

COMPARATIVE ANALYSIS OF THE PORTRAYAL OF PAKISTANI AND INDIAN CRICKETERS ON ELECTRONIC MEDIA

Zafar Ali ⁽¹⁾ Ashraf Iqbal ⁽²⁾ & Asrar Ahmad ⁽³⁾

¹ PhD Fellow, Department of Mass Communication, Gomal University, D.I.Khan, Pakistan.

Email: zafaralizfr@yahoo.com. Cell# +923336711990

² Assistant Professor, Department of Mass Communication, Government College University

Faisalabad, Pakistan.

³ Public Relation Officer, Faisalabad Chamber of Commerce & Industry, Faisalabad, Pakistan.

Abstract: *Cricket is the second-most widely played game in the world after football, and it is popular in the most populous nations of South Asia. The media hugely cover this event especially when Pakistan and India are playing against each other. The comparison of players and special broadcasts are made regarding this game. Similarly at large level, Media is the platform which depicts the image of our country and people at large level. In cricket matches enthusiasm is created through media and our team is appreciated and considered among best. Positive self image is presented on television and news programs are based on it. A negative self image which can distort our image is less presented or is abolished. The Study was conducted to check the comparative portrayal of Indian and Pakistani cricketers on Indian media as well as on Pakistani media. Like the positive and negative portrayal of Indian cricketers on Indian media, positive and negative portrayal of Pakistani cricketers on Pakistani media, positive and negative portrayal of Indian cricketers on Pakistani media and positive and negative portrayal of Pakistani cricketers on Indian media. After determine this, a comparative portrayal is presented. It has been seen that every media while comparing their own side with the rival country's side, always portray themselves more positively while attribute negative properties to the opponent.*

Keywords: *Pak-India relations. Electronic Media. Media Framing. Social identity. Content Analysis*

INTRODUCTION

The verbal and nonverbal communication is a mean to express ideas, opinions, thoughts, feelings and ideologies of a person, group, community or a whole nation. Media is used as a podium to perform all of the mentioned expressions. There is a negative as well as the positive

depiction of characters on television. Events are covered and predictions are made on the basis of expert opinions.

Cricket is the second-most widely played game in the world after football, and it is popular in the most populous nations of South Asia. The media hugely cover this event especially when Pakistan and India are playing

against each other. The comparison of players and special broadcasts are made regarding this game.

Self-image is a product of learning. Parents or caregivers make the greatest contribution to our self-image. They are mirrors reflecting back to us an image of ourselves. Our experiences with others such as teachers, friends and family add to the image in the mirror. Relationships reinforce what we think and feel about ourselves. The image we see in the mirror may be a real or distorted view of who we really are. Based on this view, we develop either a positive or a negative self-image. The strengths and weaknesses we learn as children are internalized and affect how we act as adults today. We continually take in information and evaluate ourselves. How do I look? We have a mental image of our physical appearance. How am I doing? We have a performance image of our successes and failures. How important am I? We have an inner sense of our adequacy and value. With a positive self-image, we own our assets and potentials while being realistic about our liabilities and limitations. A negative self-image focuses on our faults and weaknesses, distorting failure and imperfections.

Similarly at large level, Media is the platform which depicts the image of our country and people at large level. In cricket matches enthusiasm is created through media and our team is appreciated and considered among best. Positive self image is presented on television and news programs are based on it. A negative self image which can distort our image is less presented or is abolished.

We in the same way can negatively portray others to prove our self more able and best in competition. On the contrary some other country can present them more compatible and render unconstructively about us.

1.1 Importance of study

Cricket is liked world widely. There is a huge viewership of the cricket matches throughout the globe. It has a unique adaptability and the continuing ability to excite national passion. Whenever there is a cricket match, involving Pakistani and India, our “NEWS Channels” get diet for the day. The special analysis made on programs of different TV channels create and arouse the interest of viewers in the game and make them up to date with the upcoming events and news.

The study demonstrates how Indian and Pakistani media is used to portray the images of cricketers by using “Us” Vs “Them” strategy, which tells us to highlight the positive representation of our own image and negative others depiction. The study unleash the mitigation of others strong aspects and our weak sides by using media.

1.2 The Rationale of the Study

Electronic media occupies a vital role within society. The public and their views are strongly influenced by the news media; indeed, much of life is understood via this lens. News media are the primary means by which information is spread through this society. It is important to understand that how the media use some expressions to emphasize certain things and unconsciously make it penetrate in the minds of people. Media cultivates the images in the minds of people about the incidents, happenings and events.

Each Media has played central role in enhancing the spirits of their teams. The main contents of the electronic media including news channels were based on this event. There were experts talking and predicting about the match. In short the Pakistani and Indian media create the image of their cricketers and team. Indian media emphasized their good properties and strength of their team and Pakistani media highlighted their team’s power.

