

Original Article

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The Role of Urdu Leading Newspaper (Daily Express, Daily Nawa-i-Waqt and Daily Jang) to Overpowering the Political Communication in Election 2013 Period

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Abstract: This study investigates “the influence of Urdu newspapers during the 2013 general election campaign concerning the dissemination of political communication.” To address the research question, we chose Daily Jang, Daily Nawa I Waqt, and Daily Express for content analysis. Within these newspapers, we focused on the Editorials and advertisements that appeared on the front and back pages, specifically from PPP, PML (n), and PTI. We employed random sampling to explore and analyze the research questions through the lenses of agenda-setting and framing theory. We aimed to examine and analyze the statements made in the chosen newspapers. I examined 51 editorial of newspaper and 86 ads related to the study. Upon analyzing the content, we discovered that 60.9% of the editorials are aligned with political advertisements. Additionally, we noted that one newspaper published more advertisements addressing political topics compared to others, while those with fewer advertisements allotted less space to political advertisement discussions in their editorials. Consequently, the editorial themes of the selected newspaper suggest that during the election period, the newspaper's agenda is shaped by the agendas or ads of political parties.

Keywords: Election Campaign, Political Advertisement, Symbolic Language, Opinion Polls, Political Media

Introduction:

The fourth pillar of state is another name for the media. The media are critical to a democracy's efficient operation. Its role as a watchdog is very valuable in an electoral situation. By showcasing their accomplishments and shortcomings during their terms, it assists voters in holding their elected officials responsible. About two centuries ago, the term "media" was initially used to refer to newspapers. Since then, it has also come to have a political connotation, encompassing all forms of communication that convey

political information to a diverse range of individuals and have an impact on them. It began by focusing solely on print media, such as newspapers and magazines, but it later extended to include radio and television as electronic media, and the most recent inclusion is social media. Wall, A. (2006). The media critically examines government policies in order to improve their performance or change those that negatively impact the people or the interests of the country. The adoption of international best practices and policies is aided by a comparative review of election procedures and electoral organizations' managements, highlighting successful models worldwide. People's trust in the system and the political process itself is restored as a result of the electoral process becoming transparent. I. I. F. D. a. E (2002)

In order to help voters make an informed choice about whom to give their political will to in order to best pursue national objectives, the media helps in this process by providing them with accurate information about the qualifications, experience, accomplishments, future plans, and past roles of political parties, candidates, governance systems, and procedures. But in this case, the media bears a heavy weight and responsibility to report on the election activities in a way that is impartial and independent of any political connections. Beetham, D, (2006) The current trend of journalists, especially electronic media anchors, turning their roles into more analytical ones with an emphasis on imposing their own opinions and wanting their audience to share them is a dangerous trend that can be simply described as media dictatorship (Metzger, M. J , (2008)

Research Questions

RQ1: How did Daily Express, Daily Nawa-i-Waqt, and Daily Jang shape public opinion and influence voter behavior during the 2013 Pakistani general elections through their editorial treatment and news coverage of major political parties?

RQ2: What persuasive themes and tactics were used in print media political advertisements published in Daily Express, Daily Nawa-i-Waqt, and Daily Jang during the 2013 election campaign, and how did they impact voter perceptions?

RQ3: To what extent did Daily Express, Daily Nawa-i-Waqt, and Daily Jang exhibit bias or favoritism towards specific political parties or ideologies during the 2013 election coverage, and what implications did this have for the electoral outcome?

The connection between political communication and advertising:

During election periods, all political parties operate based on their specific agendas. Political leaders and activists put in immense effort to conduct their political campaigns and utilize every available resource to secure victory. To this end, political parties conduct regular advertisement campaigns aimed at capturing the public's attention, while the media examines the issues presented by these parties, sometimes offering support or criticism, and at times maintaining a neutral stance. The information is presented to the public, leaving them to decide their opinions on these electoral matters and how they choose to express their longstanding issues or respond to the influence of propaganda. Within political propaganda, "symbolic language" plays a crucial role in attracting voters and shaping public opinion. For instance, one might be seen gesturing with their hand, appearing contemplative, while promotional materials feature party flags, election symbols, and images of national heroes.

"Political communication is an instrument that influences public views and opinions while performing a crucial function in preserving the continuity of the democratic system."

(McNair Brain, 2011)

Ads are an additional strategy the party uses throughout the election campaign. It has been noted that influencing public opinion is the goal of political ads in the media during an election campaign.

