

## **Comparative Study of Urdu and English Newspaper Headlines of Pakistan: Different Representation, Same News**

**Shema Bukhari**

Lecturer at Girne American University, Girne, North Cyprus  
Phd in Communication and Media Management  
Apartment no. 2, Peccunia. Ahmet Aksu Sokak  
Karaoglanoglu, Girne, North Cyprus, via Mersin 10.  
Turkey.

### **Abstract**

*This study evaluates the reporting of major bomb blasts in Pakistan within few months of the inception of the present government. It's important to comprehend how the print news media, is handling and reporting certain events. Since news media has a powerful role to play in modern world, it's vital to understand how media portrays same events in different perspective. Essentially, this paper analyzes the news headlines through critical discourse analysis, from 2 daily English and Urdu newspapers respectively from June to September 2013. It also expounds how a same event is reported differently based on the respective news media ideology, thus focusing on the agenda-setting aspect of the news. Urdu newspapers, which enjoy a larger readership, mostly sensationalize the news, whereas English newspapers adopt a milder tone. Through Critical Discourse Analysis it has become clearer that even the headlines have varied interpretations based on the newspaper.*

**Key Words:** news headlines, bomb blasts, ideologies, terrorism, sensationalize, milder tone, specific agenda

### **1. Introduction**

As the history shows, that different parts of the world have witnessed terrorist incidents for various reasons, committed by various groups. The nature of terrorism has changed with the changing world and technology has played a major role in these changes. This has even created a whole new range of terminologies and the widely used one is "war on terrorism". This phrase was coined after the incident of 9/11, which has literally changed the face of the world and the perception of the word "terrorism". The basic aim of these activities is to instill fear among masses and hold the control on their minds.

This article discusses the role of media in using, manipulating and employing this term in the context of Pakistan that is faced by worst kind of terrorist activities after 9/11. The main focus of this study is to understand and evaluate the reporting of major bomb blasts, which are directly related to the terrorist activities inside the country; after the inception of the present government till date. The need of this analysis was raised due to the fact that the current government's manifesto also included the promise to curb the terroristic activities in the country, in which it failed miserably. Amid these perturbing circumstances, ethically; the media is supposed to play a constructive role in boosting the morale of the nation. But how successful Pakistani media is, in its endeavor, is questionable. In the light of this background, the principal objective of this research paper is to analyze the news headlines through critical discourse analysis. There will be a comparison between English and Urdu newspapers, where English ones adopt a milder tone in narrating events whereas Urdu newspapers sensationalize the whole event. How ethical such reporting is and if the respective newspapers are working on a specific agenda; will be discussed in this paper.

### **2. Objective**

In today's advanced world of modern communication, media is playing its role as an informer and ideology framer. The public is being informed but at the same time it is getting affected by different perspectives shown by different news agencies. So the mass media maneuver and manipulate simple social events in the form of news and most of the time it manipulates information according to its own interest.

The essential feature of any news is the language that is used to describe it. But now it is not considered as a simple way of communicating, rather it constructs reality at various levels (Taiwoo, 2007). Newspapers are considered as a strong mean of presenting social and national issues in terms of their own ideological perspectives. They also provide a quick mode of information to the ones who cannot spare time for reading the details of news item.

The focus of this study is news headlines as they are important in constructing the ideologies of masses and secondly, the study highlights the differences in the presentation of the same news through different perspectives. Through the analysis of different headlines, this article will present the understanding of the hidden ideologies in apparently simple texts for the newspaper readers. So, the news of bomb blasts in 2013 will be analyzed from local Urdu and English newspapers and its implications in shaping the ideologies among masses.

The overall objectives of this analytical study are following:

- To evaluate how media does constitutes ideologies?
- To highlight the differences in the way Urdu and English newspapers present the same news item with respect to their ideological perspectives.

### **3. Historical perspective**

Up till the 1980s, terrorism and its related activities were foreign notions for Pakistan and its nation. The Soviet invasion of Afghanistan and US sponsored struggle against Russians (Encyclopedia Britannica) sowed the seeds of huge turmoil in Pakistan. It witnessed economic problems in the form of asylum given to Afghani citizens during the war; introduction of weapons in the hands of negative forces (aka. terrorists) and the development of radical religious fanatics in the NWFP (now KPK) region of the country. As an outcome of the Soviet retreat from Afghanistan and the revolution in Iran, a group of Taliban and their supporters found the excuse to target Shiite sect of Muslim community – thus the sectarian violence ensued in the country.