Media is the door through which the thoughts and mind sets of a community and nation can be checked. The portrayal of national heroes on national media is of utmost importance as it is linked with the emotions and sentiments of the whole nation. Cricketers are the idol of mostly people and the negative or mitigated coverage to them may arouse anger or disappointment in the hearts of their followers. The study will unleash the facts about the representation.

1.3 Importance of Electronic Media

With the advent of new technology, electronic media has occupied a dominant place in the 21st century and this medium either it is television, radio or internet seems to affect lives of the people globally thinning the importance of electronic media with its quick and easy access to the material and to the contents of entertainment and information. With the emergence of electronic media, an optimistic that information is closer to us than ever before.

Electronic communications lets you combine numerous media - text, graphics sound, video, etc. - into a single message. That can result in far more meaningful communications tailored to the nature of your particular audience. In contrast to broadcasting, narrowcasting reflects the ability to develop numerous communications for subsets of your market or constituencies.

Opportunities of communication have broken all barriers across national boundaries and have led to the germination of new ideas through the cross pollination of cultures. Electronic information has had a positive impact in the promotion of various social regimes. It has reduced distances, discrimination and disparities. Today electronic

media plays a crucial role in all the domains of life and has therefore become highly significant. We can conclude that electronic media is a part of a larger social system, whose other components are industry, trade, communication, education, government, administration etc. It has changed the world forever.

1.4 Why Select Television?

Television has become one of the most influential forms of media in our present time. It is the arena where images, forms, styles and ideas surrounding the human existence are mobilized. Television makes its mark as the most popular medium for communication and information because of the considerable convenience it offers to its audience worldwide, of all ages, nationalities and social status. Television does not require literacy and presents information in audiovisual form requiring no extra skills for comprehension. According to McQuail (2010), "It is the medium that brings people together to share the same experiences in an otherwise fragmented and individuated society and not only in the circle of family" [1].

Television plays an effective role in disseminating information and knowledge and serves a powerful tool for reflecting and shaping human conditions and aspirations. As Dominick (2010) state, while restoring the importance of television, that it has become the dominant medium for news and entertainment. Most people choose television as their main source of news [2].

Socialization is the lifelong social experience by which individuals develop their human potential and learn patterns of their culture. Rubin, Perse, & Taylor (1988) talks about the cultivation research which focuses on "television as a socializing agent, or a continuing stream of reality" [3].

1.5 Significance of Selecting News Channels

Television news channels are television specialty channels which focus on presenting news content. Television news refers to disseminating current events on the medium of television and provides updates on world, national, regional or local news events. Roger Silverstone [4] highlighting it states that the news channels have tried to match rolling news emphasis on live coverage. Because it is available 24 hours a day, seven days a week, rolling news gives the audience a sense of immediacy. Its ever present nature implicitly communicates to the audience that, if something happens, it will be reported immediately.

1.6 Objectives of the Study

The objective of the study is to check that how Pakistani and Indian media had cultivated images of the respective cricketers and team by using electronic media and giving huge coverage to this event putting the emphasis

on their good properties and actions and mitigating the negative properties and actions.

1.6 Research Question:

RQ 1: Is each country's media emphasized their good qualities and actions and highlight other's bad properties and actions?

RQ 2: Is each country's media mitigate their bad qualities and actions?

BACKGROUND OF THE STUDY

BACKGROUND OF INDO-PAK TENSION

i. Partition & Colonialism (1947)

The conflict between India and Pakistan originated as a clash between Indian and Muslim nationalism during British colonial rule. The Indian National Congress led the Indian-nationalist struggle, while the principal Muslim-nationalist political organization was the Muslim League. According to this plan, devised by the last British Viceroy, Louis Mountbatten, areas whose populations were predominantly Muslim, were to join Pakistan, while Hindu-majority areas were to be part of India.

In the 565 princely states of South Asia, which were not governed directly by the British, the decision to join either India or Pakistan was left to their rulers. They were, of course, not required to act according to their people's wishes. Jammu and Kashmir had a largely Muslim population but was ruled by a Hindu who decided to join India.

