VIOLENCE AGAINST WOMEN IN ENGLISH PRESS OF PAKISTAN; A CONTENT ANALYSIS OF DAILY DAWN NEWSPAPER

Qurat ul Ain Lakho¹
Tooba Ismail Lakho²
Murk Jamali³

Abstract:
Women have always been victims of male dominant society and are being represented in media throughout the globe. The representation style and policy in global media is different in that every country has its own media laws concerning the representation of issues in the media – print, electronic and so forth. Thus, this research is aimed at investigating the news coverage about the issue of women violence in daily Dawn – an elite newspaper of Pakistan. Also, this study is conducted to analyses the representation of violence against women in the newspaper.

To attain these objectives, content analysis method was employed to analysis and to investigate to know how this issue is being represented. November 2019 edition was selected to observe the issue. The units of analysis observed in this study were; frequency, placement, violence reason, violence place, violence type, and violence method. The frequency of news reported throughout the month was 18. Majority of the news were reported from Punjab – a province of Pakistan. The type of violence reported to have done to women was mostly gang rape. Few of the units could not be observed because the news reported were too shortly that could not fulfil the need of this study and it is a common adage: “a little knowledge is a dangerous thing” and this style of too short coverage is not coping with what the theory of uses and gratification was developed for. The newspaper has not picked any singly issue befallen Sindh and the issues have largely been bang up to date in Sindh province. The newspaper should revise its coverage policy and style of representation.

Key Words; Media, Violence, Coverage, press, media representation

¹ Authors is MA in English at Shaheed Benazir Bhutto University, Shaheed Benazirabad, Email: rameezalimahesar@gmail.com
² Author is a member of a Russian Research Journal “Bulletin of Science and Practice”
³ Author is BS students at the department of English at Shaheed Benazir Bhutto University, Shaheed Benazirabad
Introduction

It's a reality that Ladies in Pakistan is constantly treated as peasant with the goal that's the reason viciousness against ladies is transparently polished in our general public. Brutality against ladies’ is a sort of horrendous activity which is really planned to hurt ladies whether in their residential life or publicly. Viciousness is a word which is utilized for a physical or mental torment which have an intension to hurt somebody on sexual orientation grounds. In spite of the fact that there are some strict or lawful rights that ladies or each general public can appreciate, however it is very hard to accomplish equity and fairness of right in a male centric culture.

There are a few nations where ladies live in a general public that is as yet constrained by some exacting social, strict, social conventions and customs. So also there are a few governments that are normally responsible for the brutality against ladies, through some oppressive laws and laws against ladies.

Young ladies become more casualty of various kinds of savagery in the general public comparative way; brutality against ladies likewise changes starting with one class then onto the next. Essentially, Savagery in certain nations is considered as a supported method to rebuff for discipline. There are various social orders or customs, which permit some sort of brutality against ladies as discipline and control, rather than the way that this savagery for the most part additionally impacts the life and soundness of ladies.

Man centric society and sexual orientation imbalance are the primary reasons of brutality against ladies around the world. While in Pakistan too the primary explanation of savagery against ladies is the male dominancy. Islam has ensured a high status for ladies than by some other religion on the planet. Islam has consistently discussed the equivalent of rights and openings among people, however Islam in certain nations has embraced and ingested the conventional estimations of Hinduism and Buddhism, where the privilege of men to control the needy individuals is considered of the family or in a roundabout way females of the family.

Most of the research responded that main cause of violence against women is was low status of women, commonly women are known as a commodity. Violence against women part of system as gender relation which points out the men is superior to women. Violence is a continuous of beliefs that allows men that control women’s actions, violence, among other things that result in injury of the victim and also has to bear the cost of seeking the medical treatment, psychological abuse, neglect and physical abuse were the most common types of violence Literacy and economy dependent over man were main reason of violence against women. Many researchers have focused d on single factor of violence but, there is no any single reason of violent, Research has addressed causal factors at deferent levels of analysis, including individual, dyadic, institutional, and
social. Studies of offending and victimization remain conceptually distinct except in sociocultural analysis in which joint consideration is often given to two complementary processes: those that influence men to be aggressive and show their expressions of violence toward women and those that position women for receipt of violence and operate to silence them afterwards.

Many of the theories about the causes of perpetrating violence against women are drawn from the literature on aggression and general violence. Both the research on general violence and that on violence against women suggest that violence arises from interacting among individual biological and psychosocial factors and social processes (e.g., Reiss and Roth, 1993).

