

Depiction of Pakistan by English Newspaper: The Daily Telegraph

¹ Majid Ali Shah

¹ Graduate School of Social Science, Girne American University

Abstract: *Media is playing a vital role in any country and is being used in many instances to create stereotypes about countries and its people. Today Pakistan is in such a situation where different world media are trying to label Pakistan as a terrorists' place and linking Pakistan with all terrors. The United State of America (USA) is warring against terrorism with their allies' specially United Kingdom (UK) and their media are portraying Pakistan as a place for militant groups and terrorists. It is mostly western media that is promulgating news against Pakistan and showing the bad picture of Pakistan. According to Bernays (1928, p.153) "Propaganda will never die out". The aim of this study is to investigate the image of Pakistan in the British daily newspaper, called "The Daily Telegraph". This research endeavours to present an overview of the image of Pakistan as portrayed by the UK media organization. Therefore, the purpose of this research study is to investigate the role of the English newspaper "The Daily Telegraph" and its portrayal of Pakistan and to attract government's attention towards the newspaper's propaganda against Pakistan. This study conducts content analysis of The Daily Telegraph. Contents of the newspaper were analyzed separately for the study. This study finds out that western media (The Daily Telegraph) is quite different in disseminating information. In two months from November 1st 2013 to December 31st 2013 The Daily Telegraph newspaper covered news about Pakistan in 45 articles of which 7 (15.55%) were considered positive, 24 (53.33%) as negative and 14 (31.11%) as neutral. Most of these news articles are about the Taliban, terrorists, politics and religious extremism with only one news story about drone attacks. In these two months The Telegraph could not give a space for other issues in Pakistan including health, education and other developments. It is quite clear that The Telegraph newspaper is trying to depict a negative picture of Pakistan.*

Keywords: Image of Pakistan, Agenda setting, Propaganda, English Newspaper.

I. INTRODUCTION

All western media is busy like a bee in propaganda against Pakistan. United State of America (USA) and her allies especially UK is conducting propaganda against all the Middle East countries and nowadays specially against Pakistan. According to Tomaselli (1992, p.4) "any attempt at persuasion is propaganda. Because propaganda has both positive and negative connotations, as used in conventional media studies it is too general for useful application". According to the telegraph December 13 2013 "A

British doctor is languishing in a Pakistani prison accused of "posing as a Muslim" after being videoed reading aloud from the Koran" the language and wording used in this news story is a clear propaganda against Pakistan that a person is imprisoned because of posing as a Muslim. This research article is trying to differentiate news and propaganda against Pakistan. .

Whenever the word "propaganda" is used everybody starts thinking negatively and mostly people have the opinion that propaganda is an instrument of the evil, while some have the opinion

Corresponding Author: Majid Ali Shah, Graduate School of Social Science, Girne American University

that propaganda is to misguide people. According to Bernays (1928, p.153) "Propaganda will never die out". Intelligent men must realize that propaganda is the modern instrument by which they can fight for productive ends and help to bring order out of chaos. In the evolution of any country media is playing a very important role, While for the destruction of any country the propaganda of media is worst than any military warfare. Propaganda is the art and act of spreading information to a large number of people to fulfil the needs of one's country, person or group legally or illegally. During war time propaganda is playing a very vital role and more reliable weapon than any military warfare. The source of propaganda is likely to be an institution, an organization, a group, or individual. Sometimes there is a complete openness about the source of the propaganda while on other occasions it is necessary to conceal the source's identity in order to achieve certain objectives.

"Propaganda does exist on all sides of us, and it does change our mental pictures of the world. Even if this be unduly pessimistic and that remains to be proved the opinion reflects a tendency that is undoubtedly real. In fact, its use is growing as its efficiency in gaining public support is recognized". (Bernays, 1928, p. 19)

British Broadcasting Corporation (BBC) is one of best example of propaganda against Pakistan. The news from BBC is news for layman but when a person will think about that what are trying to show to the world, first of all western media created hate about turbaned and bearded person. Then the same media give them a name "terrorist or Al-Qaeda". December 31, 2013 bbcurdu.com had a news story about weather in which they report that the weather is worst in Pakistan and is more and more cold than last few years, but the picture of this news story is very interesting that is not the picture of mountain covered by snow not the picture of anything which shows that it is about cold weather but unfortunately the picture of this news is one turbaned and beard man while there is nothing in background which shows that they are talking about cold weather.