The boundary between India and Pakistan was drawn by a British lawyer Cyril Radcliffe. The incompetence and apathy with which the British colonial regime handled its departure had catastrophic consequences. Some three million people lost their lives and seventeen million were compelled to leave their homes [5].

ii. First Kashmir War (1947)

The competition for control over Jammu and Kashmir led to the first war between India and Pakistan in 1947. The continuation of the conflict and tension between the two countries led them to begin an arms race and helped consolidate the influence of their national security institutions.

iii. Indus Water Treaty (1960)

In 1960, India and Pakistan concluded The Indus Water Treaty, which enabled them to peacefully share water from the Indus and its tributaries. As the Indus-basin irrigation system was central to survival of the ecology that sustains life in the northern region of South Asia, it was

important for the two governments to arrive at an agreement.

iv. The Rann of Kutch (1965)

A dispute arose over disagreements regarding the border in the Rann of Kutch (a 20,000 sq. km. salt marsh). After serious skirmishes in 1965, India and Pakistan set up a special tribunal. The tribunal was strongly criticized in India, but the government carried out all its obligations. When, in accordance with the tribunal's decision, a small piece of land was given to Pakistan, the leader of the Hindu-fundamentalist Jana Sangh Party, Atal Bihari Vajpayee (who is now India's Prime Minister) tried to block the transfer, but did not succeed. The successful conclusion of the dispute demonstrates that when the two governments decide that co-operation is in their interest, they can overcome obstacles to achieve their common goals.

v. Second Kashmir War (1965)

When Pakistan failed to get the Security Council to take new diplomatic initiatives to resolve the Kashmir dispute in 1964, it tried to compel India to make concessions by fomenting an uprising in Indian-administered Kashmir. India retaliated by attacking Kashmir and its army also crossed into Pakistan in the Punjab and Sindh. Pakistan prevented Indian forces from capturing any important towns.

As both the U.S. and the Soviet Union feared that China would enter the conflict on behalf of Pakistan, the UN Security Council called for an end to hostilities and the war stopped after seventeen days on September 22, 1965.

Pakistan's government, led by President Ayub Khan accepted an offer for mediation made by the Soviet Union. Indian Prime Minister Lal Bahadur Shastri and Khan met in Uzbekistan and concluded the Tash-kent Declaration on January 10, 1966 [6].

vi. Another War (1971)

The second major conflict between India and Pakistan was also the result of state initiatives. In 1968, a mass movement against President Ayub Khan's authoritarian rule had led to the re-imposition of direct military rule in Pakistan, with the military promising to hold elections for an assembly to frame a new constitution, and then convert into a parliament to govern the country. After the promised elections were held in 1970, and the Bengali-nationalist Awami League acquired an absolute majority in the assembly, the army changed its mind. Instead of handing over power to the Awami League, the army began a brutal military assault against it. The crisis quickly escalated into a major international conflict. India claimed that the presence of millions of Bengali refugees on its territory made it a

party to the conflict. India attacked East Pakistan in December 1971 and the conflict spread to the Western borders as Pakistan launched limited air strikes and made a determined military push in Kashmir. The war ended on December 17, after the Pakistan army surrendered in East Pakistan. Bangladesh then emerged as an independent state [7].

The conclusion of this conflict was also followed by a realistic appreciation of the new situation by the political and military leadership of Pakistan. Bhutto, Pakistan's new civilian president, held negotiations with India's Prime Minister Indira Gandhi. They concluded the Simla Agreement on July 2, 1972 and agreed to resolve their disputes through bilateral negotiations.

vii. Kashmir Again (1984)

In April 1984, the Indian Army captured some mountain outposts in northern Kashmir. This placed the Indian army near Pakistan's access routes to China. Casualties claimed by the harsh climate were greater than those caused by actual fighting.

viii. Campaign in Kashmir (1989)

Due to developments in Kashmir's civil society, a qualitative change occurred in India-Pakistan relations in 1989. A massive public campaign for Azadi (independence) emerged in the Valley of Kashmir. This movement dramatically increased the tension between India and Pakistan and brought them to the brink of full-scale war.

ix. The Ayodhya Mosque (1992)

The Hindu-fundamentalist Bharatya Janata Party (BJP) generally targets religious minorities for persecution and advocates a hard-line military stance against both Pakistan and China. In the 1980s, the BJP (whose members are well represented in the police) began a campaign to replace an historic mosque in Ayodhya with a Hindu temple. The BJP used this campaign to mobilise support to establish a Hindu fundamentalist and authoritarian political system.

In 1992, the BJP led an assault on the mosque and destroyed it. Violence against the Muslim minority left at least 2000 people dead all over India. There was no serious effort by the Indian state to prosecute leaders or rank-and-file militants who committed these atrocities.

x. Nuclear Tests (1998)

When the BJP formed the federal government in 1998, it moved swiftly to satisfy the demand of India's national security establishment to test nuclear weapons. Pakistan responded with its own nuclear tests. When the Indian and Pakistani leaders began negotiations in 1999, Pakistan's Prime Minister thanked his Indian counterpart for

conducting the nuclear tests, for it had provided Pakistan the pretext to come out of the nuclear closet.

xi. Battle in Kargil (1999)

In 1999, Vajpayee and Pakistan's Prime Minister Nawaz Sharif declared their intent to discuss Kashmir. This did not stop the fighting in Kashmir. Later that year, it was discovered that Pakistan's army had captured strategic heights in Kashmir's Kargil region. India responded with massive force to evict Pakistan troops, and Pakistan was isolated diplomatically and agreed to leave Kargil. Differences arising from the handling of this episode led to the overthrow of Sharif by Pakistan's army. General Pervez Musharraf became the country's new ruler.