The September 2001 terrorist attacks in the USA, added fuel to the fire and put Pakistan in an awkward situation yet again; resulting in the constant strengthening of the terrorist factions within and outside the country. After 9/11, George W Bush launched ‘Operation Enduring Freedom’ in Afghanistan with the vital assistance of neighboring Pakistan; which at present witness the amass of Taliban Mujahidin in the western part of country and this started the struggle with ‘militant Islamist Extremism’. The ‘war against terror’ – for Pakistan - that started as an ally of US and allied forces, now seems to have become a war of survival for the country.

Thus, a series of international events and the corrupt governments one after the other; put the Pakistani nation at a point today where; the terrorists are having a field day to accomplish their vested interests, the government seems indifferent to the plea of victims, media is jumping at every given opportunity to use terrorist events for their profit and the nation is all the more confused and distrustful of its institutions.

### **4. Literature Review**

This study investigates how the four newspapers with different ideologies, used language differently while reporting and interpreting the same event. It highlights different approaches adopted by different Pakistani newspapers that are based on their various political and ideological alliances, which as a result can be used intermittently to influence and manipulate the masses. As terrorism was made a global issue, therefore American national policy since 9/11 changed and focused on defeating a small group of ill-equipped “non-state terrorist” enemies by deploying and activating a large professional army “with advanced technology”; to Afghanistan, Iraq and later to Pakistan and Yemen. (Jack A. smith, 2010)

After 9/11, US and its allies’ policies, activities and media coverage to such events is regarded as framing done by media while popularly declaring it a ‘war on terror’. Resultantly, many countries around the world have implemented various strict rules on very flimsy facts. Unarguably “media propaganda, media manipulation, sensationalism, sound-bite journalism” have hindered the search for the real terrorist or terrorism, thus there is a political and social unrest in many countries. (Anup Shah 2013) Brian Jenkins used the term ‘theatre’ to describe terrorism, where terrorist activities are carefully designed to attract media attention. “The media responds to these overtures with almost unbridled alacrity, proving unable to ignore what has been accurately described as,” (Hoffman 2006, 174) events designed and choreographed to satisfy the vested interests of media. According to Van Dijk (1991, 43) “the mass media have nearly exclusive control over the symbolic resources needed to manufacture popular context, especially in the domain of ethnic relation.”

This 'exclusive control' is carefully used by print media, which is considered as one of them most powerful vehicle to inform the masses and shape their ideologies in the long run. But, the newspapers publications is an "industry and business like any other business that should be profitable" (Fowler, 1991: 20). Therefore it becomes imperative to understand the hidden agenda of the publication in the presentation of the news. Everything that is said or written has a specific motive to form a particular ideological position: "... there is always a different way of saying the same thing and they are not random, accidental alternatives. Differences in impression carry ideological distinctions and thus differences in representations." (Fowler, 1991: 4) Olowe, in his article, closely investigated the interplay of language and ideology in Nigerian English newspapers highlighting nationally important issues in context with their ideological viewpoints by using thematization, passivization and normalization in the headlines.

Such "ideology making" serve the political powers and their hegemonic intentions. Payne stressed that modern media is "indisputably an instrument of war", helping governments win "domestic and international public opinion", and this fact is as vital in winning modern wars as "defeating the enemy on the battlefield" (Payne, 2005: 83).

Such ideological differences were also observed by Fang (2001) in two ideologically opposed Chinese newspapers differ in reporting the same events, focusing on the use of lexical choices and syntactic structures. Similarly, analysis done by Al-Ali (2011) shows that the messages of Saddam's execution intended for Arab people are totally different from the ones written for West. This double standard of presentation of ideology can be labeled as 'indoor-outdoor-presentation'. Arab Spring that began in late 2010 against oppressive regime in Egypt was given extensive media coverage and social sites helped to popularize that movement, although today the resulting effects on Egypt are totally different from what was anticipated.

