

# Portrayal of Operation Zarb-E-Azab in Pakistani Print Media: A Comparative Study of Daily Jang and Daily Dawn

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## ABSTRACT

Pakistan is 7<sup>th</sup> atomic power and second largest Muslim country in the world. It has faced many problems from the time of its birth. But in the current time, terrorism is the major cause of unrest, insecurity, financial loss and instability in the Pakistan. The current study explored the editorial treatment of print media in portraying operation Zarb-e-Azab. The study was based on content analysis methodology and editorials of two Pakistani newspapers were selected of daily Jang and daily Dawn. The study was conducted under the light of “*Framing Theory*” that how Pakistani print media has framed the issue of operation Zarb-e-Azab during the selected period of June 15, 2014 to June 15, 2015. The study concluded that both newspapers gave handsome space this issue in their editorials and portrayed this issue as positive and considered it necessary for the development of Pakistan but suggested some measures to windup this operation with the better results.

**Keywords:** Operation Zarb-e-Azab, Terrorism, Print media, Editorials, National interest

## Introduction

Terrorism is a universal challenge. This danger has been roofed over all worlds from several years. Terror campaign exists in several types with various causes linked with many special kinds of groups (Safdar *et al.*, 2017). While the history of terrorism is very old. But the word “War on Terror” introduced by president George W Bush announced it after 9/11 attack. Some militant groups were established in the reaction of this international war.

These militant groups were mostly based on certain beliefs as regards religious, political, cultural and social values. Most important and special work of these organization to end the supremacy of the super power that named is America. By geographically Pakistan territory is situated in an area where the central Asia, Gulf and south Asia territories are linked to Pakistan (Siddiq, 2011; Shabir *et al.*, 2014).

After 9/11 attack according to geopolitical circumstances Pakistan state was a key ally for America to counter the terrorist in war on terror. In this era Pakistan government announced to help the America in war on terror against these fundamentalist and militant groups. Pakistan became a front-line Alliance in war on terror. Pakistan full helped to America and their NATO forces in war on terror against and come

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to an end Afghan Taliban in Afghanistan state and some local terrorist organizations in Pakistan (Ruchman, 2005; Khan *et al.*, 2017; Safdar *et al.*, 2016).

When Pakistan has been front-line state with America in war on terror issue then Pakistan makes the counter terrorism policies. These are beneficial for both Pakistan and America in war on terror for peace building. Terrorism wants to be confronted every aspect and in all its kinds that are political, religiously, regional, sectarian, domestic, National and international.

Through it is really true that Terrorism has no boundaries but the fact is that true with the help of correct and proper policies and mutual co-operation fully overcome and finishing the war on terror. The role of media at global level increased due to violent incident that threat the nation by extremism, Talibanization, terrorism and radicalization. It's worth increased after 9/11 incident by which conflict raised worldwide due tag of Taliban militants (Robinson, 1989).

The population of Pakistan about 190 million, which is combination of different ethnic, religious and political groups. Due to these various groups in Pakistan facing many challenges nationally and internationally. These phenomena create big challenges for media for balancing the issues about Talibanization and terrorism.

Media is playing a role as a weapon that solves the conflict among general public and government. It acts as a role of mediator whose target is to resolve the conflict and build peace in the civil society. Many researchers elaborate the development of media in economical social and politics spheres being a player of information transformation (Shabir *et al.*, 2015c). Due to constant changes in the world scenario. Media draw meaning from it make it understandable for divers' situation. (Howard, 2002; Shabir *et al.*, 2015)

Pakistani media has more power about free speech and support of political leaders. There are many media institutions, NGO's and government department who work for peace in society nationally and internationally. Media tells the main story about event which we see and hear by it. Many journalists of media shape the information in sequence by their experience in special field and for their economic interests. Due to increasing trend of media of corporate world control on media. Having ability to make the different views of stories which are covered (Shoemaker, Reese, 1996; Shabir *et al.*, 2015a).

### ***Defining Zarb-e-Azab Operation***

“Operation Zarb-e-Azab is a joint military offensive that being conducted by the Pakistan Armand forces against various militant groups including the Tehrik-i-Taliban Pakistan, The Islamic Movement of Uzbekistan, the East Islamic Movement, Lashkar-e-Jhangvi, Al-Qaeda and Haqani Network”. “Zarb-e-Azab mean “Sharp and cutting strike” also refers to the sword owned by the Islamic Prophet Muhammad (S.A.W) which he used in the battles of Badr and Uhud (Wikipedia)”.

