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Violence & Conflict in Television News:
A Content Analysis of Selected Media

MS Thesis



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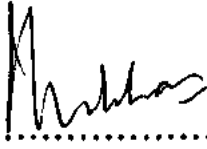
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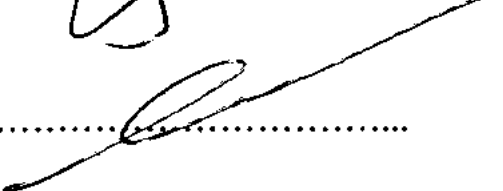
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ABSTRACT

News media has been a source of multifarious information and has developed to a varied extent in the recent past. There now appears to be an increasing surge of propagation and dialogue on violence-related issues. Media violence has remained a viable topic of past researches because of its impact on the society and many studies focused on entertainment contents, but rarely past researchers have done what the present content analysis sets out to do. It aimed at to analyze the proportion of violence in news broadcasts and exploring the role of news channels whether they cover all or focus on specific issues. A total of 2577 stories were collected from 93 news broadcasts of 9 p.m. on “top 3” news channels; PTV News, Dunya and Geo News covering a period of one month in January 2014. Of them, 1132 news stories were identified as ‘violent’, which were further analyzed for the extent and nature of violence and their inclusion in the news bulletin. The study concludes that selected news channels presented less proportion of violence in terms of number of stories and total stories per hour, but allocated large amount of broadcast time to small number of violent stories as compared to other issues. They report political violence-related issues more frequently and there is large content of violence in the headlines especially on private channels. The study also made comparison of news channels to explore difference in their coverage of violence and concludes that Dunya News broadcasts large proportion of violence-related news whereas PTV News shows smaller amount of violence-related news and Geo News showed less violence as compared to Dunya News but more violence than PTV News. This study also leaves question for further exploration un-answered as to why these societal and cultural issues are neglected in news broadcasts on private channels?

I dedicate this research work to my family. A special feeling of gratitude to my loving parents, Muhammad Sarwar and Parveen Akhtar whose words of encouragement and push for tenacity ring in my ears. I love you.

Thanks to my wife Nazia for believing in me; for allowing me to further my studies. Please do not ever doubt my dedication and love for you. Love to my sons Uzair, Umair, and Abeer.

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ABBREVIATIONS

PV:	Political Violence
IV:	Interpersonal Violence
AV:	Accidental Violence
SV:	Self-directed Violence
FSS:	Faculty of Social Sciences
IIUI:	International Islamic University Islamabad

CHAPTER I

Introduction

Mass media have developed to varied extent in the recent past in terms of its contents and role in the society. Media has been appeared to be affecting all segments of the society in multiple ways. Effects on culture, individual's perception and construction of reality among the masses are some of the examples which have recently been studied in various parts of the world. It is not only that media has very positive effects in terms of educating and informing the masses on issues related to politics, culture, economy, etc. There have been noticeable studies highlighting effects of mass media on the vulnerable segments of the societies for example; women, children and youth on their behavior about all at times unintended kind of effects on behavior of these segments and in reality intended effects on them. Out of them, violence available in various forms of mass media have been studied widely in the wide circles of mass communication and have found to be adversely affecting various segments of the society. Recently, it has been considered as one of the major areas of research in mass communication i.e. "effects of violence".

Of course violence is one of the very important features of movies and cartoon programmes, but scenes of violence in real life when depicted in the news contents of 24/7 news channels have also been found to be affecting their viewers low less than what usually we have observed in the case of violence in the movies and cartoons. Scholarly views that media is a mirror of society as it seemed to be the case of news channel because its content comes from the real world, which is full of violence. There have been a number of researches underlining the significance of television as a key medium for violence or disaster marathon and some have shown association between scenes of violence portrayed on television and the real life violent activities. Violence is a universal phenomenon and none of the society is left untouched by its horrible effects. Violence contained in media reaches to homes, streets and workplaces threatening the life, health and happiness of the masses. Violence varies from one culture to another in terms of its nature and forms. For example, Pakistani society has been experiencing the worst ever violence for the last few years.

1.1 Violence in Pakistan: Analysis of Antecedents

Pakistan has been facing multiple challenges such as economic crisis, political instability, power shortage, but violence¹ has reached to an alarming level in the recent years and became a major challenge to the country's leadership. Violence has appeared in multifaceted scenarios and dimensions ranging from mere fighting

¹ Violence is "the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, that either results in or has a high likelihood of resulting in injury, death, psychological harm, mal-development, or deprivation", as defined by World Health Organization (2002, p. 4).

between individuals or groups to large scale violent conflicts.² Intellectuals and policy-makers from all over the world are concerned over the growing violence in Pakistani society and there is a general perception that Pakistan has become increasingly violent society over the years (Mesquita, Fair, Jordan, Rais, & Shapiro, 2013).

An overview of the history reflects that Pakistan has been effected by the menace of violence from the very early days but recently it has encompassed a variety of violent activities. One can look this worsening situation through three phases. *First*, a politically or democratically stable country can combat the menace of violence effectively, but Pakistan could not become democratically stable country in its 66 years of life. The democratic stability can put the country on the path of progress and development but long durations of military takeovers and political turmoil remained the main hurdles to the road of progress and prosperity in Pakistan. It has experienced three military regimes; General Muhammad Ayub Khan (1958-1971), General Zia-ul-Haq (1977-1988), and General Pervez Musharraf (1999-2008). The authoritarian regimes have weakened the democratic institutions in Pakistan; the dictators always imposed their own laws, reconciliatory pacts and deals to strengthen their own hands and prolong their stay. NRO is a major example in this connection.

² Some people want societal change but others show disagreement for bringing any change in the society and this disagreement (or conflict) when not managed properly and peacefully becomes violent (or violence) thus create fear and anxiety among the people for their safety and survival. Conflict is therefore refers to the situation where social actors (individuals or groups) try to pursue their desired goals and ambitions that are not shareable with other members of society. (Sylvester & Jesper, 2003).

Politics has been remained one of the old and significant sources of violence and conflicts over distribution of power among individuals including over-wealth and poverty, life and death, independence and obedience (Cloke, 2005). Political violence appears to be the product of dictatorial regimes, as political activists have been pursuing their objectives for the revival of democracy in addition to their own agendas through different means and collective efforts for example; protests, sit-ins, political demonstrations, rallies, marches, etc. There have been several instances in which such activities have led the society to mass level destruction and violent conflicts.³ Violent conflicts have long been the history of Pakistan and the country has lost unnumbered lives in such conflicts. All the violent activities intended for achieving political, social, or economic goals are thus categorized as 'political violence'.⁴ There have been considerable studies highlighting the outcomes of political violence in our society for example loss of precious lives and damages to the properties. One of the studies highlighted that political violence has been a big phenomenon in Pakistan which recorded overall incidents of political violence occurred from January 1988 to May 2011. It calculated that more than 28,731 incidents have been reported in media during the period over 25 years (Mesquita, Fair, Jordan, Rais, & Shapiro, 2013).

³ Conflict refers to disagreement between two or more individuals or groups trying to pursue their goals and if disagreement (or conflict) is not managed properly or peacefully it becomes violent conflict. In violent physical conflict individual try to harm or kill others which produce fear and anxiety among the people for their survival and safety. This study refers the conflict to violent conflict (Sylvester & Jesper, 2003).

⁴ Political violence refers to violence or threat thereof against persons or inanimate objects motivated by political, economic, or social goals ambitions.

