

# PAKISTAN JOURNAL OF MASS COMMUNICATION

**Portrayal of women in Netflix movie Greta; Content Analysis**

*Maham Zafar, Dr. Deeba Shahwar, and Ms. Sadia Talib*

**Exploring the legal issues and limitations relating to the Constitutional “Right to Freedom of Expression” in Pakistan**

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**Analysis of FATA Issues through the Lenses of Public and Media Agenda**

*Zia Uddin*

**PAKISTAN JOURNAL OF MASS COMMUNICATION (PJMC)**

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Pakistan Journal of Mass Communication is a multidisciplinary, bi-annual, and blind-reviewed publication available online and in print. The Institute of Media and Communication Studies (IMCS), Bahauddin Zakariya University, Multan planned to publish this journal in 2020. PJMC is addressed to the national and international scholarly community; it seeks to reflect various intellectual traditions in communication to promote debate and dialogue among them.

### **Scope and Mission**

PJMC accepts research papers, critical essays, and book reviews related to communication worldwide. In pursuing this objective, we encourage empirical, theoretical, and methodological research papers that can contribute to advancing communication studies as a multi-disciplinary field. PJMC firmly believes in the cumulative nature of productive knowledge. Hence, we especially encourage research papers from diverse resources based on systematic reviews, meta-analyses, and synthesis. The journal promotes research on the work connected with media, communication, politics, religion, history, sociology, economy, new media, advertising, and special emphasis on Pakistan.

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- International communication
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- Media and violence
- Social media
- War, conflict, and communication
- Media and politics
- Media and psychology
- Media and politics
- Media and literature/language

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## **Portrayal of women in Netflix Movie Greta; Content Analysis**

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### **Abstract**

Media has a great impact on the behavior of people. Film Dramas & motion pictures are considered a powerful medium of mass media. Social norms and values are the most important ingredients of any society and every media works to project these values. Netflix is also promoting our social norms and values, but at the same time, they are affecting our moral Values & violating ethical guidelines. The current research attempts to analyze the movie Greta. Content Analysis was used for data collection with the help of Purposive sampling techniques. The findings of the research suggest that the Netflix movie Greta is Showing more unethical content & violating ethical guidelines. The results prove that most of the Female characters are violating Ethical guidelines in the Netflix film Greta.

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In “Greta,” the portrayal of women on Netflix is approached with attention to detail and depth. The film presents female characters as multifaceted individuals with their own unique personalities, backgrounds, and motivations. They are not reduced to mere stereotypes or one-dimensional roles. The film also addresses important themes related to women’s experiences. It sheds light on issues such as gender inequality, societal pressures, and personal growth. Through the narrative, the female characters navigate these challenges, showcasing their resilience, strength, and agency. The dialogue and interactions in “Greta” contribute to the realistic portrayal of women. The conversations between the characters are meaningful and impactful, reflecting their intelligence, wit, and emotional depth. This allows the female characters to actively drive the story and make significant decisions that shape their own destinies.

The visual storytelling techniques in “Greta” further enhance the portrayal of women. The cinematography, lighting, and framing are used to capture the emotions and presence of the female characters on screen. These visual elements create a powerful and immersive experience for the viewers, deepening their connection with the characters.

### **Introduction**

Netflix has completely changed the way we watch movies and television shows. In the past, cable TV, public broadcasting, and direct satellite transmission were the main sources of TV content for Americans (Uri, 2006). But now, Netflix has made it possible for us to binge-watch some of our favorite shows at any time and place.

In terms of analyzing how women are portrayed on Netflix, it’s necessary to analyze how women are represented in various shows and the impact it has on viewers. You can look at different aspects like the diversity of female characters (it’s great to see so many representations that reflect the actual world).

Netflix has been making progress in showcasing women from diverse cultural and historical backgrounds. The narrative roles that women play in Netflix series are becoming more and more progressive and dynamic, reflecting their individuality and empowerment. It’s extremely encouraging to watch women in command and breaking down barriers in the world of Netflix shows.

Feminism in film has evolved into a revolutionary movement aimed at breaking down stereotypes, challenging usual gender roles, and empowering women on and off screen. As the feminist movement in film grows, it gives women an opportunity and enables them to take back control of their stories, reshaping the industry for coming generations.

Neil Jordan is the director of the 2018 psychological thriller *Greta*, which was co-written by Ray Wright and Jordan. The film, which stars Isabelle Huppert, Chloë Grace Moretz, Maika Monroe, Colm Feore, and Stephen Rea, is about a young lady who makes friends with a lonely widow who becomes unnervingly obsessed with her.

On September 6, 2018, *Greta* made its world premiere at the Toronto International Film Festival. On March 1, 2019, Focus Features released it in theaters across the United States. Despite receiving a mixed response from reviewers, the movie has made over \$18 million globally.

### **Background Research**

In western civilizations, media consumption has grown significantly with the development of mass communication and technology (Cheliotis, 2010). Criminal disputes and the criminal justice system are subjects that the media often covers because they draw sizable audiences. Numerous media outlets, including news, entertainment, and digital platforms cover these subjects.

Yet, it's crucial to understand that these representations can occasionally make it difficult to distinguish between what is and is not genuine, as the background research for the Netflix movie "*Greta*" indicates. They could contain many errors and distortions and not always fairly represent the facts. This can create a gap between viewers and people who work in the criminal justice system, making it difficult to understand and empathize with their experiences. Thus, it is necessary to examine how the media presents legal disputes and the penal system critically in order to gain a more balanced perspective.

Sadly, violence against women is frequently portrayed in the media, making it a crucial subject for criminologists to research. Studies indicate that while watching violent media does not directly lead to people committing crimes, it can affect how people feel about violence against women, how they see the repercussions, and even

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make them more aggressive. For example, research has shown that violent films use strategies such as action, timing, and sound to capture the audience's attention and create an impression. It is important to recognize the ways in which media messages influence our attitudes and actions, particularly with delicate subjects (Rule & Ferguson, 1986).

However, it's important to understand that these representations can occasionally shield the distinction between reality and fiction. They could contain many errors and distortions and not always fairly represent the facts. It may become more difficult to comprehend and feel empathy for persons who are genuinely involved in the criminal justice system as a result of this gulf between viewers and individuals. Therefore, it's important to look critically at and pursue a more balanced perspective when examining media portrayals of criminalized conflicts and the criminal justice system.

### **Rationale of the Study**

Recognizing the value of diversity and representation is the foundation for the reasoning for how women are portrayed in Netflix seasons. Netflix hopes to mirror reality and provide a platform for marginalized perspectives by featuring diverse female characters. This facilitates the telling of stories with greater authenticity and gives women the chance to see themselves portrayed on TV. Moreover, it contributes to the challenge of established conventions and preconceptions regarding gender roles.

The way women are portrayed in Netflix seasons is an intentional attempt to encourage viewers, advance equality, and give women more power. It's a start in the right direction to build a media environment that is more varied and inclusive. Gaining a broader awareness of how women are portrayed in mainstream media allows us to examine the narratives, stereotypes, and messages that are repeated in movies like "Greta" on Netflix.

Research of this kind contributes to the understanding of gender dynamics, societal norms, and the possible influence of the media on our attitudes and views on women. It enables us to assess how women are portrayed critically and promote debates about gender equality and the value of diverse and strong female roles. The examination of

women's representation in movies can ultimately help create a culture of media that is fair and inclusive.

### **Significance of the Study**

The importance of women's representation in Netflix seasons cannot be emphasized. It has a significant impact on forming cultural perceptions and changing traditional gender roles. Netflix's portrayal of strong, diverse female characters encourages inclusivity and diversity. In addition to giving women's tales a voice, this portrayal encourages and motivates viewers, especially young girls to have faith in their own abilities. It eliminates stereotypes and promotes a more equitable and inclusive society.

These representations have an influence that goes beyond amusement since they support debates about gender equality and societal changes. The beneficial effects that these representations have on people and communities are astounding. Several perspectives can be applied to the Netflix film "Greta." We can investigate topics such as power dynamics, obsession, and the depiction of female autonomy by evaluating Greta's and other female characters. The movie explores character psychology, emphasizing the intricacies of female relationships and the effects of manipulation.

"Greta" poses concerns on vulnerability, trust, and the limits of interpersonal relationships through this investigation. Through examining how women are portrayed in movies, we can learn more about gender dynamics, society standards, and the representation of female characters in psychological thrillers.

### **Problem Statement**

Even if the way women are portrayed in Netflix seasons has greatly improved, certain problems still need to be fixed. One issue is the persistence of some cliches or stereotypes, including one-dimensional female characters. Even with the advancements, more varied and nuanced images of women are still required.

Moreover, there may be a lack of representation for women from underrepresented populations, such as women of color, LGBTQ+ women, or women with disabilities. To ensure that all women's stories are acknowledged and appreciated, Netflix and

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other media outlets must strive for more inclusive and genuine representations of women.

### **Objectives of the Study**

There are several objectives behind how women are portrayed on Netflix. Here are five objectives that can be considered when analyzing the portrayal of women in the Netflix film “Greta”:

Examine the roles, traits, and agency of women as they are portrayed in film.

Analyze how "Greta's depiction of women may either support or contradict established gender norms and power structures.

Investigate the growth, depth, and complexity of female characters in movies to learn more about how they are developed.

Examine how Greta’s representation of women affects the movie’s theme and central idea.

### **Literature Review**

People have easy access to a variety of images related to crime since these media domains are ingrained in daily life. To be more precise, the media can create and recreate gender (O'Brien, 2009), and they can do so by portraying women who are imprisoned. A common motif identified in study is the prevalence of gendered imagery in the few cases where crime and justice media focus on detained women. Media representations of women across social institutions also feature these images (Milestone & Meyer, 2012; Connell, 1987). There weren't many LGBT characters on TV prior to 1990 (Wyatt, 2008). This illustrates the concept of "symbolic annihilation." In 1972, George Gerbner used the phrase "symbolic annihilation" to characterize minority groups' lack of representation in the media. The women's relationships with one another and with prison authorities, such as dishonest warden Natalie "Fig" Figueroa (Alysia Reiner), are the main focus of the film. "Of the 100 best-selling movies in 2014, 21 included a female protagonist or a co-star who was about equivalent to her (Smith et al., 2015). In addition, "fewer than one out of three (28%) of the speaking characters (both real and animated) are female" (Smith

(2008)). Women may be stereotyped as characters who are viewed "as adornment, enticement, or with inclination to romance as the main or exclusive personality trait or motivator" when they appear in movies (Smith, 2008). Women are more likely than men to have goals related to their personal lives, whereas males are more likely to have goals related to their work or even criminal activities. Additionally, an audience will be more conscious of a woman's marital status than a man's (Lauzen, 2016a)., "In 2015, women contributed 19% of all directors, writers, producers, executive producers, editors and cinematographers working on the top 250 domestic grossing films" (Lanzen, 2016 b). A survey of 700 films from the USC Annenberg Media, Diversity & Social Change Initiative was carried out in 2015 by Dr. Stacy Smith. Dr. Stacy Smith studied 700 films from 2007 to 2014 (excluding 2011) for the USC Annenberg's Media, Diversity & Social Change Initiative in 2015. The study looked at the films annually for seven years in an effort to identify variations across the years. "The rule tends to be that a woman may be successful and powerful if and only if she reflects traditional stereotypes of feminine traits, subservience, apathy, attractiveness, and an identity linked to one or more men" (Wood, 1994, p. 7).. Because she is the object of desire for the male character or characters, the female character is helpless and submissive. Film has created a visual apparatus that appeals to masculine desire in this way (Smelik, 1999, p. 491). Smith et al. (2015) used a content analysis to examine films released in 2014. When Smith et al. (2015) conducted a content study of 2014 movies, they found that women were much more likely than men to be depicted as seductive and labeled as such, as well as to be nude.

"If a female character contacts her sister on a cellphone and has a totally irrelevant discussion regarding spaghetti, the movie passed the test" (McKinney, (2015)). "In a broader sample of 1,794 films that were released between 1970 and 2013, We discovered that just half had at least one scene when women discussed something other than men with one another (18) (Hickey, 2014). "

In a content analysis of 2014 films, Smith et al. (2015) discovered that women were significantly more probable than men to be portrayed enticing and given that label, as well as to be nude.

"If a female character calls her sister on the phone and has a totally tangential conversation about spaghetti, the movie passes the test" (McKinney, 2015). "In a

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larger sample of 1,794 movies published from 1970 to 2013, we discovered that only half had less than one scene during which women chatted to each other regarding a subject other than a man" 18(Hickey (2014).This presumption is open to Interestingly, We found that, even when seen overseas, films that pass the Bechdel Test usually do better commercially than those that don't (Hickey, 2014).

Because these media domains are ingrained in daily life, people can instantly access a variety of images related to crime. According to O'Brien (2009), the media has the power to create and perpetuate gender, and this is especially true when it comes to how women in prison are portrayed. The existence of gendered images, which are also present in media representations of women throughout social institutions, is a prevalent motif in the few cases where detained women are the subject of crime and justice media (Milestone & Meyer, 2012, Connell, 1987).There weren't many LGBT characters on television prior to 1990 (Wyatt, 2008). Here we have an illustration of "symbolic annihilation." Gorge Geriner originally used the term "symbolic annihilation" in 1972 to describe the underrepresentation of minority groups in the media. Although mostly centered on the women's encounters with unscrupulous warden Natalie "Fig" Figueron (Alysia Reiner) and other prison authorities.The way women are portrayed in Orange is the New Black on Netflix frequently portray the institutions as violent and chaotic. Correctional staff are depicted as cruel, heartless, or inept, and there is a violent rape scene in almost every prison film (Trammell 19). "Stuart Hall asserts that representation is a crucial component of what has been referred to as the "circuit of culture" and one of the primary practices that generate culture. Saussure's argument that we only know what "black" means because we know it is the opposite of "white" is refuted by Stuart Hall's portrayal of women (Hall 234). This suggests that the meaning of "black" is not located in "black" per se, but rather in the "difference" from "white."

According to Pozner (2010), women are frequently portrayed in the media as being cunning, catty, manipulative, envious, insecure, and occasionally even cruel. Researchers have demonstrated how women can use their friendships as a leisure context to manage stressful or negative life events, which can then serve as a crucial support system (Hutchinson, Yarnal, Staffordson, & Ker Stetter, 2008, Hutchinson,

2013, Kleiber, Hutchinson, & Williams, 2002; Glover & Parry, 2008). Given that heterosexual relationships are also seen as the most significant kind of relationship in a woman's life, the study demonstrates that it is deeply rooted in heteronormative conceptions of womanhood, which encourage women to place men at the center of their lives (Taylor, 2012). At the penitentiary, during a memorial service for the books destroyed due to a severe bed bug outbreak. During the service, By reciting the names of female authors who deserve recognition (such as Swift, Lethem, and Kellerman), Poussey demonstrates her literary expertise and, consequently, her intelligence. This portrayal raises awareness of the daily struggles and societal discrimination transgender persons encounter, especially in a correctional setting (Leavy & Trier-Bieniek, 2014). combines the long history of sexualized imagery in the genre of women in prison with the popularity of woman-centered television shows like Kohan's own *Weeds* (2005–2012) and *Sex and the City* (1998–2002), which both examined white middle-class femininity gone wrong. Parry and Penny Light (2013) examined how women can challenge gendered ideas through their leisure media use, which includes sexually explicit content (such as pornography and erotica). The Portrayals of women's experiences in the criminal justice system (Bryant, 2016; Haimson, 2017). The characters in the show are multi-dimensional, with their unique backstories and personal journeys, allowing for a more realistic and authentic representation of women.

### **Theoretical framework**

Scholars who study how women are portrayed in Netflix seasons frequently use a variety of theoretical frameworks to assess and comprehend the dynamics at work. Analyzing gender norms, stereotypes, and representation are common components of the theoretical analysis of how women are portrayed in movies. Let's examine the theoretical underpinnings of the representation of women in films such as "Greta." Some well-known frameworks that are frequently used are as follows:

Feminist cinema theory is one popular framework that is frequently used. This theory examines and critiques the representations of women in media, particularly movies. Feminist cinema theory investigates female characters' roles and agency, their objectification or equalization, and the broader power dynamics between male and

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female characters. It also examines how women's viewpoints and experiences are presented, determining if they upend or perpetuate gender stereotypes.

In the case of "Greta," providing a full examination of its theoretical framework is difficult without prior understanding of the film. Nonetheless, you can investigate how women are portrayed in the movie, the relationships between the female characters, and how it either challenges or upholds gender stereotypes by applying feminist cinema theory.

Examine how their personalities, goals, and agency are portrayed. Do they have nuanced, multifaceted portrayals, or do they fit into preconceived notions?

Analyzing the power dynamics between male and female characters is another crucial component. Are women shown as equal partners or are they subjected to discrimination or oppression because of their gender? Think about whether the movie upholds or questions conventional gender norms and expectations.

Remember that using specific scenes from the movie to support your analysis will help to validate your findings. You can comprehend the portrayal of women in "Greta" and its implications better by looking at these elements through the lens of feminist film theory in its theoretical framework.

### **Research Questions**

**RQ 1.** How are Female powers and the ability shown in the movie “Greta”?

**RQ 2.** How strongly does “Greta” challenge or uphold existing standards of behavior on every woman?

**RQ 3.** What causes and key traits belong to the female characters in “Greta”?

**RQ 4.** In which manners does “Greta” explore loneliness and how it affects the lives of those who watch it?

### **Research Hypothesis**

When it comes to hypotheses regarding how women are portrayed in Netflix seasons, researchers frequently develop specific claims or predictions based on their

observations and research questions. Some theories that scholars may investigate include the following ones:

**H1:** It is more likely to say that Greta’s portrayal of women supports existing gender norms as well as social standards related to women’s roles and behavior.

**H2:** It is more likely to say that “Greta” addresses issues of female empowerment and unity while highlighting the value of female relationships.

**H3:** The way women are portrayed in the movie shows how weak and mistreated they are in society, which contributes to the overall theme of female suffering.

**H4:** It is more likely to say that the film violates standards of gender by presenting us with complex, self-aware female characters who challenge expectations.

These theories offer various perspectives for analyzing how women are portrayed in "Greta" and can direct future investigation and study.

## **Methodology**

In the movie “Greta,” the methodology used in the portrayal of women on Netflix involves a detailed approach to storytelling and character development. The filmmakers carefully craft the narratives of the female characters, taking into account their backgrounds, motivations, and personal journeys. They strive to create multidimensional and relatable women who go beyond stereotypes and clichés. One aspect of the methodology is the use of strong character arcs. The female characters in “Greta” undergo significant growth and transformation throughout the film. Their stories are not limited to one-dimensional roles, but rather explore the complexities and challenges they face in their lives. Another aspect is the emphasis on authentic representation. The filmmakers aim to present women in a realistic and relatable manner, reflecting the diversity of experiences and perspectives. This includes addressing issues such as gender inequality, societal pressures, and personal struggles. The filmmakers also pay attention to the dialogue and interactions of the female characters. They strive to create meaningful and impactful conversations that highlight their strengths, intelligence, and agency. This allows the characters to drive the narrative and make important decisions that shape the story. Furthermore, the cinematography and visual storytelling techniques contribute to the portrayal of

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women in “Greta.” The filmmakers use lighting, framing, and camera angles to enhance the emotional depth and presence of the female characters. This visual language adds another layer of depth to their portrayal.

Overall, the methodology used in “Greta” focuses on creating well-rounded, authentic, and relatable female characters through careful storytelling, character development, and visual techniques. This approach aims to challenge stereotypes and provide a more nuanced and inclusive representation of women on screen.

### **Sampling**

The study investigates 21st-century Movie Greta on Netflix presentation to gain an insight on its various unethical issues through Discourse analysis. The analysis is conducted on a selected sample of one film on Netflix through random sampling. In this research, the ethical violation of media ethics is the unit of analysis.

### **Findings and conclusion**

**RQ1** states that “How are Female power and the ability shown in the movie "Greta"”?

H1 is formulated in the light of RQ1 which states that:

**H1:** It is more likely to say that Greta’s portrayal of women supports existing gender norms as well as social standards related to women’s roles and behavior.

The results showed how strong and capable women can be. She’s determined, resourceful, and knows how to take control of situations.

**RQ2.** How strongly does “Greta” challenge or uphold existing standards of behavior on every woman?

H2 is formulated in the light of RQ1 which states that:

**H2:** It is more likely to say that “Greta” addresses issues of female empowerment and unity while highlighting the value of female relationships.

The results show that Greta goes against the usual expectations for how women should act. She shows that women can be powerful and take charge.

**RQ3** What causes and key traits belong to the female characters in “Greta”?

H3 is formulated in the light of RQ1 which states that:

**H3:** The way women are portrayed in the movie shows how weak and mistreated they are in society, which contributes to the overall theme of female suffering.

The results show that Greta is portrayed as determined and clever, driven by a desire for control and vengeance.

**RQ4** In which manners does “Greta” explore loneliness and how it affects the lives of those who watch it?

H4 is formulated in the light of RQ1 which states that:

**H4:** It is more likely to say that the film violates standards of gender by presenting us with complex, self-aware female characters who challenge expectations.