Agner Fog (2004) cited Herman and Chomsky (1988) "The dissemination of news may occasionally be so selective and biased that you may

accuse the media of manipulation and propaganda, for example in connection with war".

"This committee had the purpose of advocating a particular view on an important issue of church doctrine. This is reasonable in itself but, because Lenin and Goebbels were happy to use the word to describe their own public opinion molding activities where there was no access to a free press and the alternative point of view, the modern use of the term propaganda implies lying and dishonesty".(Wright,2003, p. 2)

According to Welch, 2003, cited Lasswell 1927, p.41) that propaganda is a weapon used to psychologically weaken the morale of an opponent to further a military effort. It is also used to create and maintain allies and to persuade neutrals to support the war effort or remain passive.

1.1. STATEMENT OF THE PROBLEM

The aim of this research is to identify the propaganda in news by western news organization "The Telegraph". The articles analyses news reports on the propaganda of media against Pakistan. Media outlets based in Pakistan spares no effort to demoralize Pakistani nation passing through hard times inflicted by global war on terror. This study will investigate the role of UK media about Pakistan and to attract Pakistani government's attention towards western media propaganda against Pakistan. This research article is trying to explain that how these media is drawing the picture of Pakistan. Media playing a vital role in any country to portray one country's picture to all over the world to scrutinize the role of UK news organization (The Telegraph) this study were provide more knowledge about propaganda and were explain double meanings. According to Anthony (2010, p.29)

"The primary purpose of propaganda is to get you to like the communicator and to agree with the message. So, if you find yourself readily liking and agreeing with a communicator, this could be a sign that the message was not the truth you thought it was, but just some very effective propaganda".

As like America UK having the same opinion about Pakistan (Derek E. Mix 2013) "The UK also strongly supports a regional approach to Afghanistan that includes Pakistan. Former Prime Minister Brown stated that three-quarters of the terrorist plots uncovered in the UK have their roots in the Afghanistan-Pakistan border region". The statements and strategy of US is blindly followed by the British and that is the reason the motto of both countries media is the same for third world countries.

II. LITERATURE REVIEW

In an attempt to meet the objectives of this study, this will give an in-depth review of topics related to the study so as to expose critical areas that will meet not only the objectives but also the study problems. According to Terrence, (1965, p. 27)

"Propaganda is thus defined as the deliberate attempt by some individual or group to form, control, or alter the attitudes of other groups by the use of the instruments of communication, with the intention that in any given situation the reaction of those so influenced will be that desired by the propagandist. The propagandist is the individual or group who makes any such attempt."

Joseph Obe (2008) cited Lasswell "that the worldwide economic depression and political strife had made people particularly vulnerable to propaganda conveyed by the mass media". (p. 60)

2.1. BRIEF HISTORY OF PAKISTAN UK RELATION

Pakistan got independence from India in 1947; it was part of the British colony. Pakistan became a dominion within the Commonwealth of Nations. Ex president and military leader Ayub Khan paid a state visit to the United Kingdom in November 1966, which was a sign of good relation. According to Sani H. Panhwar (1978) "Mr. Bhutto was conscious of developing the friendliest relations with the United Kingdom. He was actually aware of the presence of a large number of his countrymen on the British Isles". During his visit to London in 1973, President Zulfikar Ali Bhutto had very detailed discussions with Mr. Edward Heath, the Prime Minister of United Kingdom. The President of

Pakistan traced relations between Pakistan and Britain from 1947 onwards, and before that, between Britain and Muslim India from the time of the British conquest of the Sub-continent.

Before 1990 Pakistan had good relation with UK and they were supporting each other's interests but when the relation of US comes down with Pakistan, automatically the relation of UK and need to be down because UK is one of the Great War ally of America. According to telegraph newspaper "David Cameron: Pakistan is promoting the 'export of terror'" After the statement of UK Prime Minister on 28 July 2010. The relation of the two countries starts going downwards. After that on August 6th 2010 president of Pakistan Asif Ali Zardari met David Cameron and said that "Storms will come and storms will go and Pakistan and Britain will stand together and face all the difficulties with dignity" (the telegraph). Statement and visit of the president Zardari was criticized public. After the statement and criticism of David Cameron the relation of both countries is going downward day by day.