Second phase starts with the terrorist violence in addition to the prevailing conflicts. The violence in Pakistan is linked with the domestic conflicts and terrorism under the covers of so-called 'others' war'. The conflict of Taliban, Al-Qaeda and other militant groups with the State have intensified after Pakistan's alliance with the US-led global war against terrorism and subsequent military operations⁵ against insurgents and banned fundamentalist organizations. This has brought a new wave of terrorism in the country as various new militant groups have emerged which are involved in different kinds of violent activities for example targeting the public, State, security forces and the political rivals. Soon after, the country has become centre of international politics and hub of violent activities which poses severe threat to the national security of the country (IMS, 2009).

Terrorists are trying to create fear, harassment, anxiety and mistrust among the masses for putting them in a psychological warfare for pursuing their religious, political, or ideological goals. For achieving their goals, they intimidate the population by harming or killing civilians (Kasim, 2010) through different kinds of violent activities. Bomb blasts, suicide attacks, hijacking, killing of innocent people, attacking civilian and government installations are some of the examples which are shown on media (Haq, 2012). More than 51,626 people became victim of terrorist violence since the year 2003 (SATP, 2001).

⁵ For example, the operation against cleric and students of Lal Masjid Islamabad was carried out by armed forces in July of 2007 (during Musharraf regime). This operation divided opinions among the masses and created hatred against the act of government and the west. (<http://2reachout.wordpress.com/2012/04/29/lal-masjid-operation-a-factual-analysis/>)

In the recent past, terrorists have frequently targeted various eminent personalities, politicians and religious leaders belonging to different sects of Islam and minorities for promoting sectarianism in the country. Sectarian violence can involve huge population than other kinds of violence. More than 3,229 people have reportedly been killed in about 1,051 incidents of sectarian violence from 2004 to 2013 (SATP, 2001). Similarly, nearly 700 persons were killed from January 2012 to July 2013 (USCIRF, 2012). Christian community has also been the target of sectarian violence on many occasions and this situation has created unrest among minority groups as well as the sects of Islam (Yusuf, 2012). According to an article published in Daily Times, around 3,000 persons have been killed in sectarian and political violence and in targeted attacks during the year 2013 in Karachi. The year 2013 has witnessed 20% increase in targeted killings as compared to 2012 when 2,400 people lost their lives in different kinds of violence.⁶

Third phase started when the country became hotbed of proxy warfare. The term 'violence' has come to encompass almost all kinds of violent activities, especially targeting different segments of the society. Youth violence, child abuse, domestic violence and violence against women are some of the examples (Khan D. H., 2013). This situation has created unrest among the people who feel themselves insecure even within the boundaries of their home. Women have become more vulnerable to domestic or sexual abuse and physical violence than other segments of the society.

⁶ Khan, Saud (2014). 2013 in Focus: Target killing remain most used tool to silence opposition. Daily Times: January 06, 2014. Retrieved from (www.dailytimes.com.pk/sindh/06-Jan-2014/2013-in-focus-target-killing-remains-most-used-tool-to-silence-opposition)

According to data compiled by Aurat Foundation, nearly 40,174 incidents of violence against women have been reported in the media during the period 2008-2012. However, the year 2012 has witnessed the ever worst violence against this vulnerable segment with nearly 7,516 different kinds of incidents from all over the country. The statistical data shows that 21% women kidnapped; 23% murdered; 13% subjected to domestic violence; 11% raped; 08% committed suicide; 06% were killed in the name of “honour”; 01% sexually assaulted; 01% were victims of acid attacks; 01% were targets of stove burning and 15% cases of other types of violence against women. In 2011, there were 8,539 cases of violence against women; while in 2010, the figure was 8,000 and in 2009 it was 8,548; however these incidents were 7,571 in 2008.⁷

Apart from other violent activities, the last decade has also witnessed increase in the number of other crimes such as kidnapping for ransom and commission of suicide, rape/gang rape, bank robbery, armed dacoities, robberies, burglaries, thefts, vehicle snatching, and other heinous crimes. This situation has created a greater sense of insecurity among population. A report appeared in daily The News reveals that crime rate in the country has constantly increased by 17.86% during the last five years. The report shows that overall 3,170,889 offences including 456,552 cases against people and 611,852 against property were reported (Anjum, 2013).

Intellectuals, policy-makers and the common citizens have been concerned about the waywardness in the society where terrorism, extremism, violent crimes have reached

⁷ The data is based on “Data Release on Violence Against Women 2012” compiled by Aurat Foundation, Violence against Women Watch Group, Islamabad. Retrieved from (<http://www.af.org.pk/vaw-reports.php>) on May 11, 2014.

at highest level over the years. Media, an integral part of democratic setup, is also not playing so constructive and positive role in this situation. We cannot isolate media from the society because it has become an integrated component of social institutions like religion, politics and family. All activities of these institutions are being carried out by mass media. Media has emerged as an independent institution and its status of mere informer has also been changed to dominant player in the contemporary society. Television has now become overactive in reporting violent news stories.

1.2 Mediatized Violence

In a conflict-ridden society, media are often part of the conflict. To avoid this situation, you need to have a highest level of professionalism and ethic binding journalism to somehow avoiding media becoming part of violence and hardly such examples can be found even from developed world. Pakistan of course then stands no exception. The violence in the Pakistani society is being promoted by the media with a little history of any situation sound in professionalism and perfect in ethical dimensions.

In Pakistan, news broadcast is the phenomenon of this decade because several 24-hours news channels emerged in recent years targeting a large proportion of population from almost all parts of the country via satellite and cable networks. In the fierce competitive environment, violence has become a staple content of news channels because of their surge to update the contents. The commercial interests of the influential groups have become paramount and ethical journalism gave way to

sensationalism. There has been general perception that people are more receptive to sensational news than the facts-based reporting.

Event coverage and breaking violent news without verifying the basic facts are some of the prominent features of news channels which somehow show their ignorance of quality journalism and their social responsibility. An event of violence (e.g. bomb blast) when occurred is not only reported but becomes 'breaking news' and same brutal scenes and outcomes of violence are shown over and over again even for whole day followed by discussions and debates in talk shows and viewers thereby vicariously experience violence as victimizers or victims and witnesses or bystanders via news channels.

Live coverage brings conflicts and violence of streets into the people's home and sometimes appears to be problematic. For example, due to coverage of Islamabad hostage drama in August 2013 the capital police had not taken immediate severe action against the offender for not showing brutal scenes to the viewers. This drama has been shown to viewers throughout Pakistan and the world over for more than six hours which ultimately ended with the live scenes of firing and injuries to the offender on the screen.⁸ This ever worst live coverage poses several questions with regard to media's role: Has the media become part of the story or has merely done its job of informing people? Has the media been responsible for prolonging this drama

⁸ In Islamabad, an armed man (Sikandar Hayat) took his wife and children hostage for more than six hours on 15th August 2013. News channels broke this news with headlines stating that a lone man held the capital city hostage leaving security personnel helpless and residents horror-struck (Zahra, 2013).

for hours? Are the media playing their social role for the eradication of increased violence in the society? Is this violation of fundamental rights to access information and freedom of expression?

Scholarly expressed views show that the manners in which news channels portray victimizers and victims of violence, shape people's opinion and also affect policymaking process. For example, the January 2011 murder of a high profile government official (Salman Taseer) has somewhat been overshadowed by the arguments about loyalty to religion (Islam).⁹ As a result of such arguments hundreds of people poured into the streets across the country in support of killers. Media are often part of violence against religion like recently Geo Television Network has been found guilty of broadcasting blasphemous content in a morning show (Utho Jago Pakistan) in May 2014. This act on the part of a national television network was strongly condemned by the devout and other segments of society. This resulted in numerous violent protests and demonstrations across the country.¹⁰

Pakistani media particularly news channels are playing an important role in forming public opinion on social and cultural issues and bringing many behavioral and social changes. There have been considerable researches demonstrating that mediatized

⁹ Mr. Salman Taseer was the governor of Punjab who was killed by a police guard, Mumtaz Qadri, on 4th January 2011. The policeman justified his action on the basis of Taseer's support for a Christian woman who was accused of blasphemy (Zafar, 2014).

