

Analysis of Zarb-E-Azab in International Elite Press and Image of Pakistan

Syed Ali Hassan Shah¹, Syed Muhammad Bilal Shah², Hassan Gulfam³

¹Department of Mass Communication, Gift University, Gujranwala, Pakistan

²Islamic International University Islamabad

³Department of Mass Communication, Gift University, Gujranwala, Pakistan

Correspondence: alihassan@gift.edu.pk¹

ABSTRACT

The regime of communication prevails across the world. The country's images—negative vs. positive-- are built in the light of the coverage given in the press. The objective of this study to how the international press framed Pakistan's image and how the action taken by the state to contribute to the war against terror is perceived in the international elite press. Also, this study is an attempt to find out the difference in the image of Pakistan and any impact of this action on the image of Pakistan by the international community. Zarb-e-Azab (Z.E.A) is a military action waged against terrorists within the geographical boundaries of Pakistan. The researcher selected the international elite Press from the U.S.A, U.K, China, and India. These international elite presses were the New York Times (N.Y.T), the Sun, Global Times (G.T), and Times of India (T.O.I). In what ways did these selected Elite Press (E.P) frame, constructed, and frame Pakistan's image in their editorial pages and news reports during the operation Z.E.A. Researcher used content analysis as a method to test the hypotheses and answer the research questions. While the framing theory was used to support the study results. The result shows, Pakistan's Image was positively developed at the international level, and U.S.A security departments recognized and appreciated Pakistan's civil leadership role and military action against terrorism. Operation Z.E.A destroyed the militant groups and made Pakistani society peaceful and established a terrorism-free image of Pakistan. The G.T.I, 2017 report also admired Pakistan's military efforts.

Keywords: Analysis, Framed, Image of Pakistan, Operation, Zarb-E-Azab, International Elite Press, News Stories, Global Terrorism Index.

Introduction

The present circumstances, specifically the press, stretch out the vision and dimensions rather than instructing, illuminating, or engaging (Dourish and Mazmanian, 2011). Press is the watchdog and considered that it has to cover each happening that occurs all around the globe. When operation Z.E.A first started against the bombings, shootings extremist attacks in Pakistan, the Pakistani press inclined the perspective toward the positive side of the outcome of operation Z.E.A. The research determined how the elected international press represented the operation Z.E.A and Pakistan's overall impression in editorial page stories and news. The core focus of this research is to understand the representation of Pakistan's

Article History

Received:
August 8, 2022

Revised:
September 27, 2022

Accepted:
September 28, 2022

Published:
September 29, 2022

impression or image in the elected international Elite press (E.P) of the U.K., China, India, and the U.S.A. In what possible ways this selected E.P represented, built, and frame Pakistan's impression in editorial stories and news stories as well regarding the news during the period of Z.E.A. Press outlets are entering players in building the picture of a specific nation and relying on their validity among the majority (Iqbal, 2012).

Zarb E Azab

Ghazanfar (2016) added, with the full support and help of the government Pakistan military released a terrible military offense at the Z.E.A level in mid-June 2014, it energetically demanded the extinct of seedlings in NWA, which is the core target base camp in FATA near Afghanistan (Ghazanfar, 2016). This attempt to eradicate violence called Z.E.A suggested that one of seven swords of the Holy Prophet (PBUH), which was given in Ghazwaz, Uhad, and Badr, struck hardened non-believers. Z.E.A indicates that it is an energetic and decisive strike not over yet. The nation has been facing bomb blasting, target executions and assaults of all kinds for the longest time now was the time to make all this come to an end. In the country, the proximity of mental aggressor's social meetings in N-W-A was a significant reason behind the entire catastrophe behind most exceedingly awful fright-based oppressor ambushes in the last decade. (Ghazanfar, 2016).

Aggressor's wings had a fortress in N-W-A, and dread monger wings were dynamic in using Pakistan's one-of-a-kind soil for their terrible plans. On 8 June 2014, the militant psychological gathering attacked Jinnah International Airport in Karachi, which incited the start of Operation Z.E.A (Ghazanfar, 2016). The safeguards of Pakistan began the activity with a courageous and unfaltering vow to destroy the scourge of mental persecution during fighting with no division between "good" and "terrible" Taliban. Point of fact, it was the last task to fight in the most beguiling scenes. In any case, the Pakistan military showed its quality with an immovable assurance, as the nation's harmony and headway are reliably staying hard for Pakistan's Armed powers (Ghazanfar, 2016)

Strategically outlook of Pakistan

Pakistan has an extraordinarily central indispensable territory that holds it under the persevering point of convergence of the momentous states and specifically the U.S.A. East Side zone with India and Westside Afghanistan, the closeness of A-Q, ISIS, and Talibanization in the locale are the chief reasons, for militant psychological action. Besides, India is using the territory of Afghanistan to help the dread-based fears based oppressor exercises in Pakistan (Akhtar, 2012). India smothers Afghan needs to normalize relations with Pakistan. Through the implantation of it, the late gathered Indian store capital and formulated motivation of the past contact between Pakistan and Afghanistan (Hameed, 2012).

India in like manner, upheld and propelled apprehension monger. They impel in FATA and Baluchistan (the territory of Pakistan) to destruct the area advancement and to stop CPEC adventure. Pakistan is essential to take significant anticipation of Baluchistan, Sind, and KPK, as they may be weak against external undertakings at destabilization (Butt and Butt, 2015). Pakistan's nuclear capacity should avoid India from military interruption went for achieving key goals. India has manhandled it as of late found post9/11 occupation in Afghanistan in two unique ways. First, it is a monetary aid group to Afghanistan, and second, Afghanistan uses an Afghan region to organize destabilization and Balkanization practices inside Pakistan (Ahmad et al., 2013).

Northeast side of China, Pakistan's partner is placing various endeavors in Pakistan. CPEC is one of the critical undertakings of China in Pakistan. Since through Gawadar Port, Baluchistan has been given the short and the extra course to China to pass on its things to West, Central Asia, and wherever they desire all over the world. Pakistan is imperative for China to consider the way that the last's Geo-essential needs in the territory, to a certain extent, are reliably suited to Pakistan (Ahmad et al., 2013).