The results showed that Greta’s need for interaction and loneliness lead her to act in obsessive, psychological aspects of loneliness and where people will go to satisfy their emotional demands.

### **Future Research Directions**

The future researchers can analyze more Netflix.

Future researchers can analyze more than one film on Netflix.

Future researchers can study Netflix films except Netflix series by using this framework.

### **Suggestions for Media**

Media should promote the true picture of Netflix which is rare.

Media should avoid Unethical content that violates the ethical guidelines of our society.

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*Exploring the legal issues and limitations relating to the Constitutional “Right to Freedom of Expression” in Pakistan*

**Exploring the legal issues and limitations relating to the Constitutional “Right to Freedom of Expression” in Pakistan**

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**Abstract:**

To the constitution, case studies/ precedents & universal instruments, this research study attempts to analyze the notion of the constitutionally guaranteed right to speech & Expression as a fundamental right in Pakistan and to emphasize its significance and some of its limitations. The fundamental rights (FR) are regarded as the core and soul of Pakistan's constitution. The supreme law must be purposefully interpreted to expand the freedom of the individual, their independence, and their freedom of choice in living the constitution. The constitution must always be prepared to hold and safeguard the profound feelings and empathy of the citizens. In a democracy, this is also protected. Speech is a gift from God to the human species. Humans communicate their thoughts and feelings to others through speech. Freedom of expression is an inalienable right that comes with birth and is known as a FR. In addition to being recognized as a fundamental international human right in the international sphere, freedom of speech is seen as the primary type of liberty protected by supreme law. Art 19 of Pakistan's supreme law deals with constitutional rights, one of which is freedom of expression. This right means that everyone in the country is free to say what they think and participate in discussions without the government approving or interfering with their ideas. Several further global accords also acknowledge and safeguard this entitlement, such as the 19th article of the 1948 UDHR, Art 19 of the 1996 ICCPR, and Article 11 of the 1950 ECHR. Furthermore, this entitlement is acknowledged and safeguarded by several additional global treaties. The principal aim of this study is to evaluate the importance of basic rights in Pakistan and elucidate the statutory

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significance right to expression, together with its permissible limitations as defined by Pakistani law and the constitution. This research delves further into the current constitutional articles, legislation, examinations of cases, precedents with respect, and international agreements that relate to the Pakistani right to freedom of speech.

**Keywords:** Constitution, freedom of Speech, expression, fundamental right, democracy, *UDHR*, Limitations, Pakistan.

### **Introduction:**

The fundamental rights are those rights that are guaranteed by the Supreme law (Article 8 to 28) and Part 1 and Chapter 1<sup>3</sup>. One of the basic key features/abilities vested in the human being is to think and act with a prudent mind that creates the basic difference between human being and other living creatures that create differences are the mental ability to think and act. Freedom of expression and speech is the basic medium to transfer messages from one person to another an express their opinion. The foundation of human rights,<sup>4</sup>. One of the fundamental rights that has been ensured via several local and international accords, charters, and frameworks is the right to freedom of speech, which is universally acknowledged. Essentially, the freedom to express oneself gives individuals the necessary confidence to actively engage in a democracy. Within a democratic society, it is said that the freedom of speech not only allows decision-makers to comprehensively grasp the power of many opinions but also fosters the embrace of these differing perspectives. Democracies now encounter specific obstacles to the freedom of expression enjoyed by their inhabitants. The major challenge is discovering a balance among the right to speech while preserving the country's law and order, peace, and security. A living document, the Constitution's fundamental freedoms must always be prepared to take into account and safeguard the feelings of the people. Principles must be progressively interpreted to bolster the fundamental values of liberty, freedom for everyone, and independence. The fundamentals of a strong democracy are protected by Pakistan's 1973 Constitution, which also guarantees liberty of expression. The 19th article <sup>5</sup>(*Freedom of Speech etc*) of the constitution of Pakistan guarantees and protects one's entitlement to freedom of expression and speech. According to this article, the state's inhabitants will have access to freedom of the press, speech, and expression. Only Pakistani

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<sup>3</sup> The constitution of Pakistan, 1973 Art 8 to 28

<sup>4</sup> Universal Declaration of human rights, 1948

<sup>5</sup> The Constitution of Pakistan, 1973, Article 19.

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nationals are permitted to use this right; non-citizens aren't allowed to perform.<sup>6</sup> The Pakistani constitution is based on the parliamentary system of government and upon a tracheotomy of powers, which includes the legislature, decision-making, and judiciary. The main goal of democracy is to defend essential fundamental freedoms and human rights, without which democracy has lost its genuine essence. The notion of the state and individuals is bilateral; the state defends the rights of the populace, and populace defend the state.<sup>7</sup> The right to free speech is protected in other democracies, subject to reasonable limitations on matters of faith, national security, friendly relations with foreign nations, public order, decency, or morality, as well as in regard to ongoing legal proceedings or calls to commit crimes. The topic at hand is freedom of speech and the notion of justifiability<sup>8</sup>.

**Research Methodology:**

The researcher chose a strictly doctrinal and exploratory method of research, relying primarily on primary sources of information such as law journals PLD, CLC, SCMR, MLD and other foreign judgments such as All India Reporter (AIR) Supreme Court, High Court Cases, Law Commission Report, and commissions' reports of both national and international level. The researcher also used secondary data sources, such as law text books, journal papers, online sites, and the advice of distinguished academics, lawyers, and jurists. The researcher really attempted to investigate in-depth and comprehensively the varied facets associated with the various approaches to analyzing the basic right to the freedom of speech as guaranteed by the constitution, as well as its limitations & the exemption provisions, etc.

**Historical Progression of Pakistan's Rights to Freedom of Expression & Speech:**

Pakistan, a democratic republic that gained independence from the British government in 1947, has a strong commitment to constitutional ideals and a well-developed constitutional jurisprudence, but its cultural, sociological, and religious norms limit speech. It's an unfortunate aspect that the country's first constitution took almost eight years to adopt. Pakistan was ruled under the GOIA, 1935 & 1948

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<sup>6</sup> Umar, M., Aleem, Y., & Rafique, M. Z. (2022). Freedom of Expression in Pakistan and Malaysia; A Comparative Study. *Competitive Education Research Journal*, 3(1), 9-15.

<sup>7</sup> A. Barak, Proportionality, Cambridge page 161

<sup>8</sup> Sharif, H. S., & Kataria, J. R. (2020). Freedom of Expression and Justiciability in Pakistan. *South Asian Studies*, 34(1).

Indi.Act (Amendment) Act before its first constitution. The 1973 constitution was merged. Pakistan's constitution includes fundamental rights because of the national struggle against British rule. Common law protects privacy, name, and life. Under the British administration, India had no basic rights accord, and several laws curtailed safeguards. They might be revoked. Current law also allows specialized courts to protect subjects' rights and freedoms. freedom drive developed, and so did British-Indian confrontations after the First World War. Following the 1918 Montague-Chelmsford Report, the Ind N C requested a "declaration of the rights of the people of India as British Citizens" in the new Govt of IA during its 1966 special session. The proposed declaration also included equality before the law, protection of liberty, life, and property, freedom of the press and expression, and the right to association. The Irish Free State added basic rights to its constitution in 1921. This also affected Indian politicians. National Convention of 1925 completed the Commonwealth of India Bill. A comprehensive "declaration of rights" guaranteed Indians equal rights. In 1928 Nehru's report included important rights recommendations. However, the Indian Statutory Commission's Simon Commission opposed including basic rights in a Constitution Act. Even the 1935 Govt. Ind.Act ignored national rights. The 1946 British Cabinet Mission acknowledged essential rights in the Indian Constitution. On May 16, 1946, its 19th and 20th articles recommended an advisory committee to report on basic rights. The Indian Independence Act of 1947 failed to implement essential rights. Pakistan and India's first constitutions promised free speech and other essential rights. Pakistan has had an interim constitution since 1947. Pakistan has struggled with legislation since 1947. Pakistan's Objectives Resolution passed on March 12, 1949, set the foundation for the Constitution's operational provisions. The Constitutional Assembly created the 24-member Basic Principles Committee that day. This group created the first constitution using unbiased decision-making. 1954 saw a Constitution draught. On October 24, 1954, the constitutional Assembly was disbanded, preventing it from adopting the drafting constitution. The Federal Court supported this assembly dissolution in the 1955 Moulvi Tamizuddin case. In 1955 enacted Pakistan's first constitution was on February 29, 1956. That Constitution adopted a single-legislature legislative structure. In October 1958, Pakistan's president, Major-General Iskander Mirza, suspended the constitution and declared martial law nationwide. Chief Martial Law Administrator Ayub Khan. Pakistan's

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Supreme Court faced an unprecedented situation. The Supreme Court had to safeguard the people from a dictator and return Pakistan to constitutional rule. Pakistan's Supreme Court utterly failed and produced the most shocking decision. The Supreme Court upheld extra-constitutional acts under "state necessity" and "revolutionary legality" concepts. The Kelson hypothesis, used to draw revolutionary ideology, states that a successful revolution established laws (State v. Dosso, 1958). The verdict had one "positive aspect," stating that the nation shall be managed conceivable in line with the abrogated Constitution. In 1969, ZA Bhutto and student marches ousted A. Khan in 1969, but he handed power to General Yahya Khan, another military dictator. General Yahya Khan's military effort in East Pakistan created Bangladesh and cost Pakistan the 1971 war with India. In 1972's *Asma Jilani v. Federation of Pakistans*, the Supreme Court again questioned Yahya Khan's martial law. However, the court declared martial law unlawful and the Chief of Martial Law a usurper. It invalidated the Kelsian theory idea from the preceding ruling. After East Pakistan was defeated, the Zulfikar Ali Bhutto party secured a majority in western Pakistan and took over from the CMLA General Yahya Khan. ZABhutto's 1973 Pakistani constitution was arduous. "Consensus Constitution" addressed all parties' concerns. Article 19 of the 1973 Constitution safeguarded free speech and press. Pakistan's constitution guarantees everyone's right to free speech. This means people can express themselves vocally, in writing, online, in print, or in any other way. Art and all other expressions are included. states that this includes the right to request, receive, and express info, and thoughts whatever system. Pakistan's first constitution, which guaranteed freedom of expression, was passed by parliament. Later, the Constitution of 1962 protected fundamental rights, including free speech. Same issues with the 1973 Constitution. The 1973 constitution explicitly protected.<sup>9</sup>

**Freedom of Speech, Expression and the Constitution of Pakistan, 1973:**

As stated in the introduction of the Constitution, the Pakistani populace was entrusted with the responsibility of implementing these principles liberty, democracy, equality, tolerance, and social justice. The right of expression, being fundamental to all other rights, has been upheld in its entirety within the democratic system of Pakistan. A

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<sup>9</sup> Fatiana, Y. A., Abdul Wahab, H., & Halim, R. (2018). Freedom of expression under Pakistan constitution. *International Journal of Law, Government and Communication*, 3(13), 140-151.

fundamental tenet of the Pakistan supreme law is the protection of freedom of thought, worship, expression, and belief. While freedom of thought is considered a personal right, liberty of expression is classified as a social right. As advancements in technology and improvements in living conditions occur, the differentiation between these two rights becomes increasingly evident. Sed III of the constitution of Pakistan safeguards the fundamental liberties of the Pakistani populace. Citizens are protected by the freedom of speech and expression under Art. 19 of the Constitution. Specifications from Article 19 are reproduced below:

*“Every citizen shall have the right to freedom of speech and expression, there shall be freedom of the press, subject to any reasonable restrictions imposed by law in the interest of the glory of Islam or the integrity, security or defense of Pakistan or any part thereof friendly relations with foreign states, public order, decency or morality or about contempt of court, a commission of or incitement to an offense”.*<sup>10</sup>

#### **Restrictions Mentioned in Art 19:**

Art 19 of the Constitution, subject to reasonable limitations, ensures the protection of the right to free speech and expression & press with some constraints, including the glory of Islam, state security, and law and order, and relation with foreign states. Since the Constitution's establishment, these limits have oppressed some groups, particularly political class and others. The right to freedom of expression also sets some limitations/restrictions and States can limit citizens' rights to regulate them, but they shouldn't overreach.

#### **Case Laws on freedom of expression & Restrictions:**

Freedom of speech---Gross and specific parameters---A disregard of the court—Art 19 promises the right to freedom of speech and expression, although those rights are subject to reasonable legal constraints.<sup>11</sup>Free expression under Article 19 of the constitution and its scope and restrictions both print and digital media The right to free speech does not provide someone the right to target a person or an organization personally to defame him or damage his reputation. Therefore, government should find a fair and acceptable balance between the need to uphold people's freedom of speech and expression and the necessity to impose social control on the publishing

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<sup>10</sup> The constitution of Pakistan,1973 Art 19

<sup>11</sup> 2019 SCMR 542 Talal Ahmed Chaudhry vs The state

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and broadcasting industries.<sup>12</sup> Rights to speech, expression, and information—Articles 19 and 19-A of the constitution of Pakistan the Role of electronic media and the importance of electronic media is rooted in the fundamental freedoms of press, speech, and assembly guaranteed by Article 19 of the Constitution. Equally important, if not more so, is every citizen's right to access information on all issues of public concern, which is protected by provisions of Article 19-A.<sup>13</sup> Fundamental rights -- Right to express oneself --Although everyone is entitled to the right to freedom of expression, Islamic edicts Put restrictions on the use of that fundamental right since it is not acceptable for someone to violate another person's basic rights under the pretext of exercising their own.<sup>14</sup> Pakistan's 1973 constitution, Art. 19 -- Freedom of speech the purpose and scope of Constitutional Article 19. According to Article 19 of the Constitution, every citizen has the right to freedom of speech and expression, as well as freedom of the press, subject to any reasonable restrictions imposed by law in the interest of public order, decency, or morality, the glory of Islam, the integrity, security, or defense<sup>15</sup> of Pakistan or any part of it, friendly relations with foreign States, or about any of these things. Freedom of speech, expression, and information is guaranteed by Articles 19 and 19-A. While the Constitution explicitly states that freedom of speech is guaranteed, it also places various restrictions on this right, including but not limited to contempt of court. Similar to other rights protected by the Constitution's Article 19-A, the right to access information on all matters of public concern is also subject to reasonable legal restrictions. These restrictions and other laws are neither unusual nor unique to the rest of the world<sup>16</sup> Article 19 -- "Freedom of speech" – Requirements the language of Article 19 of the Constitution does not provide the press an unrestricted license to publish any material that might damage a person's reputation. Instead, media is issued with any lawful limitations that could be justifiably obligatory. Newspapers cannot be permitted to undermine the honor and dignity of a citizen under the pretext of freedom of expression<sup>17</sup>.

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<sup>12</sup> 2018 PCrLJ 899 ISLAMABAD State vs Mati ullah jan

<sup>13</sup> 2010 SCMR 1849 Dr.shahid Masood vs Fop

<sup>14</sup> PLD 2010 FSC 1 Dr.Muhammad Aslam Khakhi vs State.

<sup>15</sup> PLD 1998 SC 823 Syed Masroor Ahsan & Others vs Aredshir Cowasjee & Orhers

<sup>16</sup> 2023 CLC 398 KAR Labbaik (PT) LTD VS FOP.

<sup>17</sup> 2020 CLC 618 Peshawar Zafar Hijazi chief editor Daily Mohasib,Abbotabbad vs Muhammad Ayaz Mushwani

### **The Binding Effect of International Instruments, conventions and Treaties, etc:**

International Human Rights -- Pakistan has ratified treaties; impact -- Generally, a treaty's contents are not immediately incorporated into local law; instead, a nation's government must establish laws to do so. The High Court stated that even in cases where no such law has been established, courts in Pakistan must interpret and implement every statute in line with the principle of comity of countries and the accepted principles of international law, to the extent that its language permits.<sup>18</sup>

### **Concerning morals or decency:**

Absence of obscenity is the essence of decency. The freedom of speech does not apply to publications or statements that are lewd or immoral. This phrase was known as common law obscenity in English, but it has a broader meaning in the Pakistani Constitution. The term "obscene" in these clauses has been interpreted to imply anything that is said or proposed that is sinful, immodest, filthy, indecent, vulgar, or intended to attract the audience's curiosity. People are constantly looking for novel discoveries. Because it is still possible to explore the cosmos. It is a known fact that anytime humanity was wiped out of this world by floods, quakes, and other comparable reasons, the primary thing that happened was the fact that mankind lost its moral standards. Sexual gratuity is never beneficial, and pornography has broken societal norms at its core. We cannot tolerate the exchange or dissemination of vulgar language, especially in public settings. Unfortunately, we are still unable to establish what qualifies as obscenity and what as decency. We use our criteria to assess this rule. The fundamental needs of humanity are decency in everyday affairs, respect for rulings, pureness, kindness, & ethical behavior in relationships. It is the cause of Pakistan's blocking of several websites and any potential pornographic links on such websites. YouTube is also prohibited since it hosts pornographic and offensive content. Even though it has resulted in economic loss, a nation's character is what matters most. When we examine the rules pertaining to pre-censorship, it grows abundantly evident that the State is trying to do its role by enacting regulations that restrict free expression in order to maintain social peace at the earliest possible time. If a book film or documentary promotes defamation or unethical behavior, it should not be published or made. We cannot spare freedoms without obligations since it has

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<sup>18</sup> PLD 2023 Lah 19 Mubarak Ali alias Makhan vs Gop

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taken people hundreds of thousands of centuries to establish and comprehend this important concept.

**Ties with other nations:**

It's fairly obvious why these constraints are necessary, as allowing unrestricted hostile advertising towards an ally other nation could endanger Pakistan's ability to maintain positive relations with that State. A state that involves mutual dealing between persons, parties, or nations is unable to afford any advertising against its cordial relations with other governments in this period of cooperative endeavor, where the entire globe has evolved into a "Global Village." The supposed stability that has existed since World War II is a result of international cooperation and goodwill. Some countries continue to oppose his method. As a result, they aren't just suffering but also contributing to the agony of other nations. Pakistan is trying to curb terrorism in its capacity as a vital member of the UN and a dynamic Islamic nation. Under these extreme conditions, assassinating Chinese engineers in Baluchistan, conducting conflict, plotting to attack any other nation, and attacking Ferrari camps compromise Pakistan's security, law and order, and friendly relations with other states. People who act or are going to act in a way that is harmful to Pakistan's periphery affairs may have their freedom of movement restricted under the safeguards of the Pakistani nation.

**Conclusion:**

The right without the obligation is detrimental to society. The entitlement to freedom of expression has some restrictions outlined in the Pakistani Constitution. The Supreme Court, which is responsible for upholding the Constitution, has ruled in several cases involving restrictions on the right to free speech. Any right may be restricted, but the main issue to be resolved with careful consideration and effort is the "criteria of rationality" for the restriction. Every living thing has the right to exercise it, but only within the restrictions set down by laws and societal customs. All citizens living within their jurisdiction have rights guaranteed by the Pakistani Constitution and the superior courts. The Superior Court's precedents serve as a benchmark for how laws are interpreted and how rights are constrained. Nobody is free to act

however they like. Everyone has the right to speech, but not at the expense of other crimes like defamation, waging war, or disrespecting the court. According to legal precedents, it is evident that the court has the authority to define the delicate distinction between freedom and obligation, but this is only feasible if the court is fair, impartial, and does not employ bias. A crucial remark is a balance between preserving the right to speech and imposing restrictions on it. Therefore, by using the best judicious technique, judges may be able to resolve the complex issues that are becoming more prevalent in communities. In addition, it is morally required for lawyers and ethical philosophers to continue debating the scope of free speech to present a balanced argument for both freedom of speech rights and obligations in the event of a disagreement.

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*Beyond Boycotts: McDonalds Pakistan's Image Repair Strategies Amidst The Boycott Movement*

## **Beyond Boycotts: McDonalds Pakistan's Image Repair Strategies Amidst The Boycott Movement**

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### **Abstract**

This study examines McDonald's Pakistan's image-repairing tactics in reaction to the international boycott effort that followed the Israel-Palestine conflict. The study dissects three official comments issued by McDonald's Pakistan between October 9 and November 2, 2023, using William L. Benoit's Image Repair Theory as a basis. Concerns raised by the public, mostly on social media, were grouped, and the company's answers were examined. The results show that denial and emotive appeals, as well as boosting and distinction tactics, are widely used. Additionally, the study highlights the importance of Image Repair Theory in crisis communication and suggests an extra strategy, "Emotional Appeal," to enhance it. By analyzing McDonald's Pakistan's attempts to allay public fears and restore its reputation amid a sociopolitical crisis, this study advances the discipline of crisis management by highlighting the need of locally and culturally appropriate crisis management techniques.

**Keywords:** Israel-Palestine Conflict, Crisis Communication, Boycott Movement, McDonald's Pakistan, Emotional Appeal, Public Concerns, Social Media, and Image Repair Theory.

## **Introduction**

### **Look for the Golden Arches**

The journey of McDonalds as a globally established fast food chain started rather simply. A small burger restaurant in California was discovered, in 1954 and today the world it as McDonalds a brand popular for its Big Macs™ and Chicken McNuggets™, with around 36,000 restaurants in over 100 countries (About Us: McDonald's Facts and Story | McDonald's, n.d.). With its brand worth up to \$36.9 Billion Dollars, McDonalds ranks thirty-nine in the top one hundred most valuable brands in 2023 (Neufeld, 2023).