¹⁰ Dunya News (17th May 2014): <http://dunyanews.tv/index.php/en/pakistan/222310-alleged-blasphemy-punjab-bar-council-boycotts-geo>, and First Post World (17th May 2014) <http://www.pakistantoday.com.pk/2014/05/15/national/geo-in-trouble-again/>

violence affects persons communicating about violence and also shapes their cultural as well as social practices (e.g. ritual mourning) activated during or following the violent conditions (Muschert & Sumiala, 2012). Over the years, media has developed a sense of political, social, economic and security awareness among the masses because now a large proportion of population in Pakistan uses television as a reliable source of information and awareness. However, media houses are serving their concerted agendas and have appeared to be ignorant of the likely impact of what they are showing to the people like scenes of real-life violence and its outcomes.

Since the inception of television, scholars have been concerned about the violence portrayed on television however some of the worst violence appears on news broadcasts but typical analyses of on-screen violence centre around fictional (or entertainment) programming. It is generally believed that Pakistani news channels contain a high proportion of violence and their newscasts are often filled with violent news reports such as bomb blasts, killings, torture, atrocities, clashes, mutilated bodies, dead bodies, bloodshed and human sufferings. Rarely, has the past research done what this content analysis sets out to do, document the extent and nature of the amount of violence that appears on televised news.

1.3 Problem Statement

The issue of media violence has remained a viable topic of past researchers because of its colossal and subsequent impact on the society. Violence-related news stories (e.g. like bomb blasts, target killings, and tragic incidents) are often hot issues of television news broadcast. Owing to this, the present study aims at studying and investigating the violence-related media contents in the top rated news channels of Pakistan; viz PTV News, Geo News and Dunya News. This study also makes comparative analysis of various forms of violence, their quantum, nature and occasions on the selected news channels.

1.4 Objectives of the Study

The objectives of this study include:

- To provide an overview of colloquy of the media violence in general and television news in particular by analyzing the extent and nature of violence;
- To reveal how violence-related news stories are treated by the selected news channels;
- To find that which kind of violence-related issues get more frequent and emphatic coverage by these news channels;
- To find whether or not there is difference between the coverage of violence news by government-run channel and the two private channels and between the two private channels;
- To make an effort to suggest ways and means of exorcising the society from the menace of media violence.

1.5 Significance of the Study

The study is significant because of its social implications. In a society with growing violence, it will be useful for the society to understand the role of media as to which direction they are inspiring the people and to what extent these news items can be used for commiseration purposes.

The study has helped media improve their news policy to lead the society in right direction and also beneficial for the parents to save their children from exposure to violent contents in media. Violence-filled media increases the risk of violent behavior as such the study has contributed to the welfare of society by giving suggestions to decrease violence rate in the society through TV programmes.

CHAPTER II

Literature Review

This chapter discusses the earlier studies on media violence with particular reference to violence in television programming. The state of television news is also briefly described followed by theoretical framework of the study.

2.1 Media Violence: Content Analyses

Since the advent of television, scholars from all over the world have been concerned with the violence portrayed on media. Their concerns stem from the fear that television violence results in violent behavior among the individuals especially youths. Violence in television programming has been analyzed in many ways, analysis of the amount and degree of violence is one of them. A large body of research has shown that television contains violence but the researchers could not reach to the consensus how much amount of violence do exist in each programme like news broadcast. The disagreement prevails because of the reasons that researchers employed different definitions and methods for analyzing violence in television programming.

Signorielli (1980) notes that adequate and precise measurement of the amount and degree of violence in television programmes requires a systematic study that includes quantification of violence. Previously, many researchers employed content analysis

that provides conceptual framework for this type of research. It usually involves definition of violence, designing of recording instruments and rules for isolating and counting the violent scenes that also includes when a violent scene or action begins and when it ends.

The existing body of research shows that over the years many content analyses have been performed to measure the amount of violence in television programming. For example, Clark and Blankenburg (1972) were among the earlier researchers who analyzed violence available in television over a long period from 1953 to 1969. The researchers defined violence as, “physical acts or the threat of physical acts by human designed to inflict physical injury to persons or damage to property” (p. 189) and evaluated the general levels of violence (specific count of violent acts). They found that television contains huge quantity of violence in entertainment programmes. Earlier, the researchers analyzed violent contents on front page of the newspapers (i.e. the Atlanta Constitution, the New York Times, the Chicago Tribune and the San Francisco Chronicle). The results show that out of 19,000, 17.6% stories contained violence @ 2.3 violent stories per page. The study notes that violence remained a dominant topic of many stories particularly in war times whereas during other period (non war) these newspapers continue to depict violent stories such as homicides.

Perhaps, the more referred content analysis of television violence is the Cultural Indicators Project which was carried out by researchers at the Annenberg School of Communications, University of Pennsylvania. This project began with a study of

violence in television drama in 1967-1968 for National Commission on the Causes and Prevention of Violence. Gerbner and his colleagues (1976) define violence as “the overt expression of physical force against self or other compelling action against one’s will on pain of being hurt or killed or actually hurting or killing” (p. 13). The researchers found that eight out of every ten plays contain violence and more violence is often committed against strangers or victims who do not resist. The casualty count of injured and dead was about 790 for two weeks, five casualties per violent play, and one in every ten violent acts resulted in fatality (Gerbner, Brouwer, Clark, Krippendorff, & Eeey, 1969).

The Cultural Indicator research continued for a long period over thirty-year under the auspices of many agencies including Surgeon General’s Scientific Advisory Committee on Television and Social Behavior and National Institute of Mental Health. Gerbner’s data reveals some persisting patterns in Saturday morning and primetime programmes on television. The majority (65%) of primetime programming on television contains violence with occurrence of violent scenes @ 2.9 per hour while the programming on Saturday contains 17.9 – 32 violent acts per hour. Their results also show that rate of acts of violence on TV has been stable over the past decades (Gerbner, Gross, Signorielli, & Morgan, 1994).

Another landmark in the history of television research was the National Television Violence Study.¹¹ The researchers in this study employed the definition “any overt

¹¹ The NTVS project was funded by the National Cable Television Association. It was jointly undertaken by researchers including Stacy Smith, Barbara Wilson, Daniel Linz,

depiction of a credible threat of physical force or the actual use of such force intended to physically harm an animate being or group of beings” (Federman, 1998, p. 18). Almost all previous definitions have the common core that include physical force including hurting/killing. The NTVS study added harmful consequences or aftermaths of violence (e.g. victims of violence and damaged property), whereas Gerbner’s definition has included violence that occurs as a result of acts of nature or natural accident (Signorielli, 1980). News broadcasts often depict natural disasters, accidents and victims of violence.