In the present scenario, the U.S.A and U.K. have the noteworthiness considering the way that the two countries sway the Pakistan Polices' specific Foreign Policy of Pakistan. Pakistan takes direction from

these countries for its Budget. The U.S.A helps Pakistan against the dread mongers and that is the explanation by which Pakistan is being reinforced by the compassion of republics, in the war as opposed to psychological fighting (Al Jazeera, 2009). Meanwhile, the U.K. moreover supports the U.S.A in the war on dread. The two countries sway Pakistan's policies toward war against dread-mongering and the economy. At the end of 2009, Hillary Clinton in Pakistan spoke about the war, opposed terrorism, and expressed." We Consider the Pakistani army brave, and we will stand shoulder by shoulder with the Pakistani people in their struggle for harmony and security (Pakistan laments bomber losses". (Al Jazeera, 2009). Kerry-Lugar Bill (2009) and U.S.A President Barack Obama (2010) attempted to extend resources for Pakistan to "advance fiscal and political reliability in purposely primary districts where the U.S. has different security interests (Reuters, 2010).

Framing in Press

Goffman (1974) frames "framing" as "the proportions of the affiliation, which oversee [social] occasions." As per this definition, a vast extent of stories that happen is presented in news enveloping. As per Tuchman (1978), framing is something, which creates an energetic relationship in an occasion. Norris (1995) news confining as dynamic schemata, and highlight journalists, when in doubt, work with news edges to change, sort out and structure the record stream of events. Majid and Ramaprasad (2000) encircling is inescapable while making reports; it gives a phase that highlights journalists' spot issues, investigates the reasons, and makes moral choices. Entman (1991), news frames exemplified in 'watchwords, analogies, thoughts, pictures, and visual pictures underscored in a report.

In the comprehensive field, mass trades can draw the idea of method producers any place all through the world to something as the new propensities have supported press with a probability to be significant in the general connection, the press needs to anticipate the work of the arbitrator of a culture or country or nation and affect individuals. Studies have determined that the prologue to news consolidation makes have gotten some answers concerning and would through and through have the option to influence notable end toward remote countries (Albritton and Manheim, 1985).

The rationale for selecting Editorial Page and News Stories

The editorial page covers, discuss, and interpret the hot stories; it not only understood the stories but also build, shape, and reshape the readers' opinion about an issue (Kress and Van-Leeuwen, 2020). The editorial page contains the editor's opinion on an issue, which is called the official stance of any press and columns, letters to editors, and sometimes cartoons or any current serious issue with comic way. Meantime, the hottest and most important stories, are mostly covered by the press on the front and back pages while less important stories are published on different pages of newspapers. This feature leads the readers to read and understand the stories of their interest. The significant factor in the news is that, what means the press framed, treated, and framed the news story. The key fact of this study, Operation Z.E.A might be a significant issue for Pakistani society and the press, but for the international community and the press, it might not be much more important. Therefore, the researcher selected entire news stories from the newspaper and editorial page stories of the selected international press to determine the framing of the Image of Pakistan during operation Z.E.A.

Research Hypotheses

H1-U.S.A press framed the Positive image of Pakistan during operation Z.E.A

H2-U.K press framed the Positive image of Pakistan during operation Z.E.A

H3-China press framed the Positive image of Pakistan during operation Z.E.A

H4-India press framed the Positive image of Pakistan during operation Z.E.A

Research Questions

There are four research questions designed to study how the selected international press was framing Pakistan's Image during operation Z.E.A.

- Q1-What kind of Image is the U.S.A press frame of Pakistan during operation Z.E.A?
 Q2- What kind of Image did the U.K press frame Pakistan during operation Z.E.A?
 Q3- What kind of Image is the China press frame of Pakistan during operation Z.E.A?
 Q4-What kind of Image did the Indian press frame of Pakistan during operation Z.E.A?

Literature Review

Alitavoli's (2020) study referred to pinpoints the dominancy of frames depicted in opinion articles that were published from the date 20 August to 17 September. These studies were published mentioned on the alternate website of antiwar.com as well as the popular press sites like cnn.com. This timeframe consists of articles published a week prior and a week following the US administration's verdict to strike and back out from Syria. The qualitative content analysis employed in this article and Entman's framing theory to embed the data and unsheathe the themes and highlighted frames present in a total number of 87 opinion articles.

The review infers that cnn.com gave outlines that introduced Bashar al-Assad as a 'severe reprobate' who utilizes synthetic weapons on his kin while giving edges that pressure Barack Obama's ineptitude in completing an essential arrangement and feature the unfortunate results of a strike. In any case, antiwar.com articles are more full and predictable than cnn.com articles, and give outlines that urge peruses to challenge taking part in another conflict, helping them to remember the disappointments of comparable past wars, for example, the Iraq War and its adverse results, just as focusing on the central parts that profited from a tactical intercession (Alitavoli, 2020).

Mazumdar's (2021) study dissected reports from The New York Times and The Washington Post inside the two distinguished periods. Ordering spreads out that the press in a nation stresses the international strategies of its administration in international revealing. The concentration likewise involved outlining as a hypothetical build as it looked to concentrate on news outlines about the Kashmir question in the U.S. press. The review was directed at two levels: story level and source level. A coding sheet was utilized to code 270 reports from the double cross casings. Discoveries show no massive contrasts between the double cross casings in outlining the reason for debate and its answers. The tales gave a decent record of the question at the story level. Huge contrasts, notwithstanding, were found in source use between the double cross casings. Creators ascribed the distinction in source utilization to the changing security circumstance in Kashmir with military authorities being cited all the more fundamentally during the pre-9/11 time because of Kashmir being gotten by the Indian military. Essentially, non-administrative agents were cited all the more impressively in the reports to present unbiased voices about the contention in the pre-9/11 time.