Two brothers Richard (Dick) and Maurice (Mac) opened the first McDonalds in 1948. By 1954, they had created a distinctive brand identity, a fast-food eating paradigm, and two franchises already under operation. However, in 1954, Ray Kroc by chance discovered the McDonald Brothers, which resulted in Kroc acquiring all the rights to McDonald's by the early 1960s and expanding the company globally (McDonald's Trademarks - Gerben IP, 2023).

### **McDonald's Model:**

McDonald's revolutionary "Speedee Service" concept made it pop in the early years (Cuofano & Cuofano, 2024), but it is the highly adaptive franchise system that turned the fast-food chain into a global phenomenon. A franchise system annotates that a franchisee is granted a license to sell a product or service under the Franchisor's business name.

### **Franchising:**

A Franchise is a business concept that ties a Franchisor and a Franchisee in a bilateral relationship.

The Franchisor is the one with the trademark and a successful business model. The Franchisor is typically looking to expand its name nationally or internationally.

A Franchisee is the one that wants a license to a tried and tested business model and wishes to operate locally under the Franchisor's already established brand name.

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The Franchisor must disclose trademarks, important business information, key strategies, models, recipes, and processes when agreeing into a Franchise System. This usually ensures that the Franchisee has an equal chance of making the model successful in a new geographical location.

The Franchisee always pays an initial fee, a one-time payment to join the Franchise system and then an ongoing, annual royalty fee which is a percentage of the annual gross sales. (Hayes, 2024).

The Franchisee never has complete ownership of the business, this relationship is temporary, and the full rights are always reserved in the Franchisor.

In McDonald's case, the one time franchise fee goes up to \$45,000, the Royalty fee goes up to

4% and the initial expenditure costs may take an investment from anywhere between \$464,500 to \$2,306,500 (TopFranchise.com, n.d.)

**Franchise Structures:**

McDonalds offers a diverse range of Franchise agreements to their potential franchisees. This helps the franchisees to adopt a system that is best suited to their plans and needs. Some common structures in Franchise systems are:

**Single Unit Franchising:** They have the agreement to operate only one branded location.

**Multi-Unit Franchising:** They have the right and obligation to open a signified number of franchises within a territory in a limited time. Each franchise opened by the Multi-Unit Franchisee has its own Franchise Agreement with the Franchisor

**Master Franchising:** Master Franchising is similar to Multi-Unit Franchising, but the only significant difference is that the Master Franchisee can sell franchises to other locals. This way the Master Franchisee becomes a franchisor in the local market (Anderton, 2019)

In India, Hardcastle Restaurants Pvt. Ltd. (HRPL) is a Master Franchisee of McDonald's USA and owns and operates over 400 McDonald's restaurants in South and West India (*:: About Us ::, n.d; Franchising Status, n.d.*).

There are distinguished reasons why McDonalds has been able to make its franchises work at such a large scale. This is because aside from the Golden Arches and quality of food and service, McDonalds allows its Franchisees to get creative with their restaurants. From interior décor, employee wages, prices, store layout, menu design to making statements and donations, the Franchisees get to customize their McDonalds outlet according to the tastes and trends of their local Clientele.

This freedom has allowed local business entities to design their own McDonalds recipes that click with their Indigenous customs, norms and attract their local clientele.

### **McDonald's Pakistan**

In 1988, McDonalds Pakistan owned and operated by an entity SIZA Foods Private Limited initiated its journey. Listed under Food Products, SIZA Foods (Pvt) Limited is a subsidiary of The Lakson Group (Lakson Group, n.d.-b; Siza Foods (Pvt) Ltd. - Business Information in Online Web Directory, n.d.). During the past 25 years, McDonalds Pakistan has opened over seventy-nine restaurants and employs more than 5960 individuals as its workforce (McDonald's: Burgers, Fries & More, McDonald's Pakistan, 2024). For the year 2023, the annual revenue rounded up to \$107 million. (*RocketReach - Find Email, Phone & social media for 450M+ Professionals, n.d., sec. McDonald's Pakistan*)

### **The Lakson Group:**

Lakson group established in 1954 is one of Pakistan's largest business groups. It manages and owns many companies in a diverse range of sectors including FMCGs, Food and Beverages, Media, Financial Services Industry, Travel, Technology, Paper, and Packaging. In the Food and beverages section, The Lakson Group owns SIZA Foods Private Limited and manages McDonalds Pakistan through it. (Lakson Group, n.d.-b)

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**The Conflict:**

Saturday, October 7, Palestinian militant groups in an operation titled “Al Aqsa Flood” breached the Beit Hanoun crossing, located in the south of barricaded Gaza. Hamas proceeded to “invade” areas along the Southern border to take over Israel military bases. It is believed that the attack has caused up to 1,139 deaths (France, 2023). On the same day, The Israeli PM, Benjamin Netanyahu, declared in a televised statement that Israel is “at war” with Gaza (Jazeera, 2023).

The resulting retaliation from Israel has been damning for the 2.3 million people that resided in Gaza. By the end of February, the Gaza ministry of Health had reported the death of more than 30,000 people (Roberts, 2024) because of Israel’s indiscriminate bombings.

**Narratives:**

People are accusing Israel of committing war crimes against the Palestinians in a battle for narratives (Revenge Policy in Motion; Israel Committing War Crimes in Gaza, 2023).

In its study, Amnesty International (2023) charged Israel with violating international law by perpetrating apartheid against Palestinians. Israel's collective punishment of all Gaza residents, according to Francesca Albanese, UN special specialist on human rights, is equivalent to genocide (Farge, 2024). In response, Israeli officials assert before the International Court of Justice that Israel is fighting Hamas and not Palestinian civilians (War Against Hamas in Gaza Is Act of Self-defense, Israel Tells World Court, 2024).

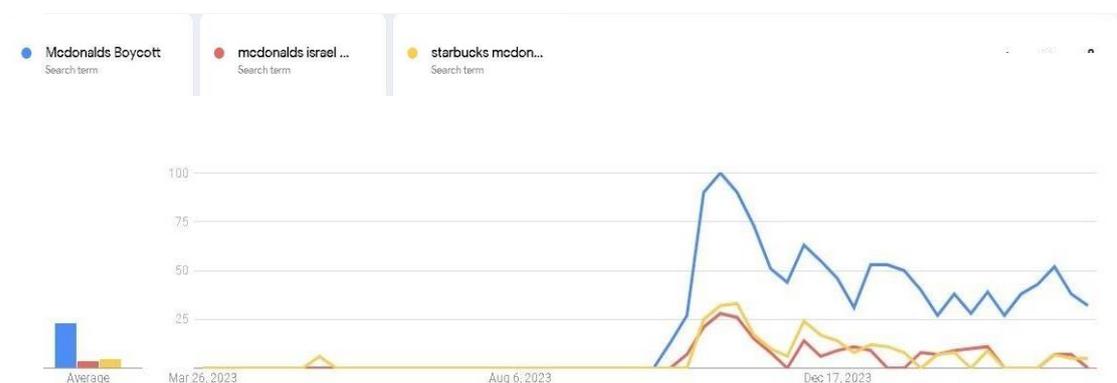
**Caught in Crossfire**

**McDonald’s Israel:**

Much like franchise structures all over the globe, McDonalds Israel is also a Franchisee affiliated with McDonald's Corporation, owned by Israeli Businessman Omri Padan, President of Alonyal Limited. McDonalds Israel operates over 80 McDonalds across Israel (Corporation, n.d.)

McDonald's Israel, following the Hamas attack on October 7, took to Instagram to voice their support for the Israeli Defense Forces (IDF) (McDonald'S Comes Under Fire for Giving Free Meals to Israeli Soldiers, 2023. -a) In the Instagram Post, McDonald's Israel claimed to have donated more than 4000 happy meals to Armed troops and promised to donate thousands more every day to all those who are involved in the defense of Israel. This garnered very swift backlash from the internet resulting in McDonald's Israel turning its account private (Magid, 2023)

### **The Public's Response:**



(Google Trends, n.d.)

Across the globe, the response to McDonald's Israel's Videos and Posts was primarily outrage. The hashtag #boycott mcdonalds took over TikTok in November 2023 and remains elevated with over 10 million views (Social Media Fuels Boycotts Against McDonald's and Starbucks Over Israel-Hamas War, 2023)

People on social media claimed to exercise their right to boycott McDonalds because McDonalds is feeding one side of the war as the innocents in Gaza died starving (McDonald'S Comes Under Fire for Giving Free Meals to Israeli Soldiers, 2023.-b)

### **BDS Movement:**

The Boycott, Divestment, and Sanctions (BDS) Movement is a Palestinian non-violent movement advocating for the non-use and non-endorsement of companies, products, and brands involved directly or indirectly in Israel led genocide (What Is BDS? 2023)

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Amongst the many companies named on the official BDS movement website, McDonald's (US) is named under the list of Organic Boycott Targets. The movement hadn't initially targeted

McDonald's Corporation. It was in fact smaller boycott campaigns that erupted against McDonalds that led to the BDS movement picking up on it. BDS movement claims to support this boycott because of the role McDonald's Israel played into advocating the genocide by providing donations to Israeli military. The Boycott is said to last until the parent company

(McDonald's US) acts against the Israeli Franchise (Act Now Against These Companies Profiting from the Genocide of The, 2024; BBC News, 2024).

**McDonald's Response:**

Local McDonald's Franchisees in Lebanon, Egypt, Kuwait, Malaysia, Oman, Pakistan, Türkiye, UAE took to social media to release a series of statements claiming zero affiliation with McDonalds Israel. They strictly termed it an Individual action that McDonald's Israel took on its own behalf. These franchisees proceeded to provide donations to their suffering brothers and sisters in Gaza (Beg, 2023) McDonalds has claimed serious business impact because of the situation unfolding in the Middle East and claimed that it is not finding any governments in the Middle East (Valinsky, 2024). McDonald's CEO, Chris Kempczinski, shared on LinkedIn that the misinformation is "disheartening and ill-founded" (Valinsky, 2024).

**McDonald's buys McDonald's Israel**

On April 4th, McDonald's Corporation has announced that it is buying back all 225 of Israeli

Franchises (Jazeera, 2024). Previously under the ownership of an Israeli local, Omri Padan, McDonalds faced a serious hit in Business in the Middle East when Padan decided to give free happy meals to Israeli Soldiers. McDonald's Corporation is now set to overtake all Israeli Franchises in the upcoming months, the terms of the deal have not been disclosed (Linford & Cooban, 2024).

## **Problem Statement**

Businesses all around the globe, over time, go through unforeseen circumstances and incidents. These incidents either directly or indirectly caused by the business hold the ability to impact the reputation and operational capabilities of those businesses. So, in response to these crises, Businesses usually produce a series of planned strategic actions and statements to eradicate any negative impact to the best of their potential.

There is a gap when it comes to crisis communication studies in relation to Pakistani Businesses Organizations. There is a need for a deeper look into crisis response statements of Pakistani businesses to overcome this gap. This can irrevocably influence our local businesses to learn from their predecessors' mistakes and be able to respond to crises in a comparatively better manner. This study, in its entirety, focuses on three statements released by McDonald's Pakistan in response to the most recent crisis (Boycott) it faced. From the 9<sup>th</sup> of October to 2<sup>nd</sup> of November, the public of Pakistan took to twitter to raise a multitude of concerns regarding the identity and role of McDonald's Pakistan in the unfolding Israel-Palestine Crisis. McDonald's released its first official statement regarding the crisis on 14<sup>th</sup> of October, the second statement followed on the 18<sup>th</sup> and the last one came on the 2<sup>nd</sup> of November. I aim to deconstruct these statements and analyze what image repair tactics have McDonald's Pakistan applied in an attempt to address the public's concerns as well as repair its image.

The current study will conduct a content analysis on these statements and dissect its segments into relevant categories of Image Repair Theory.

## **Aims & Objectives**

To deconstruct McDonald's Pakistan Crisis Statements and identify Image Repair strategies utilized in these statements.

To get a deeper insight into how McDonald's Pakistan chose to address many of Public's concerns.

## **Research Questions**

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What major image repair strategies did McDonald's Pakistan employ in its statements to respond to the boycott?

How did McDonald's Pakistan use Image repair strategies to tackle concerns raised by the public?

### **Significance of Study**

This study seeks to conduct a thorough examination of crisis communication, particularly focusing on McDonald's Pakistan response to the unforeseen boycott. By analyzing McDonald's Pakistan's 3 response statements, the research aims to shed light on their Image Repair efforts within local communities. Notably, crisis communication in the Pakistani context remains unexplored, making this investigation particularly significant. The boycott campaign against McDonald's Pakistan serves as a pertinent case study for dissecting their statements and applying Image Repair Theory to assess their strategies for image Repair.

### **Literature Review**

This research primarily centers on evaluating the image repair strategies employed by McDonald's Pakistan in the crisis it recently faced. After exploring what exactly is meant by crisis communication, it is important to develop a thorough understanding of the main theory that is

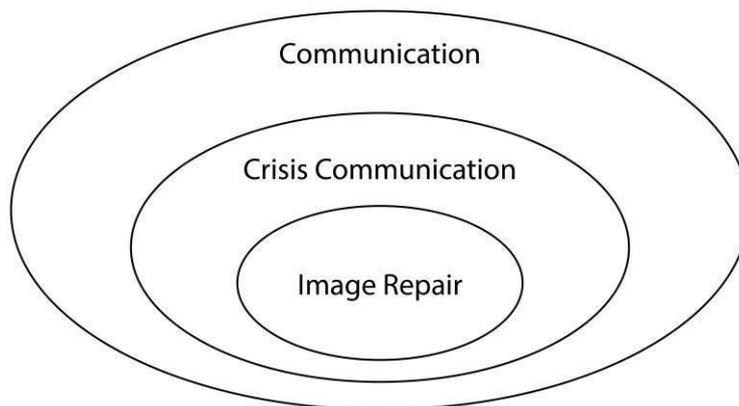
being utilized in this study, Image Repair Theory. Whenever corporations are confronted with a risk of tarnished reputation, they produce a series of statements or responses, to at least partially revert the public's perception back in their favor.

William L. Benoit studied the patterns and repeated trends in such statements and developed Image Repair Theory, formerly named Image Restoration Theory. Benoit's Image Repair Theory has been applied and observed in many different contexts. Various researchers have applied Image Repair to cases involving different corporations, all of which release statements when in crisis. The following literature review is a collection of studies that covers many such incidents. Going through these studies has helped the researcher in formulating a thorough understanding.

of how Image Repair Theory can bend and fit a multitude of cases. For example, aside from corporations, image repair strategies can also be observed in statements released by individuals or even countries when they face a threat to their reputation.

### **Crisis Communication**

According to Alrawabdeh et al. (2020) a crisis is any unforeseen event that can be disruptive or destructive to an organization's business performance and reputation. So, in relation to this, Crisis Communication is a means of managing and responding to such crises internally and externally. Crisis Communication is used to prevent confusion, eradicate information gaps and ward off any misinformation that might arise during crises. Crisis Communication Strategies are plans and protocols that are prepared in advance so at the time of crises, things can be handled tactfully.



Benoit's Communication, Crisis Communication, Image Repair Model

### **Image Repair Theory**

William L. Benoit first introduced the theory in 1995, in his book “Accounts, Excuses and Apologies: A Theory of Image Restoration Strategies”. Formerly named Image Restoration Theory, Benoit sets out to describe how individuals, businesses or governments, when confronted with a risk to their reputation, employ certain strategies to restore their repute. The theory was later named Image Repair Theory in the second edition of the same book, Benoit explained that using the word restore implies that after a crisis, businesses can restore their reputation back to its initial untarnished form if they employ said strategies. Benoit claimed that this was possible

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in no certain terms and proposed that repair (as in partial restoration) is a better term and so the theory is now referred to as Image Repair Theory (Benoit, 2014).

Within the theory, Benoit has pointed out different strategies that are commonly used in image repair discourse. Benoit (2013) established Typology of Image Restoration Strategies to help better understand the main intent behind certain statements and then classify them further based on certain attributes. So, strategies indicate a broader approach that a corporation decides to adopt within a crisis and tactics are concrete actions taken to implement the strategy. Benoit introduced 14 tactics that corporations employ but the author has added a new tactic to the typology that will further enrich the Image repair theory.

<b>General Strategies</b>	<b>Tactics</b>	<b>Examples</b>
Denial	Simple Denial Shift The Blame	We didn't steal Someone else stole it
Evasion of responsibility	Provocation Defeasibility Accident Good Intentions	They stole ours, so we stole theirs We didn't know it was stolen It was an accident that we took it We took it to protect it from being stolen by others
Reducing Offensiveness	Bolstering Minimization Differentiation Transcendence Attack Accuser Compensation Emotional Appeal	We have a strong history of honesty It was just a small item. Taking it is not as bad as embezzling funds In the larger scheme, us stealing it helped people They are lying about us stealing We returned the stolen item and paid for damages We are like a family; we will never do that
Corrective Action	Corrective Action	We implemented stricter security to prevent this in future
Mortification	Mortification	We are truly sorry and ask for forgiveness

### **Emotional Appeal:**

This research study, in addition to Benoit's 14 tactics, sets out to introduce a new tactic in Image Repair Discourse. Emotional Appeal is a newly introduced and defined concept in this study that sets out to become a part of Image Repair Theory and aims to expand its horizons. Unlike the other 14 tactics that primarily focus and operate on logic-based defenses or arguments, Emotional appeal sets itself apart by not doing so. Emotional Appeal is different from the rest of the previously known 14 tactics, because despite not being very logical, it aims to reduce the offensiveness of the incident by tugging at the hearts and emotions of the public with statements. Expressing solidarity, empathy, and expressing a deeper connection with the public are some ways to use emotional appeal in crisis response statements.

**For Example:** An organization involved in a theft scandal responds with, "We will never steal from our customers because we are all a family." While this argument may be illogical in its entirety from a strictly factual perspective, considering the profit-driven nature of the customer business relationship. But it effectively leverages the emotional appeal tactic. By framing customers as part of a "family," the organization humanizes itself, fostering a sense of belonging and trust. Despite the lack of a factual or logical response, such emotional appeals should significantly enhance public perception and mitigate negative sentiments.

**Definition** – Emotional Appeal in crisis communication refers to employing verbiage that pulls at the sentiments of the public. Such as targeting empathy, compassion, familial bonding, or emotional connection amongst the public to mitigate negative public perception. This approach focuses on:

Humanizing the organization

Forming deep and sincere connections with the public

Demonstrating utmost genuinity to the public

If successful, using emotional appeal will make the public have a more idealistic and receptive approach towards the explanations given forth by the institution. This can be done through:

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Heartfelt messages

Expressions of solidarity

References to past shared experiences and journey

Intimating a familial connection with the public

When used with other more logical appeals, Emotional Appeal should have the potential to be more effective because it adds an emotional layer to the rational or procedural responses.

Arendt et al. (2017) did a qualitative analysis of 110 articles from 1986 to 2016. These articles revolved around strategies used by different organizations to manage crises. After thoroughly analyzing the image repair and crisis communication literature, the study produced the following results: Out of 110 Image Repair studies, 58 (53%) were considered successful. Corrective Action stood as the most successful image repair strategy. On the other hand, Denial was the most common strategy used and the least successful. Since organizations utilize multiple strategies together to weave together a persuasive narrative, Corrective action showed best results when paired with Bolstering or reducing the offensiveness.

### **British Petroleum & Deepwater Oil Crisis**

British Petroleum, in 2010, suffered through a major crisis that had the ability to jeopardize its organizational image and reputation. On April 10, 2010, an explosion at the deepwater oil rig took the lives of 11 workers working at the site and released over 134 million gallons of oil into the waters near the Gulf of Mexico. The deaths of Rig workers along with long term detrimental effects that the oil spill would have on U.S. Marine life. The incident was no less than an Environmental Disaster (Liu et al., 2011). This came as a big hit to the reputation of British Petroleum and can be labelled as an unforeseeable crisis that needed quick and correct response.

Harlow et al. (2011) conducted a content analysis of Press Releases by British Petroleum after the Deepwater Horizon Spills near Gulf of Mexico. The study centered on the initial phase of crisis communication, and all Press Releases during

the first two months were taken and each paragraph was considered a distinct unit of analyses. Out of 413 total paragraphs, the most used strategy by BP was Corrective Action followed by Compensation with Bolstering falling third. BP didn't shift the blame to any other company but also failed to accept any responsibility for the incident itself, which is identified as Evasion of Responsibility in Image Repair Strategies Typology. BP's reliance on two Image repair strategies, Corrective Action and Compensation with a sneaking Evasion of Responsibility, were in no solid terms completely successful.

Stoltz (2016) identified Image Repair strategies used by BP in the later stages of the crisis. They also broadened the scope of their study by adding interviews, Speeches, Facebook posts, Tweets, and Advertisements along with the Press Releases. This study was conducted 5 years into the crisis and was able to discern long term strategies adopted by BP to salvage their reputation. For example, it was noted that BP has been deleting evidence of its own crisis communication, most notable of which was deleting all tweets from its twitter handle that were made during the crisis timeline. The study shows that during the later phases of crisis communication, BP relied most significantly on Corrective action as its main Image Repair Strategy. Bolstering and

Compensation followed respectively but the attempts had remained unsuccessful because even three years after the spill, a poll indicated that the majority of Americans still uphold a negative perception of BP.