The NTVS researchers examined the extent and context of the violence in television programming over a period of three-year. They recorded about 10,000 hours of American television programming for three consecutive years (1996-1998), investigating the occurrence of incidents of violence per scene and per television programme. The first year’s NTVS report reveals that 57% of television programmes have shown some kinds of violence. The researchers calculated over 8,000 scenes of violence in whole sample of one-year broadcast programming, and recorded 18,000 violent interactions including behavioral violent acts (66%), credible threats of violence (29%) and harmful consequences of unseen violence (3%). And, 04% of total broadcast violent programmes reflected anti-violence themes. They also reported that 96% of violent programmes employed violence as a major narrative constructs (Kunkel, et al., 1996). The last year’s report of NTVS (1998) shows only 3% of all programmes having anti-violence theme. The researchers found that violence was

Dale Kunkel, James Potter, Edward Donnerstein, Tim Gray, Eva Bumenthal, Carolyn Colvin, and Michael Berry (Federman, 1998).

prevalent in 61% of total programmes and on average 67% primetime programmes were violent. The study concludes that television contains a high proportion of violence that might encourage anti-social outcomes (Federman, 1998).

In the recent years, a study analysed fictional primetime programming between 1993 and 2001 on different non-specialty Canadian Television Networks including TVA, TQS, CTV, Global, English CBC Radio etc. The researchers recorded 27,177 violent acts between 1993 to 2001 that include 16,294 acts of physical violence @ 25.3 acts per hour and 10,883 acts of psychological violence @ 19.0 acts per hour. The researchers noted that physical violence is more common (58.8%) in Canadian television, but the psychological violence has also been increased remarkably since 1999. The study finds a great extent of violence on Canadian television that has constantly increased since 1993. The researchers noted that private networks presented 03 times more violence than the public networks and that more violence is depicted in primetime programmes (Paquette, 2004).

The prevalence of violence in entertainment television has increased the curiosity of researchers for more narrowed content analyses; some of them examined quantity of violence in news broadcasts. Typically, studies about news media violence were limited to treatment of a particular issue of violence such as crimes, terrorism, or domestic violence rather than analyzing overall violence. Researchers from Berkeley Media Studies Group analyzed violence in local newscasts that showcase the real-world violence. This study explored the way local television news in California

structures the public and policy debate on youth related violence. The researchers observed 214 hours Californian television news and coded overall 1,791 stories regarding youth, violence or both. The study examined contents in two particular weeks (i.e. 19th to 25th September and 29th October to 2nd November 1993). The weeks were selected around Halloween weekend for the reason to maximize quantity of news stories about youth and violence. In addition, the researchers coded the story as violent when it showed intended use of physical force with or without weapon or threat thereof regardless of any harm to the person. The study finds that 55% stories about youth were violent and 68% stories containing violence were regarding youth. The study concludes that local television news contains large quantity of violence and crime was the dominant topic of many news stories. It suggests that stories about violent crimes tend to be treated as more newsworthy than routine news reports and such stories often become lead on many newscasts (Dorfman, Woodruff, Chavez, & Wallack, 1997).

Many other content analyses also show similar findings for example a study examined crime stories in three nightly newscasts including a small town channel, a big city TV station and a national network for five weeks from September 23, 1997 and November 24, 1997. The researchers observed total 1,200 news stories on selected ninety newscasts and coded crime stories against different types of crimes that include; *interpersonal violence*, which involves physical harm (e.g. homicide, rape, assault, and robbery); *white-collar crime*, that are usually committed by individuals for corporations or government agencies; and *drug offence*, which refers

to selling, purchasing or using drugs, however stories about all other crimes were coded under the category of 'other'. The study shows difference in the coverage of crime stories by the selected different news broadcasts. It finds that the national newscasts often focus on interpersonal violence and big city newscasts describes violent offenses like killing for robbery, sexual assault, and other domestic violent crimes. The small town newscast reported only 30% of all these crimes covered by other two newscasts (Maguire & Sandage, 1999).

Broadcasting Standards Corporation in collaboration with British Broadcasting Corporation and Independent Television Commission, London has studied primetime broadcasting including newscast on terrestrial channels and analyzed the extent and nature of violence over a period of two years between 1999 and 2001. The researchers coded violent scenes against one of the audience-driven three categories of violence that include: *accidental violence*, where violence is unintended or caused by nature (e.g. accidents or natural disasters); *aggression*, which refers to violence involving intended destruction of inanimate objects; and *intentional interpersonal*, that involves intended use of violence against people. This study finds large quantity of violence in television news as compared to other programmes on selected channels. The programme-wise comparison shows a higher percentage (i.e. 24% and 8.3 violent scenes per hour) of violence in news broadcasts as compared to other broadcast programmes on these channels. Further, the study notes that more violence was contextualized by crimes (i.e. 31%) whereas 16% was motivated by anger or frustration and 13% by religion, belief or ideology (BSC, 2002).

Some content analyses exploring violence in television programming have also attempted to compare the violence available in news broadcasts with other media to determine how much violence and what kinds of violence each medium contains. Out of them, a longitudinal analysis studied the amount and nature of violence portrayed in different mediums including primetime television, news broadcasts, newspapers, and newsmagazines for a longer period of two decades and also presented cross-media comparison of violent contents depicted in each media. The researcher examined the contents of New York Times, Washington Post, and Los Angeles Times on randomly selected two dates from 1979 to 1999. This analysis finds that out of total 828 stories, 16.9% contained violence with an average of 3.5 violent acts on front pages of selected newspapers. This print media's analysis finds that on average there were 0.54 instances of verbal violence against people whereas 1.58 acts of physical violence against objects were found in each violent story. While the analysis of television news deals with total 1,068 news stories that were coded on randomly selected five dates over the period 1990 to 1999 from five networks; CBS, CNN, ABC, NBC and Fox. The results of this analysis show that news broadcasts contain a large proportion of violence (i.e. 21.25%) as compared to other broadcast programmes. This percentage was also higher than newspapers (16.91%) and newsmagazines (14.73%). The study concludes that the selected mediums vary in terms of their percentage of violent contents and total number of verbal and physical violent acts. There was also difference in terms of their longitudinal trends, as the quantity of violence in some mediums increased over time which was decreased in some others (Scharrer, 2003).

Like television, print-media has also been a major source of disseminating information about real life events of violence. A number of content analyses do exist in which researchers have analysed violence available in this media. Most of them only explored a specific issue of violence such as terrorism, crimes, and domestic violence. A similar content analysis performed by Furqan ul Haq (2012) assessed the quantum and extent of reporting of terrorism by two selected newspapers "The News" and "The Express Tribune" for three months. The researcher explored two key variables; the number of reports published and the quantity of space allocated to the news on terrorism. The subject was further divided into two categories of 'terrorism' and 'anti-terrorism'. The researcher calculated total 1,887 cases of killings/deaths and 1,625 cases of injuries as a result of terrorist related violence that were reported in both the newspapers from January to March, 2012. The study finds that reporting of news in the categories of terrorisms and anti-terrorism by both the newspapers was quite close to each other. Further, the study also compared the coverage of both the newspapers and finds disparities in terms of prioritization of reporting terrorism related issues. Daily The News reported 37 cases pertaining to Military and Police Operations and with joint venture of Pak-US talks in Afghanistan and Northern Areas, drone attacks, statements against terrorism as its major focus. The second newspaper reported 16 cases pertaining to suicide attacks, bomb blasts and Pak-US and other countries' talks with Taliban for peace building and their responses as its priority areas. The News also allocated highest space to sectarianism whereas the other newspaper utilized more space to portray Pak-US and other countries' talks with Taliban. The study concludes that The Express Tribune reported less news stories about killings/deaths

and injuries but allocated more space and given more coverage on its front pages as compared to other newspaper (Haq, 2012).