El Damanhoury et. al (2018). The Islamic State of Iraq and Syria (ISIS) considers military action and press workings as the two utmost important and solid elements of their campaign. With various areas disseminating 95% of ISIS's press output, the provincial press play the main role in getting the apparent shifts in the balance of power. Still, scholars are on the way to exploring and examining the whole situation where the interactions between both parties components ISIS's campaign on a provincial scale. To exactly understand the notion, that coalition, enhances army operations affecting the quantity and quality of the content of provincial press output. They argued 1643 photographs examined that Ninawa still uses imagery particularly tripled in the case following the launch of the Mosul operation. The about-to-die images used by ISIS as the weaponry to cause military pressure. Ninawa's case just simply gives evidence to explore how ISIS created nuanced photographic campaigns to help offset losses on the battlefield and to provide aid to future repackaging of content. (El Damanhoury et. al, 2018).

Kalsi (2017) Information battlefield is an evident feature of any war and any understanding or comprehension of the role of mass press play in the production and packaging of information in any shape of news offers fertile land for Library and Information Science to scholars. The research explores U.S. national newspaper representations of and discursive building of two of the finishing i.e. 2003 and 2011. Using the method of critical discourse analysis, coverage of the news is analyzed in a way to understand

and explore the news about the end of the war. In addition, it shows that with the core emphasis on outcomes, consequences, and responsibility, for the whole situation. This three-tier analysis has contextual historic and a text-based analysis that identifies dominant discourses by comparison of two at a time. It sheds light on these discursive structures and this study seeks elevation and clarity to make an ideological basis for hegemonic news discourses. (Kalsi, 2017)

Roman et. al (2017) the war in eastern Ukraine is happening both on the battlefield and in the field of information. Both sides of this military conflict, Russia and Ukraine, are trying to shape public opinion in their countries and abroad. Depending on the inclination of a medium, viewers see very different images of this crisis. This study examined one year of reporting on the military conflict in eastern Ukraine in Major Russian, Ukrainian, and American newscasts. The analysis revealed important differences in the choice of sources on camera, the reporting of civilian and military deaths, and the shaping of different sides of this conflict in the press.

Hamza (2017) investigated different tribal areas of S-W and N-W, the center regions of the fright-based oppressors. Statistics were gathered from 120 individuals from the examination done in the duration of 3 months from November 2016 to January 2017. Military covenant Z.E.A showed its condition and worked for the sake of the propensity of the region. All the horrendous incidents against the military by oppressor practices were significantly reduced after this action. During the investigation, a factor that came out was that joblessness was a major factor behind such aggressive behavior of people of FATA. Pakistan Army focused on these mental aggressors and caught many of them and some escaped to Afghanistan. The activity was drawn in because the inequality in workplaces was huge in this vicinity. As a result, Pakistan was getting an impression of a terrorist state among the global states impressions.

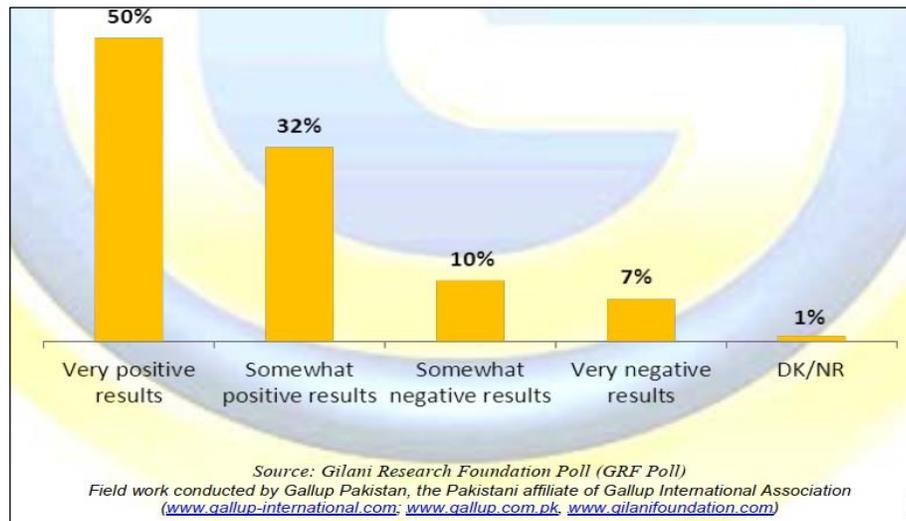
Javed (2017) negotiated; Fear-mongering is without a doubt another marvel in the 21st century. It is as old as the species of human beings traces back. Since 9/11, the whole situation has been tough for a Muslim state to make sure to make a god fear-free impression around the globe. There are some ways, which can be adopted to deal with the dread mongering, from the agenda of military exercises. Pakistan has distinguished a counter dread-based persecution standard from 2002 to 2008. Previously General Ashfaq Pervez Kiyani (retired) started this movement and established a framework to put an end to all the dreadful, horrendous oppression to an end. The army duties related to the beheading of soldiers, Pakistan 9/11 (APS), and the attack on Char Sadh college, are an ongoing process. So, therefore, assess the execution of Z.E.A led by the departure of General Raheel Sharif, as a tactic for the Z.E.A task. The Z.E.A goal still has not been achieved due to the lack of trust between the military, ordinary Pakistani governments, the United States, and Afghanistan. Some peacemaking steps must be taken to calm the situation.

Research led to Detecting Grounds of Terrorism in Pakistan by Haider et al. (2015). They brought up the main objectives of the examination is to research out the private similar general explanations at the back of dread-based persecution, mainly to Pakistan. Eventually, the country is at a great loss due to these constant terrorist attacks, no matter how people absorb them. The fact that an examination concerning the purposes behind dread mongering is required, again and again at many events and gatherings assessments have been done to understand the reasons behind mental fighting, so a quantitative assessment prompted accumulate rank request data from the higher authority (Haider et al, 2015).

They argued that the statistics in results show that the evident reasons behind the psychological mistreatment indicate the nonappearance of the law approval, rejection, Pakistan's participation in the fight against fear, incorporation of remote areas, and no facility of jobs. The investigation collected some evidence that no reason is there to treat people with mental mistreatment, and one plan of fixing things might not cater to all. The whole investigation proposes a multifaceted progressively connected with definite into the staggering purposes behind dread-based mistreatment in Pakistan (Haider et al, 2015).

Question: "To what degree do you believe that Operation Z.E.A did by Pakistan? The military is demonstrating positive or negative outcomes?"