### **Saudi Arabia post 9/11 Crisis**

Zhang and Benoit (2004) studied Saudi Arabia's 2 months long extensive image repair campaign post 9/11. After the September 11 attacks, Saudi Arabia faced an Image Crisis as it was accused of being conducive towards terrorism and supporting terrorists. To counter this narrative, Saudi Arabia launched an image repair campaign, utilizing American mass media and image repair strategies to fight off negative PR. Saudi Embassy website, popular TV, Radio Spots and Newspapers were used as primary sources to gather data for this study. Rhetorical analyses were used to identify Denial, Attacking Accusers and Bolstering as major Image repair strategies used in this campaign. After the campaign, a survey revealed modest positive change in

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attitudes of Americans towards Saudi Arabia, so the campaign remained partially successful in countering accusations and negative perceptions.

### **John F. Kennedy and the Catholic Crisis**

Benoit (2019) carried out a study on how John F. Kennedy utilized Image Repair Strategies to influence a political landscape that was heavily skeptical of his Catholic Identity. A person's or an organization's reputation relies very heavily on public perception. If tipped in the wrong direction, this public perception can turn sour and can cause serious and lasting damage. So, all strategies in Image repair theory are meant to influence public perceptions. The study used Kennedy's television spots and debate texts to understand how his defenses were. Kennedy used three image repair strategies, Denial Strategy that he isn't trying to be the first Catholic President nor is he representing the Catholic Church. Attack the accuser strategy in which Kennedy blamed the media for blowing the Catholic-Protestant issue out of the proportion and not giving coverage to policy discussions. Similarly, the Bolstering strategy, where Kennedy reminded the public of his achievements as a former naval officer and his services in Congress for the last 14 years. These achievements were meant to overpower the fact that Kennedy was a catholic. JFK's use of Image repair strategies remained largely successful as he managed to win the primary in West Virginia, a very protestant state. JFK proceeded to defeat the Republican's nominee in the general elections.

### **Arab Springs & Tourism Crisis**

Avraham (2015) observed that when the crisis is either directly or indirectly caused by a group, organization or destination, they can use image repair strategies to either deflect or reflect on the situation and eventually recover their reputation. However, in some cases, destinations suffer through serious disruptions and damages because of crises that aren't caused by them such as Terrorist Attacks, Political turmoil, civil wars. In such cases, Image Repair Strategies remain inapplicable. In such scenarios, Multi-step models for altering place images and SAM Strategies should be used.

The study similarly focuses on understanding the crisis, the place and the target audience using the multi-step model and then observes how Middle Eastern marketers have used SAM (Source, Audience, Message) strategies to recover tourism in their countries after the Arab Spring Uprisings.

## **Methodology**

### **Research Question #01**

The first question in this research is a simple one. To understand which Image Repair Strategies have been most used by McDonald’s Pakistan, the author of the paper extracted McDonald’s crisis response statements from its official social media pages.

<b>7 Oct 2023</b>	<b>9-15 Oct2023</b>	<b>13 Oct 2023</b>	<b>14 Oct 2023</b>	<b>18 Oct 2023</b>	<b>2 Nov 2023</b>
Hamas launches an attack and takes over Israel Military bases.	McDonalds Israel claims on social media that it has given thousands of free happy meals to IDF	Hashtag Boycott McDonalds trends over Social media all over the globe	McDonalds Pakistan Issues its first crisis response statement across its all social media platforms	McDonalds Pakistan releases a second statement	McDonalds Issues its third and final response

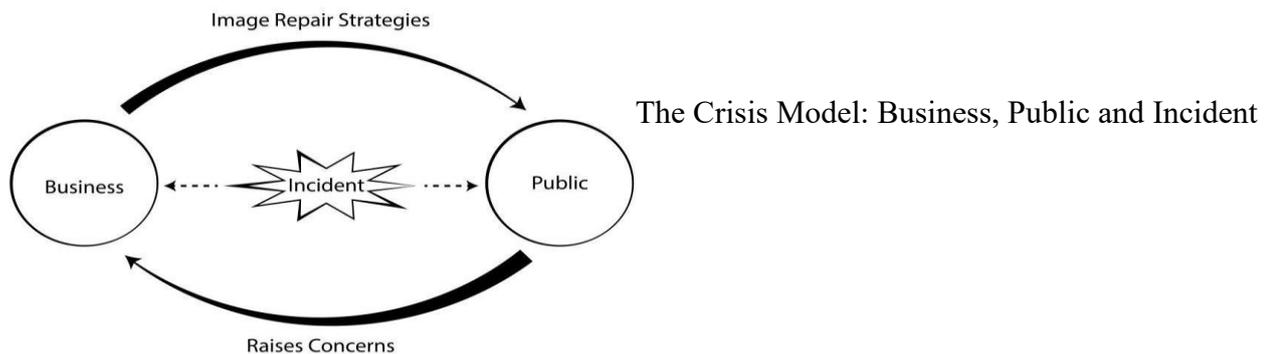
Since Urdu is Pakistan’s National Language, each of the above mentioned three statements was accompanied by their Urdu Equivalents. But as these were an exact translation, for the purpose of this study, only the English Statements extracted from McDonald’s Pakistan official X account will be subjected to content analyses and then categorized according to its perceived image repair strategy. Since the statements submitted by McDonalds were all relatively short, consisting of only 26 sentences in total, each sentence was established as the unit of analysis.

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The author herself coded the data and categorized each sentence as one of Benoit’s tactics.

**Research Question #02**

For the second research question, it is important to understand how McDonald’s Pakistan’s repute was suffering in the first place.



<b>Incident to Business Effects</b>	<b>Incident to Public Effects</b>
Reputation Damage	Health & Safety Concerns
Operational Strain	Trust Erosions
Financial & Legal Consequences	Emotional & Psychological Impact

**The Crisis Model**

Businesses undergo crises when an unexpected incident hits the public’s perception of them, which results in rising questions and concerns. This model illustrates the complex relationship between a business, the public and an incident

**For Example:** When an incident occurs, such as a scandal, product failure, or negative publicity, it can have immediate and profound effects on both the business and the public. The model depicts a circular relationship between the three and the resulting image repair strategies and concerns raised by the public.

**Incident:** At the center of the model, the incident triggers a crisis impacting both the business and the public. This is represented by the explosion symbol, indicating a disruptive event.

**Public Reaction:** The public's perception shifts dramatically post-incident, leading to rising concerns. These concerns manifest in various forms such as social media backlash, negative reviews, and declining customer loyalty.

**Business Response:** The business responds by employing image repair strategies aimed at mitigating the damage. These strategies include denial, bolstering, differentiation, transcendence, and emotional appeal, among others.

So with this in mind, the following needs to be understood

Public's concerns regarding McDonald's Pakistan post McDonald's Israel's claims to have given free happy meals to the IDF. These concerns are the reason why McDonald's Pakistan responded the way it did.

How thoroughly McDonald's Pakistan addressed the concerns raised by the public.

#### **Extracting Public Concern's using X:**

In this study, a "concern" is defined as a specific issue or apprehension raised by the public in response to an incident that negatively affects their perception of a business. Concerns can be raised through social media platforms or through customer feedback.

#### **Criteria for "Concerns" in this study:**

Concerns are expressed by the general public over the social media platform X.

Concerns address a diverse range of issues or apprehensions related to the incident.

Concerns reflect public distress, anger, disappointment, or fear.

Concerns can also demand a business to take action, provide explanations, or rectify the situation i.e. Send aid to Gaza

To accumulate an adequate representation of Pakistani Public's concerns, X was used. In Pakistan, X is widely used by youngsters and adults alike to engage in political discourse and debates regarding trending controversies and issues.

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The author filtered X with the advanced search options. The search was optimized by looking for all posts that used the words “McDonalds” and “Pakistan”, between October 9th, 2023 and November 2nd, 2023. The filter further included replies and links as well.

The dates were selected because October 9<sup>th</sup> was the first date when McDonalds Israel took to social media to boast its generous treatment of the IDF. After these posts, boycott campaigns trended in the whole world along with in Pakistan. Similarly, McDonald’s Pakistan gave no official response statements after November 2<sup>nd</sup>, this means that its statements were solely designed in response to the concerns raised by the public during these dates.

This advanced search resulted in a total of 252 posts. However, these posts also included a percentile of news updates on McDonald’s Boycott being reported by News media networks. Since the purpose of this extraction was to solely get an insight on the public’s concerns expressed first hand on X, all Posts from News organizations or agencies that reported on updates on the issue were expelled. This left us with a total of 225 Xs consisting purely of Pakistan’s Public opinion and concerns on the matter.

Out of these 225 Xs, several only consisted of McDonalds’ Boycott hashtags, others consisted of debates between X users on why they should boycott McDonald’s, some tweets also expressed support towards McDonalds Pakistan.

From this collected data, we have extracted following concerns expressed by Pakistani X Users

**Concern #1:**

McDonalds is intentionally contributing to the Genocide

By supporting and monetarily funding the Genocide

By feeding the Israel Defense Forces (IDF)

**Concern #2:**

McDonald's is not a locally owned enterprise

**Concern #3:**

McDonald's Pakistan royalties indirectly pay for the Genocide

**Concern #4:**

McDonald's should send monetary aid to Gaza

**Concern #5:**

McDonald's Pakistan should cease operations

McDonald's Pakistan should stop using the Brand name

McDonald's Pakistan should stop paying royalties

**Concern #6:**

McDonald's has not addressed the crisis in a suitable manner

McDonald's should be vocal about its support to Palestine

McDonald's should call out the terrorism and condemn the genocide

McDonald's is claiming it is neutral

**Concern #7:**

McDonald's responses are damage control and it is not sincere in its responses

We now have a suitable foundation to understand what type of public perception McDonald's Pakistan was facing when it released its three official statements. Once this was done, the author carefully coded each of the sentences from the statements to understand which concerns it intended to tackle.

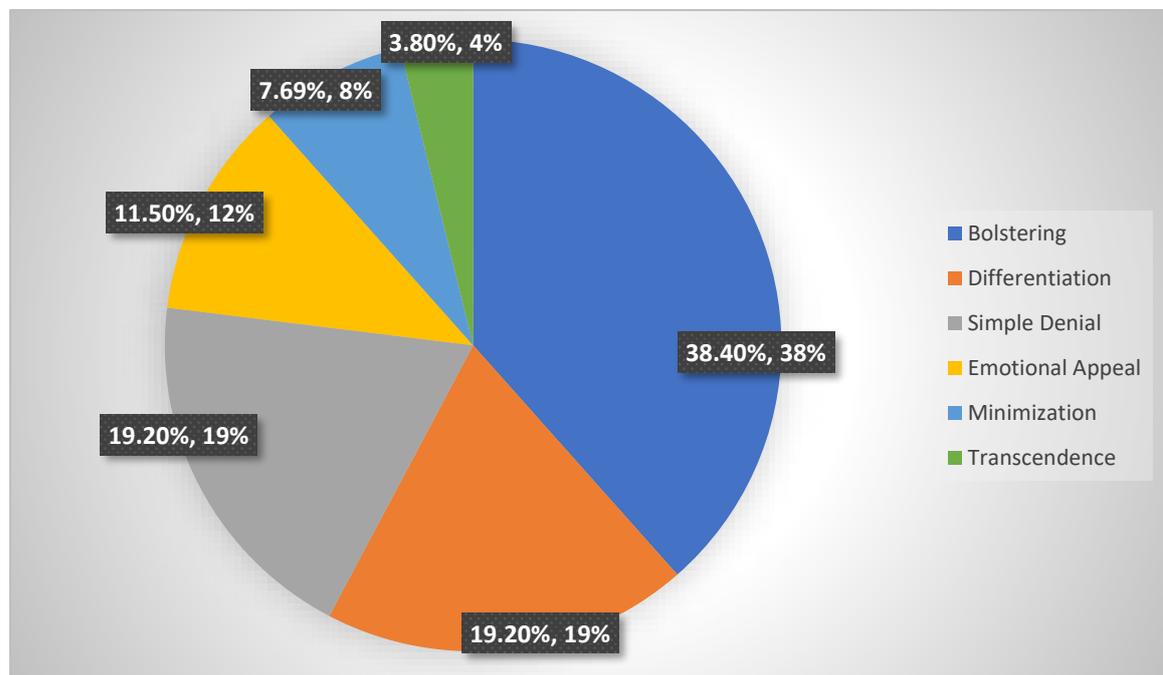
**RESULTS**

To answer the first research question, we observe a following breakdown of usage of Image repair strategies in McDonald's Pakistan statements

**Primary Image Repair Strategy:** As we can see the most excessively employed image repair strategy by McDonald's Pakistan is Bolstering. A total of 10 sentences out of 26 were coded as Bolstering which is a tactic in image repair theory meant to

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paint an appealing and esteemed portrait of the organization. McDonald's highlighted their contributions towards the national economy and local community as well as emphasized their dedication to job creation multiple times. In their later statements they also highlighted their monetary aid to Gaza.



**Secondary Image Repair Strategies:** McDonald's Pakistan used Differentiation and Simple Denial as their next most commonly applied image repair strategies. They used Differentiation to declare their stance as an independent entity from McDonald's Israel. Similarly, they used simple denial to deny any correlation with McDonald's Israel and any contribution to the unfolding genocide.

**Other Image Repair Strategies:** McDonald's Pakistan also used Emotional Appeal, Minimization and Transcendence in their response to a minimal extent. Emotional Appeal was employed to thank their customers for being part of their family and express their sorrows for the tragedy unfolding in Gaza. Minimization to rebuke that royalty payments are necessary to pay for quality service and food.

Now to answer the second research question, it is important that we put forth each concern raised by the public and analyze how McDonald's Pakistan addressed it.

### **Concern #1: McDonalds is intentionally contributing to the genocide**

McDonalds addressed this concern in their statements by using multiple Image repair strategies

**Simple Denial:** McDonalds simply denied any affiliation with "McDonald's, a locally owned Israeli business, operates in Israel." Their involvement in "any political or religious conflicts in any country" was likewise denied.

**Differentiation:** McDonald's Pakistan also made sure to distinguish its identity as a separate and independent franchise than its Israeli Counterpart to reduce perceived responsibility, "McDonald's in Israel operates as a separate entity to McDonald's Pakistan, and makes its own business and communications decisions, independent of our business in Pakistan."

**Bolstering:** McDonald's Pakistan indirectly rejected any claims of political involvement by claiming to have sole focus on providing to their customers with exceptional service and experience, "We would like to clarify that McDonald's Pakistan is a commercial entity with a single-minded focus on serving great food and providing exceptional service," and "Our dedication is solely to delivering the McDonald's experience you love and trust."

**Emotional Appeal:** McDonald's also addressed this concern by showing that it also cares about the affected in Israel-Palestine conflict and tried to connect with its customers in their distress, "However, we are deeply concerned and empathetic towards the humanitarian crisis arising from the Israeli Palestinian conflict."

So, McDonald's Pakistan tried significantly to mitigate any confusion about their involvement with the crisis. Although, they didn't directly address the accusations of feeding the IDF or monetarily funding the Genocide, McDonald's Pakistan tried significantly to mitigate any confusion about their involvement with the crisis.

### **Concern#2: McDonald's is not a locally owned enterprise**

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This was another very discussed and debated concern by the Pakistani Public on X. They questioned how local and independent of US Influence, McDonald's Pakistan really was.

**Bolstering:** McDonald's Pakistan claimed its local heritage and history by highlighting its role in the fabric of Pakistan's society and economy in following sentences, The first McDonald's restaurant opened its doors in Lahore in 1998, marking the beginning of our adventure. Since then, we have been involved in the local community. We contribute significantly to the growth of our country's economy with our 81 restaurants around Pakistan. "We look at the possibility of maintaining to serve you and contributing to the prosperity of our cherished community," and "We take pride in helping to foster economic growth, local business partnerships, and employment opportunities."

**Differentiation:** McDonald's Pakistan also repeatedly emphasized its local operation from others to reduce perceived responsibility. "McDonald's in Pakistan is a local enterprise, with full ownership and operation overseen by SIZA Foods Pvt. Ltd. Pakistan." And "We wish to emphasize that McDonald's Pakistan is a wholly Pakistani entity owned and managed by SIZA Foods (Pvt.) Ltd" and "McDonald's Pakistan, launched in 1998 is 100% owned and operated by a Pakistani company, SIZA Foods (Private) Limited."

**Simple Denial:** McDonalds "rejected" all those who tried to question its "Pakistani Identity." In the same sentence, McDonald's Pakistan emphasized that it is committed to "our nation and its people."

**Transcendence:** McDonald's painted an optimistic picture and said that it stands in "unity with the affected" and is hopeful towards a "peaceful and resilient future."

**Emotional Appeal:** McDonald's nudged at a familial bond shared between itself and the

Pakistani public and thanked them for "being part of the McDonald's family in Pakistan."

McDonald's really addressed the concerns questioning its identity and tried in many ways to mitigate any confusion or doubts about its local heritage.

### **Concern#3: McDonald's Pakistan's royalties indirectly pay for the genocide**

In this concern, the public questioned how it is possible that royalties from McDonald's Pakistan are not being used to fund the genocide because they go to McDonald's USA and are eventually used to fund the genocide.

**Minimization:** McDonald's Pakistan claimed that they pay royalties for the sole purpose of being able to use the McDonald's "brand and business system" and this is so their customers can have the "same experience" as they would have anywhere in a McDonald's franchise regardless of the fact that it is inside or outside of Pakistan.

**Simple Denial:** McDonald's Pakistan also highlighted that McDonald's Corporation operating in the USA does not "engage in any form of violence or oppression in any country." So to say that the royalties are not going to pay for the genocide.

**Differentiation:** McDonald's also again differentiated itself from companies and organizations that fund the genocide and highlighted that it is not possible for them to secretly fund the genocide because they have a "transparent auditing system" and are subjected to "strict laws"

### **Concern#4: McDonald's should send monetary aid to Gaza**

After McDonald's first statement in which they did not mention the conflict or those suffering in Gaza, Pakistani public demanded that McDonald's Pakistan should send aid to Gaza

**Bolstering:** McDonald's released its second statement in which it "stepped forward to help" and "donated PKR 10 Million" to bring "relief efforts and solace to those affected". In their third and final statement they mentioned that they "continue to explore ways" to extend "their support."

### **Concern#5: McDonald's Pakistan should cease operations**

This concern addressed that McDonald's Pakistan does not need its brand name to function. SIZA Foods (Pvt) Ltd should stop paying royalty fees for the brand name

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and work as a pure local entity. This concern was not addressed in the three statements released by McDonald's Pakistan

**Concern#6: McDonald's has not addressed the crisis in a suitable manner**

This concern arose when McDonald's Pakistan failed to acknowledge or mention the Israel Palestine conflict in its first statement on October 14<sup>th</sup>. Consequently, Pakistani public demanded that McDonald's should directly vocalize its support for the Palestinians and condemn the genocide. Many raised their concerns that McDonald's Pakistan is claiming that it is neutral and is not submitting to any sides in the conflict.

**Emotional Appeal:** McDonalds although did not condemn the genocide as per public demand, they expressed that their "hearts go out to those affected" in these trying times. And expressed their support towards those afflicted with the "tragic humanitarian crisis in Gaza."

**Concern#7: McDonald's responses are damage control, and it is not sincere**

People raised concerns that McDonald's Pakistan is not being entirely honest in its statements and is being deceptive by claiming that it is 100% locally owned. People posted on X that the franchise business model does not allow the franchise to be 100% owned. People also expressed that MacDonald's responses are merely damage control and it only supported Gaza because of the public pressure.

Mc Donald's did not address this concern in their statements as well.

**Discussion**

As the results of the first research question shows that McDonald's Pakistan mainly applied 2 main Image repair strategies in their statements, (i) Bolstering and (ii) Differentiation. As the tactic Bolstering suggests, their increased focus was highlighting and reminding the public about their role in the make of Pakistani society and how they are engaged in many communal advancements and development. The second tactic they used, Differentiation, points towards McDonalds' increased attention towards separating themselves from McDonald's Israel. Their focus relied on separating the two Businesses from each other to mitigate any misunderstandings.

This was of importance because the misconception that McDonalds Israel and McDonald's Pakistan are the same had the potential to affect their business operations substantially.

Secondarily, McDonalds used simple denial to reject any claims that they were involved in the

“Humanitarian Crisis” or that their identity was not entirely Pakistani. They applied emotional appeal in their statements to touch on the bond they share with their customers and referred to them as “family.” McDonalds.

And the results of the second research question show us that McDonald's Pakistan has vehemently addressed some concerns than others. Concern #1, #2, #3 and #4 that respectively addressed concerns about McDonald's Pakistan's support of the Genocide, the authenticity of their local ownership, their royalties and sending aid to Gaza were countered repeatedly in their statements. In Concern#4, McDonald's aid sent to the affected in Gaza was not identified as a Compensation tactic, because McDonald's did not send the money as a compensation for the harm done by their organization's actions. Rather, McDonald's “heart” went out to those being affected in Gaza and so they “donated” the money to “help the relief efforts.” Concern#5 regarding how McDonald's Pakistan should proceed as business entity and Concern#7 regarding the sincerity of their responses went largely ignored in their response statements and since McDonald's Pakistan has not made any further responses still by today, the 3<sup>rd</sup> of June, it is seen that they will continue to be ignored.