In July 2001, Vajpayee invited Musharraf for talks in India. Their meetings ended without a communiqué, as Vajpayee couldn't convince Home Minister L.K. Advani to endorse the Pakistani demand for talks on Kashmir. During Musharraf's visit to India he made a persuasive case for talks on Kashmir that was appreciated by many Indian opinion makers.

xii. Terrorist Attacks (2001)

The U.S. response to the September 11 attacks confronted the political leaderships of both Pakistan and India with unique challenges and opportunities. Pakistan had to quickly choose whether it would become an adversary of the U.S. and risk the expected consequences, or side with it, and confront its own Islamic-fundamentalist allies in Pakistan and Afghanistan. It chose to side with the U.S. invasion of Afghanistan.

India wanted the U.S. to categorise all Islamist resistance to Indian armed forces in Kashmir as terrorism, and it wanted endorsement for its efforts to crush them. The U.S. did declare two such Islamist groups to be terrorist organisations, but the Indian expectation that all Islamist resistance in Kashmir be categorised as "cross border terrorism" was not realised.

India watched with concern as Pakistan again emerged as a frontline state in the latest U.S. assault on Afghanistan as Pakistan now had the chance to improve its economy and rehabilitate itself in the Western world. Sanctions imposed on Pakistan and India after the nuclear explosions of 1998, and Pakistan's military coup of 1999, was rescinded.

On December 13, 2001, five people were killed in a terrorist attack on the Indian parliament which India said was orchestrated by Pakistani agents. India deployed its armed forces along the border and moved missiles to where they could be launched against Pakistan. Pakistan responded in similar fashion.

INDIA VERSUS PAKISTAN CRICKET RIVALRY

The [Indian](#) and [Pakistani cricket teams](#) have been long-time arch rivals and their rivalry is considered one of the most intense sports rivalries in the world. An India-Pakistan cricket match has been estimated to attract up to one hundred million television viewers according to well respected TV ratings firm Initiative, and defeat is usually unacceptable to fans of both teams.

The first ever test match between India and Pakistan was played at Delhi from 16 to 18 October 1952. It was a four day test, India required just three days to beat Pakistan by an innings and 70 runs. India won the 5-match series 2-1 and then, the following 10 tests were draws. Pakistan's first series win against India came after 26 years, in 1978-79 series.

In the late 1980s & 90s, the Indian and Pakistani cricket teams played each other in non-[Test](#)-playing nations venues such as [Canada \(Toronto\)](#) and the [United Arab Emirates \(Sharjah\)](#). The series between the teams in Canada in the 1990s and early 2000s were officially known as the "Friendship Cup". Pakistan leads India in the number of wins in both Tests (12-9) and One Day Internationals (69-47) and has an unbeaten record in Champions Trophy matches (2-0). Although India leads quite ahead in terms of major tournaments titles and has unbeaten record against Pakistan in the T20 Internationals (2-0) and also in World Cup matches (5-0).

In early 2009, India was scheduled to begin a tour of Pakistan from 13 January to 19 February 2009, but was cancelled because of the tension existing between the two countries after the [Mumbai Terror Attacks](#), in November 2008.

LITERATURE REVIEW

The effective enemy images have presented adversaries as monsters out to devour everything that is cherished by the other party. One has only to recall the images that expressions conjured up to realize the effect enemy's portrayal in political rhetoric or media projection can produce. (Rehman, I.A. Enemy images on Pakistan television) [8]

Rahimi, A. & Sahragard, R. (2006) describes that while elaborating the Van Dijk's ideological square, ideological framework consists of two main discursive strategies of 'positive self-representation' (semantic macro-strategy of in-group favouritism) and 'negative other-representation' (semantic Macro-strategy of derogation of out-group) "which are materialized through some other discursive moves such as 'actor description', 'authority', 'burden' ('Topos'), 'categorization', 'comparison, 'consensus',

'counterfactuals', 'disclaimer', 'euphemism', 'evidentiality', 'example'/illustration', 'generalization', 'hyperbole', 'implication', 'irony', 'lexicalization', 'metaphor', 'self-glorification', 'norm expression', 'number game', 'polarization', 'Us-Them', 'populism', 'presupposition', 'vagueness', 'victimization [9].