Figure 1: Gilani Research Foundation Poll (GRF Poll)



The G.T.I report (2016) tends to undermine military activities associated with a reduction in fear in Pakistan. Pakistani troops launched Operation Z.E.A in mid-2014 focusing on N.W. the Federally Administered Tribal Areas region, the area known as a shelter for activists. This has had a profound effect on Tehrik-I-Taliban, with military experts claiming that more than 3,000 people have been killed and that people have fled to Afghanistan to join the war. The reunion has been marred by controversy over the movement since the death of its pioneer Hakimullah Mehsud in a machine strike in November 2013. In 2015, the social event was less than 36 percent of the total, totaling 240 people. This is down from 59 percent of the pass rate, 544, in 2014 facing a sharp decline in the year.

Tehrik-I-Taliban went up against movement challenges following the death of its pioneer Hakimullah Mehsud by a machine strike in November 2013. This may make a significantly increasingly inconvenient situation for the Pakistani government in the coming years. The development in the spread of mental persecution is reflected in the not-too-bad assortment of dynamic social occasions. Similarly, to the Tehrik-I-Taliban, 23 unique social occasions presented an attack in 2015. This fuses eight different Baloch loyalist packs in the southwest, which together were at risk for 112 passing. Half of all ambushes in Pakistan are executed with the Usage of bombs or explosives. Of these, four percent are self-destruction bombings. Regardless, self-destruction bombings were ruinous: the 22 self-destruction bombings in 2015 showed up at the midpoint frequently going for each ambush. Strangely, all various attacks in Pakistan showed up at the midpoint shy of what one going for each ambush (G.T.I, 2016).

Hussain (2014) clarified that it viewed I.S. development as the aftereffect of the Middle East Civil War. However, the aggressors of the Islamic State (I.S.) bunch have extended the war from Iraq and Syria. The Paris assaults have changed the international security worldview. As indicated by him, the I.S. has —widen the waterfront and hones the polarization. Nobody could appraise that I.S. can do such sort of composed and awesome activist assaults. It has profited from the inter-press conflict between Saudi and Iran in the zone of the Middle East.

Furthermore, its occupation of oil assets, makes them monetarily ready to proceed with its suspicious exercises. In addition, he shows the signs and nearness of I.S. in Afghanistan, Pakistan, and the South Asian area. A large portion of the Pakistani Taliban and activists of different gatherings are joining the I.S., which is coming up short on the ancestral regions of Pakistan because of military activity. Therefore, this article gives us an unmistakable understanding of how the marvels of Middle Eastern psychological warfare turning into an international wonder and are affecting the South Asian locale (Hussain, 2014).

Zakaria (2015). In this article, he said that the U.S. is beginning a similar war, with similar energy against Islamic State, as it was against A-Q. He features that the U.S should comprehend, that it has not

exclusively to start a war, yet also, needs to end the war. In his view, it may happen that I.S. had slackened a portion of the ground domains, yet then again, it is falling back on fear-mongering abroad. By giving the reference of a creator, Fareed Zakaria features that at whatever point the U.S. utilized the —light-impression technique— Special Operations powers, undercover knowledge, and law implementation — it progressed admirably, and when it utilized coercive power and sent soldiers to the Muslim nations —A-Q has profited through expanded radicalization and extra enlists.

According to him, the U.S.A has not vanquished these activist gatherings significantly following 14 years of fighting in Iraq, Afghanistan, Syria, and different nations because of this motivation. He sees that working up a moderate Syrian armed force is a decent arrangement; however, history shows at whatever point outsiders have developed the nearby-armed force of a state, it needed authenticity. Finally, he insults by saying that battling in Syria is not a simple errand, and after some uncertain long stretches in the future individuals will ask the U.S. —How rapidly would you be able to pull back? (Zakaria, 2015).

On a similar issue, Monshipouri (2012) condemned his book, Bush association's approaches, especially in the Middle East. He reexamines the security to consolidate the protection of human rights. In this setting, he analyzes the limitations of the use of intensity, torment, and remotely constrained democratization and focuses on the conditions under which elective counterterrorism contraptions can be feasible. In any case, the yields that there is no straightforward response to the weights between human rights and security needs. He makes a dispute that to ensure security which atonements regular opportunities of people is not simply ill-advised at this point moreover politically hasty (Monshipouri, 2012).

Framing Theory

The framework is an extension of the theory of agenda setting. The concept of design is a second-order integral part of the theory of prioritization (Ghanim, 1997 Miller mentioned, 2001). The term “designing” refers to exit methods used by authors and various communicators to present information in a way that is consistent with the basic patterns already in place (Schumacher and Reiss, 1996). The framework can be described as a method by which different parts of an event are chosen and gradually given considerable pressure or criticism to show the problem, causes, proposed ethical choices, and reasonable ways of action and practice (Entman, 1993).

The theory of the "framing study" is shown by Goffman (1974), which provides a useful record of how we use the desire to understand customary conditions that exist overnight and everything in them (Baran and Davis, 2003). Social experience consists of plans, presented as models of commitment, which guide the enthusiastic conclusions we lead to events (Goffman, 1974). Gitlin (1980) stated that framing is "a state of enduring recognition, understanding, and presentation of affirmation, emphasis, and rejection, in which imaging professionals routinely organize the discussion, both verbally and visually." Herman (2000) defines state press serials as having the power to handle the photograph of every event in a new norm and standard. Entman (1997) also extracts another definition, which said, "Frames try to choose and highlight just any feature of this present reality and tarnish others that educate a credible story about the problem, its causes, magnitudes, consequences, and reparations." Saleem (2007) argues that press diagrams are opposites that reveal the "tone," "position," or "bearing" of the press's consideration of a particular event or problem. The edges can shape the shape that shows the press's perspective. Besides, Vliegthart and Schroder (2010) strive to show the national interests of each country, the political context, the framework of political beliefs or inclinations of the press's content creators, and the level of disagreement in each country that may affect the authentic assortment, the way each event occurs, and the way it was shown before the opening. Nelson et. al has reported that framing is the process by which producers of press content, e.g., news affiliations, etc., characterize and create "a policy issue or open debate." (Nelson et. al, 1997). Mughees (1991) describe that framing is a central search for the idea of message content that orders a particular circumstance and dictates what a particular case uses to decide, highlight, evade, and elaborate."