2.2. PAKISTAN US RELATIONS

The United States of America had a historical relationship with Pakistan, the United States established relations with Pakistan on 20 October 1947. US were amongst the one nation to start his relation with Pakistan in late 1940s. According to Dawn.com "the United States is the second largest supplier of military equipment to Pakistan and largest economic aid contributor, but Pakistanis refuse to acknowledge this and insist that the equipment and the aid actually come from Saudi Arabia via Dubai on flying camels". (<http://www.dawn.com/news/801648/the-curious-history-of-us-pakistan-relations>) During cold world war Pakistan had an important country for USA and America used Pakistan against communism in Russia. After the disintegration of USSR the value of Pakistan comes down and the relations once again became cold with the U.S.

After 9/11 USA need Pakistan as a forefront country against Al-Qaeda, which opens another chance for both countries to work together. On one hand US were fighting for democracy in Afghanistan while on another hand US support military dictator in Pakistan for his national interest not for Pakistan prosperity. After fulfilling of his mission against

communism and Al-Qaeda America starts war against Pakistan and threatening the sovereignty of Pakistan.

2.3. BRITISH AMERICAN RELATIONS

British American relations include many multifaceted relations ranging from two early wars to competition for world markets. Since 1940 they have been close military allies and having a "special relationship" built as wartime allies, and NATO partners.

"The United States and the UK are two of the five permanent members of the United Nations Security Council, and both are founding members of NATO. In the early 1990s, the UK was an important U.S. ally in the first Gulf War, and the two countries later worked together in stabilization and peacekeeping operations in the Balkans" Derek E. Mix (2013)

The two countries are leading the formulation of allied strategy for the transition in Afghanistan and the coordinated drawdown of ISAF troops. BBC news reported that David Cameron has told MPs that 3,800 British troops almost half of the current force serving in Helmand province are to be withdrawn from Afghanistan next year. Troop numbers are already being reduced from 9,500 to 9,000 before Christmas. And numbers would fall to about 5,200 by the end of 2013, Mr Cameron told MPs at Prime Minister's Questions. All Nato operations are due to finish by the end of 2014, with responsibility being transferred to Afghan forces. (<http://www.bbc.co.uk/news/uk-20778561>) UK and USA both is the top two war ally from ages and ages and warring together against deferent countries and supporting each others statements.

III. METHODOLOGY

The employed methodology for this paper is content analysis. Sarantakos (1998) describe content analysis "As a method of the social research, content analysis is a documentary method that aims at both qualitative and quantitative analysis of the content". Eleanor Chelimsky (March 1989) Content analysis is a set of procedures for collecting and organizing information in a standardized format that allows

analysts to make inferences about the characteristics and meaning of written and other recorded material. United Kingdom newspaper the "Telegraph" were chosen because of popularity in the whole world and having a large readership/distribution, while the newspaper (Telegraph), it would give us a broader understanding of the issues and a bird's eye view of all sentiments involved in the writing of the news. News article from November 1st 2013 to December 31st 2013 were analysis in this research article. The categories are the heart of the content analysis.

The collection of the data becomes possible and easy through the construction of the categories. A category in content analysis is a set of criteria or a measure, which are integrated round a theme or a value (Sarantakos, 1998: 281). Universe of this study is UK leading newspaper (The Telegraph). Online study with combination of the hard copies of the Telegraph was calculated for the purpose of research. This newspaper has the largest world wide circulation. On the basis of wide distribution this newspaper were selected for the study. News from November 1st 2013 to December 1st 2013 was selected for this research.

The entire articles related to Pakistan economic, politics and military issues published in newspaper are the sample size of the study. Quantitative analysis has offered the better understanding of research. In this study basic categories of context were recognized. These categories were based on articles of the Telegraph. Researcher read whole material many times for the accuracy of findings of research. For the classification of the text researcher has categorized the data into four categories. Similarity of issues were labeled into a category which given a specific name. In this newspaper articles related to Pakistan has been categorized into four categories. These categories are as;

- **Terrorism**

Articles based on terrorism, Taliban, Al-Qaeda, suicide bombing, terrorist organizations activities; bomb blast and support to terrorism in Pakistan were classified in terrorism.