Jost T. J. (2001) mentioned in his research paper on social identity, social dominance and system justification theory that the "group justification" is the primary focus of social identity theory, namely the desire to develop and maintain favorable images of one's own group and to defend and justify the actions of fellow in-group members [10].

Baron D. P. (2003) did a study on competing for the public through the news media. The study explores that the firms use advocacy communication. It sends information through the media to the public favorable to the interest group's objectives while remaining silent about the information unfavorable to those objectives. Moreover it is told that the news media's report influence private and public politics [11]. The media has discretion in its choice and presentation of the news and thus can bias its reports. Bias could result from the preferences of journalists or the owners of the media organization, but it could also arise in response to the role in society the media has assumed- as a protector of democracy and a provider of information to the public. In response, the media could report in an unbiased manner, but it could also act to mitigate collective action problems. The collective action problem considered here is a free rider problem associated with an externality. By biasing its reports the news media could mitigate both a market failure and a government failure by reducing demand and by affecting preferences for regulation, respectively. Media coverage can provide incentives for sources to advocate their interests by presenting favorable information and concealing unfavorable information.

Jamie Schlabach (1998) mentioned in his study that sports fans of any kind favor their team's fans over the other team's fans. The fans of the opposing team are not seen as friends or equals, they are the enemy. During a game, fans of each team do not socialize with the opposing fans. The seating arrangement during games is usually segregated. This separation contributes to favoritism of the in-group over the out-group. Intergroup bias is the belief that one's own group is better than all other groups. Even when categorization is arbitrary and unrelated to psychological characteristics, intergroup bias is still established. The mere categorization of people into groups can lead to increased attraction of in-group members and devaluation of out-

group members [12]. Howard and Rothbart (1980), subjects were randomly assigned to one of two different groups in which they did not know anyone. They were then presented with a mix of positive and negative information about their group, the in-group, and the other group, the out-group. Subjects had more favorable expectations about in-group members and more negative expectations about out-group members, even though they did not know the members of either group personally. This demonstrates the minimal group paradigm, which shows why something as meaningless as being a sports fan can lead to such discrimination against fans of opposing teams. In-group members tend to behave in more pro-social ways and be more cooperative toward other in-group members than to out-group members. Sports fans obviously are more pro-social and cooperative toward the in-group members than the out-group. Recent studies have shown that even the language used to refer to in-group and out-group status helps create intergroup bias [13]. By using pronouns such as "we" or "they" and "us" and "them," in-group, out-group bias can be emphasized. Packers fans who say "We are going to win today, and they are going to lose" are viewing themselves as part of the team and demonstrating intergroup bias. A Packers fan sees all of the other members of his in-group as being similar only in positive traits. Differences between them are accentuated when they are favorable to the in-group, but are minimized if they are favorable to the out-group (Brewer & Kramer, 1985) [14]. This leads to a more positive opinion of the in-group over the out-group. Sports fans of all kinds will continue to see their in-group as being superior over the out-group, whether they know the members personally or not. Out-group members are not only seen as being different from the in-group, but also seen as being more interchangeable with each other. They are perceived as being more similar in their characteristics, opinions, and behaviors than in-group members.

THEORETICAL FRAMEWORK

A theoretical framework is conceptual model of how one theory makes logical sense of the relationship among factors that have been identified as important as important to the problem (Sekaran, 2000) [15]. The researcher has chosen Cultivation Theory and Social Identity Theory for conducting his research.

Cultivation Theory

Cultivation theory in its most basic form, suggests that television is responsible for shaping, or 'cultivating' viewers' conceptions of social reality. Gerbner argues that the mass media cultivate attitudes and values which are

already present in a culture: the media maintain and propagate these values amongst members of a culture, thus binding it together. He has argued that television tends to cultivate middle-of-the-road political perspectives. Gerbner called this effect 'mainstreaming'. Cultivation theorists distinguish between 'first order' effects (general beliefs about the everyday world, such as about the prevalence of violence) and 'second order' effects (specific attitudes, such as to law and order or to personal safety). There is also a distinction between two groups of television viewers: the heavy viewers and the light viewers. The focus is on 'heavy viewers'. People who watch a lot of television are likely to be more influenced by the ways in which the world is framed by television programs than are individuals who watch less, especially regarding topics of which the viewer has little first-hand experience. Light viewers may have more sources of information than heavy viewers. 'Resonance' describes the intensified effect on the audience when what people see on television is what they have experienced in life [16].

Cultivation Theory is related to the research in this way that each country's media cultivates positive as well as negative image of each other's and their own cricketers. The percentage of the positive as well as negative image will be counted from the number of sentences uttered on both Medias. The cultivated image also effects the viewers and become the part of social reality.