"Political media refers to an message geared toward gaining political advantage and the usage of the time and space of the media to deliver this message".(Craig Geoffrey,2007)

Throughout the election campaign, all parties have sought to influence public opinion; to achieve this; advertisers frequently criticize and promote negative views about their opponents. In advertisements,

"Leaders engage in various conversations with voters to shape public opinion." (Kotler, P., 2005)

To achieve their objectives, various methods are employed to gauge public opinion, with electoral political communication often influenced by cultural tactics, psychological strategies, and the evocation of emotions, frequently incorporating symbols like flags and religious imagery (Perloff M. Richard, 2013). Advertising plays a pivotal role in election campaigns. Political and media analysts assert that political advertising is a specialized term utilized by political parties to advocate for leaders and candidates, accomplish political aims, and undermine rivals. This type of advertising is utilized at different stages. McNair articulates the concept of political advertising in this manner.

"Messages that endorse a political party and share details about candidates, often featuring hyperbole, emotional appeal, and slogans alongside critiques of rivals, aim to sway the public both on a personal level and as a group. When such potential exists, it is classified as political advertising. ".(McNair Brain, 2011)

"The media, influenced by their own objectives or the prevailing political agenda, highlight public issues through news, editorials, articles, and various forms of commentary and analysis. This creates opportunities for new discussions and debates within the political landscape of the nation. Not only does this inform leaders and party members about the public's views or stance on significant issues, but the way a political party's statements are covered also begins to shift public perception in favor of that party.. " (McNair Brain, 2011)

The media in Pakistan has both a beneficial and detrimental influence on election campaigns. From reporting news to promoting candidates through advertisements, articles, and editorials, all forms of consultation, critical analysis, and praise are part of the process. Special publications related to the election are often released. At times, newspapers expand their content by adding additional pages, analyzing the election process in weekly magazines, potential electoral contests, and the rivalry between new and established political figures, thereby reinforcing connections within political families. A platform is established for ongoing discussions through serialized articles that cover the historical context and continuity of elections. To enhance engagement in this process, interviews with political leaders and insights into their future agendas are also featured.

In the campaign of general elections 2013, Pakistan People's Party advertised it's government performance in election and political advertisements of PPP, PML-N and Pakistan Tehreek-e-Insaf, criticism of their opponents performance (PPP), power crisis, bad governance and support for terrorism and peace. Apart from allegations of obstruction of law and order, political leaders advertisements and party's manifestos and election slogans were the prominent topic of general election. While "Daily -e-Jang," "Daily-e-Nawa-e-Waqt," and "Daily-e-Express" covered the actions taken by the Election Commission to adjust to the country's political climate during the 2013 election campaign. The measures and decisions of the caretaker government and security agencies, as well as guidance provided to parties involved in the electoral process to foster a political atmosphere, included both praise and criticism of political parties, with a strong emphasis on the necessity to combat terrorism, address the energy crisis, election slogans, and manifestos. Furthermore, critical topics regarding the previous government's political approach and governance style have been incorporated into the editorials.

Editorials and political advertisements are analyzed based on issues like the effectiveness of past federal and provincial administrations, critiques of rival parties, the energy crisis, campaign promises, terrorism, corruption, nepotism, and the shortcomings of government initiatives. In this context, the advertisements from political parties and newspaper editorials share similarities with the prior government's governing approach and political strategies, as well as with law and order issues, the energy crisis, election slogans, party manifestos, and related editorial content."

As a result, in the comparative analysis of advertisements and editorials, the subjects that may be interconnected are included, while other subjects that pertain to the electoral process but do not relate to political advertisements (such as election commission actions, meetings of the COAS, caretaker government, etc.) are excluded from this study.

Literature Analysis:

General elections are a fundamental aspect of any democratic government and take place twice every decade, with mainstream media playing a crucial role during these election periods as they influence public opinion and establish the agenda. During elections, television and newspapers deliver information to the public. Scholars across various countries critically examine this media role. Here, several studies are highlighted in the literature review. In the context of Pakistan's general elections in 2008, researchers Javed Ahmed and Dr. Shahid Hussain analyzed the editorial sections of *The News*, *Daily Dawn*, and *Daily Nation* to explore the structure and themes of the election agenda. The editorial policies of these three prominent English-language newspapers have been assessed.

A total of 409 editorials were analyzed in this research, out of which 98 editorials related to the research topic were identified. The study indicates that the daily newspapers *The Nation* and *The News* addressed these topics during the election campaign. More emphasis was placed on political issues and problems, while the newspaper *Dawn* focused on these issues in its editorials during the 2008 election campaign, often discussing concepts rather than strictly national politics and elections. This research aimed to investigate the dominance of the media in society and the effects of its messaging. The findings reveal that the editorial samples from the three newspapers included in this study did not support the idea of media hegemony in society, indicating that while media agendas significantly influence the public, they also shape individuals' cognitive and intellectual processes, helping to mitigate the occurrence of magical effects entirely.