Method

The methodology is an efficient system that decides the parameters, manages, and goes before the investigation in the correct ways for new information. The examination philosophy is a deliberate method to take care of an issue. It is an investigation of considering how exploration is to be finished. The procedures wherein authorities approach depicting their work, explaining, and predicting ponders called to examine system. It is also framed as the examination of procedures by which data got. Its point is to give the work plan of examination (Rajasekar et al., 2006).

Quantitative Approach

The quantitative investigation manages affirmation or dis-affirmation of the speculation tried. Specialists utilized the quantitative technique to distinguish factors that they expect to use in their exploration work and continue with information assortment identified with those variables (Khalil et. al, 2018). Therefore, the researcher used the quantitative research approach to test the assumed hypothesis and described the study result correctly and according to the defined categories.

Content Method

As the intention of the study is, Analysis of Zarb-e-Azab in International elite Press and image of Pakistan. The study's nature requires content Analysis from selected press to determine the news framing and editorial page stories treatment. As defined in Book Content Analysis: Principles and Practices (2013), Content analysis is a way to deal with evaluating quantitative data by fundamentally arranging and contrasting things of data altogether by outlining them. The research used content analysis as a method and analyzed the data with the help of a coding sheet from selected E.P.

International Elite Press

The international elite press are the New York Times (N.Y.T), The Sun, Global Times (G.T), and Times of India (T.O.I).

Time Slot and Sample Size

The researcher took a time slot from 15th June 2014 to 31st December 2016 for data collection from the selected elite press. Researcher analyzed each and every newspaper in this time slot.

Sampling Technique

Researcher used the simple random sampling technique to collect the data from internal elite press.

Categories

The categories are terrorism activity control, economic Improvement, Issues of Politics, Social situation of Pakistan, Success level of Operation, and Improvement in Foreign relations.

After collection researcher used SPSS and presented data in table form.

Results

Table 1: News Stories and Editorial Page Items Operation Z.E.A (15th June 2014 to 31st December 2016)

		Selected E.P				Total
		N.Y.T (U.S.A)	The Sun (U.K)	G.T (China)	T.O.I (India)	
Unit of Analysis	Editorial Page	3	0	0	0	3
		5.2%	.0%	.0%	.0%	5.2%
	News	14	2	18	21	55

	24.1%	3.4%	31.0%	36.2%	94.8%
Total	17	2	18	21	58
	29.3%	3.4%	31.0%	36.2%	100.0%

Table 1. illustrates that there were 3 stories published on the editorial page in the N.Y.T (U.S.A) about the situation during Operation Z.E.A in Pakistan from 15th June 2014 to 31st December 2016. Meanwhile, 14, 2, 18, and 21 news stories were published in the N.Y.T (U.S.A), The Sun (U.K), G.T (China), and T.O.I (India) respectively regarding the situation during Operation Z.E.A in Pakistan.

Table 2: *Terrorism Activity Control*

Terrorism Activity Control			Selected E.P				Total
			N.Y.T (U.S.A)	The Sun (U.K)	G.T (China)	T.O.I (India)	
Positive	Unit of Analysis	Editorial	1	0	0	0	1
		Page	2.9%	.0%	.0%	.0%	2.9%
		News	10	2	18	3	33
			29.4%	5.9%	52.9%	8.8%	97.1%
	Total	11	2	18	3	34	
			32.4%	5.9%	52.9%	8.8%	100.0%
Neutral	Unit of Analysis	News				3	3
						100.0%	100.0%
	Total				3	3	
					100.0%	100.0%	
Negative	Unit of Analysis	Editorial	2			0	2
		Page	9.5%			.0%	9.5%
		News	4			15	19
			19.0%			71.4%	90.5%
	Total	6			15	21	
			28.6%		71.4%	100.0%	

Table 2. points out that there was 1 editorial page story and 10 news stories published in the N.Y.T (U.S.A), that addressed the terrorism controlled in Pakistan during Operation Z.E.A. In the same period, 2 editorial page stories and 4 news stories in the same press were published that talked about terrorism is not controlled in Pakistan during operation Z.E.A. 18 news stories were published in G.T (China) in which Framed Terrorism controlled in Pakistan. However, 15 pieces of news published in T.O.I (India) presented that terrorism is not controlled in Pakistan during the Operation Z.E.A campaign. However, 2 news stories were published in the Sun (U.K) in favor of terrorism controlled in Pakistan during Operation Z.E.A.

Table 3. *Economic Improvement*

Economic Improvement				Selected E.P	Total
				G.T (China)	
Positive	Unit of Analysis	News	Count	2	2
			% of Total	100.0%	100.0%
	Total		Count	2	2
			% of Total	100.0%	100.0%

Table 3. Describes that 2 news stories published in G.T (China) addressed the Pakistan economy as stable and growing during Operation Z.E.A.

Table 4: *Issues of Politics*

Issues of Politics			Selected E.P				Total
			N.Y.T (U.S.A)	The Sun (U.K)	G.T (China)	T.O.I (India)	
Positive	Unit of Analysis	Editorial Page	1	0	0		1
			4.5%	.0%	.0%		4.5%
		News	4	1	16		21
			18.2%	4.5%	72.7%		95.5%
Total			5	1	16		22
			22.7%	4.5%	72.7%		100.0%
Negative	Unit of Analysis	Editorial Page	1			0	1
			14.3%			.0%	14.3%
		News	4			2	6
			57.1%			28.6%	85.7%
Total			5			2	7
			71.4%			28.6%	100.0%

Table 4. clarifies that 16 news stories published in G.T (China), conversed political situation and stability issues in the positive manner of Pakistan during operation Z.E.A. However, 1 editorial page story and 4 news stories published in the N.Y.T (U.S.A) discussed the political situation and stability issues in a positive style in Pakistan during operation Z.E.A. So far, 1 editorial page story and 4 news stories published in the N.Y.T (U.S.A) discussed the political situation and stability issues in the negative style of Pakistan during operation Z.E.A. At the same time, 2 news stories were published in T.O.I (India) which conferred political situation and stability issues in the negative approach of Pakistan during operation Z.E.A. Only 1 news story was published in The Sun (U.K) that talked and discussed the political situation and stability issue in a positive style in Pakistan during operation Z.E.A.