Concern#6 regarding the lack of suitability of McDonald's Pakistan's response was only addressed in the passage. People were concerned about McDonald's not condemning Israel's actions openly and felt that McDonald's was claiming a neutral stance. None of this was directly addressed in any of the statements but McDonald's did become more vocal about its support for the affected in Gaza in the latter two statements.

In this study, the author also identified and defined a new tactic that should be added to Benoit's Image Repair Strategies. This new tactic “Emotional Appeal” characterized by an Organization's efforts to humanize itself, efforts to connect emotionally with the consumers and claiming to share a bond that goes deeper than a

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consumer business bond i.e. familial bond was observed by the author in McDonald's Pakistan's statements. The author identified an empty space for such responses in Benoit's Image repair strategies and defined them as the use of "Emotional Appeal" tactics. For example, McDonald's Pakistan in its first statement on October 14<sup>th</sup>, 2023 added:

**"Thank you for being part of the McDonald's family in Pakistan."**

Such statements have no place in logically founded discourse but regardless of that are still employed by many individuals and organizations to tug at the hearts and emotions of their consumers. So, adding Emotional Appeal to Benoit's Image Repair Strategies will not only enrich it but will also expand the "Image Repair Theory" by making it more capable of effectively categorizing and identifying strategies and tactics being employed by individuals and organizations when they are confronted with a crisis.

### **Future Studies**

McDonald's addressed a good part of the concerns raised by the public in their statements, however the effectiveness of these responses remains to be explored. This research study categorized McDonald's Pakistan responses into appropriate Image repair strategies and drew parallels between public's concerns at the time and how McDonald's addressed them. Now the next question to be explored is gauging the effectiveness of these statements. A nationwide survey focusing on how people perceived McDonald's Pakistan's statements and whether it successfully cleared any misconceptions regarding the franchise should be the next step in this field of study. This can help us get a deeper insight into how effective McDonald's Pakistan's use of Bolstering combined with Differentiation in its time of crisis was. We can also possibly get an indication into the effectiveness of using Emotional Appeal in Crisis Communication.

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**Role of Social Media in Creating Awareness Regarding Israel and Palestine  
Conflict: A Survey Analysis**

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**Abstract**

This study, which is survey-based, looks into how social media shapes people's perceptions and understanding of the Israel-Palestine conflict. The study uses a thorough survey approach to examine the opinions, attitudes, and levels of knowledge of people who have been exposed to conflict-related content on different social media platforms. The research attempts to determine the influence of social media on public knowledge, perspectives, and participation with the long-standing and complicated geopolitical topic by gathering and examining responses from a varied sample. The survey asks questions about how often people use social media, what kind of content they see, and how it makes them feel. The researchers also want to know if social

media narratives influence how people see the conflict, considering things like bias and false information. By analyzing the data, they hope to find patterns in public opinions and awareness levels to see if social media helps people understand the conflict or makes them more divided.

## **Introduction**

Social media has become a potent tool in the modern period for influencing political outcomes, influencing public conversation, and mobilizing opinion around the world. According to A. Mayfeild (2008), it allows people to stay in touch, communicate with one another in a secure environment, and stay up to date on trends and contemporary topics. People may now more easily keep up with events occurring throughout the globe thanks to social media. The way that social media has disseminated information regarding the Israeli-Palestinian conflict is a prime illustration of this. Accessing information on global events, whether they pertain to international relations or even the smallest incidences in far-flung regions of the world, has become immensely convenient in the modern day (Taylor & Francis, 2015). Additionally, social media platforms are essential for informing us about the continuous hostilities between Israel and Palestine. The ease and speed with which we can keep up with these crucial topics is astounding. The researcher's objective in this study is to clarify how social media contributes to raising knowledge of the Palestine – Israel conflict (ALJAZEERA, 2018).

## **Historical Background of The Israel And Palestine Conflict**

One must first examine the historical background of the Israel-Palestine conflict in order to comprehend its current situation and the part social media plays in it. The First Zionist Congress and the rise of the Zionist movement in 1897 marked the beginning of the Israeli-Palestinian conflict. The Zionist movement's objective of creating a national homeland in an area primarily inhabited by Palestinians was the cause of the war. Tensions and strife between the two groups resulted from this. By mass-immigrating Jews to the specific area that was part of the Ottoman Empire at the time, this strategy was intended to be implemented (Khalidi, 1991). The Zionist movement saw an increase in Jewish immigration to the territory, despite some measures taken by the Ottoman Empire. The British Empire's support through the

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Balfour Declaration further strengthened their position. Conflicts between Arabs and Jews started after World War I when the British Empire was given the Mandate of Palestine and Jewish immigration to the area continued. The Arabs used uprisings and strikes to protest the British government and the growing Jewish population (Profmine eder, 2020). Arabs developed a sense of national identity, anti-Zionism, and the concept of a nation-state as a result of the 1936 general strike that turned into an Arab revolt. (Balpinar, 2019, p.35).

The disturbances further exacerbated the armed conflicts between Arabs and Jews. The British-appointed Peel Commission suggested dividing the country into a greater Arab state and a smaller Jewish one. The Jews were willing to negotiate, but the Arabs rejected the plan. It was the first time that the Mandate was mentioned, and a plan for partition was presented, even if no complete answer was found. When World War II broke out, the situation in Palestine descended into chaos, and the Arab-Jewish relationship deteriorated as a result of greater Jewish immigration and unfavorable Arab responses. A significant Jewish migration to Palestine occurred during that period as a result of the Holocaust and persecution against Jews in Europe. (Abdurrahman GÜMÜŞ, 2023)

The first Arab-Israeli War began on May 14, 1948, when Israel was founded. Despite Israel's victory in the 1949 war, 750,000 Palestinians were displaced. The territory was divided into Israel, the West Bank, and the Gaza Strip. Tensions are rising between Israel and Egypt, Syria, and Jordan.. Defense pacts were made following the 1956 Suez Crisis and Israel's invasion of the Sinai Peninsula. In 1967, Israel launched a preemptive attack, leading to territorial gains in the Six-Day War (CFPA, 2023). In 1973, there was another war after the Six-Day War. On Yom Kippur, Egypt and Syria surprised Israel by crossing into their territories. The Arab armies showed strength, but Israel managed to regain some ground. However, they couldn't rebuild the destroyed fortifications along the Suez Canal .On March 26, 1979, After 30 years of conflict, Israel and Egypt signed a peace pact. Egypt acknowledge Israel's right to exist after Israel gave the Sinai Peninsula back to Egypt. Normal diplomatic relations were established between them (Dror Milchman and Yeal Mizrahi, 2017).

The Palestinians began the second intifada in 2000 as a result of Ariel Sharon's visit to the al-Aqsa mosque, a stalled peace process, and their concern over Israel's rule over the West Bank. This went on until 2005. Despite international judges' objections, Israel responded by erecting a barrier wall across the West Bank in 2002 (Oded Bilty, GMT+5, 2022). Israel and Hamas fought each other militarily in the summer of 2014 after skirmishes in the Palestinian territories. After Hamas launched thousands of rockets into Israel, Israel launched a massive offensive in Gaza in retaliation. Unfortunately, a cease-fire mediated by Egypt brought the battle to a conclusion in late August 2014, but many people died on both sides. When Israeli-Palestinian violence erupted again in 2015, Mahmoud Abbas, the president of Palestine, announced that the Palestinian people would no longer be subject to the territorial limits established by the Oslo Accords (The News Crime, 2015). During a protest along the Gaza-Israel boundary in March 2018, Israeli soldiers tragically killed several Palestinians and injured thousands more. Later, the violence escalated as Israel responded with strikes in Gaza, and Hamas militants fired rockets into Israel. As a result of this precarious position, Hamas now rules the Gaza Strip while Fatah controls the Palestinian Authority in the West Bank, causing tensions between the two groups to resurface (ALJAZEERA, 2018). A court decision on the expulsion of Palestinian families from East Jerusalem properties was made in early May 2021. Protests ensued, and when rockets were fired into Israel and airstrikes followed, the situation worsened. With lives lost and millions evacuated, it was a very difficult scenario. A cease-fire was eventually agreed upon, but the consequences were disastrous (Joseph Federman, 2021). On Saturday, October 7, 2023, Hamas announced the official beginning of "Operation Al-Aqsa Flood" and asserted that it had fired over 5,000 rockets into Israel from Gaza in under 20 minutes. At least 3,000 rockets were fired from Gaza, according to Israeli officials. The blockade of Gaza, the expansion of illegal Israeli settlements, the rise in Israeli settler violence, and current tensions at Al-Aqsa have all been cited by Hamas as reasons for their attack (ALJAZEERA, 2023). Israel responded to the Hamas attack by attacking Gaza. At least 232 Palestinians have been killed by Israeli airstrikes in the Gaza Strip, according to medical sources. In reaction to an attack on Israel by Hamas, these airstrikes were conducted (ALJAZEERA, 2023). And in the same manner, this war is getting worse.

## **The Social Media and the Palestinian–Israeli Conflict**

Social media has emerged as a powerful platform for disseminating information about human rights concerns. On Saturday, October 7th, 2023, Israel attacked Gaza and many Palestinians were killed (ALJAZEERA, 2023). This research aims to understand how social media was used during this conflict. People used social media to express their resistance, protest, and support for social justice. It became a platform for everyone to respond to human rights issues. In this situation, social media becomes a means for people to share their thoughts, news, and updates about the Palestine-Israel conflict. Social media plays a crucial role in generating empathy and support from citizens towards the conflict. On social media, people can freely express their opinions and perspectives on social phenomena, including the Palestine-Israel conflict. It allows for a diverse range of voices and provides a platform to discuss the pros and cons of the situation (Routledge, 2020). On July 16, 2014, an attack occurred in Gaza (The 51 Day War, 2015). It featured an altercation between Israeli soldiers and the Al-Qassam Brigades. The Hamas-affiliated Al-Qassam Brigades commanded the resistance in Gaza during the time. Netizens were able to communicate information about the crisis in real time thanks in large part to social media. Through tools like likes, comments, shares, and tweets on platforms like Twitter, people were able to gain different perspectives on this social and political phenomenon (G. Blank and C. Lutz, 2017). Palestinian activists, for instance, have used social media to raise awareness about their experiences and to counter what they perceive as biased or one-sided narratives. Similarly, Israeli activists and citizens have also utilized social media to voice their concerns and advocate for their viewpoints.

### **Objectives**

This research aims to achieve several objectives:

- O1.** To raise awareness and provide information about the complexities of the conflict.
- O2.** To promote dialogue and understanding between different perspectives on the conflict.

**O3.** To help people understand both sides of the conflict and the experiences of Israelis and Palestinians.

**O4.** To amplify the voices of individuals affected by the conflict and promote empathy.

### **Rationale of Study**

Social media platforms have developed into effective tools for communication and information dissemination, and because of their widespread use, people from all over the world can readily access and share news, updates, and their own opinions on the Israel-Palestine conflict. This justifies the role of social media in raising awareness of the conflict. This heightened awareness may promote empathy, encourage discussion between those with disparate opinions, and result in a deeper comprehension of the complexity involved. Social media also gives voiceless people a chance to be heard and offers a forum for advocacy and activity. But it's vital to remember that social media can also amplify prejudices and promote false information, so when interacting with conflict-related social media content, critical thinking and fact-checking are essential.

### **Statement of Problem**

The statement of the problem regarding social media awareness of the Israel and Palestine conflict is that the spread of misinformation, polarization, and the amplification of hate speech. Due to the highly sensitive nature of the conflict, social media platforms often become battlegrounds for opposing narratives, leading to the creation of echo chambers and the reinforcement of existing biases (James Rodgers, 2015). Using social media for the Israel-Palestine conflict can make it harder to have good conversations, spread stereotypes, and make things more divided and hostile. The important thing is to encourage responsible and informed discussions online to help people understand each other better, show empathy, and find peaceful solutions.

### **Significance**

The significance of social media awareness regarding the Israel-Palestine conflict lies in its ability to reach a global audience and facilitate the exchange of information and perspectives. A more varied and complex perspective of the war is made possible by

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social media platforms, which give people a place to discuss news, personal accounts, and opinions. This increased awareness can lead to greater empathy, support, and engagement from people around the world. Social media activism can mobilize individuals to take action, advocate for peace, and contribute to efforts for a just resolution. Activists, journalists, and organizations use social media to debunk misinformation and provide accurate information, helping to maintain a more informed public discourse. The significance of social media awareness in the Israel and Palestine conflict lies in its capacity to shape global perception and foster a more informed and engaged global audience. It has become an essential component of contemporary discussions surrounding the conflict, with implications that extend far beyond the boundaries of the region.

## **Literature Review**

There were a number of literature evaluations on the subject of social media awareness of the Israel-Palestine conflict, but they differed slightly in their goals and driving forces. This literature review's primary goal is to determine how this dispute is portrayed on social media.

The media, a potent instrument, bears immense responsibility. It is tasked with disseminating information to a global audience and holds itself accountable for any misinformation or failure to achieve its objectives (Siebert, 1956)

Israel appeared to have the upper hand when it came to reporting on the events from the start of the conflict between Palestine and Israel. Due to Israel's highly developed technology base and ability to handle reporters, media, and news coverage, the country was able to preserve its favorable perception of the Palestine-Israel conflict in the eyes of the world and its own citizens (Najaar, 2009)

With the Arab world expanding and making technological advancements, social media has emerged as a crucial instrument in the Palestine-Israel conflict. Social media has developed, and since the Israeli government imposed a media embargo in

Palestine, media outlets are now supplying news, information, and facts regarding the conflict. Following the analysis, social media has provided citizen journalists with additional avenues for information dissemination, commentary, and the distribution of war-related content. With the help of recordings and footage, Palestinian journalists are currently keeping the world informed about events in Palestine (Ward , 2009)

During significant events, Twitter played a crucial role in disseminating information both globally and inside communities. Through this social media platform, journalists were keeping the public informed about the situation when the war between Israel and Hamas broke out.

Jeffery P (2009) states that people are influenced by the media, which is why they are exposed to the Israel-Palestine issue. People only often trust the news they see on social media.

The world was initially informed about the conflict between Israel and Palestine through blogs. The main medium was blogs, which were written in English and discussed Israel and Palestine from many points of view. Later, the incidents were reported on radio and television. People began using social media platforms to discuss their support for Israel, and a social movement to support Palestine was born. A Facebook page was established, and people began criticizing both Israel and Palestine. However, speaking up on social media platforms wasn't always appreciated; as a result, pages and accounts that would be considered offensive were taken down or banned. Israel David (2014).

Social media proved to be a useful tool for the people of Gaza during the 2014 war. They shared details about their current events, injuries, and situations, and it allowed them to interact with the outside world (H . El Zein , A . Abusalem , 2015) .

Twitter is the most popular social media tool during times of war and disaster. When Hamas and the IDF began fighting one other, they both launched campaigns utilizing Twitter as their platform, providing context, viewpoints, and explanations for their positions (Zeitsoff , 2015).

The growing usage of social media is helping to bring attention to the plight of the Palestinian people; among the few hashtags that do this include “Free Palestine,”

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“Gaza Under Attack,” and “Palestinian Life Matters.” (Huda , Nurmandi , Qadir , 2021)

Wolfs fed (2004) states that news of conflict and natural disasters, and bloodshed is quickly covered by the media. Since the Israel-Palestine conflict is one of the longest-running, it is the subject of the greatest interest from the international media.

International media covers the Israel-Palestine conflict and gives it significant attention during times of war and conflict. (Zhao & Jiang, 2011) .

Laleh Khalili (2015) asserts that the media is a forceful instrument that reveals the might of the Israeli state, displays and informs its apparatus, and informs about its prospective meetings and plans.

Social media sites like Facebook, Instagram, Twitter, and YouTube attracted a lot of attention from the general public. By using these sites, audiences were educated about ongoing wars, awareness was raised, and the struggles of those living in war zones were highlighted. (Aday, Farrell, Lyunch, Freelon, 2012). As a result of technological advancements, militant organizations are now using social media as a platform to talk about the Palestine-Israel conflict, turning it into a combat zone where terrorist operations coexist.(Otte, 2009)

According to Moaz (2006), news coverage and its impact on social media are so potent that they have sparked talks about negotiations. In the context of the Israel-Palestine conflict, the news report details the plans of the opposing party as well as the proposals it is accepting and rejecting.

Images of toddlers covered in blood, maimed, and many more horrifying images of Gaza residents posted online by Palestinians and pro-Palestine activists might be used as leverage against Israel. Israeli officials use Twitter to spread the word about their position and the circumstances; in contrast, Hamas uses the site to inform people about their suffering, which completely alters public perception of conflict (Regan, 2014).

According to a study, war journalists in a country are more active on social media during times of conflict, providing information about the circumstances and even having the ability to completely alter the perspectives of their viewers. (ORI, 2017).

A war journalist is someone who knows how and what to say to shape public perception about a war or conflict. They also provide real, general, and honest news while maintaining a high degree of confidence and patriotism (Allan & Zelzer; 2004).

When Facebook removed Palestine from the drop-down option and prevented users from selecting it when creating a new account, a virtual conflict between Israel and Palestine broke out. Consequently, this sparked the online discussion between Israel and Palestine. (Maulla , 2017) .

These days, public diplomacy also includes digital diplomacy. Through Facebook, Twitter, YouTube, and other platforms, fundamental diplomatic operations are carried out using phones and the internet to change laws to the public's advantage (Potter 2002).

Facebook is the most popular site for Palestinians to share live footage and transmissions of events and content, according to Arnold and Merrill (2004).

Youth activism has increased as a result of social media's education of its users about the Palestine-Israel issue. People now have the ability and chance to raise their views and concerns thanks to citizen journalists and social media platforms. Through all of this, musicians and artists show their support for Palestine by dedicating their songs to the cause; they are the embodiment of the people fighting for independence (Monshipouri , Prompichai , 2018) .

Social media use during major crises and the war With time, academics and decision-makers have come to see social media as a valuable instrument (Howard , 2010).

Youth who utilize media more frequently, take an active role in social problem advocacy, educate others on the subject, and engage in both online and offline protests are the younger generation (Majeed , 2020).

The main news outlets that keep the public informed about the ongoing conflict surrounding the Israel-Palestine conflict include Al-Jazeera, BBC News, Al-Arabiya,

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and CNN News. Their coverage of the news is significant to their audience (Tala , 2021).

### **Theoretical framework**

The social responsibility theory can be used to this study's analysis of social media coverage of the Israel-Palestine conflict. People who are socially responsible are concerned about their community and act to assist others without anticipating anything in return. Although different scholars and thinkers may have different ideas about what social responsibility means, they all agree that it's about how much someone is dedicated to taking care of themselves and others. It's about being a good member of society and doing things that benefit others, even if there is no personal gain involved (Berkowitz & Kenneth, 1968; Othman, 1973). In order to secure his survival and continuity, he must make a commitment to act in a way that benefits not just himself but also those around him, the group he belongs to, or the society in which he lives. According to (Carroll, 1979) these obligations may be discretionary, moral, legal, or material. According to recent studies on the subject, media outlets are therefore required to provide the public with accurate, unbiased, and balanced information. Social media sites should try to present a range of perspectives on the dispute, avoid sensationalism or partiality, and double-check material before disseminating it. Social media platforms must encourage pleasant and productive dialogues that increase users' comprehension and empathy. A more upbeat and welcoming online community can be achieved by promoting courteous and fruitful dialogue. Social media may support a more thoughtful and nuanced conversation about the issue while fostering understanding and peace by upholding the values of social responsibility.

### **Research Questions**

At the heart of this study lies a fundamental question.

**R1.** How does social media influence people's opinions about the Israel and Palestine conflict?

**R2.** What kind of information about the conflict do people find on social media?

**R3.** Does social media make people more divided in their views on the conflict?

**R4.** How can we promote fair and balanced reporting on social media about the conflict?

### **Hypothesis**

**H1:** It is more likely that social media can shape opinions by showing biased information, possibly reinforcing existing viewpoints.

**H2:** It is more likely that people may find emotionally charged content, personal stories, and one-sided perspectives, shaping their opinions.

**H3:** It is more likely that it's possible that social media can make people more divided by reinforcing their existing beliefs.

**H4:** It is more likely that We can make sure reporting is fair and balanced by showing different viewpoints and checking facts before sharing

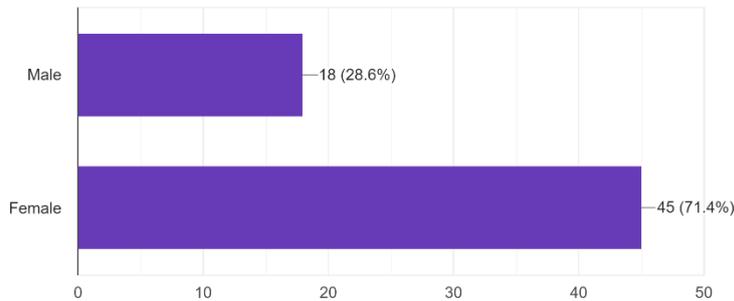
### **Methodology**

To find out the role of social media in creating awareness regarding Israel and Palestine a quantitative approach has been identified as more suitable. Quantitative approach is more flexible and effective because the data is collected in numbers. The researcher will use a non-random sampling technique for conducting surveys. The population taken for answering from the youth of Multan were the intended audience for the survey responses. The participants were asked to fulfil the questionnaire online. This questionnaire will consist of 10-15 questions. Sample will consist of both male and female students.