The hypothesis of this study is based on the concept that "the ideas of the ruling class become the dominant ideas within society." The findings of the research suggest that the hypothesis proposed by the researcher has been disproven based on the analysis of the editorial pages' policy. The research article employs the theory of agenda setting, and the results reveal that during the 2008 general election, three English newspapers highlighted the remarks made by political party leaders in the context of the election environment, campaign, and party. The topics concerning electoral alliances with other parties received greater emphasis, while it was observed that each newspaper had a distinct agenda regarding the publication and commentary on these subjects. Javid Ahmed, (2016)

The media can significantly influence people's voting choices. However, it remains unclear if the media's priorities clash with those of the public regarding the significance of the issues they address. This research investigates the connection between the agendas of Malaysian mainstream newspapers and public concerns, particularly in relation to the electoral process during the 13th General Election (GE13). The aim of this study was to analyze the relationship between the agenda of Malay language newspapers and the priorities of the Malay public. To achieve these goals, content analysis and public opinion surveys were conducted using selected leading Malay language newspapers. The findings indicate that the media's agenda differs from that of the public. Furthermore, the agendas of Malay newspapers and the corresponding public from the same ethnic group do not align on the same issues. Additionally, the findings reveal that the issues deemed important by the media and the public are not the same. While the public considers national security to be the most critical issue facing the country, the media emphasizes religion and politics in its agenda. Maznina aini, (2015)

In India, prior to elections, public opinion is gauged through surveys, and the most favored political party is identified through the publication of these surveys in newspapers, exploring the significance of these reports in relation to the election outcomes. According to Parveen Roy, the editor of this piece, there are bandwagon effects evident in Indian elections similar to those in other democratic nations, although their methods closely resemble the survey reports featured in newspapers. Citing a research article by Kumar Roy and Gupta from 2016, Roy notes that the surveys published in Indian media are perceived as more credible in the public sphere, highlighting the media's influence on the Indian general election process. This article's findings

suggest that India represents a society where the interplay between media, politicians, and democracy intertwines the roles of the electoral process with the media agenda's ideology. This dynamic significantly influences public perception Rai Raveen ,(2021).

Electoral campaign is seen as an organized activity that arouses popular interest in elections and stimulates citizens to vote. Electoral campaign experts suggest a number of different factors that are important for designing electoral campaigns such as political ideology, manifesto, party leadership, political workers and campaign staff (Ranney, 1993). Some of the factors that can vary from context to context are contemporary issues of that society, laws in practice, available resources, and dynamics of localities where the campaign is to be launched (Holman and (Zainulbhai, 2009). Besides this various sources and techniques are used to communicate with the masses e.g. print and electronic media, loud speaker cars, rallies, processions, corner meetings, door to door campaign, mailing and informal discussions. Party message and manifesto can be spread by distributing leaflets, pamphlets, newsletters, newspapers, advertisements, using banners, posters and floats, installing billboards and hoardings Bike, (2012)

Print media played a significant role in Pakistan in shaping various agendas designed to modify voter behavior. Political parties seek to amplify their news and advertising coverage during election campaigns to sway voter opinions. This research examines the relationship between the media coverage of mainstream political parties and their advertisements throughout Pakistan's 10th general election campaign, which took place from March 15, 2013, to May 10, 2013. The analysis focuses on how two prominent national newspapers, Daily Express and Daily Jang, report news and promote advertisements for different mainstream political parties. It evaluates the frequency, placement, bias, and space allocated to these ads and news articles on the front and back pages of both newspapers.

This study's primary goal is to determine which political party received more space, placement, frequency, and slant in the two newspapers. It also looks for any connections between news articles and ads that were released throughout the election campaign. This research uses a content analysis approach and incorporates the theoretical framework of agenda formation, framing, and propaganda. The study's conclusions showed that the two publications' policies towards various political parties were identical. Both newspapers allocated greater space, frequency, and placement, along with a more favorable bias, to a specific political party. Additionally, both publications featured a higher volume of advertisements for this party, driven by their economic interests, and consistently published news stories that reflected the frequency, space, placement, and bias of the ruling party in this context. The research findings indicated that both newspapers adhered to a similar policy regarding the publication of news stories and advertisements. Zafar Ubaid (2014)

Methodology:

In this research, I employed content analysis, a method that illustrates qualitative outcomes by examining words, their relationships, and the meanings within the text. The main public health publications from Columbia are referenced on their website, as noted below.

“Content analysis serves as a research method aimed at identifying specific words, themes, or concepts in qualitative data (i.e. text). By employing content analysis, researchers can quantify and examine the presence, implications, and connections of these particular words, themes, or concepts. For instance, researchers might analyze the language found in a news article to detect any bias or subjectivity. This allows researchers to draw conclusions about the messages conveyed in the texts, the authors, the audience, and even the cultural and temporal context surrounding the text.” Publichealth.(2016).