Table 5: *Social Situation of Pakistan*

Social Situation of Pakistan I			Selected E.P			Total
			N.Y.T (U.S.A)	G.T (China)	T.O.I (India)	
Positive	Unit of Analysis	Editorial Page	1	0	0	1
			9.1%	.0%	.0%	9.1%
		News	0	7	3	10

			.0%	63.6%	27.3%	90.9%
	Total		1	7	3	11
Neutral	Unit of Analysis	News	9.1%	63.6%	27.3%	100.0%
			1		3	4
			25.0%		75.0%	100.0%
	Total		1		3	4
Negative	Unit of Analysis	Editorial Page	25.0%		75.0%	100.0%
			2		0	2
		News	14.3%		.0%	14.3%
			4		8	12
			28.6%		57.1%	85.7%
Total		6		8	14	
			42.9%		57.1%	100.0%

Table 5. shows that 1 editorial page story, 7 and 3 news stories published in the N.Y.T (U.S.A), G.T (China), and T.O.I (India) respectively, discussed that the social situation is peaceful in Pakistan in a Positive way during Operation Z.E.A. Meanwhile, 1 and 3 news stories were published in N.Y.T (U.S.A) and T.O.I (India) and presented Pakistan's social situation neutrally during the operation Z.E.A. While 2 editorial page stories and 4 news stories were published in the N.Y.T (U.S.A). These stories clarified Pakistan's social situation negatively during operation Z.E.A. At the same time, 8 news stories were also published by T.O.I (India) that make clear Pakistan's social situation in a negative way during operation Z.E.A

Table 6: *Success Level of Operation*

Success Level of Operation			Selected E.P				Total
			N.Y.T (U.S.A)	The Sun (U.K)	G.T (China)	T.O.I (India)	
Positive	Unit of Analysis	Editorial Page	1	0	0	0	1
			2.9%	.0%	.0%	.0%	2.9%
	News	10	2	18	3	33	
		29.4%	5.9%	52.9%	8.8%	97.1%	
Total			11	2	18	3	34
			32.4%	5.9%	52.9%	8.8%	100.0%
Neutral	Unit of Analysis	News				1	1
						100.0%	100.0%
	Total				1	1	
					100.0%	100.0%	
Negative	Unit of Analysis	Editorial Page	2			0	2
			8.7%			.0%	8.7%
	News	4			17	21	
		17.4%			73.9%	91.3%	
Total			6		17	23	
			26.1%		73.9%	100.0%	

Table 6. shows that 1 editorial page story and 11 news stories published in the N.Y.T (U.S.A), briefly explain and disclosed that the Pakistan military successfully smash militants during the operation Z.E.A. At the same time 18, 3, and 2 news stories were published in G.T (China), T.O.I (India), and The Sun (U.K) respectively. These press accepted that Pakistan's military successfully hit militants during the operation Z.E.A. However, 2 editorial page stories and 4 news stories were published in the N.Y.T (U.S.A), and 17 news stories were published in T.O.I (India). Both press news stories also disclosed that the Pakistan military failed against militants during operation Z.E.A.

Table 7: *Improvement in Foreign Relation*

Improvement in Foreign Relations			Selected E.P			Total
			N.Y.T (U.S.A)	G.T (China)	T.O.I (India)	
Positive	Unit of Analysis	News	6	9	1	16
			37.5%	56.2%	6.2%	100.0%
	Total		6	9	1	16
			37.5%	56.2%	6.2%	100.0%
Neutral	Unit of Analysis	News		1		1
				100.0%		100.0%
	Total			1		1
				100.0%		100.0%
Negative	Unit of Analysis	News		1	5	6
				16.7%	83.3%	100.0%
	Total			1	5	6
				16.7%	83.3%	100.0%

Table 7. reflects that 9 news stories were published in G.T (China), 6 news stories were published in the N.Y.T (U.S.A), and 1 news story was published in T.O.I (India). These news stories indicated that Pakistan's foreign relations improved with other countries during operation Z.E.A. However, 1 news story published in G.T (China) assumed a neutral standpoint regarding Pakistan's international relations improvement with other countries during operation Z.E.A. While 1 news story was published in G.T (China) and 5 news stories were published in T.O.I (India). These stories addressed that Pakistan's foreign relations did not improve with other countries during operation Z.E.A.

Discussion

This study investigated during Operation Z.E.A, the framing of Pakistan Image in selected E.P 58 stories (including news and editorial page stories) published in the selected international E.P about the Image of Pakistan during Operation Z.E.A. N.Y.T (U.S.A), The Sun (U.K.), and G.T. (China) published 31 stories respectively, framed the terrorism controlled in Pakistan during Operation Z.E.A. Though 15 news published in T.O.I (India) in which it was presented that terrorism is not controlled in Pakistan during the Operation Z.E.A campaign. However, two news stories were published in G.T (China) about the economic growth of Pakistan during Operation Z.E.A. Therefore, the researcher cannot generate the result due to a smaller quantity of data. Twenty-two stories published in G.T. (China), N.Y.T (U.S.A), and The Sun (U.K.), conversed about the political situation and stability issues positively in Pakistan during Operation Z.E.A. Meanwhile, seven news stories were published in T.O.I (India) and the N.Y.T (U.S.A), which conferred political situation and stability issues in the negative approach of Pakistan during Operation Z.E.A.

On the social situation of Pakistan, ten news stories published in G.T. (China) and T.O.I (India), respectively, discussed the peaceful and Positive way during Operation Z.E.A. While 14 news stories

were published in the N.Y.T (U.S.A) and T.O.I (India), respectively. These stories negatively clarified the Pakistan social situation during Operation Z.E.A. On the success level of the military operation in Pakistan during Operation Z.E.A GT (China), N.Y.T (U.S.A), and The Sun (U.K.) respectively published 32 stories. These press accepted that the Pakistan military successfully hit and smash militants during Operation Z.E.A, although 17 news stories were published in T.O.I (India) and disclosed that the Pakistan military failed against militants during Operation Z.E.A. Fifteen stories were published in G.T (China) and N.Y.T (U.S.A). These news stories indicated that Pakistan's international relations improved with other countries during Operation Z.E.A. At the same time, five news stories were published in T.O.I (India) which it was addressed that Pakistan's international relations were not improving with other countries during Operation Z.E.A.