### **Data presentation and Analysis**

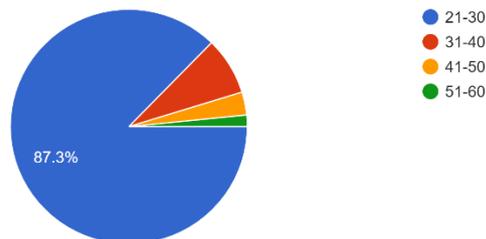
*Analysis of FATA Issues through the Lenses of Public and Media Agenda*

Gender  
63 responses



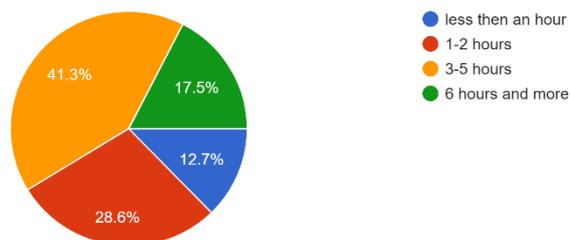
28% of the respondents are males, while 71% of the respondents are females by gender.

Age  
63 responses



7% of the respondents are aged between 21-30, while 7.9% are between 31-40 and 3.2% are between 41-50 or 1.6% are between 51-60

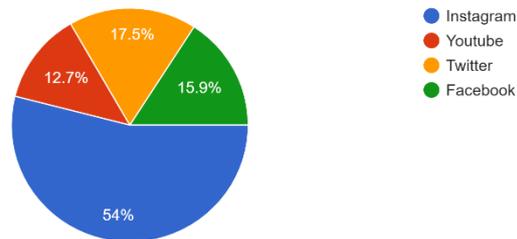
1. How often do you use social media platforms to stay updated on current events?  
63 responses



41.3%% of the respondents spend 3-4 hours, while 28.8% of the respondents spend 1-2 hours or 12.7% of the respondent spend less than an hour and 17.5% of the respondents spend more than 6 hours on social media to stay updated on current events.

2. Which social media platform do you find most effective in providing information about the Israel and Palestine conflict?

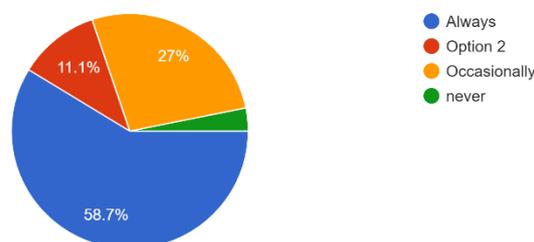
63 responses



54% of the respondents are using Instagram, while 15.9% of the respondents are using Facebook, 17.5% of the respondents are using Twitter and 12.7% of the respondents are using YouTube to find the most effective in providing information about the Israel and Palestine conflict.

3. Do you rely on social media for information about the Israel-Palestine conflict?

63 responses

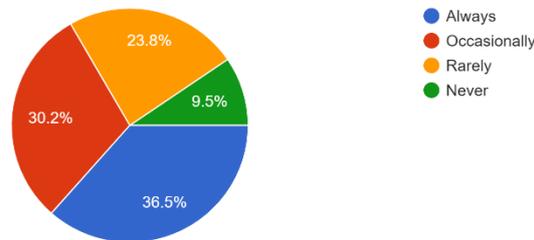


58.7% of respondents said they always rely on social media to learn about the Israel-Palestine conflict, 27% said they do so occasionally, 11.1% said they do so infrequently, and 1.3% said they never do so.

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4. Do you believe social media platforms present a balanced portrayal of the Israel-Palestine conflict?

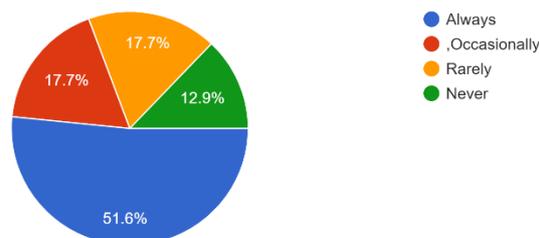
63 responses



36.5% of the respondents believe that social media platforms always present a balanced portrayal of the Israel-Palestine conflict, while 30.2% of the respondents believe that social media platforms occasionally present a balanced portrayal of the Israel-Palestine conflict, 23.8% of the respondents believe that social media platforms rarely present a balanced portrayal of the Israel-Palestine conflict and 9.5% of the respondents believe that social media platforms never present a balanced portrayal of the Israel-Palestine conflict.

5. Have you ever encountered conflicting narratives about the Israel-Palestine conflict on social media?

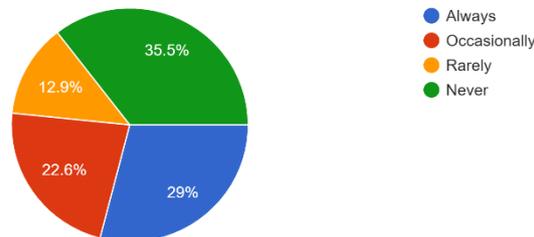
62 responses



51.6% of respondents said they always come across conflicting narratives about the Israel-Palestine conflict on social media, 17.7% said they come across conflicting narratives about the conflict on social media occasionally, 17.7% said they come across conflicting narratives about the conflict on social media infrequently, and 12.9% said they never come across conflicting narratives about the conflict on social media.

6. Have you ever changed your perspective on the Israel-Palestine conflict due to information encountered on social media?

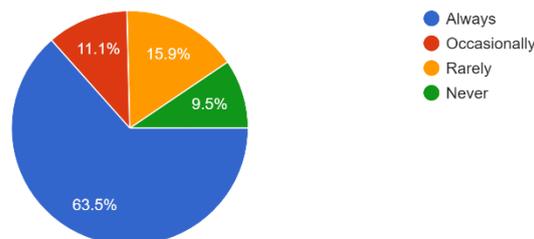
62 responses



29% of the respondents are always changed their perspective on the Israel-Palestine conflict due to information encountered on social media, while 22.6% of the respondents are occasionally changed their perspective on the I the respondents are always changed their perspective on the Israel-Palestine conflict due to information encountered on social media , 12.9% of the respondents are always changed their perspective on the Israel-Palestine conflict due to information encountered on social media and 35.5 % of the respondents are never changed their perspective on the Israel-Palestine conflict due to information encountered on social media .

7. Do you believe social media lets more people share their opinions on the Israel-Palestine conflict?

63 responses

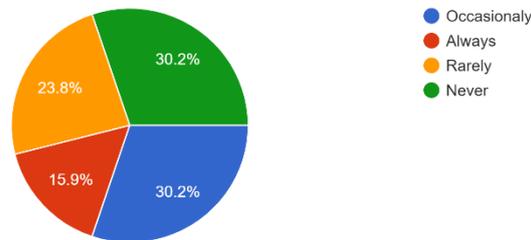


63.5% of the respondents are believes that social media always lets more people share their opinions on the Israel-Palestine conflict, 11.1% of the respondents are believes that social media occasionally lets more people share their opinions on the Israel-Palestine conflict , 15.9% of the respondents are believes that social media rarely lets more people share their opinions on the Israel-Palestine conflict , whereas 9.5% of the respondents are believes that social media never lets more people share their opinions on the Israel-Palestine conflict.

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8. Have you ever participated in online discussions or debates about the Israel-Palestine conflict on social media?

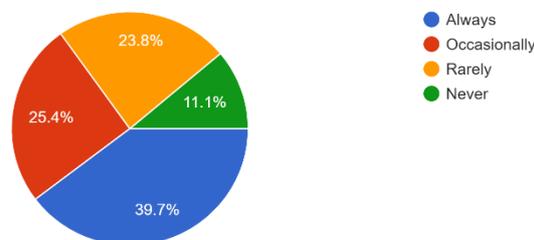
63 responses



Of the respondents, 30.2% have occasionally participated in online discussions or debates regarding the Israel-Palestine conflict on social media, 15.9% have always participated in such discussions or debates, 23.8% have participated in such discussions or debates infrequently, and 30.2% have never engaged in such discussions or debates.

9. How often do you fact-check information related to the Israel-Palestine conflict that you encounter on social media?

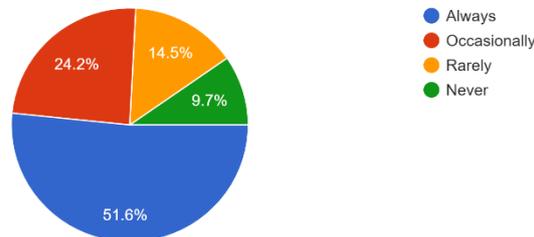
63 responses



According to 39.7% of respondents, they frequently verify material on the Israel-Palestine conflict that they come across on social media. 25.4 percent of the respondents said they occasionally fact-check information about the Israel-Palestine conflict that they come across on social media, 23.8 percent said they frequently or always do so, and 11.1 percent said they never do so.

10. In your opinion, does social media play a role in mobilizing support for activism related to the Israel-Palestine conflict?

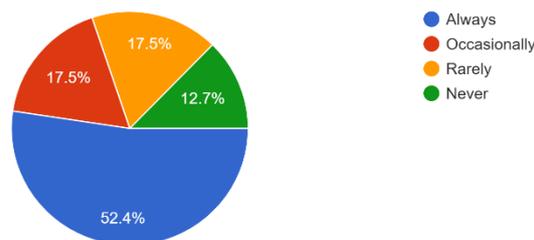
62 responses



51.6% of the respondents are thinks that social media plays a role in mobilizing support for activism related to the Israel-Palestine conflict, 24.2% of the respondents are thinks that social media occasionally plays a role in mobilizing support for activism related to the Israel-Palestine conflict, 14.4% of the respondents are thinks that social media rarely plays a role in mobilizing support for activism related to the Israel-Palestine conflict whereas 9.7% of the respondents are thinks that social media never plays a role in mobilizing support for activism related to the Israel-Palestine conflict.

11. Do you believe social media can contribute to peacebuilding efforts in the Israel-Palestine conflict?

63 responses

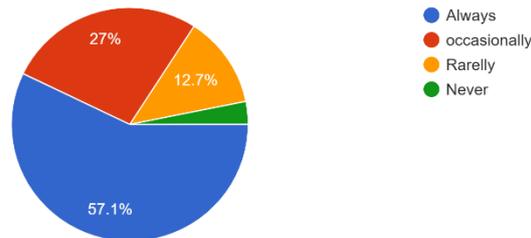


52.2% of the respondents are believes that social media can always contribute to peacebuilding efforts in the Israel-Palestine conflict ,17.5% of the respondents are believes that social media can occasionally contribute to peacebuilding efforts in the Israel-Palestine conflict, 17.5% of the respondents are believes that social media can rarely contribute to peacebuilding efforts in the Israel-Palestine conflict, whereas

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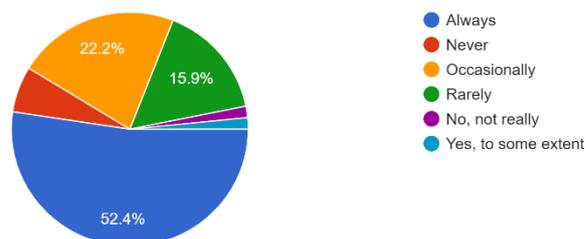
12.7% of the respondents are believes that social media can never contribute to peacebuilding efforts in the Israel-Palestine conflict.

12. Do you think social media has a role in shaping public opinion on the Israel-Palestine conflict more than traditional media?  
63 responses



3.2% of respondents believe that social media never influences public opinion on the Israel-Palestine conflict more than traditional media, while 57.7% of respondents believe that social media always influences public opinion on the conflict more than traditional media, 27% believe that social media occasionally influences public opinion more than traditional media, and 12.7% believe that social media rarely influences public opinion more than traditional media.

13. Do you think that social media facilitates productive dialogue and understanding between individuals with differing views on the Israel-Palestine conflict?  
63 responses

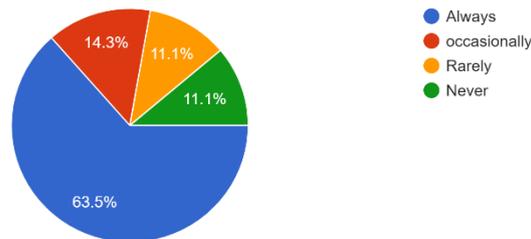


52.4% of the respondents are thinks that social media always facilitates productive dialogue and understanding between individuals with differing views on the Israel-Palestine conflict, 22.2% of the respondents are thinks that social media facilitates productive dialogue and understanding between individuals with differing views on the Israel-Palestine conflict ,15.9% of the respondents are thinks that social media rarely facilitates productive dialogue and understanding between individuals with

differing views on the Israel-Palestine conflict , whereas 4% of the respondents are thinks that social media never facilitates productive dialogue and understanding between individuals with differing views on the Israel-Palestine conflict .

14. In your opinion, do you believe social media contributes to the framing of the Israel-Palestine conflict as a global issue?

63 responses



63.6% of the respondents are believes that social media always contributes to the framing of the Israel-Palestine conflict as a global issue, 14.3% of the respondents are believes that social media occasionally contributes to the framing of the Israel-Palestine conflict as a global issue, 11.1% of the respondents are believes that social media rarely contributes to the framing of the Israel-Pales whereas 11.1% of the respondents are believes that social media always contributes to the framing of the Israel-Palestine conflict as a global issue tine conflict as a global issue .

### **Finding Conclusion and Discussion**

The researcher conducted a study on the role of social media in creating awareness regarding the Israel –Palestine war. The researcher tries to find out what conflict social media gives. The researcher has used a non-random sampling technique for conducting survey from the youth of Multan

### **Research Questions and Hypotheses: (Approved/Rejected)**

**RQ1** states that, “How does social media influence people’s opinions about the Israel and Palestine conflict?

H1 is formulated in the light of RQ 1 which states that:

**H1:** It is more likely that social media can shape opinions by showing biased information, possibly reinforcing existing viewpoints.

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The results obtained show that social media can have a significant impact on shaping people's opinions about the Israel and Palestine conflict. It provides a platform for individuals to express their views, share information,

**After analysis the survey research, H1 was accepted**

**RQ2** states that, “What kind of information about conflict do people find on social media?”

H2 is formulated in the light of RQ 2 which states that:

**H2:** It is more likely that people may find emotionally charged content, personal stories, and one-sided perspectives, shaping their opinions

The results obtained show that It is more likely that it’s possible that social media can make people more divided by reinforcing their existing beliefs on social media, people can find a wide range of information. They may come across different perspectives, narratives, and analysis from various sources.

People tend to follow and engage with content that aligns with their existing beliefs, creating echo chambers. This can refine different perspectives and engage in respectful dialogue if we approach it with an open mind.

**After analysis the survey research, H2 was accepted**

**RQ3** states that, “Does social media make people more divided in their views on the conflict?”

H3 is formulated in the light of RQ 3 which states that:

**H3:** It is more likely that it’s possible that social media can make people more divided by reinforcing their existing beliefs.

The results obtained show that social media can sometimes contribute to the division of views on conflict.

**After analysis the survey research, H3 was accepted**

**RQ4** states that, “How can we promote fair and balanced reporting on social media about the conflict?”

H4 is formulated in the light of RQ 4 which states that:

**H4 :** It is more likely that We can make sure reporting is fair and balanced by showing different viewpoints and checking facts before sharing

The results obtained show that to promote fair and balanced reporting on social media about the conflict, it's important to encourage critical thinking and media literacy.

**After analysis the survey research, H4 was accepted**

### **Conclusion**

In conclusion, social media significantly influences people's opinions and views regarding the Israel-Palestine conflict. It also provides information about the conflict from all angles and in all of its details. The results also show and demonstrate the diversity of opinions held by social media users regarding the Israel-Palestine conflict, but it is crucial for the media to promote and share content to strengthen people's perceptions and narratives.

### **Future Research Directions**

Analyzing the types of content shared on social media platforms, including news articles, user-generated posts, images, and videos, to understand dominant narratives, themes, and biases.

Investigating patterns of user engagement, such as likes, shares, comments, and reactions, to identify influential voices, echo chambers, and strategies for mobilizing support or dissent.

### **Limitations**

The researcher has faced technical problem for copying and pasting the questionnaire results.

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## **Analysis of FATA Issues through the Lenses of Public and Media Agenda**

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### **Abstract**

This study investigates the interplay between media agendas and public perceptions regarding critical issues in Pakistan's Federally Administered Tribal Areas (FATA). Using content analysis of news reports and survey research from Bahauddin Zakariya University students, the research examines how regional newspapers shape popular perceptions, particularly focusing on terrorism, military operations, and socio-economic challenges.

The findings reveal a significant correlation between media coverage and public opinion on terrorism, indicating that prominent media placement influences public priorities. However, other issues such as climate crisis, healthcare, political instability, and economic development show no significant correlation, suggesting selective media influence. This highlights the need for more comprehensive and balanced media reporting to better inform and engage the public on various socio-political and economic issues.

By emphasizing the strategic role of media in shaping public discourse, this study underscores the necessity for diversified media coverage to ensure all significant issues receive adequate attention. The results contribute to understanding the media's impact on public perceptions and the importance of inclusive reporting in addressing the multifaceted challenges faced by FATA.

## **Introduction**

The Federally Administered Tribal Areas (FATA) suffer several challenges and complex realities, but their predicament is hidden from the general public's view by a deep silence found in the mainstream media's shadowy narratives. According to (tzulfiqar, 2016) Virtually FATA was cut off from the rest of the country tribesman relied on word of mouth and human messengers as the most traditional means of spreading news about their issues. The Tribal areas were dominated by the Pashtun ethnic group called Tribal Pashtuns (yousaf, 2020). The tribal region (former FATA) stretches from north-West to south West of Khyber Pakhtunkhwa (KPK) accompanied by Afghanistan's borders (Noel I. Khokhar, 2014). In 12 November 1893 the region was cut off from Afghanistan and signed the agreement by the foreign secretary of India Sir Mortimer Durand and the Amir of Afghanistan Abu Rahman (dogra, 2017)

Comprises of Seven agencies (now Districts) Khyber, Mohmand, Bajaur, Kurram, Orakzai, North and South Waziristan, (shinwari, 2012)

Governed by traditional regulations and the British 1901 Frontier Crimes Regulations (FCR) (group, 2018) With area of 27,220 square km according to the census 2023 total population 5,743,162 (statistics, 2017) as per 25th amendment of the 1973 constitution of Pakistan FATA have been merged in Khyber Pakhtunkhwa. (department, 2019)

Tribal areas (FATA) have a great historical significance, as described by (lieven, 2011) the mountains of the area have always been the hub for armed Islamist rebellions in British rule and after 9/11 incident, Consider one of the world's uncomfortable area (ali, 2018).

Pakistan Federally Administered Tribal Areas (FATA) showed importance strategically and also for the defense and security for Pakistan and the world after world trade terror attack (9/11) the area was the suitable point and seam for central Asia and south West playground of world's politics, in result many challenges such as security and instability hit the region (Hilali, 2010). In 1980s due to American CIA, Saudi Arabia General intelligence Directorate (GID) and Pakistan Intelligence Agency jointly started war against Soviet Union Pakistan's semiautonomous (now

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merged in KPK). Tribal Areas became the buffer Zone and the bursal institute for Afghan insurrectionists, after a quarter century the 9/11 horror strike on world trade Centre America, United States start operations in Afghanistan and at the same time brutal and violent military actions in Pakistan's Tribal border areas (FATA) and the Tribal region grabbed international concentration (gul, 2009 2010)

After 9/11 terror attack the Federally Administrate red Tribal Areas (FATA) security problems, Insurgency, terrorism, militancy, civil conflicts, drug smuggling, humanitarian crisis, migrants and illegal reproduction arise from this region, which is a biggest threat to regional and international security, (khan, 2017)

The region gone at the back of development in all sectors in contemporary world geo political arena, Federally Administrate red Tribal Areas (FATA) is important to be left Halt from the ordinary Pakistan's society, Tribal belt faces many challenges such as deficient socio economic development, political administration, human rights sensation, education, health, judiciary and other sectors, to the rest of the state (Umbreen, 2016).

In a world where the media serves as both a mirror and a megaphone for societal concerns, harnessing its power to spotlight public issues is paramount, Media is the overpass platform bthe etween public and authorities to bear information regarding public issues to the government (khatri, 2014). The people of FATA have often been marginalized and their perspectives sidelined in provincial, national and international discourse.

News coverage plays a crucial role in shaping a nation's agenda the public's to concentrate on a small number of important issues is largely due to news coverage.