Berelson stated in his work "Content Analysis in Communication Research." as

“A research methodology for the objective, methodical, and quantitative investigation of the observable content of communication.” Berelson, (1952)

Content analysis is a research technique employed to detect trends in documented communication. This involves researchers utilizing a structured approach to gather information from a collection of texts, which may include written, spoken, or visual forms.:

- Literature, press articles, and periodicals
- Public addresses and discussions
- Online material and posts on social media
- Pictures and videos

Based on the scientific method and the definitions provided earlier, I conducted a comparative analysis of Daily Jung, Daily Express, and Daily Nawa I Waqt to derive results. Below are the findings that illustrate how mainstream print media fulfills its role during elections.

Theoretical frame work

Agenda-setting is still one of the few prevalent theories of communication that academics from various fields agree with. Since its inception by McCombs and Shaws (1972), Agenda Setting research has advanced significantly in recent years. Many studies have been conducted in the US or in another country that has to do with agenda setting. This shows how widely accepted the idea is, despite the fact that American academics continue to support it the most. A evaluation of the advancements in communication studies in Malaysia and possibly other emerging nations is therefore required, with Agenda Setting serving as the theoretical focal point. Kenski, K. (2017)

One of the mass communication theories that academics have used extensively is agenda setting. After analyzing eight internationally distributed peer-reviewed journals with U.S. bases over nine selected years (1965 to 1989), Potter, Cooper, and Dupagne (1993) concluded that the majority of articles in the mass media research were based on a social science paradigm, with 95% of them utilizing quantitative data. Just 12.9% of these studies are theory-driven, and the majority does not employ probabilistic sampling. There were 31 theories found in all, but the three most common ones were Agenda Setting, Cultivation Hypothesis, and Uses and Gratifications. (Petticrew, M., & Roberts, H. 2008) The news media's engineering of public discourse, known as agenda setting, pushes certain topics to the fore by giving them precedence in their reporting. The significance of the media has been shown by studies on its impact on public opinion. The results of the study showed that while the public mostly disregards really serious situations, alleged problems that are neither very broad nor major have an immense effect on public attention. Alava, S, (2017).

Findings:

The comparative analysis of the electoral agendas of PPP, PML (N), and PTI, along with the subjects covered by Daily Jang, Daily Nawa-i-Waqt, and Daily Express in 2013.

Topics for editorials in Express	Topics for editorials in Nawa I Waqt.	Topics for editorials in Jang	Advertisement's topic of PTI	Advertisement's topic of PML(n)	Advertisement's topic of PPP
To identify terrorism activity and two articles in support of Pakistan people's party were published	The economic decline in the previous regime (2008-13)	Poor administration and dishonesty in the former government. 2008-13	New Pakistan, wherein the country's political structure was discussed as a potential change	PPP charged with administrative and unlawful conduct during the period 13-2008.	Previous Government's (2008-2013) Performance and its publicity
Recommendations concerning the energy shortage for the newly formed administration.	This editorial backed the PTI's position and focused on hereditary politics as the subject.	Analysis of the economic policies implemented by the prior administration.	Critique of dynastic politics	Make a commitment to boast the country's economy	Economic turnaround and stock exchange point improvement