Social Identity Theory

Social identity theory is a person's sense of who they are based on their group membership. Tajfel [17] proposed that the groups (e.g. social class, family, football team etc.) which people belonged to were an important source of pride and self-esteem. Groups give us a sense of social identity: a sense of belonging to the social world. In order to increase our self-image we enhance the status of the group to which we belong. For example, England is the best country in the world! We can also increase our self-image by discriminating and being prejudice against the out group (the group we don't belong to). For example, the Americans, French etc. are a bunch of losers.

Therefore we divided the world into "them" and "us" based through a process of social categorisation (i.e. we put people into social groups). This is known as in-group (us) and out-group (them). Social identity theory states that the in-group will discriminate against the out-group to enhance their self-image.

The central hypothesis of social identity theory is that group members of an in-group will seek to find

negative aspects of an out-group, thus enhancing their self-image.

Prejudice between cultures may result in racism; in its extreme forms, racism may result in genocide, such as occurred in Germany with the Jews, in Rwanda between the Hutus and Tutsis and, more recently, in the former Yugoslavia between the Bosnians and Serbs.

Henri Tajfel proposed that stereotyping (i.e. putting people into groups and categories) is based on a normal cognitive process: the tendency to group things together. In doing so we tend to exaggerate:

1. *The differences between groups*
2. *The similarities of things in the same group.*

We categorise people in the same way. We see the group to which we belong (the in-group) as being different from the others (the out-group), and members of the same group as being more similar than they are. Social categorisation is one explanation for prejudice attitudes (i.e. "them" and "us" mentality) which leads to in-groups and out-groups.

Hypothesis:

- H1: Indian media depicts Pakistani Cricketers more negatively and less positively. While portrays more positively and less negatively about their own cricketers.
- H2: Pakistani media Depicts Indian Cricketers more negatively and less positively. While portrays more positively and less negatively about their own cricketers.

METHODOLOGY

Content Analysis

Walizer and Wienir (1978) define content analysis as, "Any systematic procedure devised to examine the content of recorded information" [18]. Kerlinger's (2000) define content analysis as, "A method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables" [19]

Quantitative Method

In this study adapt the method of content analysis using quantitative method has been used. Quantitative research requires that the variables under consideration be measured. This form of research is concerned with how

often a variable is present and generally uses numbers to communicate this amount. Quantitative research has certain advantages. One is that the use of numbers allows greater precision in reporting results.

Population

Highest rated talk shows of NDTV, Aaj tak(Hindi), Geo(News) and Duniya during time period of 27th to 30th march 2011. The Ratings for Indian television are seek from Indian Television awards, Brand Trust Report (2010) and National Television Awards. The Ratings for selection of Pakistani News Channels are taken from Media Logics Organization. Names of T.V. programs are as following

- SeedhiBaat, AajTak News, India
- VinodDua Live, NDTV India
- Cross Fire, Duniya TV, Pakistan
- Capital Talk, Geo News, Pakistan

Unit of Analysis

Sentences uttered by guests and anchors of talk shows.

Categories

Following categories have been designed for analysis of the sentences used as content.

(A) Positively attributed sentence:

- For us (Pakistan): Includes all the positively attributed sentences said on Indian as well as Pakistani media about us.
- For them (India): Includes all positively attributed sentences about them in Indian as well as Pakistani media.

(B) Negatively attributed sentences:

- For us (Pakistan): Includes all the negatively attributed sentences said on Indian as well as Pakistani media about us.
- For them (India): Includes all negatively attributed sentences about them in Indian as well as Pakistani media.

DATA ANALYSIS AND INTERPRETATION

The researcher has used the method of content analysis with quantitative approach. The quantitative analysis helps to analyze the data in a fair and unbiased way. The counting of the data made research free from subjective approach and makes study reliable.

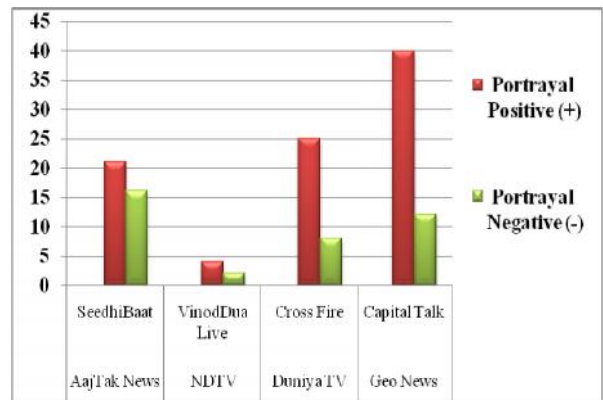
Table; 1 Portrayal of Pakistani cricketers on TV Channels