H1-U.S.A press framed the Positive image of Pakistan during operation Z.E.A

This hypothesis was approved because N-Y-T (U.S.A) published 11 stories out of 17 that positively framed Pakistan's Image during Operation Z.E.A.

H2-U.K press framed the Positive image of Pakistan during operation Z.E.A

The second hypothesis, the researcher cannot approve or disapprove cause of less quantity of data. There were only two news stories published in The Sun (U.K.). Therefore, it is hard to generate any result on a smaller amount of data

H3-Indian press framed the Positive image of Pakistan during operation Z.E.A

The third hypothesis was approved because G-T (China) published 18 stories out of 18 that positively framed Pakistan's Image during Operation Z.E.A.

H4-Pakistani press framed the Positive image of Pakistan during operation Z.E.A

The fourth hypothesis was disapproved because the T-O-I (India) published 16 stories out of 21 that negatively framed Pakistan's Image during Operation Z.E.A.

Conclusion

It is determined that the Image of Pakistan positively improved overall internationally. The N.Y.T and G.T admired Pakistan's military efforts. There was a decline in casualties from the acts of terrorism due to Operation Zarb-E-Azab. The positive image of Pakistan establish among the international community and establishing a healthy relationship with other countries also upgraded after the successful military Operation Zarb-E-Azab against terrorist groups. While The Times of India still framed and associated Pakistan's Image with the terrorism battleground. U.S.A security departments recognized and appreciated the Pak civil leadership and military role in action against terrorism.

Operation Z.E.A did the extinction of the militant groups and made Pakistani society peaceful and full of harmony as well as developed healthy foreign relations. As clearly stated in The G.T.I, 2015, the analysis conducted describes, "Pakistan was the main nation in the ten most affected nations that saw a decrease in passing's and as needs are it dropped from third to fourth." While after finishing one year of Operation Z.E.A, G.T.I 2017 report also admired Pakistan's military efforts. There was a decline in casualties from the acts of terrorism due to Operation Z.E.A by the Pakistani Army, (a military exertion that began in mid-2014). The campaign concentrated on hardcore areas of militants in the N-W region. Because of this Operation, the military gauges that more than 3,500 TTP militants were killed during the Operation. Both reports of 2013 and 2017 G.T.I (2017), clearly showed Pak terrorist state declined from 9.074 to 6.813, which is a huge achievement. It made Pakistan come to 13th from 2nd place on the terrorism list. Now Pakistan is among the international community and establishing a healthy relationship with other countries also upgraded after the successful military Operation Z.E.A against terrorist groups.

Conflict of Interest

Authors have no conflict of interest.

Funding Source

The authors received no funding to conduct this study.

ORCID iDs

Syed Ali Hassan Shah¹  <https://orcid.org/0000-0003-1211-5828>

References

- Ahmad, G. O., Alam, M., Ahmad, A., & Shah, A. (2013). Regional Geo-Strategic Challenges and Opportunities for China-Pakistan Cooperation. *China-Pakistan Joint Think Tank*.
- Ahmad, R. (2021). Portrayal of Operation Zarb-E-Azab in Pakistani Print Media: A Comparative Study of Daily Jang and Daily Dawn. *Print, Radio, TV & Film Studies*, 2, 21–32.
- Al Jazeera. (Oct 29, 2009). Pakistan mourns bomb victims. English. Retrieved 2011-03-17.
- Albritton, R. B., & Manheim, J. B. (1985). Public Relations Efforts for the Third World: Images in the News. *Journal of Communication*, 35(1), 43-59.
- Alitavoli, R. (2020). Framing the news on the Syrian War: A comparative study of antiwar.com and cnn.com editorials. *Media, War & Conflict*, 13(4), 487-505.
- Baber, M. Z. Q. (2021). Portrayal of Involvement of Foreign Intelligences in Talibanization in Pakistan. *Human Nature Journal of Social Sciences*, 2(2), 42–56.
- Dourish, P., & Mazmanian, M. (2011). Media as material: Information representations as material foundations for organizational practice. *Third international symposium on process organization studies*, Vol. 92.
- El Damanhoury, K., Winkler, C., Kaczkowski, W., & Dicker, A. (2018). Examining the military–media nexus in ISIS’s provincial photography campaign. *Dynamics of Asymmetric Conflict*, 11(2), 89-108.
- Entman, R. M. (1991). Framing U.S. Coverage of International News: Contrasts in Narratives of the KAL and Iran Air Incidents. *Journal of Communication*, 41(4), 6-27.
- Entman, R. M. (1993). Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication*, 43(4).
- Entman, R M. (1997). *African Americans According to TV News*. Everette E. Dennis and Edward C. Pease (eds.), *the Media in Black and White*. New Brunswick, N.J. 29–36
- G.T.I (2015). Measuring and Understanding the Impact of Terrorism. *Institute for Economics and Peace*. Retrieved from www.economicsandpeace.org
- G.T.I (2016). Measuring and Understanding the Impact of Terrorism. *Institute for Economics and Peace*. Retrieved from www.economicsandpeace.org
- G.T.I (2017). Measuring and Understanding the Impact of Terrorism. *Institute for Economics and Peace*. Retrieved from www.economicsandpeace.org
- Ghanem, S. I. (1997). Media coverage of crime and public opinion: An exploration of the second level of agenda-setting.