When mass media reiterate an event, or series of events, then the audience (public) receiving the message will surely consider this topic to be of importance (McCombs & Shaw, 1972). Various studies all over the world have established a firm correlation between media and public priorities (McCombs & Shaw, 1993, Ghanem, 1996). Edwards and Wood (1999) examined the rise and fall in the global warming issues from 1985 till 1992 and stated that media played a marked role in formulating the related policies, which may or may not have a political or capitalistic agenda and interest. All these and many other earlier researches have shown that there is some sort of relationship between media attention to an event and the perception public about that event.

## **5. Methodology**

The issue of major bomb blasts and their reporting in 2 major Urdu and 2 major English newspapers are analyzed here. As the newspapers in both the languages have their own distinctive ideologies therefore, it is interesting to observe how the same event is presented differently in different newspapers. The news headlines for the study are selected from 4 major newspapers focusing on 2 major terrorist incidents; in 2013 (June to September). Since the objective of this research is to find out the different representation of the same news in local and international media, therefore the data is analyzed through Van Dijk's approach of media text analysis and the headlines will be categorized according to their types.

Firstly, the 8 news headlines will be classified at surface level as a) plain headlines; b) Speech as headlines and c) headlines with pointers

The second analysis will be CDA. Van Dijk has identified 3 major levels of news discourse:

- a) Semantic macro proposition;
- b) Global superstructure (news schemata) and
- c) Local meaning.

In CDA, the semantic macro proposition is the overall and general meaning of the text. Individual words or phrases collectively lend to the overall meaning but each might contribute to secondary macro proposition, which helps in revealing the ideology of the text. Secondary macro proposition leads to passivization. The Global Superstructure provides analysis of news text in terms of structure. It provides the information about the main story and its implications. Structural features are important because readers recognize them as such and use them, often unconsciously, to facilitate their understanding the news text. Local meaning gives a clear and underlying meaning of each word or phrase etc. at local level of news discourse; one distinguishes between meaning and its expression in surface structures as well as their inter-relations, such as: words, phrases, clauses and sentences.

### 5.1. Research Methodology

The data of the current study is collected from 4 different newspapers – 2 Urdu and 2 English – from Pakistan, in 2013 (June to September). The ideological differences in Urdu and English newspapers are analyzed. For the sake of convenience 2 events are chosen. So, in the end, we have 2 events or groups and each event is represented by 4 newspapers.

To start the analysis, Headlines are categorized to examine and determine the actors or agents, structure, main action or theme which will be followed by detailed CDA. Keeping in mind the objective of this research which is to find out the different representation of the same news in local and international media, therefore the data is analyzed through Van Dijk's approach of media text analysis, that is, semantic proposition (micro and macro), global superstructure and local meaning; and the headlines are categorized according to their types.

#### Research questions

- i. To what extent media text frame and control the ideologies among the masses?
- ii. How do Urdu and English newspapers present the same news item differently with respect to their own ideological perspectives?

### 5.2. Data Analysis and Discussion

#### 5.2. a. Headlines

Following is the surface structure classification of news headlines:

##### i) Plain Headlines

Plain headlines are the simple statements about any event in newspapers. CDA helps us to find the hidden meaning and editor's ideological perspective. The text used for media discourse apparently look simple but it always carry complex ideological perspectives. In the following headlines, the main issue is the severity of the bomb blasts in two different incidents, time and places. The common word here is "attack" and the whole scenario is written in a simple and clear form.

- *"Incidents of terrorism in Quetta, 24 died and 4 terrorists killed"*
- *"Attacks on women's varsity bus, Bolan Medical College"*
- *"Twin suicide attacks in Peshawar church claim 81 lives"*
- *"Twin church blasts claim 81 lives in Peshawar"*

##### ii) Speech as Headlines

In this type of headline, direct speech of the person is used and in most cases names are also mentioned which makes the news more authentic. Since in this paper, the focus is on events, therefore, names of places are focused upon.

- *"Quetta: 3 bomb blasts and exchange of firing in Women's University bus, Bolan Medical Complex – DC, senior doctors, 14 students, 4 nurses, 4 officers and 24 people died and 4 attackers were killed."*
- *"Bilawal condemns Quetta attacks, urges action against terrorists"*

In these two examples specific names of places and individual are used to present the event as authentically as possible.