Channe l	Programs	Frequ- ency	Portrayal “for Us”	
			Positive	Negative

			(+)	(-)
AajTak News	SeedhiBaat	37	21 (56%)	16 (44%)
NDTV	VinodDua Live	6	4 (66%)	4 (66%)
Duniya TV	Cross Fire	33	25 (75%)	8 (25%)
Geo News	Capital Talk	52	40 (77%)	12 (23%)
Total (05)		128	90 (70%)	38 (30%)

The Table shows that the positive attribution is more done about Pakistani cricketers as 40 (77%) in the Talk show of Geo News. The negatively attribution related to Pakistani Cricketers is near to the above mentioned percentage as 12 (23%). Duniya TV talk shows stand 2nd as showed in table covering the 25 (75%). The negatively attribution related to Pakistani Cricketers is near to the above mentioned percentage as 8 (25%). Talk shows of NDTV stand 3rd as showed in table covering the 4 (66%). The negatively attribution related to Pakistani Cricketers is near to the above mentioned percentage as 4 (66%). Talk shows of AajTak News showed in table covering the 21(56%). The negatively attribution related to Pakistani Cricketers is near to the above mentioned percentage as 16(44%).

Findings of study have been analysis in graphs that depicts the most prominent picture of the issue. In this figure positive and negative attribution related to Pakistani Cricketers depicted by both countries channels is presented.



(Fig; 1)

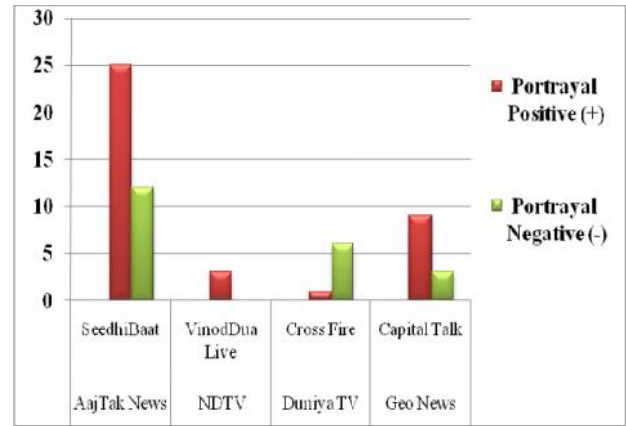
According to the findings of this study Geo News talk shows present Pakistani cricketers highest positive attribution. After that Duniya TV and AajTak News talk shows presents the positive attribution related to Pakistani Cricketers while Aaj Tak News portray negative attribution close to Positive attribution. NDTV depicts almost positive attribution regarding Pakistani Cricketers. Findings of this study presents through this graph that all News channels have follow the same policy regarding coverage of the cricketers.

Table; 2 Portrayal of Indian cricketers on TV Channels

Channel	Programs	Frequency	Portrayal “for Them”	
			Positive (+)	Negative (-)
AajTak News	SeedhiBaatt	37	25 (66%)	12 (33%)
NDTV	VinodDua Live	3	3 (100%)	0 (0%)
Duniya TV	Cross Fire	7	1 (14%)	6 (86%)
Geo News	Capital Talk	12	9 (75%)	3 (25%)
Total (05)		59	38 (64%)	21 (35%)

The Table; 2 shows that the positive attribution is more done about Indian cricketers as 3 (100%) in the Talk show of NDTV. The negatively attribution related to Indian Cricketers is near to the above mentioned percentage as 0 (0%). Geo News talk shows stand 2nd as showed in table covering the positive attribution 9 (75%). The negatively attribution related to Indian Cricketers is near to the above mentioned percentage as 3 (25%). Talk shows of AajTak News stand 3rd as showed in table covering the positive attribution 25 (66%). The negatively attribution related to Indian Cricketers is near to the above mentioned percentage as 12(33%).Talk shows of Duniya TV showed in table covering the 1(14%). The negatively attribution related to Indian Cricketers is near to the above mentioned percentage as 6 (86%).

Findings of study have been analysis in graphs that depicts the most prominent picture of the issue. In this figure positive and negative attribution related to Indian Cricketers depicted by both countries channels is presented.



(Fig; 11)

According to the findings of this study AajTak News talk shows present Indian cricketers highest positive attribution. After that Geo News talk shows presents the positive attribution related to Indian Cricketers while NDTV portray only Positive attribution. Duniya TV depicts almost positive attribution regarding Indian Cricketers. Findings of this study presents through this graph that all News channels have follow the same policy regarding coverage of the cricketers.

When researcher study the policy roots of the all channels and agenda regarding the coverage of the issues it is concluded that news channels provide more coverage to their home country cricketers.