Violence against women is the complex issue all over the world. News media plays important role in the society because it gives priority to that areas which are sensitive by violence. The way press media formed any report that how individuals and events are portrayed can influence on social, political response. According to the previous research that media coverage the high-profile reports. Media give one report of many same types of violence. However, press media have limited space in newspapers that’s why it doesn’t gave extensively report in the newspaper. It highlights that there are many violence stories that are not separately reported.

Media is an important indicator community approaches and beliefs about violence against women and therefore a critical position through which to measure progress towards shifting social norms that reinforce it. Press media is representing positive influence about their country by ignoring the real situation of violence against women. The search shows that newspaper are providing more space and proper placement to high profile celebrities and popular women violence issues.

**Research Questions**

1. What is the extent of coverage of violence-based news in the newspaper?
2. What are the types of violence depicted in the newspaper?
3. Do the newspapers bring the complete news regarding the violence?

**Literature Review:**

Shazia et al., (2018) explored the comprehensive research study on "The role of printing media on assault against ladies in Southern Punjab." The researcher has figured the violation of real human rights pushes 50 percent of the mankind into position degradation and the accomplishment of gender quality and gender justice are mockery in the population. Researcher says that assault against women is not choice topic for mass media which also points the way the issue of assault against women is contacted through bottom reporting for the reality. Print and digital mass media are also lively in condemning assault against women nowadays and authorities.
think about legalities. NGO's are incredibly active to hide these issues\(^1\).

As opposed to the efforts to get rid of violence (honor getting rid of) at the international level, cops and prosecutors need to place forth more initiatives to get rid of the ligancy-countries that don't discover domestic assault as a criminal offenses by any means need to bring their panel rules up to international specifications\(^2\).

Increased general public consciousness and increased education about individual protection under the law would also help them to comprehend the type of assault. Because due to insufficient knowledge and awareness in under-developed countries peoples don't recognize the violence.

(Sukumar et al (2011) claims that However cliché job is still there, they are appeared in increasingly refined way Commercials have begun depicting ladies in dynamic and engaged job; at some point depicted in better situation with better basic leadership capacities in contrast with their male partners. Ladies are appeared in driving seats, as brand diplomat for autos, endorser for protection arrangements, who puts stock in herself and is contributing colossally to society, alongside contributing towards their home and work. The present investigation has likewise joined this class however with various name for example the Free wheeler yet with a similar trademark. (Sukumar & Venkatesh, 2011)

Sukumar et al (2014) “The ongoing examinations have attempted to investigate the general view of the crowd; yet they didn't attempt to discover the recognition distinction among the crowd based on their sexual orientation, age or training. Other than these examinations, the crowd reaction to the sex job depiction or particularly depiction of ladies in commercials has not been considered in Indian setting).

Rajagopal et al (2002) claims that however, all things considered, it can't be conceivable, the constant depiction of ladies with such picture raises elevated requirement of the general public for ladies. The intensity of ads additionally shapes men's desire for discovering ladies who are more than five feet and six inches tall yet under hundred pounds, who glances extraordinary in tight dress and bashful and submissive.

Munshi, (2001) claims that Commercials exploit the Indian attitude of furor for reasonable skin particularly for young ladies. Little youngsters are made the objective of different reasonableness creams and urged to turn out to be reasonable for either to get spouse or to have work. Gupta (2012) claims that the impression of a young lady about her body can be changed by thirty minutes of TV seeing. This infers the intensity of publicizing, which is effective in persuading the general public, how ladies are, or need to be, or ought to be.

Bhowmik (2006) discovers 53% of the spouses don't favor their better half to work outside, and the staying 47% have been seen as nonpartisan on this inquiry, neither have they disheartened, nor they
energized their wives for vocation or callings.

An examination by Anabila, et al., (2015) additionally discovers guys are more decidedly affected by sex bid in commercials when contrasted with their female counterparts. This discovering is steady with the investigation of Aruna, et al., (2008) as it investigated that when young ladies needed to consider ladies to be certain, free and engaged; young men needed ladies to be appeared in stylish and charming role.

Archana et. al (2015) Comparable patterns are additionally seen in the investigation directed by Archana and Joshi (2015) that young ladies more than the young men concur that ladies are for the most part depicted as sex object in Indian media. Studies have demonstrated that the organic and mental needs of man and ladies are extraordinary (Nibbler and Keesling, 1995); subsequently, men will in general spotlight on a lady's physical appearance, and ladies will in general spotlight on man's astuteness and character (Anabila, Tagoe and Asare, 2015). Dwivedy et.al. (2009) are correct while saying the progressions that have occurred in the status of ladies in Indian culture after globalization, makes a quandary for the promoters whether to depict people in customary jobs or portray them in present day and freed roles.