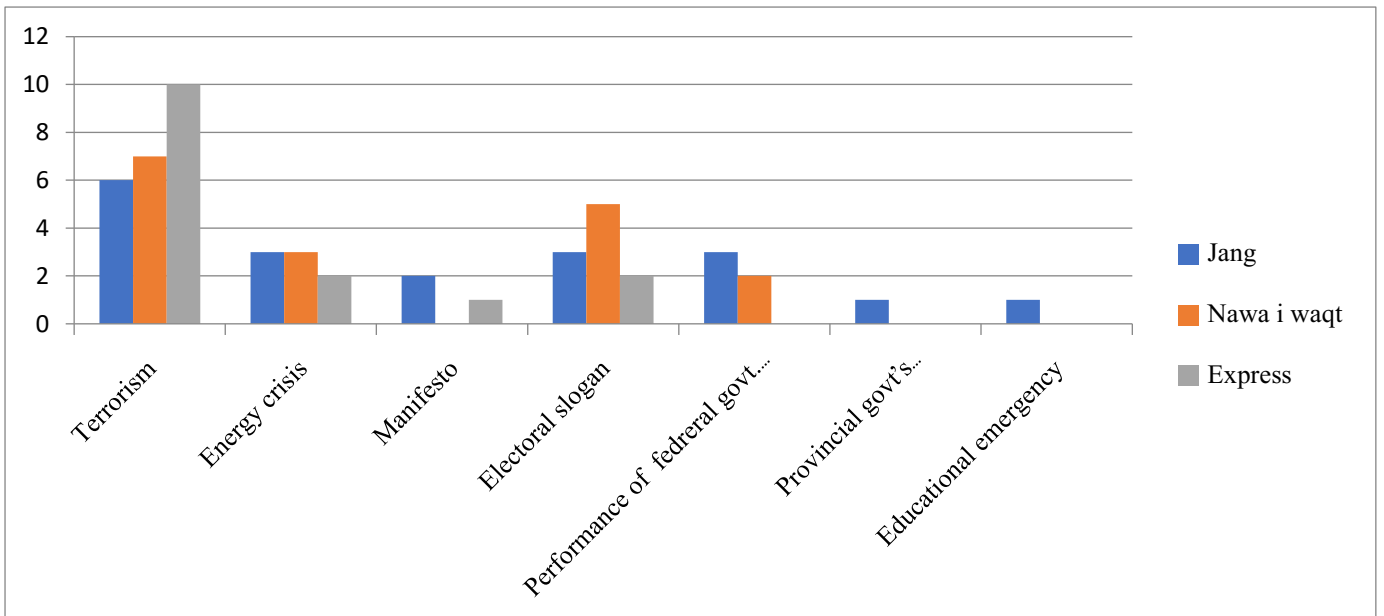
The slogans of political parties were discussed	Terrorism elimination, fears that elections may be postponed because of terrorist acts and governmental decisions, etc.	Article 6 was published on the eradication of terrorism.	Accusing the PPP and PML-N of tolerating each other's shortcomings in order to acquire power and create a ruling party and opposition friendly environment.	Commitment to end of terrorism	Allegations made against anyone who resist the PPP's strategy to stop terrorism and the spread of monsters
Comment on the Manifesto	Criticism of PPP government (2008-13) over power crisis	Power Crisis (All three Critical Institutions) Cause Former PPP Government Called, Crisis Made Further by PPP's Wrong Policies	-	The PPP government was held responsible for the power crisis and this issue was termed as a punishment for the people.	Admiration of PPP policies for power crisis, the current situation is the cause of PML-N
	Unconstitutional measures during the PPP regime (13-2008)	Unconstitutional actions of the PPP government		Commitment to economic development, promotion of industry and trade	Farmers' problems, wheat prices, subsidies and cheap electricity supply
-	Political publicity and criticism (assaults on Asif Zardari and compliments for Nawaz Sharif)	Advice on the electoral process for political parties		Promises of improved health and education, better jobs, and youth development	To serve the people through B BISP for empower of poor women and a vow to enhance the quantity of aid
-	Comment on election slogans	Political Party's manifesto of general election 2013 were discuss	-	-	promise to create new Pakistan in line with the ideology of Quaid and Iqbal
-	-	To address educational problems on an emergency basis and to provide equal opportunities for promotion of education	-	-	Freedom of the media
-	-	Comment on election slogans	-	-	Publicity for ex president Mr Zardari's political approach

-	-	-	-	-	Presenting the leadership as a hero, the current leadership as a Bhuttoist pioneer, and Bilawal as the blessing and alternative for BibiShaheed.
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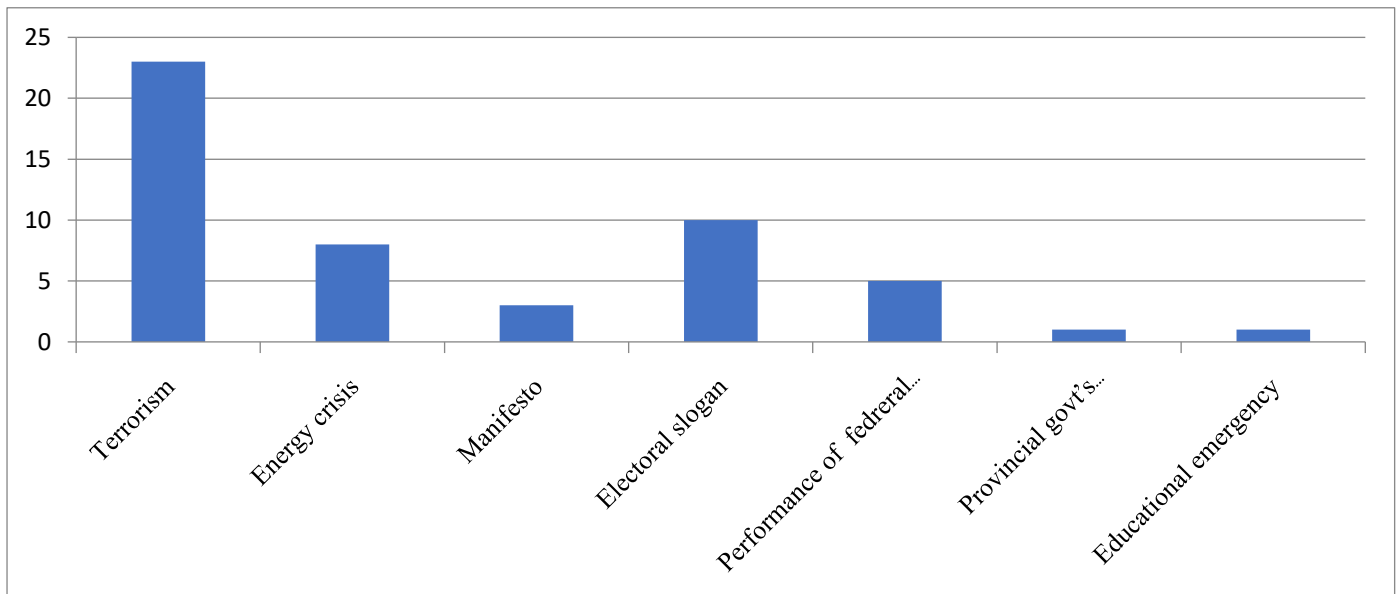
Comparative table of the political ads & Editorials of 2013

