard. This study used content analysis to analyze the nature of photographs regarding war on terror published in three mainstream Urdu and English newspapers in Pakistan. Findings of the study revealed that most of coverage was based on the negative pictorial content while less positive or balanced. Similarly, it is also revealed that Urdu press is more negative than English press in

Pakistan while reporting war on terror during defined period of time. Thus, as indicated by the findings of the study there lies the responsibility on mainstream print media to combine with code of ethics of the photojournalism, to give a transparent and clear picture of any issue in general and a sensitive situation like war on terror in particular, to the reader.

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