### ***Significance of the Study***

Daily Dawn and Daily Jang are two leading newspapers of Pakistan and have large circulation among readers (Shabir *et al.*, 2015b). Highlighting an issue is trick and is way to provide information to reader with objectivity and accuracy. Terrorism is an important issue of Pakistan that have caused heavy loss of lives and economy of Pakistan. This study explores the key issue of operation Zarb-e-Azab portrayed by the leading newspapers. This study consisted on content analysis of both newspapers i.e. The Dawn and Daily Jang on the issue of operation Zarb-e-Azab that how these both leading newspapers highlight the issue under study. In this way, study will conclude that how much this operation important is and which factors are affected most. Furthermore, this study will also suggest some measure to eradicate terrorism in Pakistan.

## ***Statement of Problem***

Every country is trying to making development and provide facilities to the citizens as much as it can. Terrorism is disease that have affected every corner of the world especially South Asia. In this way, Pakistan has affected most. In response of terrorism, every country has taken action against that groups that try to disturb the functionality of country. Operation Zarb-e-Azab is also one of these steps which aim to eradicate terrorism form Pakistan. About any issue media plays vital role. So, the researcher noticed that how Pakistani newspapers have highlighted the operation Zarb-e-Azab and what was the key facts about this issue.

## ***Objectives of the Study***

1. To explore qualitative treatment of Daily Jang and Daily Dawn about Operation Zarb-e-Azab.
2. To explore quantitative coverage of Daily Jang and Daily Dawn about Operation Zarb-e-Azab during study period from June 15, 2014 to June 15, 2015.
3. To analyze how the Daily Jang and daily Dawn treated operation Zarb-e-Azab during the selected time period.
4. To find out which major factors highlighted in editorials of Daily Jang and Daily Dawn about operation Zarb-e-Azab.
5. To explore the editorial treatment of Daily Jang and Daily Dawn about the success of Operation Zarb-e-Azab.
6. To explore the role of government and Pak Army in Operation Zarb-e-Azab.
7. To know about the overall role of media about operation Zarb-e-Azab.

## ***Review of Literature***

Roth, Stain and Arquilla (2012) Problem of afghan Taliban was started at the time of Osama bin laden sheltered by them because they want to build new government under the leadership of Hamid Karzai. Pakistan government not support this action because they know that it is a cause of tension with other groups like Haqani Quetta Shura.

Bergen (2011) put light on issue of war on terror. After 9/11 the terrorist attacks regularly mainly targeted in Pakistan. He says that all the bigger attacks sported by the bigger groups or organization behind it. 9/11 is the most suitable example of the larger organization and preplanned biggest attack and same it small level attacks are beheaded by small organization or small militant groups.

Giustozzi (2009) TTP is the radical organization which is made by several militant groups. It is neither afghan Taliban nor Al-Qaida but it is separate activist group under the leadership of Baitullah Masood and their main purpose to oppose Pakistan government and implement their law of Sheria.

Ilahi (2010) TTP is the emergent threat for Pakistan and international community. TTP and al-Qaida mostly active in triple areas of Pakistan. They enter in Pakistan in 2001 when American forces conduct operation in Afghanistan. Infect some local people support the TTP and afghan Taliban for organized working. Because many members of TTP were working at that time in Pakistan so it becomes biggest threat of the world for Pakistan to handle it. Their main purpose of support to withdraw the US forces from Afghanistan.

Pande (2011) TTP developed in Pakistan in 2001 when American attacks on Afghanistan due to the combination of afghan Taliban and al-Qaida. Pakistani wanted to maintain their relation with TTP due to long previous relations with them. Their foreign policy also supports these radical groups due to weak and India border for surveillance.

Fair (2010) Baitullah Masood and his leader ship liable for attacks in Pakistan from 2006 to onward. They support many leaders to sustain their terrible activities at large level. There were many ways adopt to finish the TTP but failed by the Pakistani government.

Cohen (2011) TTP think that Pakistan is the servant of America due to which oppose it. Siddiqarevels that afghan Taliban and Pakistan Taliban are different. They have not same interest for attack on Pakistan. They have different political interests.

Wade and Malijevic (2010) Al-Qaida was founded by the Osama bin laden in 1988. It is Islamism militant group to gain sympathy of moderate Muslims. Involvement of western countries with Arab countries to maintain these types of groups for counter measure of terrorism. Main purpose of al-Qaida is to minimize the control of western countries over Muslims countries.