S.No	Editorials Topics	Nawa-i-waqt	Jang	Express	Total numbers
1	Terrorist Activities	4	6	10	23
2	Power shortage	3	3	2	8
3	Election declaration for voters	0	2	1	3
4	Electorate catch word	5	3	2	10
5	Federal government's performance. (2008-13)	2	3	0	5
6	Performance of Provincial govt's (2008-13)	0	1	0	1
7	Emergency in education sector	0	1	0	1
8	Total	14	19	15	51

Editorials & political advertisement's graph of 2013



Comparative graph of political adv by PPP , PML (N) & PTI



Discussion:

After content analyzed to the selected data we found among the different category the “Terrorism” has extensively covered by chosen Urdu News paper (Jang , Express & Nawa I Waqt), they collectively published 23 editorial in during general election 2013 campaign, which represents 45% of the total. This is followed by discussions on elections, with 10 editorials analyzing the slogans, their deficiencies, and the prospective policies of the new government, making up 19.6% of the overall editorials in this context. Additionally, 8 of the editorials focus on the energy crisis, which accounts for 15.6% of the total. There are 3 editorials that have been published to promote the Manifesto, which constitutes 5.8% of the total editorial count, while Daily Jang is the only newspaper that has addressed the education emergency, contributing to 2% of the among the selected editorial.

The Jang:

Research analysis indicates that the Jang has published total 19 editorial those related with political advertisement topics and connected readers to the 2013 electoral process or political agenda. Among the chosen newspapers, this number is the highest, making up more than half of the editorials in the daily Jang and 37% of the total similarity with advertising themes. Based on this, we can say that the daily Jang has given the political parties' agendas more space in its editorials than any other newspaper. The daily Jang has severely criticized the PPP, the previous governing party, in these editorials for the government's performance and power crisis. During the previous period in between 2008 and 2013, in addition to issues like political cronyism and a lack of initiative to address public concerns, particularly the growing power crisis, load-shedding-related factory shutdowns, and rising unemployment, as well as political stakeholders' condemnation of the Privilege Bill approval for Ministers. According to the examination, the PPP launched 27 ads in the daily Jang, some of which only appeared in that newspaper. The themes presented in these advertisements are mirrored in the editorial stance, yet the daily Jang has taken a contrary position to the PPP's statements, especially regarding the power crisis, which remains a significant focus throughout.

Addressing the government's performance, the daily Jang issued three editorials calling out its actions, stating that the PPP's bad policies and inaction were the cause of the country's ongoing financial collapse. In response to this, the government hasn't taken any significant action. The government has so rejected seven advertising on a range of performance-related topics in these three editorials. In its editorial dated May 13,

2013, however, the newspaper Jang gave the provincial administration (the Punjab government) credit for the PML-N's victory. The PML-N did not highlight the province government's performance in any of its ads, but this performance was recognized nevertheless.

Along with the unlawful acts carried out by the former government from 2008 to 2013, the daily Jang has also brought focus to the corruption of public servants and the related illegal money transactions. In addition, it has tackled the PPP's political favouritism and corruption. The Supreme Court's Raja Pervez Rental Case, which was brought by journalists concerning payments given to them by the Ministry of Information and Broadcasting, has been highlighted in three consecutive issues. The distribution of more than 100 billion shares of national institutions, labour issue resolutions, the economic recovery policy, and the PPP government's farmer-friendly policies—such as the assurance of a steady and reasonably priced electricity supply for agricultural advancement—have all been covered by the newspaper. It has argued that prolonged power outages and the government's indifference have caused extreme load shedding in rural regions, lasting up to 22 hours, while factory closures have made the nation's economic situation worse. The rate of unemployment is rising. In conclusion, the PPP's assertions about its performance have been refuted by the newspaper Jang.

These editorials have suggested that the commentary about the prior government's performance is merely a tactic aimed at gaining political traction, lacking any factual foundation. Traditionally, governments have paid journalists to promote their narratives and hide their errors. The Jang has shown impartiality regarding the issue of terrorism. There's no explanation of the government's statement within the institutions involved in this subject, nor is there any opposing viewpoint concerning it. However, it is possible to observe that matters like the concerns over election delays and the discussions among the caretaker government, Election Commission, and Army Chief, along with the resolutions reached in these discussions, have been highlighted. At the same time, advertising topics related to Quaid and Iqbal, as well as initiatives like the Benazir Income Support Program, were omitted from the editorials.