- Ghazanfar, S. (2016). Operation Zarb-e-Azb: Two years of Success, *The Nation Report*, Published Sept 6, 2016 Retrieved from <https://nation.com.pk/06-Sep-2016/operation-zarb-e-azb-two-years-of-success>
- Gitlin, T. (1980). *The Whole World is watching: Mass Media in the Making and the Unmaking of the New Left*. Berkeley: University of California Press.
- Goffman, E. (1974). *Frame analysis*. NY: Harper Colophon
- Haider, S., de Pablos Heredero, C., Ahmed, M., & Dustgeer, S. (2015). Identifying Causes of Terrorism in Pakistan. *Dialogue (Pakistan)*, 10(3).
- Hameed, S. (2012). Prospects for Indian-Pakistani Cooperation in Afghanistan. *Center for Strategic and International Studies*.
- Hamza, H. (2017). Operation Zarb-e-Azb: A Success Story of Pakistan Military Forces in FATA, *Al-Khair University, Azad Jammu & Kashmir, Bhimber*.
- Herman, E. S. (2000). The Propaganda Model: A Retrospective, *Journalism Studies*, 1(1), 101–120.
- Hussain, N. (2014). Pakistan Military Reports 105 Killed in Airstrikes on Militants' Hideouts. *Washington Post*. (Posted 2014-06-16 02:20:08) Pakistani Fighter Jets Pounded the Hideouts of Foreign and Local Militants in the Country's North Waziristan Region
- Iqbal, Z. (2012). US Image in Pakistani Print Media: Framing Analysis of the Editorials of Dawn, The News and The Nation.
- Javed, A. (2017). Pakistan Counter Terrorism Policy since Zarb-i-Azab: Challenges and Prospects for Peace and Security. *Journal of Politics and International Studies*, 3(1).
- Kalsi, A. R. (2017). No End in Sight: A Critical Discourse Analysis of US National Newspaper Coverage of the Iraq War. *Doctoral dissertation, University of South Carolina*.
- Khalil, S. M., Ullah, O. B. A. I. D., & Khalil, D. S. H. (2018). The effect of customer loyalty programs on customer retention in Pakistan. *Journal of Business and Tourism*, 4(2), 237-251.
- Khan, A.W., Javed, M.N., Safdar, G. (2017). Role of Print Media in Pak-India Water Dispute: A Study of The Nation and The Hindu 2010-2014. *Global Media Journal Pakistan Edition*, 10(2), 1-26.
- Kress, G., & Van Leeuwen, T. (2020). *Reading images: The grammar of visual design*. Routledge.
- Majid, A. R., & Ramaprasad, J. (2000). Framing Beijing: Dominant ideological influences on the American press coverage of the fourth UN Conference on Women and the NGO Forum. *Gazette (Leiden, Netherlands)*, 62(1), 45-59.
- Mazumdar, A. (2021). India in the United States Press: Framing US South Asia policy. *South Asia Research*, 41(1), 87-99.
- Miller, K. (2001). *Communication Theories: Perspectives, Processes, and Contexts* 1st Edition
- Monshipouri, M. (2012). *Terrorism, Security, and Human Rights: Harnessing the Rule of Law*. Boulder, CO: Lynne Rienner Publishers.
- Mughees-uddin. (1991). The relationship between a nation's foreign policy and its press: The case of Pakistan and the New York Times and the Time of London in 1980. *Unpublished master's thesis, The University of IOWA*. USA
- Nelson, T. E., Clawson, R. A., & Oxley, Z. M. (1997). Media framing of a civil liberties conflict and its effect on tolerance. *American Political Science Review*, 91(3), 567-583.

- Norris, P. (1995). The restless search light: Network news framing of the post-Cold War world. *Political Communication*, 12, 357-470.
- Rajasekar, S., Philominathan, P., & Chinnathambi, V. (2006). Research methodology. Retrieved from arXiv preprint physics/0601009.
- Roman, N., Wanta, W., & Buniak, I. (2017). Information wars: Eastern Ukraine military conflict coverage in the Russian, Ukrainian and US newscasts. *International Communication Gazette*, 79(4), 357-378.
- Safdar, G. Khan, A.W., Ashraf, A. (2017). Image of war on terrorism into the minds of Pakistani people. *The Government: Research Journal of Political Science*, 6, 81-94.
- Safdar, G., Abbasi, A., Ahmad, R. (2018). Media VS Political Leaders: Contribution in Democratic System. *Sociology and Anthropology*, 6(6), 517-525.
- Safdar, G., Shabir, G., Khan, A. W. (2016). Media and Political Parties Two Sides of Coins in Democracy. *Sociology and Anthropology*, 4(8), 669-678.
- Safdar, G., Shabir, G., Khan, A.W. (2018). Media's Role in Nation Building: Social, Political, Religious and Educational Perspectives. *Pakistan Journal of Social Sciences (PJSS)*, 38(2), 387-397.
- Saleem, N. (2007). U.S. media framing of foreign countries image: An analytical perspective. *Canadian Journal of Media Studies*, 2(1), 130-162.
- Schröder, N. (2010). *Framing disaster: images of nature, media, and representational strategies in Hollywood disaster movies*. In *Local natures, global responsibilities*. Brill. 289-306
- Shabir, G., Khan, A.W., Adnan, M., Safdar, G. (2014). A Comparative Analysis of the Editorials of "The Nation" and "The News" The Case Study of Pak-India Relations Issues (2008-2010). *Journal of Political Studies*, 21(1), 41-59.
- Shabir, G., Safdar, G., Hussain, T., Imran, M., Seyal, A.M. (2015). Media Ethics: Choosing the Right Way to Serve. *Research on Humanities and Social Sciences*, 5(3), 80-85.
- Shabir, G., Safdar, G., Imran, M., Seyal, A.M., Anjum, A.A. (2015). Process of Gate Keeping in Media: From Old Trend to New. *Mediterranean Journal of Social Sciences*, 6(1S1), 588-593.
- Shabir, G., Safdar, G., Jamil, T., Bano, S. (2015). Mass Media, Communication and Globalization with the perspective of 21st century. *New Media and Mass Communication*, 34, 11-15.
- Shabir, G., Safdar, G., Seyal, A.M., Imran, M., Bukhari, A.R. (2015). Maintaining Print Media in Modern Age: A Case Study of Pakistan. *Asian Journal of Social Sciences and Humanities*, 4(2), 194-202.
- Tuchman, G. (1978). *Making news: A study in construction of reality*. New York: Free Press.
- Zakaria, (2015) Lesson from the War against Al-Qaeda. The Washington Post Retrieved from https://www.washingtonpost.com/opinions/lessons-from-the-war-against-al-qaeda/2015/11/19/cc4dcedc-8ef1-11e5-acff-673ae92ddd2b_story.html. Retrived: 12-22-2018