Roy (2004) Many conflict for Al-Qaida was created due to wrong western policies for Muslim Umahs. They want to impose destructive policies on Muslim countries to weak the economic stability in the word. Pap (2005) Al-Qaida having no policy for achieving strategic goals. These goals to made force for battles from different united nations and western countries.

Habaek( 2006)Jihadi groups having their own ideology about Islam and jihad. But Al-Qaida ideology is to believe in one Allah, struggle and Islamic state for survival. They believe that only worship of god is true. We are all believers and go to jannah which is the right path for us. Helmes (2005) Al-Qaida wants to end up the support of force of United States for Egypt and Israel. Due to this objective, they have secular aim of war.

Rehman (2011) Al-Qaida having ideology which is based on Osama bin laden fatwas. Their ideology focused on western countries which are most cause of terrorism. They want to make ideal ideology to maintain the Islamic government. In the countries and resist the west and Israel. Main purpose of resistance of western is the attacks on Madaris and Masjid in the Pakistan due to weak Afghan border.

### ***Hypotheses***

*H1:* It is more likely that Daily Jang published more editorials on operation Zarb-e-Azab as compare to Daily Dawn.

*H2:* It is more likely that role of government and Pakistan army in operation Zarb-e-Azab is the major focus of both newspapers.

*H3:* It is more likely that both newspapers portrayed operation Zarb-e-Azab positively.

### ***Research Questions***

*Q1:* What are the main issues that discussed by Daily Jang and Daily Dawn about operation Zarb-e-Azab?

*Q2:* How much editorials published by Daily Jang on the issue of Operation Zarb-e-Azab during the selected period?

*Q3:* How much editorials published by Daily Dawn on the issue of Operation Zarb-e-Azab during the selected period?

*Q4:* What is the role of both newspapers about operation Zarb-e-Azab?

### ***Theoretical Framework***

Framing in communication means how media gives importance of particular issue and sometime silent them. It is also known as media frame. Frame in thought means some individuals focus on certain issue which are mostly repeated by media experts. In this way by continues repeated event raised by media change the thoughts of individuals for interpretation of it (Entman, 2009). The current research study related to the framing theory that how Pakistani newspapers Daily Dawn and Daily Jang frame the image of operation Zarb-e-Azab conducted by Pakistan army to eradicate terrorism from Pakistan.

### ***Research Methodology***

It is also called the plan of study. In research methodology, researcher is bound to follow the specific procedures that are well defined to complete the all steps of research. In the current research study, researcher has employed the methodology of content analysis. To collect the data, the researcher chose

two national newspapers to check the view point of newspaper in their editorials regarding operation Zarb-e-Azab during the period of June 15, 2014 to June 15, 2015.

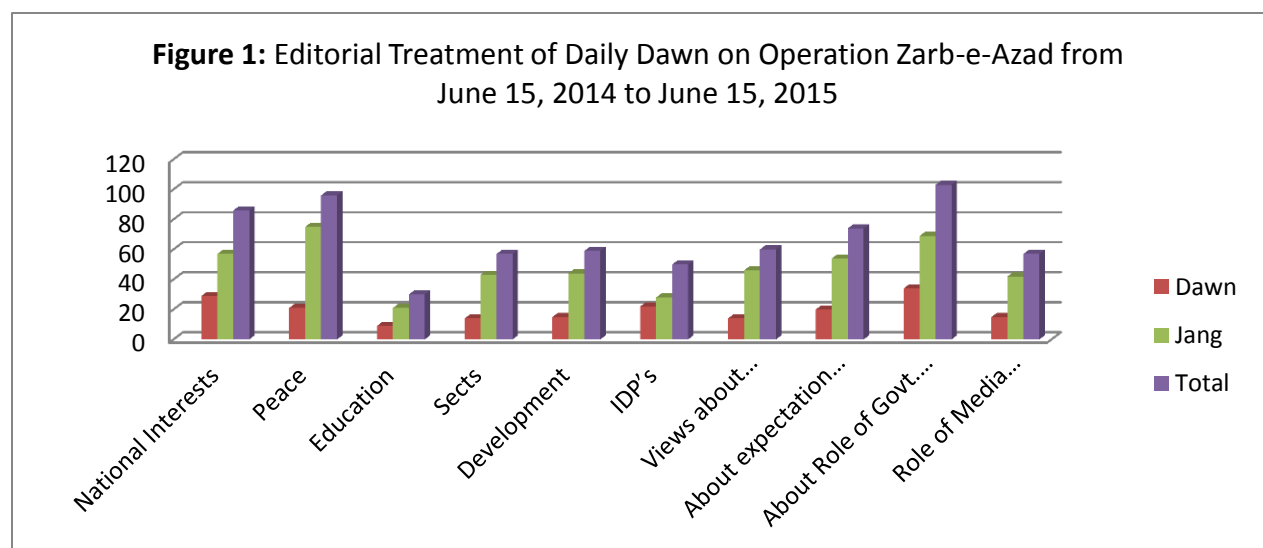
The researcher has selected the all editorials of Daily Dawn and Daily Jang about research topic operation Zarb-e-Azab. No sampling technique is used. In this way it is census study. The researcher has made coding sheet as research tool. Research tool was categorized into ten core segments resulted operation Zarb-e-Azab. These ten core elements were national interest, peace, education, sects, development, IDP's, views about starting Zarb-e-Azab, About expectations of its success, about the role of government and army in operation Zarb-e-Azab and role of media about operation Zarb-e-Azab.