2.2 State of Television News

Television is one of the primary sources from which people receive information about social environment that has now become a receive-only mechanism. The only control people can get over what they want to receive via television is the selection of news channels. Whereas, the amount and nature of information viewers receive is limited by news channels and their broadcast agendas. One way in which up-to-date information is received through television is “news broadcast” (Bunn, 2010). The news on television has remained similar in its format since the inception however the recent technological development has made some remarkable additions. Today, television presents people with live shots of the events through satellite feeds that can also allow discussions between both news anchors and the reporters. The reporters from far flung areas can reach to the television screen and also present a story either in action as it occurs that rarely happens in practice and generally such feeds are comprised of immediate shots of the incident (Tuggle & Huffman, 2001).

Though the format of news remained same but its nature has considerably been changed over time (Young, 2003). The mission of previous journalism was to provide a truthful and comprehensive account of the everyday's events apart from any biasness. On the contrary, modern news media even do not often observe the core principles of journalism such as investigative and informative reporting in the rush of

latest news (Raza, Sultan, & Jan, 2012). Media managers have become businessmen whose motives are somehow different from the previous journalism. Some are working for financial gains while others pursuing their vested interest even sometimes by negating the basic code of ethics of quality journalism. This approach of consumerism has encompassed the broadcast news media as well that now appears to be a money-making industry (Woods, 2007).

The market-driven journalism has adversely affected the nature of news broadcast that only serves the interests of media houses rather than serving the society. News channels normally compete to increase viewership to survive in the competitive media market and do whatever they can to increase ratings. In this tough competitive media environment, commercial interests of the media organizations became paramount that followed ethic-binding journalism gave way to distress-based reporting including sensationalism¹² (Serani, 2008). For example, Geo News has been the most sensational channel in Pakistan therefore it holds highest viewership than other channels (Raza, Sultan, & Jan, 2012). Such journalistic practices increased when news media found that inculcating the feelings of trauma and capitalizing on the vulnerabilities of individuals can be a best way to increase viewership (Altheid, 2002).

The stress-based broadcast news is supposed to achieve two basic goals. First, it is intended to grab the people's attention by introducing an important issue and problem

¹² Sensationalism refers to the use of shocking news stories at the cost of accuracy to produce heightened interest and excitement (McQuail, 2000).

that the individuals want to know about. Secondly, it makes them believe that next segment will follow answer or solution to the problem. News broadcasts grab the attention of viewers by exposing them to a large number of reports of everyday violent activities about which people are always curious than other kind of coverage, suggesting them that these events are the common occurrences in the society (Glassner, 2000). News about real life violence often involves human sufferings and pains which attract people's attention more and can make them feel that staying update on television news is their need to survive (Serani, 2008).

James Poniewozik (2010) says that a sense of crisis (or emergency) is good business for television news. After the World Trade Centre's attack on September 11, 2001, broadcast news found that news-tickers can give the people a sense that they are receiving sufficient and up-to-date information in the short time. The urgency that news-tickers create still prevails as almost all the time our television screen remains filled with data regarding distress and suffering-based violent news, creating fear among the viewers. News-tickers dominated the television screen after 9/11 that allowed the channels to shunt news headlines during normal broadcasting hours. Many channels still continue to show news-tickers on the screen as an attempt to boost ratings (Young, 2003). Participants of a survey believe that Pakistani news channels have been sensationalizing many issues including family conflicts, domestic violence, riots, crime and terrorism sidelining other issues of societal interest. Such

fear-based violent stories when depicted as “breaking news”¹³ can create more hype and produce extreme state of fear among the population (Raza, Sultan, & Jan, 2012).

Report about latest violence in the society often becomes “breaking news” on many news broadcasts. This culture prevails on many news channels and they often present normal reports as breaking news just to enhance the importance of story in the eyes of viewers for winning viewership. The media generally assume that breaking reports inspires the viewers to believe that the event has recently been happened and this can attract large public attentions. This type of news presentation incites the viewers to keep watching television news for update on the issue. Many channels break news with verbal phrases like “we are following a developing story” or “breaking news” with the visuals of these phrases on the screen (Watson, 2005). For example, many news anchors in Pakistan present shots of violent event by calling the viewers that “these scenes of violence are being exclusively shown by this channel”, “our channel is breaking this news”, “more details will be disclosed in the upcoming segment”, “stay keep watching this channel for more update” and other similar statements. The exposure to breaking reports more or less has significant impact on viewer’s assessment of the event. It makes the people believe that the event is more important to watch than other reports and also inspire for future media use (Watson, 2005).

Previous discussion reveals that news broadcasts often presents shocking and fear-based news stories (Serani, 2008) that are mostly about violence like violent crimes.

¹³ Breaking news refers to a story that is an unexpected event or incident important labeled breaking and unscheduled (Andrea, 2004).

The news about crimes grabs more public attention because they reflect societal conflicts between individuals and social groups (Jamieson & Campbell, 2001, p. 41). Frequent portrayals of such news also increase the frequency of violence in the society, producing an unnecessary state of insecurity within the people (Cockburn, 2011). It has been observed by the researchers that violence has become a staple content on many local news broadcasts (Lipschultz & Hilt, 1999). Some argued that media frequently report incidents of societal violence including conflicts and crimes as well as natural incidents like accidents and natural disasters with the assumption that this type of coverage will always win increased viewership (Cockburn, 2011). Portrayals of violence in news programmes also have more or less negative effects on individuals as well as the society, as suggested by many theorists. Of them, cultivation theorists provide comprehensive account of the effects of watching media violence in terms of the extent and nature of violence.

2.3 Theoretical Framework

One of the early remarkable theoretical accounts of the effects of television violence was the cultivation theory (1969) developed by George Gerbner and Larry Gross, University of Pennsylvania.¹⁴ The cultivation concept, initiated by Gerbner & Gross (1976), was developed into investigation of how general television watching habits cultivate the perceptions of real-life aggression and violence. This Gerbner's exploration was originally started with the comparison of rate of violence depicted on television with the frequency of violence in the actual world. They found that the rate of violence being shown on television was much higher than the actual occurrence of violence in the real world.

Gerbner and his colleagues were interested to know that how different levels of viewership affect the individual's perception of violence. They then conducted survey of television audience and found that general television watching cultivates the perception of real life as more violent than the world actually is. Their survey further finds that viewers' perceptions were affected depending on how much quantity of television each individual watches (Gerbner G. , Gross, Morgan, & Signorielli, 1980).

Cultivation theorists distinguished the television viewership by simply labeling the individuals either as heavy, moderate or low viewers¹⁵ depending on how much

¹⁴ Cultivation theory was derived from many large-scale researches as part of 'Cultural Indicators Project' (Gerbner, 2000).

¹⁵ A person who watches television at least four hours daily was labeled as heavy viewer whereas low viewers were those who watch two or less hours of television per day (Gerbner, 1998).

amount of television one watches (Gerbner, 1998) and compared the perceptions across different viewership levels. They found that people's perceptions of social reality differ across different levels of viewership as heavy viewers of television perceived the world as more violent than low viewers (Gerbner & Gross, 1976). Later, Gerbner et al. (1994) explained that people watching a great deal of violence on television are more likely to perceive the world in the same way as it is reflected by media. Saleem and Anderson (2012) suggest that regular watching news about violence and conflicts related issues can create more adverse viewpoint in viewer's mind about the society and they face difficult to distinguish between mediated world and the actual world (Gerbner, 1969).

Gerbner and his colleagues (1978) suggest that regular viewers of television mostly derive their information from the contents they observe through media. This idea was supported by many other studies, one of them suggests that individuals make judgment of societal events based on how easily these events are retrievable in their memories (Tversky & Kahneman, 1973) that's why regular viewers of news broadcasts have an easier time accessing content themes (e.g. homicides, blasts, target killing, robbery, etc.) in their minds (Bussele & Shrum, 2003). In this way, television news can create a greater sense of apprehension among people by presenting them with violent news persistently. It also increases the possibilities of heavy viewers' involvement in real violence as compared to moderate or low level viewership (Gerbner G. , Gross, Morgan, Signorielli, & Shanahan, 1994).