CONCLUSION

People rely on the media as this is the basic source of information. But if the media is not free, independent and objective its reliability becomes a question. It has been observed that whenever there is any cricket match between India and Pakistan, the media of both countries become very active in boosting up the morale of their cricketers and predicts many things before the actual happening of the event on the basis of cricketers past performance and by comparing them with each other's players. Indian media was in debate of our Pakistani media for negatively portraying Pakistani cricketers on their famous electronic media channels. Even our players were instructed not to watch the Indian media while residing in Mohalli for semifinal match, 2011.

The Study was conducted to check the comparative portrayal of Indian and Pakistani cricketers on Indian media as well as on Pakistani media. Like the positive and negative portrayal of Indian cricketers on Indian media, positive and negative portrayal of Pakistani cricketers on Pakistani media, positive and negative portrayal of Indian cricketers on Pakistani media and positive and negative

portrayal of Pakistani cricketers on Indian media. After determine this, a comparative portrayal is presented.

It has been seen that every media while comparing their own side with the rival country's side, always portray themselves more positively while attribute negative properties to the opponent. It can be seen from the table 6.9 and figure 6.9 that the Indian media portrays positive about Pakistani cricketers less and attribute negatively more. The result goes with our hypothesis. The positive portrayal of our cricketers is found also but that's percentage is less as 48.8 %. While Indian media portrayed positively about them more, of percentage 70 and less negatively, of percentage 30 as can be seen from the table 6.11 and figure 6.11. Hypothesis 1 is proved right after data analysis.

On the other side, Pakistani media portrays Indian cricketers more positive as the positive bar in figure 6.10 is high and less negative which is in contradict with our one aspect of hypothesis 2 as can be seen from the table 6.10 and figure 6.10. It is a point of great significance that despite of being in this crucial event, Pakistani media attributed more positively about Indian cricketers. Although Pakistan and India are considered rivals but Pakistani media showed more maturity here. Pakistani media showed 76.5% positive portrayal of their own cricketers and less negative portrayal is found about them as can be seen from the table 6.12 and figure 6.12. The second aspect of hypothesis 2 is proved right.

The electronic media must show objectivity and responsibility while showing the contents to its audience. Media should not create hype but should be more accurate while reporting events because it is not just about media but about two nations which are the audience of that media.

REFERENCES

1. McQuail, (2010). *Mass Communication Theory*. Sage publication.
2. Wimmer, R.D. & Dominick, J.R. (2010). *Mass Media Research: An Introduction*
3. Rubin, A. M., Perse, A. M., & Taylor, D.S. (1988). A methodical examination of cultivation. *Communication Research*. 15,107-134.
4. <http://www.lse.ac.uk/media@lse/whosWho/rogerSiverstonecelebration.aspx>
5. http://coat.ncf.ca/our_magazine/links/issue47/articles/a02.htm.
6. www.cssforum.com.pk/css-optional-subject/history_of_Pakistan.
7. www.studymode.com
8. http://members.tripod.com/~no_nukes_sa/chapter_

- 9.
9. Rahimi, A. & Sahragard, R. (2006). *Journal of Linguistic*. Volume XXXIII, No. 2 Spring, 2008.
10. Jost, J.T., & Major, B. (Eds.) (2001). *The psychology of legitimacy: Emerging perspectives on ideology, justice, and intergroup relations*. New York: Cambridge University Press. Baron D. P.
11. Baron, D. P. 2003. Private politics. *Journal of Economics & Management Strategy*, 12(1): 31-66. Jamie Schlabach (1998)
12. Howard and Rothbart (1980). *Journal of Personality and Social Psychology*, Vol 42(6), Jun 1982, 1051-1068. doi: 10.1037/0022-3514.42.6.1051.
13. Brewer, Marilynn B. and Kramer, Roderick M. (1985). The psychology of inter-group attitudes and behavior. *Annual Review of Psychology*, 36, 219-43.
14. Sekaran, U. (2000). *Research methods of business: A skill-building approach*, 3rd, John Wiley & Sons, Inc.
15. Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Jackson-Beeck, M. (1979). The Demonstration of Power: Violence Profile. *Journal of Communication*, 29(10), 177-196.
16. Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. *The social psychology of intergroup relations?*, 33, 47.
17. WALIZE, M. H., & WIENIR, P. (1978). *Research Methods and Analysis: Searching for Relationships*. [www.jstor.org/sici?sici=0094-3061\(198001\)9%3A1%3C109%3ARMAASF%3E2.0.CO%3B2-L](http://www.jstor.org/sici?sici=0094-3061(198001)9%3A1%3C109%3ARMAASF%3E2.0.CO%3B2-L)
18. Kerlinger, P. 2000. Avian mortality at communications towers: a review of recent literature, research, and methodology. Report to the USDI Fish and Wildlife Service, Washington, D.C., USA.