## Findings

Table 1: *Editorial Treatment of Daily Dawn and Daily Jang on the issue of Operation Zarb-e-Azab from June 15, 2014 to June 15, 2015*

News Paper	National Interests	Peace	Education	Sects	Development	IDP's	Views about Starting Zarab-e-Azab	About expectation of its Success	About Role of Govt. and Army in Operation Zarab-e-Azab	Role of Media about operation Zarab-e-Azab
Dawn	29	21	9	14	15	22	14	20	34	15
Jang	57	75	21	43	44	28	46	54	69	42
<b>Total</b>	<b>86</b>	<b>96</b>	<b>30</b>	<b>57</b>	<b>59</b>	<b>50</b>	<b>60</b>	<b>74</b>	<b>103</b>	<b>57</b>

Note: The above frequency distribution table shows the overall qualitative treatment of both newspapers on the issue of operation Zarb-e-Azab during the period of June 15, 2014 to June 15, 2015. By analyzing the twelve months analysis, results showed that both newspapers highlight National interests in 86 editorials written on operation Zarb-e-Azab issue, peace in 96 editorials, education in 30 editorials, wrote about sects in 57 editorials, about development in 59 editorials, about IDP's in 50 editorials, views about starting Zarb-e-Azab in 60 editorials, about expectation of its success in 74 editorials, about role of government and army in Zarb-e-Azeb in 103 editorials and role of media about operations Zarb-e-Azab in 57 editorials written on the issue of operation Zarb-e-Azab during the period of June 15, 2014 to June 15, 2015.