##### iii) Headlines with Pointers

Such news headlines consist of two parts. First part is the preamble of the news report, and in the second part political ideologies of the editors come into light.

- *"Quetta: 3 bomb blasts and exchange of firing in Women's University bus, Bolan Medical Complex – DC, senior doctors, 14 students, 4 nurses, 4 officers and 24 people died and 4 attackers were killed."*
- *"2 suicide bomb attacks in Peshawar church, 81 dead, more than 150 injured – throughout the country, including Lahore, protests and strikes are observed."*

These multi-head headlines give a clearer picture of the whole event along with the causalities and the reactions to these incidents.

### 5.3. b. Critical Discourse Analysis of the Headlines

#### Event 1: Example i) Daily Jang – June 16, 2013 (translated headline)

*“Incidents of terrorism in Quetta, 24 died and 4 terrorists killed”*

##### *The Semantic Macro-proposition*

This headline puts the whole news report in a nutshell, as reported by ‘Daily Jang’. At the surface level it shows that incidents of terrorism” hit one of the major cities, Quetta; with a considerable number of people being killed and injured. This headline appears to be the obvious summary of the news event written in the standard ‘who-what-where-when’ formula of news headline style (Bell and Garret, 1998: 75). Semantic explanation is as follows: “who” is 24 people died and 4 terrorist killed; “what” is incidents of terrorism; and “where” is Quetta.

Close analysis shows that the headline does not only mention the terrorism incident. Very artfully the word “Incidents” is used to show the magnanimity of the event, without stating the obvious. At the same time, it is pointing out that 4 terrorists’ along with 4 police officers are also killed to cushion the impact of incident. Thus, the readers are given the message that the event was serious but it was not just the innocent public who was killed, even 4 terrorists were also killed which somehow creates passivization among the readers.

##### *Local Meanings*

##### *Main participants’ description and lexicalization*

The news headline combines two major participants of the incident – the victims who “died” and terrorists who were “killed” by using the words ‘died’ and ‘killed’, a differentiating attitude towards a group of people is created, as killed has a stronger connotation than died. Logically how one be labelled as victim or oppressor without any official investigation. At this stage ‘Jang newspaper’ has adopted the ‘role of law’ by informing the public that the incident itself was responsible for killing the terrorists and the government agencies were not able to do anything.

##### *The Global Superstructure*

This headline simply summarizes the whole event of terrorism. It ignores the background of the region or other terrorist activities in the country.

#### Example ii) Daily Nawa-e-Waqt – June 16, 2013 (translated headline)

*“Quetta: 3 bomb blasts and exchange of firing in Women’s University bus, Bolan Medical Complex – DC, senior doctors, 14 students, 4 nurses, 4 officers and 24 people died and 4 attackers were killed.”*

##### *The Semantic Macro-proposition*

In contrast to “Jang newspaper”; this Urdu newspaper (Nawa-e-Waqt) adopts a more sensational tone. The paper has topicalized the headline into different headings, thus, it takes the form of a long, multi head consisting of four sections separated by commas. Each section highlights the details that are presents in the report – 3 bomb blasts in women’s university bus and Bolan Medical Complex which are followed by fire exchange. Thus, making this headline, more detailed and comprehensive description of the event.

The headline’s main participants are the victims and the terrorists in the bus and hospital. The significant section is the mentioning of all the victims along with medical and military staff, but at the same time 4 terrorists were also killed.

Mentioning of the specific places of the incident (Women University Bus, Bolan Medical Complex) intensifies the effects of this incident, meaning that even the innocent students are not safe from the terrorists. This multi headline is a powerful ideological statement in rendering the government machinery null and void. The basic function of a headline is to prepare for the news report and to give him some idea what to expect in the report. Therefore, the intent of the editor is clear here, that is, it prepares the reader to understand the news event in terms of showing terrorist as a strong party and the government is unable to control such activities as the victims were students and even the military officers.

##### *Local Meanings*

##### *Main participants’ description and lexicalization*

The description of the event is ‘crisp’ and to-the-point. The lexicalization of this headline clearly indicates the massivity of the incident. All the characters are mentioned in this multi head – students, patients at the hospital, government officials along with doctors and nurses who died in 3 bomb blasts and fire exchange.