- **Economy**

Articles presenting Pakistan economic conditions and business are categorized in this category.

- **Politics and Military of Pakistan**

All the articles related to political development, Pakistan's foreign relations and restoration of democracy were categorized in politics. Articles related to Pakistan army activities in Pakistan are categorized in this category.

• **Mixed**

All the articles which is not placed in the above categories and related to Pakistan are categories in this part. Articles related to Pakistani culture, religion and sectarianism in Pakistan, Education and judiciary etc.

3.1. Value and Direction of the Contents

- A. Whole news story, paragraph, words and pictures which indicate Pakistan as a not cooperated country with NATO forces, Supporting terrorist and anarchy were coded as negative.
- B. Whole news story, paragraph, words and pictures which indicate Pakistan as a good country, economic development, art and culture were hinted as favourable.
- C. Whole news story, paragraph, words and pictures which had not any direction on image of Pakistan were coded as neutral.

3.2. SAMPLING

In this research the news from (The Telegraph) is considered as sample as the news of the selected newspapers are to be analyzed from November 1st 2013 to December 31st 2013. The unit of analysis in this study is considered to be the words, sentences, paragraphs or even an entire news article, which indicates the presence of one of the categories, published during these two months.

3.3. INSTRUMENTS

This article shall draw upon: Agenda Setting: The theory employed in this paper is agenda setting theory (Miller, 2004) the first one is the media agenda that involves the set of the topics that are addressed by media sources. The second is the public agenda that is related to the set of the topics that the members of the public believe is very important and finally, there is the policy agenda that represents all the issues that the decision-makers (legislators) believe are primarily salient. The present study

“depiction of Pakistan by UK leading newspaper (the telegraph); November 1st 2013 to December 1st 2013 (Media & propaganda Perspective)” intends to determine the ‘Media Agenda’ of English newspaper Telegraph. It intends to examine the priorities of the press in this regard and also to determine the frequency of the coverage of selected issues by the British newspaper telegraph. In the study in hand, the researcher has tried to study that how the newspaper has covered the selected issues in November and December 2013 and tried to set the desired agenda of the news organization and how has influenced in setting the agenda moreover it is also determined that how the newspaper has portraying the picture of Pakistan.

3.4. HYPOTHESIS

H: Generally of the coverage given by the Telegraph depicts the depressing image of Pakistan.

3.5. ASSUMPTIONS

The following assumptions are made for this research article:

- I. The Telegraph newspaper is portraying Pakistan as a terrorist.
- II. Instead of disseminating information the Telegraph is spinning news about Pakistan.
- III. The Telegraph is deteriorating Pakistan's image around the world.

IV DATA ANALYSIS

This part has analyzed the data with Quantitative findings. Cooperatively articles related to Pakistan published in the telegraph are calculated here for final conclusion. Total numbers of articles related to Pakistan are 45 where 24 (53.33%) articles are published in Category A, in Category B 7(15.56%), category C 12(26.67%) and category D 2(4.44%) articles. These Categories express the direction and coverage of newspaper that is Negative 24 (53.33%) Positive 7 (15.55%) and Neutral 14 (31.11%)

Types of Articles	Total Articles	Frequency	Direction of Articles		
			Positive	Negative	Neutral
A	45	24 (53.33%)	2 (8.34%)	19(79.16%)	3(12.5%)
B	45	7(15.56%)	3(42.85%)	1(14.28%)	3(42.85%)
C	45	12(26.67%)	3(25%)	4(33.33%)	5(41.66%)
D	45	2(4.44%)	0	1(50.00%)	1(50%)
Total		45(100%)	7 (15.55%)	24 (53.33%)	14 (31.11%)

A; Article Related to Terrorism, B; Article Related to Economy, C; Article Related to Pakistan Politics and military and D; Mixed.

4.1. FINDINGS

Basically results of study support the assumption that portrayals of English newspaper portray Pakistan negatively. According to table 1; that British newspaper “the telegraph” covered Pakistan as a fail state against war on terror and have an opinion that Pakistan is a place for terrorist. The telegraph covered 24 (53.33%) articles in category A in which 19(79.16%) articles portray the negative image of Pakistan 2 (8.34%) news articles are categories in positive while 3(12.5%) news articles are neutrally reported.