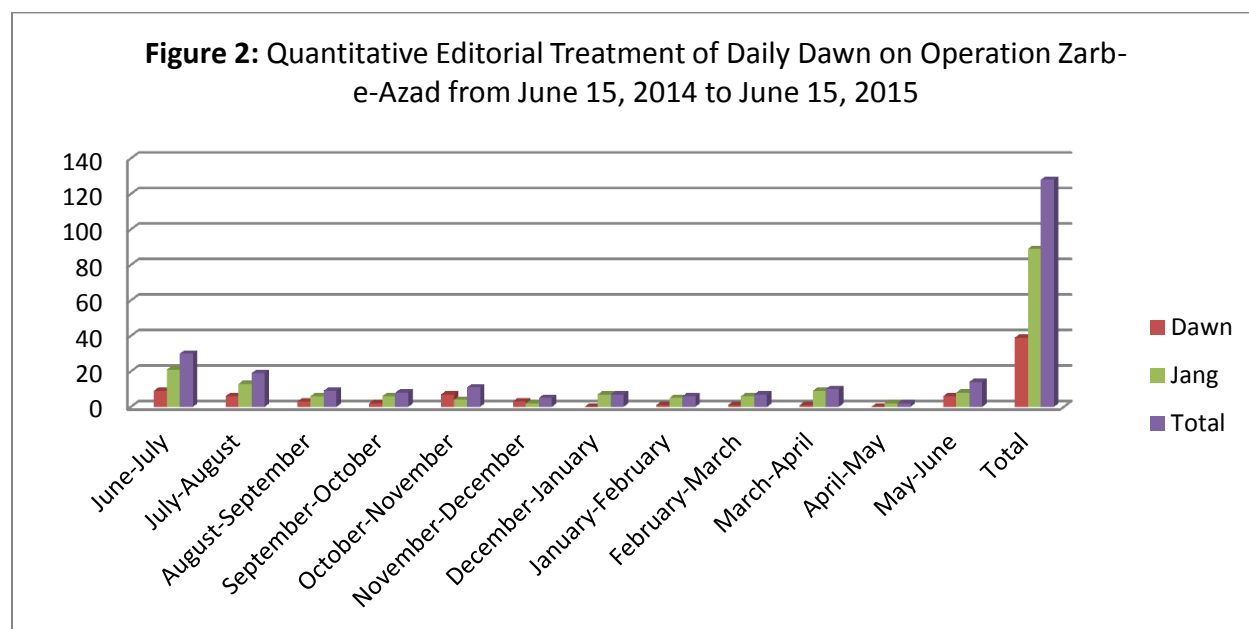


Demographic presentation of all core factors i.e. National interest, peace, education, sects, development, IDP's, views about starting Zarb-e-Azab, about expectations of its success, about the role of government and army in operation Zarb-e-Azab, and role of media about operation Zarb-e-Azab treated in editorials of Daily Jang and Daily Dawn on the issue of Operation Zarb-e-Azab during the twelve months from June 15, 2014 to June 15, 2015.

Table 2: *Quantitative Editorial Treatment of Daily Dawn and Daily Jang on the issue of Operation Zarb-e-Azab from June 15, 2014 to June 15, 2015*

News Paper	June-July	July-August	August-September	September-October	October-November	November-December	December-January	January-February	February-March	March-April	April-May	May-June	Total
Dawn	9	6	3	2	7	3	0	1	1	1	0	6	39
Jang	21	13	6	6	4	2	7	5	6	9	2	8	89
<b>Total</b>	<b>30</b>	<b>19</b>	<b>9</b>	<b>8</b>	<b>11</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>10</b>	<b>2</b>	<b>14</b>	<b>128</b>

Note: The above frequency distribution table shows the overall quantitative treatment of both newspapers on the issue of operation Zarb-e-Azab during the period of June 15, 2014 to June 15, 2015. By analyzing the twelve months analysis, results showed that both newspapers published total 128 editorials on the issue of operation Zarb-e-Azab during June 15, 2014 to June 15, 2015. In June-July 2014 published 30 editorials, in July-August published 19 editorials, in August-September published 9 editorials, in September-October published 8 editorials, in October-November published 11 editorials, in November-December published 5 editorials, in December-January published 7 editorials, in January-February 2015 published 6 editorials, in February-March published 7 editorials, in March-April published 10 editorials, in April-May published 2 editorials, in May and June 2015 published 14 editorials on the issue of operation Zarb-e-Azab during the period of June 15, 2014 to June 15, 2015.



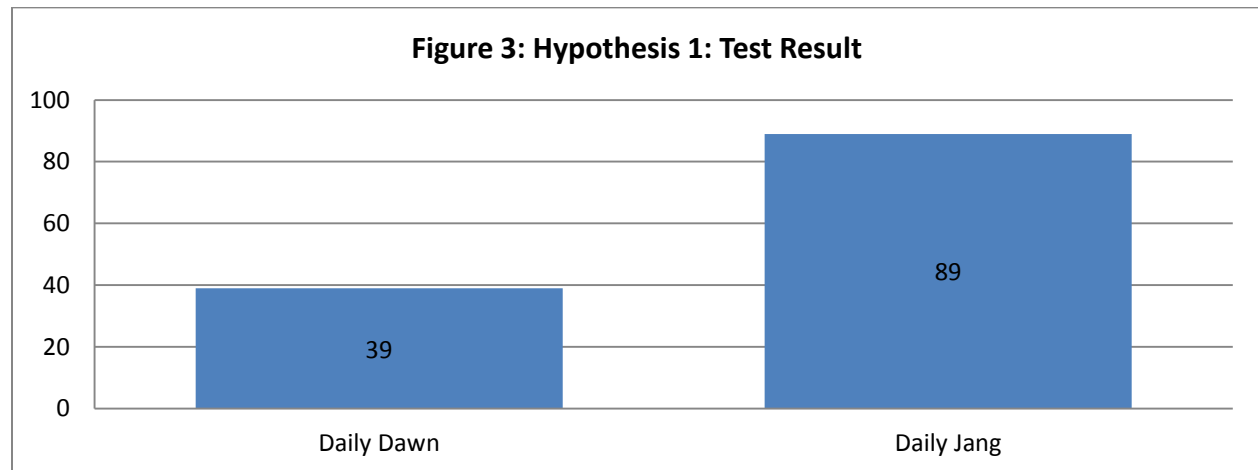
Demographic quantitative presentation of all published editorials about operation Zarb-e-Azab in Daily Jang and Daily Dawn during the twelve months from June 15, 2014 to June 15, 2015.