It also serves as a concise statement of ‘Nawa-e-Waqt’ editorial ideology, which further reinforces the fact that terrorists have more planned activities than the government agencies. Exact locations are also referred to in the headline to lend authenticity to the report. “4 attackers were killed”, serves the purpose of consolation for the public, giving the impression that even though the terrorist organizations are very systematic still ‘4 attackers’ were careless enough to be killed in this incident.

Micro-macro as well as rhetorical-stylistic analysis clearly shows the macro proposition of this news which is heavily influenced by the state’s policies and ideological perspective. Although the event was horrendous, still the exact facts and figures are toned down by not sharing the true number of casualties and it is especially obvious by the mentioning of the dead terrorists.

#### *The Global Superstructure*

The global superstructure of this Urdu newspaper headline persuasively summarizes a tragic incident with an attempt to mellow the severity of the incident at one hand, and showing a somewhat softer and helpless image of the government agencies, on the other hand. It contains almost all the details of casualties with figures.

#### **Example iii) The News – June 16, 2013**

##### *“Attacks on women’s varsity bus, Bolan Medical College” The Semantic Macro-proposition*

“The News” (English Newspaper) has written a simple headline consisting of two parts, separated by commas. It straightforwardly declares the two events without mentioning the casualties or intensity of the event. The word “attack” encompasses both the bomb blasts and exchange of firing at the university and hospital, respectively. The macro proposition of the headline indicates the two affected places. What or how of the headline is missing here. A reader has to read the full report to understand the gravity of the situation.

#### *Local Meanings*

##### *Main participants’ description and lexicalization*

The main participants in this headline are the students of the university and the people in the hospital. The use of generality rather than specificity in naming the main participants is significant, as it totally mitigates the enormity of the events. ‘The News’ does not give the factual and realistic description of the event. “Attack” can be any unobtrusive ‘attack’, which in reality was 3 bomb blasts and fire exchange. The victims’ mentioned here are, only the students or some people in the hospital, which in reality, involved many important stakeholders.

Unlike the Urdu newspaper headlines, the local meaning of this headline sets the mood and atmosphere, surrounding a major bomb blast. Instead of creating thrill, it has simply and matter-of-factly stated that an ‘attack’ took place in Quetta. Interestingly, it is obvious that the English newspapers follow a different ideology, that is, to report the serious events in such a mellow tone that it feels as if there is nothing wrong in the affairs of the state.

#### *The Global Superstructure*

This news headline is a very concise summary of a major event which prompts the reader to read the full report or ignore it completely as something unimportant. The global structure here differs significantly from its Urdu counterparts in terms of its length and topic selection.

#### **Example iv) The Dawn – June 16, 2013**

*“Bilawal condemns Quetta attacks urges action against terrorists” The Semantic Macro-proposition* This news headline from “The Dawn” has two-part head that gives an interesting political twist to the whole event. This headline does not refer to the news story protagonist (bomb blast victims), rather it focuses on ‘Bilawal Bhutto Zardari’ as the main character who is the chairman of one of the major opposition political parties. It describes him as a concerned citizen of Pakistan as he “condemns” Quetta attacks and in the second part he “urges” the government to take action against the terrorists. The headline explicitly presents Bilawal as the main participant and continues to show his vehement reaction towards the tragic deaths. Together, the two sections summarize the macro proposition of the news report: the so-called sincerity of the political leaders to the nation and their prompt responses in the times of national tragedies.

#### *Local Meanings*

##### *Main participants’ description and lexicalization*

Bilawal is the main participant in this news headline. In the first part he condemns the attacks and in the second part he demands the swift action from the government. This headline carries the ideological background of the editor, highlighting the political scenario of the country.

Bilawal Bhutto is the chairman of the same political party which was in power for the last 5 years and they failed miserably in combating the terrorist activities in the turbulent condition of the country neither was their government able to bring justice to the nation. Therefore at times like these, such statements seems ridiculous from such political leaders.

This headline also emphasizes the ideology of this newspaper. It has succeeded in diverting the attention of the readers from the severity of the blasts and shifted it to the endless political debate. The selection of words, issues and symbolism confirmed the ideology and send a powerful message to the readers that the event was not 'serious' enough but at the same time government is not functioning properly, by giving space to an opposition leader.