Saleem and Anderson (2012) state that the belief and ideas individuals receive from television are being integrated into their own world and if television news is consistently presenting people with news about violence and conflict, viewers may come to believe that their world is more difficult and problematic (Gerbner & Gross, 1976). Because, fear-based news on television makes people feel that their surroundings is unsafe, they may become victims of violence and staying up-to-date on news is their need for survival (Serani, 2008). Cultivation theorists also argue that regular viewers of violent media will likely to have more misconstrued views about society and they become more concerned with social problems like violent crimes and falling prey to terrible situation (Gerbner & Gross, 1976).

Lately, results of some other studies were also similar to the earlier findings of Gerbner and his colleagues. Out of them, a survey by Romer et al. (2003) finds that those participants who documented viewing large quantity of television news reported more worrying about crimes especially violent criminal activities in the society. Another telephonic correlational survey suggests that viewing particular events on the screen can lead to negative mental response and also affect the estimated frequency of incidents in the society. It finds that 78% of the parents overestimated how frequently child kidnapping occurs due to the influence of newscasts. It is expected that news has produced an irrational belief among these people since the frequency of child abduction in reality is smaller comparatively (Wilson, Martins, & Marske, 2005). In this way, if an individual watches more news about bomb blasts at a public places the viewers are likely to be avoiding visiting such places more frequently.

Cultivation theory asserts that exposure to a particular violent action or viewpoint on television will have significant impact on the viewers' perceptions of that particular violence or viewpoint (Gerbner, 1998). Wilson et al. (2005) also noted that habitual watching narratives involving child abduction on television news was positively associated with the emotions of fear and worry in children as well as adults. In addition to this, the regular watching news about child kidnapping have more instances of availability of that crime in viewers' mental thoughts that eventually leads the people to becoming more scared.

Several researchers used cultivation theory to explore the effects of general television exposure on viewers' perceptions. However, Gerbner et al. (1994) suggest the researchers to apply this theory to the most widely watched programmes on television especially to those genres that show important and current social issues which is the normal business of television news. It generally reports reality based latest public interest events of social life. If television can construct cultivation effects through presentation of realities in fictional broadcasting, one can assume that news broadcasts can also produce cultivation effects from portrayal of incidents of real life violence and conflicts (Gerbner, 1969).

Gerbner et al. (1994) stated that television has become a primary source of information and socialization in many societies especially where people are less educated and Pakistan stands among one of them. A large proportion of populations mostly use news channels for receiving information about the society. The majority

of people in the country are regular viewers of television news (Yousaf, 2012). Gerbner and his colleagues were also concerned with the kinds of violence being depicted in television programming, the systematic patterns of who commits aggressive acts and who is victimized. These are the lessons of power or powerlessness and risks or fates which may be the crucial mechanisms of social control. Both the roles (as aggressor and the victim) are there to be learnt by the viewers of news broadcasts. News media violence can achieve its utmost effect in cultivating among larger population a fear or terror of the authority (or power) of few (Signorielli, 1980).

Brennan (2002) suggests that developing immediate fear response as a result of watching violent media is natural human phenomenon. News media frequently depicts victims as well as the victimizers, exposure to which creates fear within the masses and this is the core objective of violence and perpetrators such as terrorists (Gerbner, 1977). There have been several instances in which recurrent portrayal of violence such as mutilated bodies and bloodshed on television news has spread terror and frustration among public in Pakistan and became problematic on many occasions (Ali, 2009).

News channels normally present people with real life stories of violence and conflicts such as terrorism and violent crimes whereas viewers are mostly concerned about those issues which the news media frequently reports and they may come to believe that violence is common occurrence in the society. This may also create negative

effective state that people experience through watching the news channels (Coleman, 1993). In this way, these channels are cultivating the fear and harassment within people (Young, 2003). The cultivation theory has long been used by communication researchers to generally explain the effects of television violence. However, it also provides theoretical basis for this type of study exploring the role of news channels through assessment of the amount and forms of violence being reported in news programme.

2.4 Research Questions

Considering the foregoing literature review and theoretical framework, the present study attempts to address following research questions:

RQ.1: What is the extent and nature of violence in television news?

RQ.2: Which kind of violence gets more frequent coverage in television news?

RQ.3: Is there any difference in the coverage of violence between State channel, PTV News and private channels, Geo News and Dunya News?

RQ.4: Is there difference in the coverage of violence in Dunya and Geo News?

RQ.5: Are there any channels which avoid violence news for the sake of security reasons?

CHAPTER III

Methodology

This chapter describes the methodology and procedure used by the researcher to answer the research questions outlined in the foregoing chapter. It contains research techniques, sample frame, unit of analysis, key variables and operational definitions, coding procedure, indicators for analysis, data collection and limitations of this study.

3.1 Research Techniques

The most commonly used method for studying television programming is known as content analysis. The same method was employed in this analysis to analyze the news broadcasts. Content analysis was defined as “a research technique for the objective, systematic and quantitative description on the manifest content of communications” (Berelson, 1952). Some other researchers defined it differently such as for Krippendorff (1980) content analysis is a research technique for making replicable and valid references from data to their context.

Jones (2011) explains that content analysis presents a clear and tangible description of the textual and visual contents that provides basis for comparing the contents between different mediums to identify gaps and the lacking elements. It offers insight that can make decisions more easily for example, what to prioritize and how? However, Fox

(2005) noted that in content analysis text (including spoken) is coded into categories at different levels including words, idea, theme, etc.

3.2 Sample Frame

There are several news channels in Pakistan and selecting all for this study was not feasible because of time and funds constraints, therefore only “top 03” channels (i.e. PTV News, Geo News and Dunya TV) have been selected on the basis of their viewership. Overall programming of these channels was the population of the study, but sample frame includes only the most widely watched primetime programme i.e. 9.00 p.m. news bulletin ¹⁶ (Khabarnama) aired on selected channels between 1st January 2014 and 31st January 2014.

3.3 Rationale for Sample Frame

Freedom of media and arrival of cable and satellite networks in Pakistan gave way to variety of channels in the media market, out of them news channels have been specifically serving the purpose of providing people with firsthand information about the society. In addition, these channels have also seemed to be shaping public opinions on societal issues such as Zahid Yousaf (2012) found that Pakistani private news channels are altering the political perception of the people. Owing to this, news channels were selected for this study on the basis of their viewership.

¹⁶ News bulletin (Khabarnama) is the most widely watched programme on news channels in almost all societies particularly in Pakistan. It is a short broadcast of news reports, which generally comprised of headlines, news reports, entertainment, sports and weather update.

Medialogic Pakistan (2014) database shows that Geo News dominated the viewership of news and current affairs programmes in the month of December 2013 followed by Dunya TV. However, Gallup Pakistan's database ranked PTV News as highest rated channel whereas Geo News was the second in terms of viewership.¹⁷ This one month ratings data from both databases confirmed that PTV News, Geo News and Dunya TV are the "top rated" channels in Pakistan.

3.4 Unit of Analysis

The unit of analysis for this study is a single "story" that refers to an incident being reported on television. A single story may include multiple elements for example; event coverage, report about victims or perpetrators, discussions or opinions etc.