Calculations of two months of the telegraph in category B, Table 1; showed that article related to economy of Pakistan is 7(15.56%) articles 1 (14.28%) article is coded negative 3(42.85%) are positive while 3(42.85%) are neutral. This is because of that English media discuss that western countries and especially America is supporting to the falling economy of Pakistan.

Table 1; illustrate that the telegraph newspaper reported 45 news about Pakistan in two months in which 12(26.67%) articles are categories in C. Articles related to Pakistan politics and military 4(33.33%) articles are coded negatively, 3(25%) articles are positive while 5(41.66%) have neutral direction. Table 1; presents that the coverage about Pakistani politics is covered neutrally.

According to table 1; the telegraph newspaper covered total 2 articles in category D, in this category non of them is positive article, 1 (50%) is neutral and the 1 (50%) article is coded negatively. Category D is related to general articles like religious, culture. It is clearly showed that except category C all

categories have the obvious ratio of negative image. Cumulative of the result showed that there is major relation of negative image of Pakistan in 45 articles 7 (15.55%) were positive, 24 (53.33%) were negative and 14 (31.11%) were neutral.

4.2. DISCUSSION

Nowadays no one can turn his eyes from the role and importance of media. What media is trying to put in people’s mind without investigating truth everyone believes on media, for example if media will label a good person as a bad everyone will blindly believe and will start hate from that good person who is labeled by media.

According to this research study the news about Pakistan covered by ‘the telegraph’ is biased. Category B and C is covered a bit neutrally while in category A and D is completely propaganda news. English newspaper the telegraph tries to show that the government of Pakistan is not helping in war against terror and supporting terrorist. in two months coverage the telegraph covered only one drone attack, while people from all over the world is against drone attacks in Pakistan. In the light of above findings it’s quite clear that news from English newspaper the telegraph is propaganda against Pakistan and they used many propaganda techniques like repetition, half truth and white lie. The telegraph tries to depict that Pakistan is a place for religious extremism and terrorist and building public opinion that Pakistan is one of country in this world where good things are not happening like education, health and other developmental works.

V CONCLUSION

Data collected from the field was presented and analyzed in part four. This section however, summaries the research findings and makes recommendations based on these findings. According to the above table this study find out that western media (the telegraph) is quite different in disseminating information. In two months the telegraph newspaper covered news about Pakistan in 45 articles in which 7 (15.55%) were positive, 24 (53.33) were negative and 14 (31.11) were neutral. All these news articles are about Taliban, terrorists, politics, religious extremism one news story about drone attack while in two months the telegraph couldn't give a little space for other issues in Pakistan like health, education and other developments.

The telegraph is repeating Taliban news and linking all these terrors with Pakistan "American officials say that they are working to verify the authenticity of the new letter and video but have repeatedly said they will not negotiate for Mr Weinstein's release. He is believed to be held in North Waziristan, close to the border with Afghanistan. Other hostages held by al-Qaeda linked groups, such as the Pakistan Taliban, have been released in the past, often when a ransom has been paid." (The telegraph)

Britain newspaper the telegraph is spinning news and highlights the ugly picture of Pakistan. In two month news calculation the telegraph is highlighting negative things and events rather than positive things and events like education, tourism, technology and developments. According to this research Pakistan has always been portrayed in the media as a failed or dangerous country.

5.1. FURTHER RECOMMENDATIONS .

In the light of this research study the following recommendations are made: This research has thrown up many questions in need of further investigation. Further work needs to be done to investigate whether other western news organizations are propagating Pakistan as a bad place? More broadly, research is also needed to determine that English newspapers will be partial and how the government of Pakistan will take action against their propaganda.

Further investigation and experimentation is strongly recommended for this research study. A number of possible future studies using the same experimental set up are apparent. It would be interesting to assess the effects of media in other countries that how Pakistani people are treating and how people from other countries are thinking about Pakistanis.

More information on "depiction of Pakistan by English newspaper" would help us to establish a greater degree of accuracy on this matter. These findings provide the following insights for future research: Considerably more work will need to be done to determine and investigate the other aspects of media's propaganda. It would be interesting to compare experiences of individuals within the same group.

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