#### *The Global Superstructure*

This news report does not follow the typical structure used by most of the other newspapers. It contains little information of "Quetta attacks" and makes it a point that the attack might not be very significant but the political reaction carries more weight. This headline is a typical sample of ideological based lexicalization in which the intended meaning controls the global superstructure of the news report.

#### **Event 2: Example i) Daily Jang – September 23, 2013 (translated headline)**

*"Death toll has risen to 81 in church blast"*

##### *The Semantic Macro-proposition*

"A news headline is generally an encapsulation of the news report theme" (Ali, 2010). This headline from 'Daily Jang' is the perfect example of this statement. Casual examination shows that a Church was attacked and that the death toll has been continually increasing. This headline is a straight forward summary of news even written in the format of 'who-what-where-when'. The Christians who were coming out of Sunday services were attacked by 2 suicide bombers. This headline can also be viewed as an editorial comment and evaluation. It shows an underlined image of more turbulent affairs than a mere suicide attack. The headline places the victims as the 'sole actors' of the event

##### *Local Meanings*

##### *Main participants' description and lexicalization*

The headline focuses on two joint issues. One is the suicide attack on the church and the second is the increasing death toll of victims.

The use of the phrase "death toll" has horrific implications and it carries a sense of outrage. Although the headline does not give any background information but the underlying implication is obvious. It's an attack on the minorities of a Muslim state at a time when they were leaving their religious services. At another level, it shows the incapacity of the government agencies and free activities of the terrorists to let such a terrifying event take place but it's not sensationalized, maybe due to the gravity of the incident but the latent implications are obvious.

##### *The Global Superstructure*

This news headline simply but effectively summarizes the event. It does ignore the background of the news but the message is delivered.

#### **Example ii) Daily Nawa-e-Waqt – September 23, 2013 (translated headline)**

*"2 suicide bomb attacks in Peshawar church, 81 dead, more than 150 injured – throughout the country, including Lahore, protests and strikes are observed."*

##### *The Semantic Macro-proposition*

This headline from 'Nawa-e-Waqt' is long, with multiple heads consisting of four sections. Each section highlights an aspect of the incident and the details of the report.

The main participants of the headline are the victims and the general public. The first section introduces the event: "2 suicide bomb attacks in Peshawar Church". The mere mentioning of the word "church" has very high implications. Pakistan, as an Islamic state; is supposed to safeguard the minorities but here the state has failed miserably.

Second and third sections mention the death toll and the injured people which are dramatically high in contrast to the other routine bomb blast incidents taking place in Pakistan. Last section focuses on the prompt and heart felt reaction observed by the masses in the country. Rallies, strikes and protests are observed throughout the country to mark the solidarity with the victims and Christian brothers in general.

This headline is a powerful ideological statement of the newspaper. At one level, it shows and evokes the emotional response from readers and at another level it shows the reaction of masses and yet at another level it signifies the failure of government agencies, yet again.

#### *Local Meanings*

##### *Main participants' description and lexicalization*

The main participants in this headline are the victims and the protestors at the same place of attack and the places are mentioned explicitly. It methodically applies religious and national lexicalization. It's religious because it's an attack on minorities and as the general public responded to it compassionately which also signifies that as a Muslim nation, Pakistani are aware of their duties. The fault lies somewhere in political circles. All this is mentioned explicitly.

The incident can be easily given a negative tinge but the response of the public makes it more humanistic and an occasion to grief at. Micro and macro as well as rhetorical stylistic analysis clearly shows that macro-proposition of this report is heavily influenced by national and ideological perspective of the country. It also manufactures a positive image of Pakistani public and the negative portrayal of government efforts in curbing the terrorism.

##### *The Global Superstructure*

The global superstructure of this newspaper report explicitly summarizes the horrific incident. Despite the fact, there is an effort to minimize the sensational effect but the sheer number of casualties is more than 80; it fails to mellow the tone of the headline.

#### **Example iii) The News – September 23, 2013 June 16, 2013**

*“Twin suicide attacks in Peshawar church claim 81 lives”*

#### **Example iv) The Dawn – September 23, 2013 June 16, 2013**

*“Twin church blasts claim 81 lives in Peshawar”*

These two headlines from ‘The News’ and ‘The Dawn’ – the English newspapers – have almost the same structure and ideology in the headlines that is why these two will be analyzed together.