3.5 Key Variables and Operational Definitions

Violence appears in its multiple forms and dimensions in the real life. The daily business of news broadcast is to report everyday's social events as well as events of violence and victims. In order to determine the amount and nature of violence in television news the researcher considered appropriate to choose some specific forms of violence as "variables" for this study. These variables allowed assessment of quantity as well as the nature of violence in television news. The key variables and operational definitions are as under;

¹⁷According to Medialogic and Gallup Pakistan, overall primetime viewership of Geo News in December 2013 was 1.02% followed by Dunya TV with 0.51%, whereas for 09.00 p.m. news bulletin it was 1.47% Geo News and 0.44% Dunya TV.

3.5.1 Political Violence (PV)

Mesquita et al. (2013) define political violence as “any publically reported act that: (1) is aimed at attaining a political, economic, religious, or social goal; (2) entails some levels of violence or threat of violence including violence against people or property; and (3) is intentional, that is the result of conscious calculation on the part of the perpetrator.” (p. 4) This may include, but not limited to, riots, terrorist attacks, assassinations, military operations and other violent activities.

The same definition provided by Mesquita et al. (2013) was employed as operational definition in this study. However, the researcher further classified this general definition of political violence into three sub-categories to calculate all the events of this kind of violence at broader spectrum. These categories include;

1) Verbal Threat: The operational definition of verbal threat includes all publicly reported statements by the politicians or other activists against political parties or the State/government functionaries that may involve some level of threat of violence. This also includes condemnations and statements by the political leaders about violence and perpetrators.

This category was used to code all publicly reported aggressive statements by the political, religious or social activists, for example MQM Chief in a

statement (see 3rd January's bulletin of Dunya News) demanded a separate province for Urdu speaking people and his statement sparked a lot of controversy as many counter statements by the politicians remained the focus of many private news channels for days. Similarly, all aggressive statements by the State/government functionaries against politicians or others were also recorded in this category, for example Power Minister (Abid Sher Ali) in a statement termed PTI's Ministers in KPK Province as "Bijlee Chor" (see 8th January's bulletin of Dunya News), which resulted in war of words between government and political parties and protests in different parts of the country. This issue received more broadcast time on many channels. Another example is the high treason trial case of former President Musharraf which also sparked a lot of criticism and debate over the media. All such statements were coded in the category of verbal threat. In addition, reports about trials of political leaders such as Musharraf's case were also recorded in this category of verbal threat. However, all statements regarding normal politics were not included in this category.

2) Physical Threat: It was operationally defined as any collective activity carried out by a set of individuals or a group of people for achieving any of their political, religious, economic or social goals that may or may not involve violence or threat thereof against the people or the property.

This category was added to record all publicly reported collective activities such as protests, sit-ins, rallies, long marches, or strikes over any social, political, economic, or religious issue for any purpose like against government that may or may not involve violence or threat of physical violence. News reports containing aftermaths or outcomes of this type of violence were also coded in this category.

3) Collective Violence: This category refers to violence committed by a larger group of people or a set of individuals for achieving religious, political, economic or social goals that may result in injuries or killings to the people or damages to inanimate objects.

The category was used to record all broadcast stories about violent conflicts between groups including political, religious, or social and attacks on civilians or objects such as group firing, clashes/conflicts, state violence, terrorists attack (i.e. bomb blast, suicide blast or any other blast), firing/killing, hostage situations and all other collective violent activities resulting in injuries or killings or damages to property or other objects. Furthermore, condemnation, condolence, compensation and tributes to victims of such types of violence were also recorded in this category. In addition, this category also included portrayal of victims or aftermaths of violence, reports about the families of victims or martyred or funerals, or report about any explosive material found.

This category also included reports about State operations against the militants like targeted operation in Karachi and military operation in North Waziristan. However, the State operation was divided into two categories; (1) core reporting operation which includes stories about attacks on militants etc. and (2) peripheral reporting operation that include reports about discussions, debates or criticism on operation against militants (e.g. meetings or statements regarding operation/dialogue with Taliban) at different forums. This category included publicly reported contradictory statements by the political, social or religious activists or by the militant organizations about State operation against militants or any other activity in this regard such as dialogue with Taliban. For example, many religious scholars and political leaders opposed government's decision to conduct operation against terrorists in North Waziristan like Maulana Fazal ur Rehman (JUI) in a statement on 22nd January 2014 (see Dunya TV) opposed military operation against militants and demanded of the government to resolve the issue with militants through dialogue.

3.5.2 Interpersonal Violence (IV)

World Health Organization (2002) defines interpersonal violence as violence between individuals, it is considered as one of the worst forms of violence. It was divided into two sub-categories: (1) *domestic violence*; that refers to aggression between family members including violence against inanimate

partners; and (2) *community violence*; which is violence between individuals in the society who may or may not know each other.

For the purpose of this study, interpersonal violence was operationalized as the intentional use of violence against family or inanimate partner or against other individuals in the community resulting in harm or killings or loss of inanimate objects.

This variable was used to record all news stories pertaining to violence or victims of violence by inanimate partners, violence against family, child abuse, abduction or kidnapping, youth violence, rape cases, sexual assault, workplaces violence, violence over property or any other dispute, assault on servants, and random acts of violence including robberies, theft, dacoities, vehicle or mobile snatching, and other criminal activities that resulted in injuries, deaths, or loss of any object. Reports about deceased's family and funeral were also coded as violence. All reports about outcomes of interpersonal violence or reports about victims or family of victims including funeral coverage were also recorded in this category.

3.5.3 Accidental Violence (AV)

Broadcasting Standards Corporation (2002) defines accidental violence as “where violence is unintentional or caused by accidents or natural disasters” (p. 4), and the earlier Cultural Indicator researchers also includes violence that occurs as a result of “accidents or acts of nature” (Signorielli, 1980, p. 13).

In this study, accidental violence refers to the violence which is unintentional and caused by act of nature such as accidents or natural disasters or outbreak of disease.

This variable was employed to record all news reports of accidents like traffic accidents or other incidents happened accidentally and the natural disasters such as earthquakes, floods and hurricanes resulting in injuries, deaths, or damages to inanimate object. Portrayal of victims and aftermaths of this violence including reports about family of victims and funerals were also included. Reports about natural deaths, outbreak of disease were also coded under this variable.

3.5.4 Self-directed Violence (SV)

It refers to violence in which perpetrator and victim are the same person and is sub-divided into *suicide* and *self-abuse* (WHO, 2002, p. 5).

The operational definition of self-directed violence includes any intentional use of violence against oneself by the same individual resulting in or not harm or death of life.

All publicly reported cases of perpetrators or victims of self-abuse, suicides, or attempt to suicide were coded under this separate variable.

3.6 Coding & Analysis

All the news stories in the sample frame were assessed for violent contents. To count a story as violent, the researcher looked for at least one of the pre-defined variables (forms of violence) as the main theme of the story. If a story contained one or more scenes of violence or consequences of violence or threat of violence, the coders regarded it as a violent story. When a single story had multiple elements it was coded once and categorized in accordance with the primary thrust of the story. If a story contained no depictions that qualified as violence according to the already defined variables, it was recorded in the separate category of "Others". This analysis does not include business, entertainment, sports and weather reports including promotional features.

An independent analysis from videotapes of news bulletins was performed by the researcher himself with the help of a trained coder having vast exposure to news media using stop watch to time each news story to the nearest second. In order to estimate the total broadcast timing of each story the coders strictly observed the time, when a story started and when it ended. The treatment of each story identified as violent was also observed so as to determine importance given to each story by the respective news channel. For this purpose, the researcher considered the placement of each story either at beginning or later part of the bulletin and its placement in the headlines segment. Regardless of technical difficulty in the coding procedure majority of the stories were easily coded.