**H1:** It is more likely that Daily Jang published more editorials on operation Zarb-e-Azab as compare to Daily Dawn.

Table 3: *Hypothesis Test 1*

Newspapers	Total
Daily Dawn	39
Daily Jang	89

The above table shows the total published editorials by both Pakistani newspapers Daily Dawn and Daily Jang on the issue of operation Zarb-e-Azab during the period of June 15, 2014 to June 15, 2015. According to the results, during the selected period, Daily Jang published more editorials on operation Zarb-e-Azab as compare to Daily Dawn. Hence the hypothesis “It is more likely that Daily Jang published more editorials on operation Zarb-e-Azab as compare to Daily Dawn” is true.

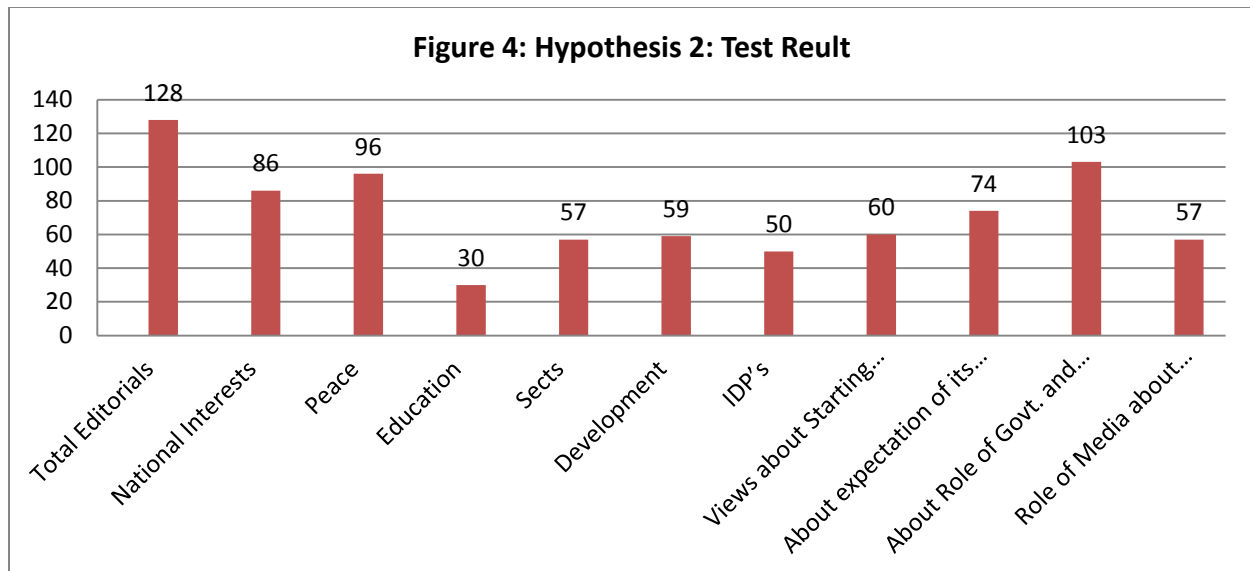


**H2:** It is more likely that role of government and Pakistan army in operation Zarb-e-Azab is the major focus of both newspapers.