##### *The Semantic Macro-proposition*

These headlines from ‘The News’ and ‘The Dawn’ have a two-part headline which is also pithy, the first head starts with a rhetorical use of the phrase “twin suicide attacks”, an implicit reference to the 2 suicidal blasts and goes on to describe the ‘where and what happened’ part of the incident. The headlines explicitly present the whole event by using minimal possible words and encompassing the enormity of the incident. Together the two sections summarize the macro-proposition of the news report: 2 suicidal blasts in a church which have claimed catastrophic number of lives. In this clever headline, the words invite the reader to reader on the full report to fully comprehend the impact of the incident.

#### *Local Meaning*

##### *Main participants' description and lexicalization*

All the 81 (plus more) victims and the two suicide bombers are the main participants in these headlines. By writing ‘twin suicide blasts’, it is clear enough that two suicide bombers were involved in the attack in Peshawar. Now keeping in tradition with the English newspaper reporting and ideology, there is no background information about TTP or Peshawar – a city which had already many such horrific incidents in the past by TTP. Nor is there any mention about the actions of the government agencies or general public. Although, some of these parts were mentioned in the detailed news report.

##### *The Global Superstructure*

These news headlines do not follow the same structure as the Urdu headlines do. There is no information about the reaction of public or the escalating number of casualties or the intensity of the blasts. But the use of phrases ‘claim 81 lives’ is evident enough that the blasts were deadly beyond imagination.



## **Conclusion**

It is part of sense of professionalism and responsibility, by a journalist or a news agency; to the society and the government to capture and deliver factual information. It is vital to understand the ideology of the newspaper is based on, not only professionalism but also various other factors – economic, political, cultural or organizational pressures play their role. In this study we have observed all or some of these factors in play which were responsible to determine certain ideologies among masses. The analyzed newspapers from Pakistan selected some aspects of ‘perceived reality’ and made them more prominent in communicating text through the headlines. At the ideological level, this technique promotes a specific problem definition, casual interpretation or moral evaluation of the incidents in question.

The analysis of press coverage of ‘3 bomb blasts’ and ‘Twin Church blasts’ in two of the major cities of Pakistan; shows considerable evidence of sharp division between Urdu and English newspapers.

Firstly, a marked difference can be observed between the readerships of two languages. Urdu newspapers cater to a much wider audience than the English newspapers. Therefore, it is obvious that the Urdu headlines give more detailed description and focus on the ground realities. Whereas, English newspapers are more concerned about their respective ideology, be it political or just to maintain a non-challant response to local events.

Secondly, Urdu newspapers tend to sensationalize the events to a larger extent. As mentioned earlier in the ‘analysis section’ that how can a news reporter be aware that among the dead are also the terrorists in Quetta. Or why the government is unable to protect the rights of minorities in a Muslim state. Since the general public of Pakistan is “entertainment starved-nation” and the daily events are studded with various terroristic activities, therefore, it becomes normal even for the newspapers to create sensationalism and thrilling descriptions. Local meanings and lexicalization of these Urdu newspapers are not accidental or arbitrary but deliberate and considerate. Main participant descriptions are generally in accordance with the papers’ socio-political ideology.

On the other hand, English newspapers tone down the event to such an extent that even the horrific events are presented as something inconspicuous. The major reason is the readership of English papers is very limited and mostly they are foreigners or high elite or highly educated class who are not much interested in the local events.

Since Pakistan has a very turbulent political history, therefore it does not come as a surprise when we notice a strong political ideology in some newspapers’, even when they are reporting incidents like bomb blasts. Moreover, all the 4 discussed newspapers adhere to government policies by not mentioning the severe impact of such terrorist acts on the nation, as a whole. It can also be said that by cushioning such events, the press does a service by not creating panic in public. And at the same time, the mass rallies for the Church blasts, was an act of solidarity and not that of panic.

Another noticeable trait was that Urdu newspapers are extensive and explicit in giving the details of breaking stories whereas English newspapers, at times, divert the focus from the real issue at hand.

Macro-micro news discourse analysis and the ideological differences between news reports enable us to understand the different discourses adopted by different newspapers for the same event.

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