The PPP's electoral platform highlighted its commitment to enhancing media freedom compared to previous times, allowing the press to openly criticize and commend the government, a significant change from earlier practices. In the past, government officials often compelled their aides to occupy press rooms, and those who refused faced severe threats and potential repercussions against both media outlets and administrative bodies for noncompliance. The PPP released an advertisement proclaiming, "Today the media is free... and we will protect this freedom at all costs," which included a rebuke towards the PML-N leader for ignoring press autonomy. Also featured were newspaper clippings of statements that warned of serious repercussions.

The Daily Jang has published an editorial examining the relationship between government officials and journalists, focusing on a petition submitted by journalists to the Supreme Court that alleges the government has made several concessions and taken foreign trips. In its coverage of this situation, the organization suggests that a longstanding alliance exists between governmental bodies and journalists, with the Ministry of Information involved in obscuring and promoting both the legitimate and illegitimate actions of the government for compensation. This practice is not unprecedented; similar occurrences have been documented in the past. Studies indicate that other media outlets focused on press freedom, or those chosen for covering this issue, have either not addressed it or refrained from making it the focus of their editorials. The daily Jang focuses on important issues such as foreign policy, the rejuvenation of the national economy, and the eradication of corruption in the nation. Editorials related to foreign policy examined drone strikes, while the other two pieces urged the Pakistan Muslim League-Nawaz (PML-N), which secured victory in the 2013 elections, to address the revival of the economy, the energy crisis, political turmoil, and corruption. An analysis of institutions shows that there was an increase in corruption and political favoritism during the previous term, which the new government should prioritize for elimination. The research indicates that only Jang has published an editorial specifically dedicated to combating corruption after the elections. While the PPP points out corruption within the government, there is also a short reference to a half-page advertisement for the PML-N that appeared on May 1 during the election campaign within these editorials.

The Nawa-e-Waqt

The nawa I waqt has released seven editorials aimed at influencing the electoral discussion surrounding terrorism. One such editorial, titled "Terrorists do not deserve any sympathy for the sake of national security," was issued on 15th april, 2013 and second editorial at same topic appeared on 17th Apr,2013 titled "Political Leaders and Candidates Arrange Their Own Security." The Nawa I Waqt criticized the Care taker cabinet's inability to ensure the safety of political leaders. In this piece, it was suggested that political parties and their members should be responsible for the protection of their own leaders. Nonetheless, it has been noted that while both of the selected newspapers have taken a stricter stance on measures implemented to combat terrorism, the Nawa-e-Waqt refrained from commenting at this situation from every political party during the election period.

The daily Nawa-e-Waqt has published three articles related to the energy crisis. One of the key opinion pieces about the energy crisis was released before the elections. In these pieces, the policies of the previous PPP administration from 2008 to 2013 were criticized and held responsible for the current problems in energy supply. It has been noted that the daily Nawa-e-Waqt has delivered a critique of the PPP regarding the power crisis, while the other two publications have called for urgent policies to tackle the situation. Thus, it can be inferred that the daily Nawa-e-Waqt has concentrated on the statements made by political parties about addressing people's issues rather than supporting any particular political group.

The Nawa-e-Waqt daily published articles regarding the new government's commitment to establish relations with India, resolve the energy crisis, and eliminate terrorism. An analysis of these institutions suggests that the "Nawa-e-Waqt" daily has encouraged the newly formed government to quickly fulfill its promises to the citizens. The articles indicate that the nation has entrusted its hopes to the government as a savior to rejuvenate the economy and alleviate load shedding issues. This commitment should be met promptly to help the population move beyond their current state of mental stagnation.

The research indicated that, out of the newspapers examined, Daily Nawa-e-Waqt was the sole publication to describe the reinstatement of Raisani's administration as both irresponsible and undemocratic, comparing this political maneuver to exploiting the establishment of a caretaker government.

The Express

During the general election period in 2013, the Daily Express published 10 editorials that concentrated on political parties, with half of them focusing on "Terrorism." In this context, we can state that the Daily Express aligns itself with the terrorism-related messages from the Pakistan People's Party and PML-N, pressing for the government to develop a more robust strategy to address the issue of terrorism. The research indicated that the Daily Express had also included two articles related to terrorism that were directly linked to the PPP's advertising narratives, reinforcing the notion that terrorists and their supporters are opposed to an enlightened political party in power. This belief elucidates the brutal actions faced by the PPP. Additionally, an editorial from April 11 criticized politicians for their unwillingness to hold extremists accountable, implying that they act this way to appease the terrorists. These thoughts resonate with the PPP advertisement titled "Your seed is reaping the whole nation today," which also contained excerpts from news reports about Nawaz Sharif's comments that supported the Taliban. After the election, the Daily Express released two editorials regarding election slogans. The first editorial discussed the reactions of U.S. officials following a drone strike and their announcement of revenge against the Taliban, while the second editorial focused on the persistent power crisis, stressing the need for wise counsel and effective policymaking.