Individuals are not naturally able to get, verify, and evaluate news from independent sources. The knowledge the media provides shapes their facts and reality about the world they live in. Because of the impact of the news they consume daily, they focus on particular issues and subjects. (McCombs, 2002) The socio-political dynamics, security difficulties, and historical marginalization of Pakistan's FATA region have garnered substantial public attention, making it a complicated area. Understanding how these concerns are portrayed in the media, which is influenced by ideas like

agenda-setting and framing theory, is essential to comprehending how they affect public conversation. To identify biases and power relations and to explore opportunities for informed discourse and policy responses,

### **Research Objectives**

#### **Objective 1:**

To examine and compare the frequency and tone of FATA issues coverage in Daily Aaj and Daily Mashriq, and assess their impact on public opinion and policy agendas

#### **Objective 2:**

To investigate how Daily Aaj and Daily Mashriq represent marginalized communities and their issues in FATA, and evaluate the role of media in amplifying or silencing their voices."

#### **Objective 3:**

"To analyze the editorial policies and political leanings of Daily Aaj and Daily Mashriq and their influence on FATA issues coverage, and explore how these shape public discourse and policy decisions related to the region."

This paper explores various critical issues affecting Pakistan's Federally Administered Tribal Areas (FATA), by media and public agenda focusing on terrorism, education, poverty and economic development, tribal conflicts, political instability, healthcare, infrastructure, drug trafficking, and climate crises.

### **FATA Issues:**

#### **Terrorism:**

The history and definition of terrorism highlight its political motivations and psychological impact. In Pakistan, terrorism, particularly in FATA, has destabilized the region, leading to severe economic, social, and political consequences. Despite military operations and reforms, terrorism remains a significant challenge due to the region's strategic importance and complex tribal dynamics.

#### **Education:**

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Education in FATA is severely lacking, with high dropout rates and a scarcity of basic facilities. Despite efforts to improve the situation, the impact of terrorism and militancy has hindered educational development. Many schools remain non-functional, contributing to the region's low literacy rates and hampering overall development.

**Economic Development:**

Poverty in FATA is higher than the national average, with the region suffering from a lack of essential infrastructure. The area's economic growth is stifled by inadequate access to clean water, electricity, and healthcare. Political and social instability further exacerbates these issues, limiting opportunities for development.

**Tribal Conflicts:**

Tribal conflicts in FATA, driven by historical, social, and political factors, have significant humanitarian and economic consequences. These conflicts hinder peace and stability, making effective governance and development challenging.

**Political Instability:**

FATA has historically been underdeveloped and politically unstable, despite periods of relative peace. The fallout from the War on Terror and subsequent military operations has shattered the region's political and economic stability, leading to widespread conflict and insecurity.

**Healthcare:**

Healthcare in FATA is severely inadequate, with high maternal and pediatric mortality rates due to disease, lack of clean water, and insufficient medical personnel. The region's poor health infrastructure exacerbates these issues, making healthcare inaccessible for many residents.

**Infrastructure:**

FATA's infrastructure is underdeveloped due to decades of neglect and ongoing conflict. Attacks on infrastructure by terrorists and militants have disrupted essential services, deterring investment and hindering economic activity.

### **Drug Trafficking:**

Drug trafficking is a significant problem in FATA, facilitated by the region's porous borders and limited government control. This illicit trade funds militant operations and contributes to the area's instability, complicating efforts for development and governance.

### **Climate Crises:**

FATA faces severe climate crises, including water scarcity, droughts, floods, and extreme temperatures. These environmental challenges threaten agriculture, livelihoods, and public health, adding to the region's existing difficulties.

News coverage plays a crucial role in shaping a nation's agenda this study focuses on how social concerns are covered by regional media. Print media is still widely used in FATA,

Daily Aaj is well-liked by educated, students, successful businesspeople, and upper-middle, lower and upper-class people. Daily Mashriq, on the other hand, is well-liked by everyone who can read and write Urdu. The purpose of this study is to investigate:

### **Research Questions**

Q 1. To what extent do public agenda and media coverage of federally administered tribal areas (FATA) issues align with the actual needs and concerns of the people of FATA?

Q.2. What is the frequency and prominence of coverage given to FATA people issues in Daily Aaj and Daily Mashriq ?

### **Theoretical Framework**

According to the media agenda-setting hypothesis, the prominence and regularity of coverage of particular subjects by the media can affect the public's view of which concerns are significant. The media agenda-setting hypothesis, which was created in the early 1970s by Maxwell McCombs and Donald Shaw, contends that the media doesn't instruct viewers on what to think, but rather what topics to think about. (macombs, 2014)

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Media framing theory is a communication theory developed by communication scholars Erving Goffman and later expanded upon by sociologists Todd Gitlin and Robert Entman in the 1970s and 1980s. However, it was Maxwell McCombs and Donald Shaw who made significant contributions to the theory in the context of mass media research through their seminal work on agenda-setting theory, that examines how news media coverage, by highlighting certain aspects while downplaying or omitting others, impacts audience perceptions and interpretations of events, situations, and themes. Frames have an impact on what audiences perceive as relevant, significant, or believable in addition to serving as interpretative filters through which individuals make sense of information. This theory looks at the frames that media sources create using language, images, and storytelling tactics, and how these frames affect the perceptions, attitudes, and actions of their audiences. To locate, examine, and evaluate the impacts of frames in media coverage, frame analysis is a frequently employed technique. (Scheufele, 1999)

### **Literature Review**

A literature review refers to already available and published material of other renowned scholars, researchers and writers. Literature review is already existing work which helps in the research process of the researcher to explore his study, so the researcher of this study he wants to conducted had studied various existed literature review which are as follow

The literature reviewed highlights the intricate interplay between real-world conditions, television news coverage, and public concern for various issues. While media agenda setting remains a potent force in shaping the public agenda, it operates in conjunction with real-world cues rather than in isolation. Understanding these Inter-relationships is essential for elucidating the dynamics of issue salience and public opinion formation in contemporary society. (Behr, 1985)

An ethnic group mostly found in Afghanistan and Pakistan is known as the Pashtuns. With a lengthy and complicated history filled with invasions, conflicts, and political changes, Pashtuns have taken part in several important regional events. The Pashtun community faces several significant challenges, including: Political instability,

Insurgency and terrorism, Poverty, Education, Human rights abuses, Stereotyping and discrimination (Khalid, 2023)

(Farooq, 2018) Examines how social issues are covered over a 12-month period from 1<sup>st</sup> January 2015 to 31 December 2015 in Pakistan's major newspapers, Dawn and Jang. Compared to Dawn, Daily Jang, a daily newspaper, gives a more attention to energy difficulties and unemployment. The results indicate that Daily Jang and Daily Dawn, with their anti-government stance, prioritize these social issues more. This pattern demonstrates how these two national dailies help to inform the public about matters that affect their everyday lives.

Two significant newspapers, The Daily Telegraph and The Sydney Sun Herald, have had their depictions of organized crime examined. The study discovered that just 11% of articles addressed an ethnic group's involvement in organized crime, indicating that although the "Mafia myth" is not consistently repeated in the media, there are still traces of it in the stories. (Bright, 2015)

The tribal regions of Pakistan, specifically the Durand line and FATA, have served as a haven for insurgency and terrorism. In the setting of the Taliban Phenomena, the four drivers of dispute resolution—Pashtunwali, Political Agent, Jirga, and Malik—become obsolete. Due to the chasms in tribal life, the FATA has turned into a breeding ground for extremism. Delays in taking corrective action could result in instability and turmoil out of control.. (latif, 2012)

Due to constitutional revisions, the FATA Merger has allowed the region to become a part of the national life of Pakistan, and the mainstream media, which includes radio, television, and newspapers, has a strong presence in the nation. The target population of the study was the people living in the North Waziristan Tibel area, and the study employed a quantitative research method survey technique to select 384 samples for data collection. The study came to the conclusion that the public's perception of the country's mainstream media regarding coverage of their main issues related to the prior FATA region and raising of voice regarding it is not sufficient, (Rauf, 2022)

Newspapers have traditionally characterized Pakistan's Federally Administered Tribal Areas (FATA) as a safe haven for terrorist groups like Al-Qaida, the Taliban, and other anti-social elements. The objective of this study was to examine how the media

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covered FATA, with a particular emphasis on the human aspect of the situation and its relationship to mass displacement, drone strikes, militancy, and army operations. Seven frames in which FATA and its members are portrayed were identified by the research, in addition to possible missing information or "non-coverage." This research was intended for a wide audience, including academics, journalists, students, government ministries, international organizations, policy analysts, advisors, practitioners, researchers, law enforcement agencies, and members of the general public who are engaged in the formulation and decision-making processes surrounding FATA. (azmat, 2019)

The Taliban battle was covered by Pakistani media from January to July 2014, with a penchant for framing that was consistent with war journalism. According to the survey, English dailies Dawn and The News International support peace, whereas Urdu dailies Nawa-i-Waqt and Express strongly support war. Alternative voices advocating for peaceful resolutions were marginalized by the publications, underscoring the need for Pakistani journalism to adopt a more impartial stance. (shabbi, 2017)

According to this study of (Raza, 2012) how Pakistani print media covers the "war on terror" in a peaceful context. Three key markers of peace journalism have been discovered in the news coverage of the war on terror: a neutral approach, a multiparty orientation, and the avoidance of dehumanizing language. These indicators were found in 998 news pieces from two prominent Pakistani newspapers. Both publications presented news as a whole while maintaining objectivity and, for the most part, emphasizing conflict resolution over conflict orientation. The study's data-gathering period ran from March 2008 to March 2009, which coincided with the height of these publications' coverage of terrorist actions.

Reporting on the War on Terror directly impacts journalists and FATA media standards. The journalists' self-imposed limitations brought on by ongoing threats to their lives and families have a detrimental psychological impact on them. Journalists are hindered from giving the true tribal belt perspective on the "war on terror. (Sultan, 2010)

Fata and Pashtuns issues are underrepresented in media news, this lack of coverage hinders youth from creating critical mass on the internet, as they are often displaced by security operations and subjected to racial profiling in large cities. The media and media have failed to address these issues in Fata and other urban centers. (khilji, 2018)

The study looks at how Pakistani newspapers shaped popular perception of terrorism throughout the Global War on Terror, especially in the Federally Administrated Tribal Areas (FATA). The study examines how thirty news stories from newspapers from the past ten years portray the action (military operations) and the characters (Pakistani Taliban and security forces). The study also looks at the relationship between Pakistan's sociocultural practices and its policy of terrorism and the prevailing elements of news discourses in that country. The results imply that while supporting the security forces (SFs) in their reporting, publications portray the Pakistani Taliban as villainous (Bhatti, 2013)

The study examines how terror-related topics are framed in Pakistan's elite press, with particular attention to internal displacement, terrorism, military operations, US intervention, NATO's role, and the state of affairs in Afghanistan. According to the research, there may be a connection between these difficulties because media frameworks have been impartial in evaluating replies on terrorism-related topics since 2009. To stop public disturbance, the study suggests critically examining media content that promotes terror. , (muhammad, 2019)

The way the public views political problems is greatly influenced by television news coverage. It frequently uses framing strategies that highlight some political concerns while downplaying others. This may have an impact on how viewers perceive political figures, organizations, and laws. This study and empirical research show how various framing techniques may influence public opinion and attitudes towards political problems. This knowledge advances our comprehension of how the media affects political conduct and democratic processes. (Iyengar, 1994) News reports regarding common Arab residents from Al Arabiya, Nile News TV, and Al Jazeera Arabic were analyzed using qualitative methodologies. The findings revealed a low representation of common Arab residents, negative sentimental framing, and little

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time for public comment. The report recommends giving regular Arab residents' thoughts, worries, and accomplishments top priority (anter, 2022)

The study investigates how media content affects the ability to set agendas. It contrasts how Time magazine covered abstract topics like the nuclear arms race and the federal budget deficit with more tangible ones like drug usage and energy. The findings indicate that whilst abstract material lowers agenda-setting power in the news media, concrete substance improves it. According to the study, public perception of concrete issues rises while that of abstract issues does not. The results emphasize how crucial media coverage is in influencing public opinion. (Aileen, 1990)

Jamaica's impoverished urban Kingston inhabitants are subjected to biased online social discourse in local news articles that draw attention to social distancing violations. This study investigates how the poor of Kingston are marginalized and misrepresented in the media when calls for social separation are made. Disparities in class, geography, ethnicity, and politics are shown through thematic analysis, which may serve to reinforce the idea that marginalized groups are the "threatening other." Stigmas and social tensions against marginalized groups could unintentionally be exacerbated by media portrayal. (Aleem, 2022)

The interaction between blogs and media agendas during the 2004 presidential campaign is examined in this research. It shows that, for the majority of problems, there is a reciprocal link between blog debates and mainstream media coverage. Media coverage and blog conversations have an instantaneous impact, indicating that political bloggers play a critical role in determining agendas. and investigate the connections between media, blogs, popular, political, and governmental objectives. (Wallsten, 2007)

### **Methodology**

To assess the study's questions, content analysis, and survey research are carried out using the triangulation approach, which uses the study's requirements and design.

Federal-administered tribal areas (Ex FATA ) face many challenges such as Terrorism, poverty and lack of economic development, education, Tribal conflicts,

political instability, healthcare, drug addiction and trafficking, and climate crises. These were the problems that not only garnered substantial media attention but also pushed political parties to the top of the public perception scale. The study's purpose is to gather information from the Bahauddin Zakariya University of Multan students via survey.

One of the study's components is content analysis. The content analysis is used to evaluate the coverage of nine issues of federally administered tribal areas (Ex FATA) in two regional newspapers Daily Aaj and Daily Mashriq because of their wide spread circulation in FATA reader consistency and news coverage

Researcher examines the front and editorial pages of both newspapers Daily Aaj and Daily Mashriq the study period based on one month from 1<sup>st</sup> April 2024 to 30 April , The method of survey research is deemed suitable for the criteria and nature of this research study about the examination of the public agenda in Federally Administered tribal areas, Survey data relevant to the study is gathered from Bahauddin Zakarya University Multan tribal areas students who read the aforementioned daily newspapers as a unit of analysis for survey research. The research population of the present study for survey research is consisted of male students who read kyber pukhtoon khwa regional newspapers a sample of 40 students is selected from Bahauddin Zakariya University Multan; Data collection is done using the probability sampling technique in conjunction with convenience or purposive sampling. The structured examined questionnaire is the study's method.

### **Findings and Discussion**

During research period of one month, as depicts from Figure 1 , 29 news items were published about 'terrorism' issue while 8 stories about 'infrastructure ' issue, 8 stories about 'economic development ' issue, 7 news stories about 'environmental crisis , the issue of 'political instability ' scored 2 news item and 'healthcare ' having 1 number of news item. Whereas, 'tribal conflicts and drug trafficking ' issue got no news item, ' education' issue got 2 news stories, Overall, 57 were examined. Hence, 'terrorism' issue gets the maximum number of news stories in these two newspapers, contrast to it ' tribal conflicts and drugs trafficking ' issues scored the minimum news items and get the last (9<sup>th</sup>) position (Figure 1).

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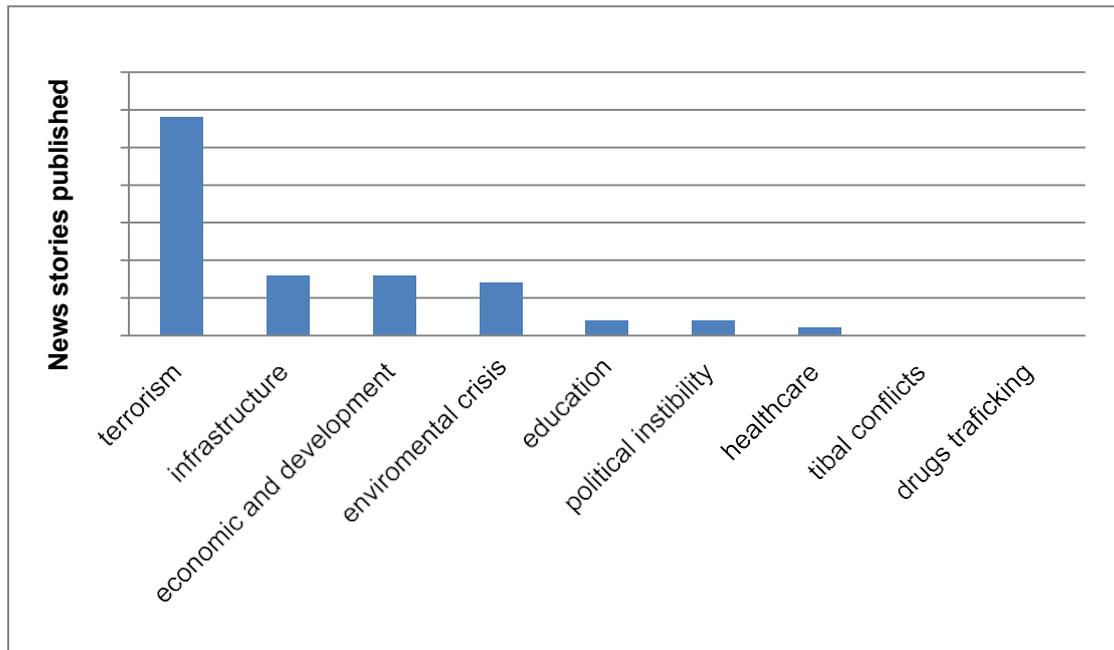


Figure 1. Frequencies of news items in both news papers

The researcher also evaluated the length of news stories (with remaining parts on other pages) about relevant 9 topics in words counting. Regarding news items' words , the issue of 'terrorism' receives maximum coverage of 4565 total words number of 1177 words is given to 'infrastructure ' issue, 1111 words to 'economy and development ' issue, 164 words to 'education issues " 265 to 'political instability' , 100 to 'healthcare ' , the issue of 'tribal conflicts and drugs trafficking ' gets no courage.

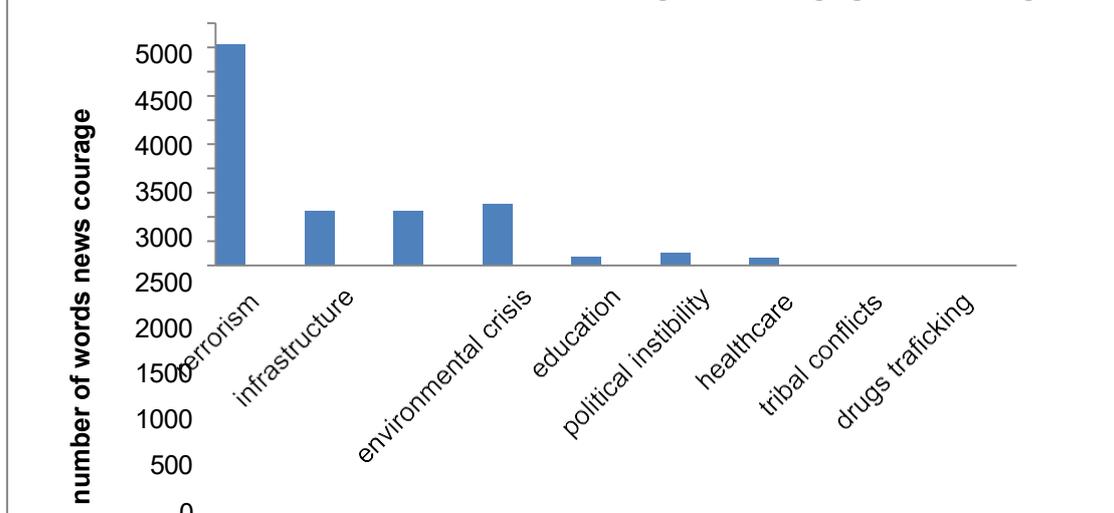


Figure 2. Length (total words) of the stories published in both newspapers



The Table 1 reflects the slant of cumulative two newspapers about the issues. These newspapers gave (45%) news coverage favorable for the 'terrorism' issue, (14%) coverage unfavorable and (41%) neutral on the same issue. These newspapers gave more coverage in favor of government about 'terrorism' issue and less coverage against the government on 'terrorism'. The newspapers gave only (14%) slant in favor of government, (14%) slant unfavorable for government and (72%) is neutral regarding 'climate crisis. the newspapers gave (26%) slant in favorable of 'infrastructure issue' , (12%) slant unfavorable and (62%) neutral on the same issue. The 'economic and underdevelopment' issue got (63%) slant coverage in favorable, (12%) unfavorable and (25%) neutral for government. These newspapers gave (50%) news coverage in favor of 'education' regarding the acts of government to tackle this issue, (0%) of coverage is unfavorable while (50%) slant shows the neutral coverage about the issue of 'education'. These newspapers gave (0%) in favorer (50%) unfavorable and (50%) neutral regarding the issue of "political instability", these newspapers gave (100%) news coverage favorable for the healthcare' issue, (0%) news coverage regarding tribal conflicts and drugs trafficking.