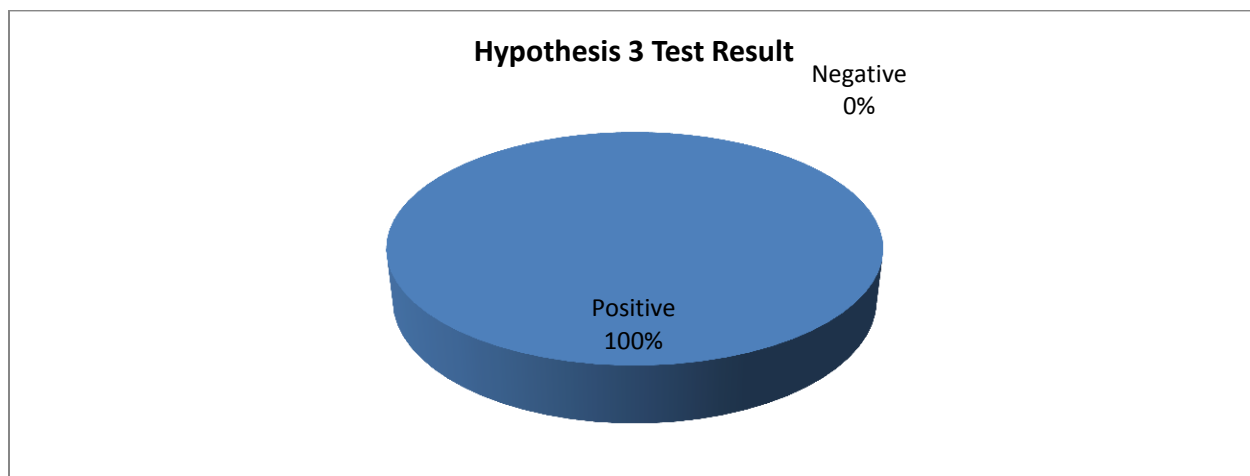
Table 4: *Hypothesis 2 Test Result*

News Paper	Total Editorials	National Interests	Peace	Education	Sects	Development	IDP's	Views about Starting Zarab-e-Azab	About expectation of its Success	About Role of Govt. and Army in Operation Zarab-e-Azab	Role of Media about operation Zarab-e-Azab
Dawn	39	29	21	9	14	15	22	14	20	34	15
Jang	89	57	75	21	43	44	28	46	54	69	42
<b>Total</b>	<b>128</b>	<b>86</b>	<b>96</b>	<b>30</b>	<b>57</b>	<b>59</b>	<b>50</b>	<b>60</b>	<b>74</b>	<b>103</b>	<b>57</b>

The above table shows the qualitative representation of core elements of operation Zarb-e-Azab highlighted by both Pakistani newspapers Daily Dawn and Daily Jang during the period of June 15, 2014 to June 15, 2015. According to the results, during the selected period, Daily Jang and Daily Dawn more highlight the role of government and army in operation Zarb-e-Azab. Hence the hypothesis “It is more likely that role of government and Pakistan army in operation Zarb-e-Azab is the major focus of both newspapers” is true.



**H3:** It is more likely that both newspapers portrayed operation Zarb-e-Azab positively



The above graph shows the quantitative representation of core elements of operation Zarb-e-Azab highlighted by both Pakistani newspapers Daily Dawn and Daily Jang during the period of June 15, 2014 to June 15, 2015. According to the results, during the selected period, Daily Jang and Daily Dawn portrayed operation Zarb-e-Azab positively. Hence the hypothesis “It is more likely that both newspapers portrayed operation Zarb-e-Azab positively” is true.

**Research Question 1:** What are the main issues that discussed by Daily Jang and Daily Dawn about operation Zarb-e-Azab?

The current research study aimed to explore the editorial treatment of Pakistani national newspapers Daily Dawn and Daily Jang about the issue of operation Zarb-e-Azab conducted in north-west areas of Pakistan with the aim to eradicate terrorism from Pakistan. With the major theme of editorial treatment of daily Jang and daily Dawn regarding operation Zarb-e-Azab, the study examined the core sub-issues of this operation that includes national interest that is necessary for the development and progress of the country, peace for the safeguard of citizens, education for the promotion of human life for better future, sects to make close understanding among different sects and work with as unity, development for the promotion of life, IDP's to make sure homeland for those who left their homes for saving their lives,



views about starting Zarb-e-Azab that what was the view about at the time of operation stated, About expectations of its success, about the role of government and army in operation Zarb-e-Azab and role of media about operation Zarb-e-Azab. All these main issues discussed in this current study and study concluded that both newspapers treated all these issues in their editorials during the selected period.

Research Question 2: How much editorials published by Daily Jang on the issue of Operation Zarb-e-Azab during the selected period?

In the light of finding, the answer of the question showed that during the selected period of June 15, 2014 to June 15, 2015, daily Jang published total 89 editorials on the issues of operations Zarb-e-Azab dealing with core issues national interest, peace, education, sects, development, IDP's, views about starting Zarb-e-Azab, About expectations of its success, about the role of government and army in operation Zarb-e-Azab and role of media about operation Zarb-e-Azab. In this regard, daily Jang publishes 21 editorials during June-July 2014, 13 editorials during July-August, 6 editorials during August-September, 6 editorial during September-October, 4 editorials during October-November, 2 editorials during November-December, 7 editorials during December-January, 5 editorials during January-February 2015, 6 editorials during February-March, 9 editorials during March-April, 2 editorials April-May and 8 editorials published during May-June 2015 on the issue of operation Zarb-e-Azab.

Research Question 3: How much editorials published by Daily Dawn on the issue of Operation Zarb-e-Azab during the selected period?