According to the analysis, it can be inferred that the Daily Express has actively supported the political discourse surrounding election slogans. Nevertheless, it expressed surprise at the pledges made by political parties and questioned what actions the new government would take to curtail drone strikes and dissuade US officials from executing them. The publication refrained from showing any bias or favoritism towards any party regarding the political agenda, as the political parties held one another accountable. In this regard, the Daily Express simply called on the incoming government to address the crisis with urgency. Regarding the power crisis, the Daily Express released two articles – one that urged the new government to tackle the power crisis immediately, and the other that reminded the PML-N of its election promises. The investigation revealed that the Daily Express did not cover the power crisis before the elections, while the other two newspapers had intensely criticized the former government (PPP) about this issue.

Results:

Throughout the electoral process in 2013, the daily Jang integrated the political agenda into its editorials; however, the advertisements from the ruling party did not seem to impact its statements. This newspaper has not only challenged nearly every marketing claim made by the previous ruling party but has also highlighted the flawed decisions made by the senior leadership of the PPP, which coincided with PML-N's advertising claims. Despite the daily Jang's rebuttal of the PPP's assertions and its focus on factual information, the evidence it presented aligns more closely with the statements of the Pakistan Muslim League. Consequently, in the areas where the daily Jang has opposed the PPP, either directly or indirectly, the subtle support for the PML-N's agenda during 2013 is quite apparent.

The daily Nawa-e-Waqt has somewhat commended the PML-N while the previous administration has rejected every statement made by the PPP. The daily Nawa-e-Waqt has identified a pattern regarding the issues of government effectiveness, energy crisis, and the economic state. Nevertheless, it can be observed that Nawaz Waqt has made an effort to maintain neutrality concerning the matter of terrorism. However, similar to Jang, Nawa-e-Waqt takes a stance against remarks regarding the PPP's governance and attributing the energy crisis to opponents, yet it has also been noted that Nawa-e-Waqt has both openly and subtly endorsed the agendas of different political parties. The daily Jang and Nawa-e-Waqt have prominently highlighted the statements made by the PPP, but in their editorials, they have criticized those statements.

The Daily Express has covered a wide range of terrorism-related topics throughout during the period of 2013 general election campaign. In this context, PPP published 2 political and electoral ads. One advertisement portrayed them as victims, while the other accused the PML-N of being sympathetic toward terrorists. This study revealed that this news paper (Daily Express) strongly support the PPP's claims in 2 editorial reports, which clearly reflected the party's assertions. Following an assessment of the institutions, it could be inferred that the editorial of Express's statement on terrorism matter aligned closely with the PPP's perspective.

Conclusion:

During the research study, it was observed that the daily Jang has shed light on the facts while rejecting the narrative of the PPP political advertisements, but the facts presented by the daily Jang are close to the narrative of the Pakistan Muslim League. Thus, the editorials of the daily Jang in which the PPP has been opposed, indirectly or indirectly, the supporting aspect of the (N) League agenda for 2013 is clearly visible. During the research, it was also observed that the daily Jang did not talk about any narrative of the Pakistan Tehreek-e-Insaf.

During the 2013 election campaign, the daily Nawa-e-Waqt rejected the PP narrative in its editorials and interpreted the issues included in the election agenda by the political parties in such a way that its narrative seemed closer to the narrative of the Pakistan Muslim League (N). The daily Nawa-e-Waqt promoted the personal propaganda of the PP in such a way that there was no mention of the top leadership of the PP. Rather, in this editorial, it was felt that the PP era was a troubled one for the people, while the only leader of the country who was facing these problems was Nawaz Sharif. The daily Nawa-e-Waqt was the only newspaper among the three selected newspapers that openly and in hushed words supported the agenda of two political parties (the PML-N and the PTI).

Daily Express has written the most editorials on terrorism during the 2013 election campaign. From the perspective of political agenda, the agenda of this newspaper for the 2013 elections has been terrorism. Daily Express has given the topic of terrorism the most space in its editorials and terrorism has been a more important issue for the PPP among the elected parties. In this regard, the PPP had published two advertisements. In one of these advertisements, it was accused of being a victim and in the other advertisement; the Pakistan Muslim League (N) was also accused of having a soft corner for terrorists. After a research study of the editorials, it can be concluded that the narrative of Daily Express on this topic has been close to the narrative of the PPP. Here we can conclude in general election 2013 the known Urdu news paper's editorial are published under the political parties agenda and advertisement are used as influential tool for papers.

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