Issues	Favorable	Unfavorable	Neutral
Terrorism	45%	14%	41%
Climate crisis	14%	14%	72%
Infrastructure	26%	12%	62%
Economic development	63%	12%	25%
Education	50%	0%	50%
HealthCare	0%	0%	100%
Political instability	0%	50%	50%
Tribal conflicts	0%	0%	0%
Drugs trafficking	0%	0%	0%

Table 1. Overall slanting of news stories

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On the topic of 'climate crisis ', these newspapers (12%) news coverage in favor of government while maximum (72%) coverage was neutral on the same issue. Economic development issues also got the news stories in favor of (63%). Actually the reason was that the news stories which were published regarding 'economy' and development ' based on positive measures of government and the statements of government,, newspapers gave maximum coverage of 97% stories about terrorism issue on the front pages while (3%) stories on the back pages. These newspapers published (86%) news stories about 'climate crisis' issue on the front pages and (14%) news about this issue on their back pages. The third issue of study (economic development) was given coverage (44%) news items at the front pages of newspapers while this issue got (56%) coverage of news items at the back pages. The issue of 'healthcare ' got (100%) coverage of news items at front pages while (0%) coverage at back pages. Education got (100%) coverage of news items at front pages of newspapers while (0%) at back pages. 'political instability ' got (100%) news items at front page while (0%) at back pages of newspapers .these newspapers printed the "tribal conflicts" and "drugs trafficking" issues (0%) coverage at front page as well as at back page

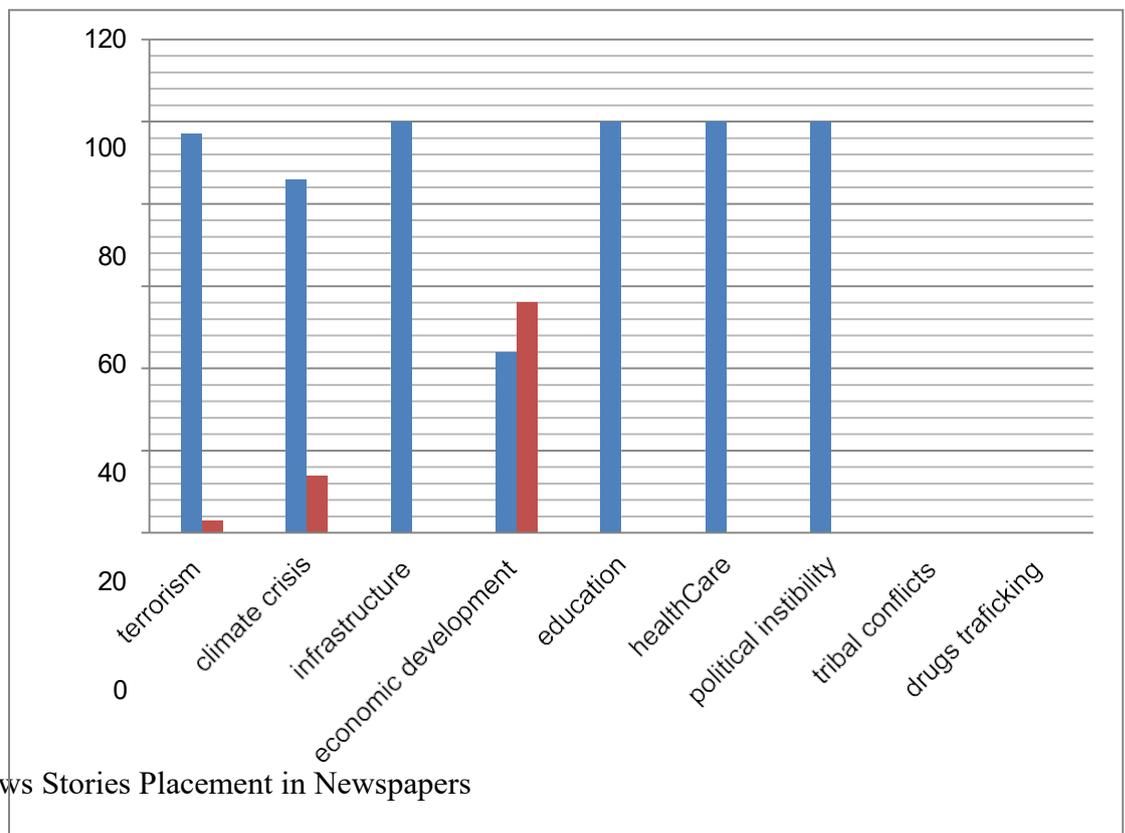


Figure 3. News Stories Placement in Newspapers

The findings of this study underscore the influential role of the media in shaping public perceptions, particularly within the context of FATA's socio-political landscape. The significant correlation observed between media and public agendas on the issue of terrorism highlights the media's capacity to prioritize certain topics, thereby influencing what the public perceives as important. This alignment on terrorism can be attributed to the extensive media coverage it receives, often depicted as a critical national and international concern. Such coverage not only informs the public but also subtly shapes their perceptions, reinforcing the prominence of terrorism as a key issue.

Conversely, the lack of significant correlation on other issues like the climate crisis, infrastructure, tribal conflicts, education, healthcare, political instability, drug trafficking, and economic development suggests that these topics do not receive the same level of media attention. This disparity indicates that while these issues are undoubtedly important, their lower media profile results in reduced public prioritization. This phenomenon supports the agenda-setting theory, which posits that the media does not tell people what to think but rather what to think about. Consequently, issues with less media coverage tend to be perceived as less critical by the public.

Furthermore, the study reveals the nuanced nature of media influence, where the placement and frequency of news stories play a crucial role. Front-page stories, which are more prominently featured, tend to receive greater attention from the public, thereby becoming more ingrained in public consciousness. This finding emphasizes the strategic role of editorial decisions in shaping public discourse.

In light of these findings, it is evident that media organizations wield significant power in directing public attention towards certain issues. This power can be harnessed positively to bring attention to underrepresented issues that are crucial for societal development. For policymakers and stakeholders, understanding the dynamics of media influence is essential for effective communication and advocacy. By strategically engaging with the media, they can ensure a more balanced representation of various issues, promoting a more informed and engaged public.

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Overall, this study contributes to the broader understanding of media-public agenda-setting dynamics, particularly within the unique socio-political context of FATA. It highlights the importance of media literacy among the public to critically engage with media content and recognize the underlying agendas that may shape their perceptions. Future research could further explore the impact of different types of media, including digital and social media, on public agenda-setting to provide a more comprehensive understanding of contemporary media influence.

**Survey Research**

To examine the public agenda, the researcher collected the data from 40 Pashtoon ethnic tribal area university students from Bahauddin Zakarya University Multan, All the respondents are Graduate and post graduate students. Table 2 illustrates public agenda on the important issues of the daily two newspapers. Overall, the (71.8%) readers of the daily two newspapers thought that 'terrorism' issue is most significant among the list of other issues, (64.1%) readers stated that 'lack of education ' as most significant issue, (38.5%) of respondents said that 'poverty and economic lack development ' is the most significant issue, 30.8% respondents ranked 'tribal conflicts' as most significant issue of the federally administered tribal area (FATA) . Meanwhile, (28.2%) students stated that 'lack of healthcare' is most important issue, (28.2%) respondents stated that 'political Instability' is most burning issue, (25.6%) respondents said that 'Infrastructure' is vital issue, (15.4%) respondents suggested that 'drugs' is most significant issue, (10.3%) respondents stated that 'climate crisis' is the most important issue of FATA, the researcher asked the question about most pressing issues facing FATA currently and given the choice up to three selections.

Issues	Public agenda	&
Terrorism	28	71.8
Education	25	64.1
Economic development	15	38.5

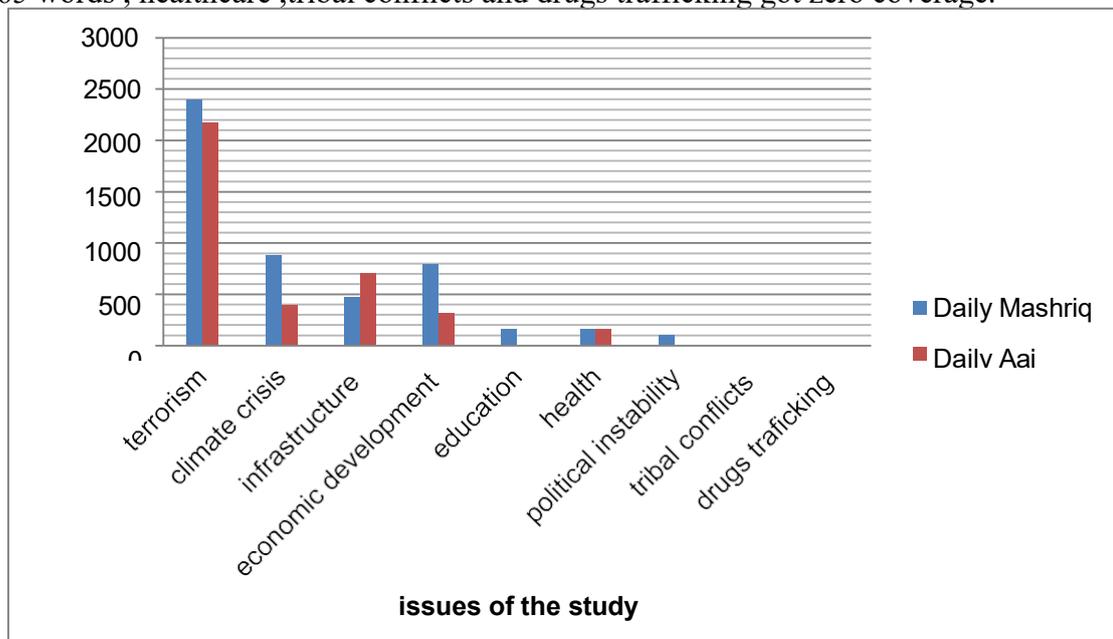
Tribal conflicts	12	30.8
HealthCare	11	28.2
Political instability	11	28.2
Infrastructure	10	25.2
Drugs	6	15.4
Climate crisis	4	10.3

Table 2. Publics ranking order on FATA issued

Comparison: Daily Mashriq and Aaj courage on FATA Issues

Figure 4 highlighted The space (length) for each issues e story was measured through words Daily Mashriq ( Urdu newspaper) donated words of 2398 to terrorism ,878 to climate crisis ,473 words to infrastructure ,796 to economic development ,164 to education,155 to healthcare , political instability got 100 words tribal conflicts and drugs trafficking got zero coverage On the other hand Daily Aaj (Urdu newspaper) donated

words of 2167 to terrorism issue , 395 to climate crisis, infrastructure got 704,economic development 315 , education got zero courage political instability got 165 words , healthcare ,tribal conflicts and drugs trafficking got zero coverage.



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Figure 4. Coverage comparison of both dailies

Figure 5 highlighted Both newspapers heavily focus on terrorism, with Daily Mashriq dedicating 48% and Daily Aaj 58%, reflecting the high priority of security concerns in FATA. Daily Mashriq allocates more coverage (18%) than Daily Aaj (11%), indicating a greater emphasis on environmental crisis Daily Aaj dedicates 18% more than Daily Mashriq's 10% , suggesting a stronger focus on infrastructure development. Mashriq leads with 16%, compared to Daily Aaj's 8%, showing a higher on economic issues. Daily Mashriq covers education with 3%, whereas Daily Aaj provides no coverage, highlighting differing priorities. Daily Mashriq allocates 3% to healthcare, while Daily Aaj offers no coverage. Daily Aaj focuses more on political instability with 4%, compared to Daily Mashriq's 2% .Tribal Conflicts and Drug Trafficking Both newspapers neglect these issues entirely, with zero coverage. These differences highlight the varied editorial priorities and potential biases of each newspaper, suggesting the need for more balanced and comprehensive coverage of FATA's multifaceted challenges. Overall, the analysis reveals distinct editorial priorities and potential biases, with Daily Mashriq taking a broader socio-economic and environmental perspective, while Daily Aaj emphasizes infrastructure and political issues.

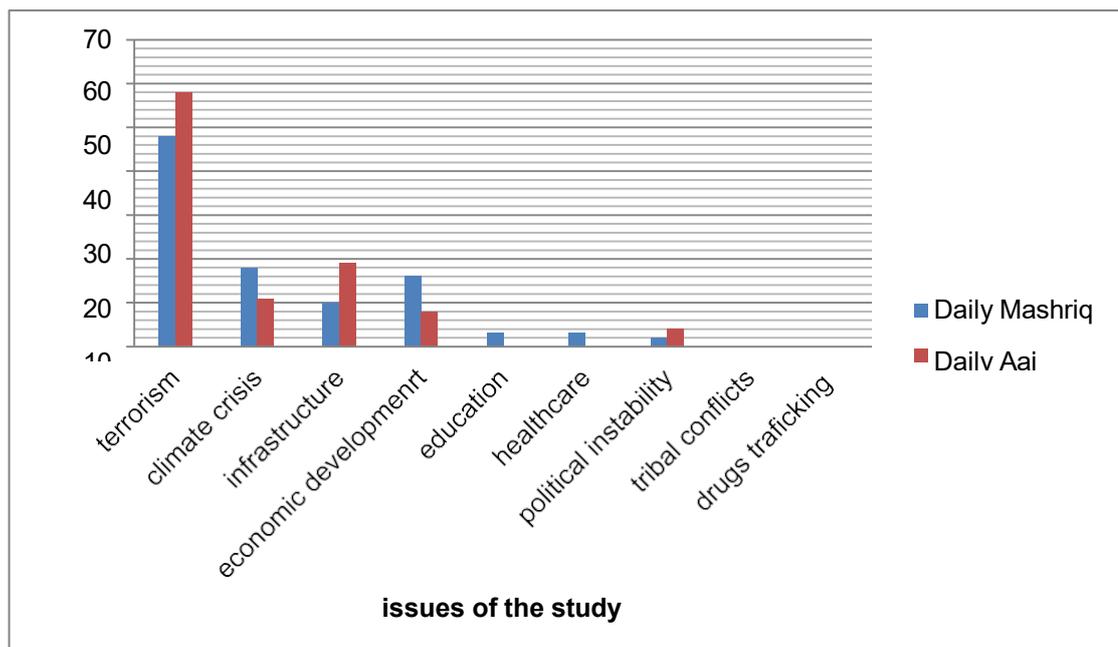
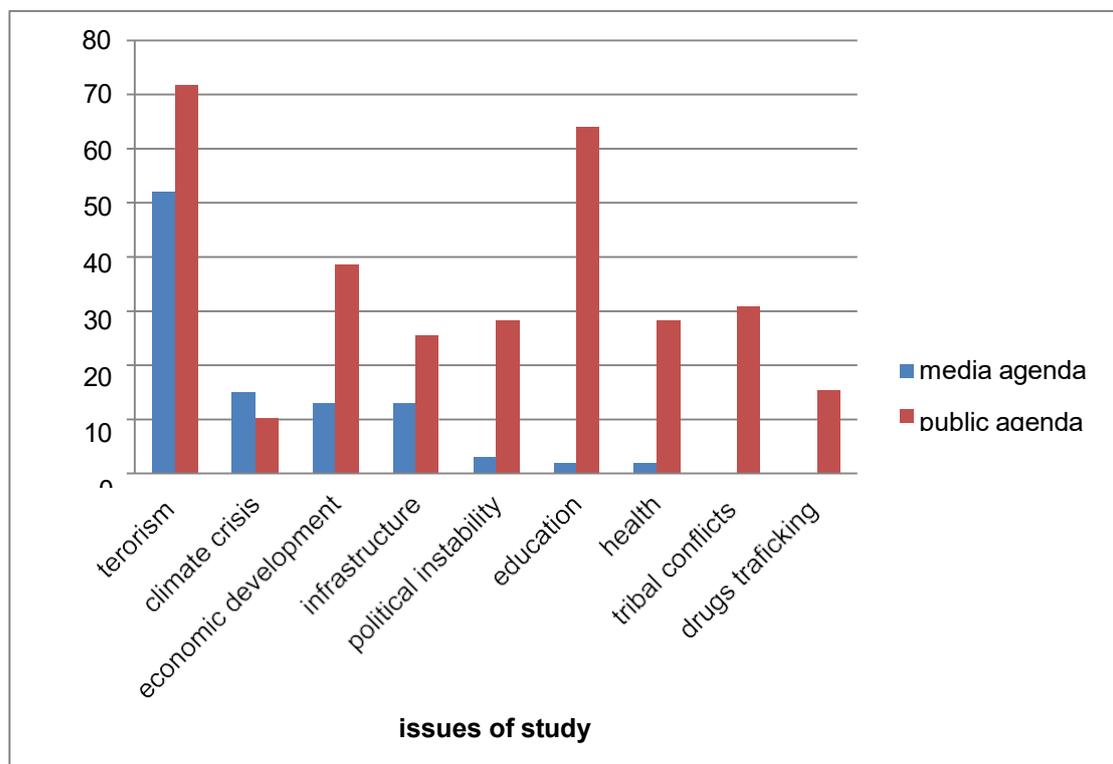


Figure 5. Comparison in % of both dailies

### Comparison between Media Agenda and Public Agenda

The Figure 6 depicts the comparison between media agenda and public agenda when the frequencies of news stories are compared with the ranked issue by the readers of newspapers on FATA issue; dramatic results are found between media agenda and public agenda. The findings reflect that among the Nine federally administered tribal areas burning issues; 'Terrorism' issue gets the fewer stories (52%) and gets first position in media agenda while it is also ranked the highest on the public agenda (71.8%). 'Climate crisis issue is at the second issue in media agenda (15%) and it gets ninth rank order (10.3%) in public agenda. 'Poverty and economic development ' issue is at third in media agenda (13%) while it gets also the third position in public agenda (38.5%). The 4th issue in media agenda is 'infrastructure ' (13%) but it is ranked at the 7<sup>th</sup> by public agenda (25.8%). 'Political instability ' issue is at the 5<sup>th</sup> in media agenda (3%) while it is ranked at sixth by public (28.2%). The issue of 'education ' is 6th in media agenda (2%) meanwhile it second position in public agenda (64.1%). 'Health' issue is at the 7th in media agenda (2%) while it is also at the 4th position in (28.2%) public agenda 'tribal conflicts' issue got no coverage in media agenda (0%) while in public agenda (30.8%) it is at the 7<sup>th</sup> position in public agenda , drugs trafficking issue in media agenda (0%) on the other side in public agenda (15.4%) it is at 8<sup>th</sup> position. Here, Figure 4 depicts that no any issue out of nine issues of the study match within media and public's agendas.



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Figure 6. Comparison between media and public agenda

Terrorism is one of the important issues which significantly correlated as compared to other issues. It is concluded that press tells the readers what to think about and also help them to determine which issue is of prime importance and which should be ignored. It can be inferred that agenda setting effects occur in a subtle and gradual way, drawing people's attention on certain issues. That's why in the newspapers, news story's placement is one of the important factors of media agenda setting. The issues which obtained more coverage at the front page received a better place in public's mind. Thus, the study is a significant addition on the issue of media agenda and its effect on public.

### **Differences in Media Agenda and Public**

Agenda Findings of the content analysis and survey research reflect the differences on following issues with media agenda and public agenda, it can be said that there is no correlation between media agenda and public agenda on eight FATA issues, climate crisis, Healthcare, tribal conflicts, political instability, Education, drugs trafficking, infrastructure and economic development.

### **Conclusion**

The study on the interplay between media agendas and public perceptions regarding the critical issues in Pakistan's Federally Administered Tribal Areas (FATA) has yielded significant insights into the dynamics of media influence. The research reveals a strong positive correlation between media coverage and public opinion specifically on the issue of terrorism, highlighting the media's role in shaping public perception by prominently featuring certain issues. This indicates that media agenda-setting has a powerful impact on public priorities, particularly in conflict and security contexts.

However, the absence of a significant correlation between media and public agendas on other issues such as climate crisis, infrastructure, tribal conflicts, education, healthcare, political instability, drug trafficking, and economic development suggests that media influence is selective and issue-dependent. This underscores the necessity



for a more balanced and comprehensive media coverage that encompasses a wider range of socio-political and economic issues affecting FATA.

The study concludes that while the media plays a crucial role in highlighting certain issues, there is a need for more inclusive and diversified media reporting to ensure that all significant issues receive adequate attention. By doing so, the media can better inform and shape public discourse, contributing to a more informed and engaged society. The findings emphasize the importance of strategic media engagement in promoting public awareness and facilitating policy responses to the multifaceted challenges faced by FATA.

This research provides valuable insights into the media's role in shaping public perceptions and highlights the need for ongoing scrutiny of media practices to ensure they contribute positively to public discourse and policy-making processes.

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[ULoxkPysviGae](https://www.google.com/search?sca_esv=abf976e12d8dcb8e&sca_upv=1&rlz=1C1JJTC_en-GBPK1108&sxsrf=ADLYWIJvJ302wdHe8zEcIZtiC1H8nSr3rQ:1715273863111&q=terrorism&si=ACC90nytWkp8tIhRuqKAL6XWXX-NikuTQYXFZaqcbyWasjWYRbZFtkLr6LyAiD97u6h8Vd8bvKU_CXGr57ULoxkPysviGae)

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12. The manuscript must be submitted online at the journal's website along with a concise cover letter that includes the article's title, the authors' names, their institutional affiliations, their corresponding authors' contact information, and any other information the author wishes to share about their research.
13. An article may have up to three authors or collaborators.
14. All charts, pictures, graphs, and drawings utilized in the study project must be assembled in a format suitable for printing. Verify that the number and caption on each page are marked following APA format.
15. Tables need to be well-labeled and readable.
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