In the light of finding, the answer of the question showed that during the selected time from June 15, 2014 to June 15, 2015, daily Dawn published total 39 editorials regarding the issue of operation Zarb-e-Azab which includes the core issues national interest, peace, education, sects, development, IDP's, views about starting Zarb-e-Azab, About expectations of its success, about the role of government and army in operation Zarb-e-Azab and role of media about operation Zarb-e-Azab. In this regard, daily Dawn publishes 9 editorials during June-July 2014, 6 editorials during July-August, 3 editorials during August-September, 2 editorial during September-October, 7 editorials during October-November, 3 editorials during November-December, 0 editorials during December-January, 1 editorials during January-February 2015, 1 editorials during February-March, 1 editorials during March-April, 0 editorials April-May and 6 editorials published during May-June 2015 on the issue of operation Zarb-e-Azab.

Research Question 4: What is the role of both newspapers about operation Zarb-e-Azab?

In the light of findings, the answer of the research question showed that both Pakistani newspapers daily Jang and daily Dawn gave large space to this specific issue of operation Zarb-e-Azab. By treating the issue of operation Zarb-e-Azab, media played its supportive role in term of national interest that operation is necessary for eradication of terrorism from Pakistan. Media highlight that this operations will create peace in the country and there will be no more terrorism in Pakistan. The results of this operation will be the promotion of education and all sects would be gathered into one plate-from that will be fruitful for the development of conservative areas but also all over the country. In results of operation Zarb-e-Azab, media convince government to solve the problem of IDP's who lose their homes during operation Zarb-e-Azab, about the views starting Zarb-e-Azab media played satisfactory role and support this decision. About expectations of its success media ensured that Pak army will win this battle and terrorism will fine no more space in Pakistan. About the role of government and army in operation Zarb-e-Azab media highlight and guide the government about its decision regarding operation Zarb-e-Azab in this way, overall media played better role regarding operation Zarb-e-Azab.

Hypothesis 1: It is more likely that Daily Jang published more editorials on operation Zarb-e-Azab as compare to Daily Dawn.

According to the results, during the selected period, Daily Jang published more editorials on operation Zarb-e-Azab as compare to Daily Dawn. Hence the hypothesis "It is more likely that Daily Jang published more editorials on operation Zarb-e-Azab as compare to Daily Dawn" is true.

Hypothesis 2: It is more likely that role of government and Pakistan army in operation Zarb-e-Azab is the major focus of both newspapers.

According to the results, during the selected period, Daily Jang and Daily Dawn more highlight the role of government and army in operation Zarb-e-Azab. Hence the hypothesis “It is more likely that role of government and Pakistan army in operation Zarb-e-Azab is the major focus of both newspapers” is true.

Hypothesis 3: It is more likely that both newspapers portrayed operation Zarb-e-Azab positively

According to the representation of core elements of operation Zarb-e-Azab highlighted by both Pakistani newspapers Daily Dawn and Daily Jang during the period of June 15, 2014 to June 15, 2015. According to the results, during the selected period, Daily Jang and Daily Dawn portrayed operation Zarb-e-Azab positively. Hence the hypothesis “It is more likely that both newspapers portrayed operation Zarb-e-Azab positively” is true.

## **Conclusion**

The current research study aimed to explore the editorial treatment of Pakistani national newspapers Daily Dawn and Daily Jang about the issue of operation Zarb-e-Azab conducted in north-west areas of Pakistan with the aim to eradicate terrorism from Pakistan. With the major theme of editorial treatment of daily Jang and daily Dawn regarding operation Zarb-e-Azab, the study examined the core sub-issues of this operation that includes national interest that is necessary for the development and progress of the country, peace for the safeguard of citizens, education for the promotion of human life for better future, sects to make close understanding among different sects and work with as unity, development for the promotion of life, IDP's to make sure homeland for those who left their homes for saving their lives, views about starting Zarb-e-Azab that what was the view about at the time of operation stated, About expectations of its success, about the role of government and army in operation Zarb-e-Azab and role of media about operation Zarb-e-Azab. All these main issues discussed in this current study and study concluded that both newspapers treated all these issues in their editorials during the selected period. In qualitative point of view, study concluded that both newspapers highlight the core issues of operations Zarb-e-Azab in well manner. In all core issues, role of government and army in operations Zarb-e-Azab, peace, national interests were given more space in the issue of operation Zarb-e-Azab.

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## **Conflict of Interest**

Author has no conflict of interest.

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