Shields and Heinecken (2002), clarify that the publicists appear to have perceived that ladies are presently tired of their ridiculous depiction. They understood the way that ladies are getting increasingly cognizant about their job depiction and indiscriminately endeavoring towards the glorified body in promotions is no more their motto. Yakkaldevi (2014), is on the whole correct to call attention to that the depiction of ladies in notices appears to have disintegrated after some time and it regularly swings between the two edges: the "mother India" and the "model" image.

Theoretical Framework

"Utilizations and Satisfaction Hypothesis" or "need chasing" is one interchanges hypothesis that spotlights on social correspondences. This hypothesis adjusts a functionalistic way to deal with correspondence and the media, and states that the most significant job of the media is to satisfy the necessities and inspiration of the crowd. Consequently, the more these requirements are met, the more fulfillments are gotten. (Windahl, Signitzer, and Olson, 2008).

The hypothesis of fulfillment and delight depends on two center inquiries: 1) why are individuals pulled into specific media? Furthermore, 2) what sort of fulfillment does media accommodate individuals? This hypothesis at first spotlights on the themes of the crowd (Ruggiero, 2000 in Seekhiew, 2009) and afterward examines the message and social framework (Sarkisian, Nikoo, Saeedian, 1997). At the end of the day, this hypothesis focuses on how clients look for media and to what degree they are happy with its sort, substance, and technique for use (Amiri,
Noori, Basatian, 2012). By responding to the two referenced inquiries in "Use and Delight" the positive and negative results of utilizing explicit media will be at last decided (Balakrishnan and Loo, 2012).

Research Design

The present study is a quantitative content analysis in its nature. Daily Dawn newspaper has been selected as a universe of study. Coverage given to the issues has been selected for the month of November, 2019.

Themes of the research

1. News frequency
2. Placement
3. Violence type
4. Violence reason
5. Violence place

Data Analysis

The Month of November, 2019, Daily Dawn

Distribution of reports according to their placements

<table>
<thead>
<tr>
<th>Serial Number</th>
<th>Placement</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Third page</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Inside pages</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Back pages</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Metro pages</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td>18</td>
</tr>
</tbody>
</table>

The table describes the reports distribution according to their placements. The highest number (10) is of those which appeared on the third page of the newspaper and the second highest number (4) is of those which appeared on the metro pages.

Distribution of reports according to the violence type

<table>
<thead>
<tr>
<th>Types of issues</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackmailing</td>
<td>4</td>
</tr>
<tr>
<td>Gang rap</td>
<td>9</td>
</tr>
<tr>
<td>Child Abuse</td>
<td>3</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
</tr>
</tbody>
</table>

The table describes the reports distribution according to their placements. The highest number (9) is of those which appeared on the third page of the newspaper and the second highest number (4) is of those which appeared on the metro pages.
Violence Against Women in English Press of Pakistan; A Content Analysis of Daily Dawn Newspaper

Distribution of reports according to province

<table>
<thead>
<tr>
<th>Violence done by</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police</td>
<td>4</td>
</tr>
<tr>
<td>Brother in law</td>
<td>5</td>
</tr>
<tr>
<td>Brothers in law and women</td>
<td>7</td>
</tr>
<tr>
<td>House maid</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
</tr>
</tbody>
</table>

The table describes the reports distribution according to their placements. The highest number (7) is of those which appeared on the third page of the newspaper and the second highest number (5) is of those which appeared on the metro pages.

Conclusion

Media plays a very constructive role in society to bring societal issues to the surface. Press covers the variety of issues and for the sake of knowing the coverage of violence against women this study was carried out. The daily Dawn newspaper was selected of the month of November, 2019. Different themes were looked into. Thus the results have found that the frequency of news reported throughout the month was 18. Majority of the news were reported from Punjab – a province of Pakistan. The type of violence reported to have done to women was mostly gang rape. Few of the units could not be observed because the news reported were too shortly that could not fulfil the need of this study and it is a common adage; “a little knowledge is a dangerous thing” and this style of too short coverage is not coping with what the theory of uses and gratification was developed for. The newspaper has not picked any singly issue befallen Sindh and the issues have largely been bang up-to-date in Sindh province. The newspaper should revise its coverage policy and style of representation.

References

5. Sukumar S. (2014), People Perception Towards The Portrayal of Women In Advertisements: A Study With Special
Qurat ul Ain Lakho, Tooba Ismail Lakho & Murk Jamali

6. Rajagopal, I., & Gales, J. (2002). It’s the image that is imperfect: advertising and its impact on women economic and political weekly, 37 (32), 3333-3337.