3.7 Indicators

The researcher by borrowing concept from Guy Paquette (2004) used two indicators in this analysis; the gross number of violent stories (n) and the number of violent stories per broadcast hour (n/h). The first indicator (n) makes an estimate of the amount of violence in news broadcast that may be the result of selection of violent stories by the news channel. The second indicator (n/h) allows for more subtle analysis as it takes into account number of hours of violent news broadcast. In this way, the three selected channels could present very distinct profile regardless of an even number of violent stories.

3.8 Data Collection

The present data was collected from different means including websites and media offices. The recording of news bulletins (09.00 p.m.) of Dunya TV was obtained from the official website of the channel. However, the offices of Geo and PTV News were formally approached for obtaining data, which the researcher observed is the more difficult task in this type of study.

3.9 Limitations

First, the study was limited to a single news programme (i.e. 9.00 p.m. news bulletin) on selected news channels over a stipulated period of one month (i.e. January 2014). Further, limitations were made to exclude all other segments of news bulletin being irrelevant to the study such as business, entertainment, sports, weather and promotions. Finally, this study was limited in its scope as it measures only quantum and nature of violence and did not deal with effects of media violence.

CHAPTER 4

Results & Findings

The current study is based on a survey of television news coverage on the basis of one month data obtained from “top 3” Pakistani news channels i.e. PTV News, Geo News, and Dunya News. This study covered the period 1st January 2014 to 31st January 2014. Overall 2,577 news stories of total 53.0 hours broadcast duration from three selected channels were studied for violent contents.

The study was further narrowed down to the violent news stories appearing in the headlines and the main bulletin of 09:00 p.m. (Khabarnama) on selected news channels. In addition, this study performed comparative analysis of various forms of violence, their quantum, nature and occasions on the selected news channels as well as comparison of news channels. Two main variables assessed include; the number of broadcast news stories and the amount of broadcast time given by each news channel to the news on violence-related issues in one month period of the study.

This chapter has been dedicated to present the results and findings of the survey taking into account the primary questions of the study. First part of the chapter contains consolidated results and remaining portion addresses research questions.

4.1 Consolidated Results

Table 4.1: Total violence topics covered by PTV News in January 2014: Number of stories & broadcast time

<i>Violence</i>	<i>Headlines</i>		<i>Bulletin</i>		<i>Total</i>	
	<i>Story</i>	<i>Seconds</i>	<i>Story</i>	<i>Seconds</i>	<i>Story</i>	<i>Seconds</i>
Political Violence						
<i>1. Verbal Threat</i>						
• Musharraf's Case	19	435	9	1758	28	2193
• Political Statements/Criticism	3	54	6	318	9	372
<i>2. Physical Threat</i>						
• Social Strikes/Protests	1	17	0	17	1	34
• Kashmir Strike/Protests	3	60	1	104	4	164
• Political Strikes/Protests	0	0	0	0	0	0
• Anti-Terrorism strikes	1	33	3	244	4	277
• Other strikes/protests	1	14	0	0	1	14
<i>2. Collective Violence</i>						
• Group firing	0	00	2	38	2	38
• Clashes/Conflicts	1	18	0	00	1	18
• State Violence	4	98	1	230	5	328
• Terrorists Attack	14	280	11	982	25	1262
• Firing/Killing	6	108	11	651	17	759
• Condemnation, condolence, etc.	11	274	21	1482	32	1756
• Tribute to victims	0	0	0	0	0	0
• Funeral	2	56	3	254	5	310
• Investigation	1	21	1	114	2	135
• Victim's Report	0	00	2	233	2	233
• Anti-Terrorism (core reporting violence)	18	363	26	1262	44	1625
• Anti-Terrorism (peripheral coverage)	26	688	15	3223	41	3911
Accidental Violence						
• Accident	6	122	6	409	12	531
• Fire/Explosion	0	00	4	104	4	104
• Death	2	57	6	169	8	226
• Funeral/Condemnations/Condolence	1	43	6	214	7	257
• Natural Disaster	0	0	0	0	0	0
• Victim's Report	0	0	0	0	0	0
• Other	1	20	3	96	4	116
Interpersonal Violence						
• Child Abuse	0	00	1	30	1	30
• Murder	1	31	0	00	1	31
• Compensation/Condemnation	1	20	1	71	2	91
• Clashes	0	0	0	0	0	0
• Crime Report	1	23	0	41	1	64
• Human Rights Violation	0	0	0	0	0	0
• Death of Sanunda Pushkar	0	0	0	0	0	0
• Other	0	00	1	30	1	30
Self-Directed Violence						
• Attempt to suicide	0	0	1	36	1	36
Total	124	2835	141	12110	265	14945
<i>Time in Hours</i>		<i>0.8 hrs</i>		<i>3.4 hrs</i>		<i>4.2 hrs</i>

Results presented in table 4.1 indicate that PTV News telecasted 44 stories pertaining to core operation against terrorists while 41 stories on peripheral reporting of anti-terrorism activities as a part of collective violence. This reflects that the channel more often highlighted activities of State operation against the militants.

The results contained in above table further reveal that PTV News presented 32 stories pertaining to compensation, condemnation and condolence messages to the victims of violence, whereas 25 stories reporting incidents of terrorist attacks and 17 stories covering firing/killing incidents. These results give a clear indication that the State channel more often broadcast condemnation and compensation by the government and political parties.

The results contained in above table, on the other hand, further reveal that PTV News aired 28 stories pertaining to Musharraf's trial as a part of verbal threat, whereas only 09 stories showing political criticism or statements were transmitted. Similarly, the channel presented 12 stories pertaining to accidents while 08 stories about death cases as a part of accidental violence. However, less number of stories was presented as a part of interpersonal violence.

Table 4.2: Violence types covered by PTV News in January 2014: Number of stories with headlines and in other bulletin

Violence Types	Number of Stories (n)		Total	%age
	Headlines	Bulletin		
Political Violence	111	112	223	18
Accidental Violence	10	25	35	3
Interpersonal Violence	3	3	6	0
Self-directed Violence	0	1	1	0
<i>Gross Violence</i>	<i>124</i>	<i>141</i>	<i>265</i>	<i>21</i>
Others	261	738	999	79
Total	385	879	1264	100

Results presented in table 4.2 show that PTV News reported total 265 stories pertaining to different types of violence, while 999 stories presented other issues. It can be observed that the channel presented 223 stories on political violence, 35 stories showed accidental violence, 6 regarding interpersonal violence, and only one story as a part of self-directed violence.

The results contained in the above table further reveal that the share of violence-related stories in the 9 p.m. news bulletin on PTV News was 21%, out of which 18% was given to political violence.

Table 4.3: Total broadcast hours allocated to violence news by PTV News in January 2014: Headlines and other bulletin time

Issues	Broadcast duration in Sec.		Total (Sec.)	Broadcast Hours (h)
	Headlines	Bulletin		
Political Violence	2519	10910	13429	3.73
Accidental Violence	242	992	1234	0.34
Interpersonal Violence	74	172	246	0.07
Self-directed Violence	00	36	36	0.01
<i>Violence Broadcast Time</i>	<i>2835</i>	<i>12110</i>	<i>14945</i>	<i>4.15</i>
Others	5494	53532	59026	16.4
Total	8329	65642	73971	20.55

Results reflected in table 4.3 indicate that PTV News allocated 4.15 hours to violence-related news, out of which 3.73 hours were utilized to broadcast news pertaining to political violence whereas only 0.42 hours were allocated to other types of violence.

The above table further reveals that 16.4 hours out of a total of 20.55 hours were allocated to news pertaining to non-violence issues. This reflects that PTV News has given comparatively less coverage to violence-related news.

Table 4.4: Violence topics covered by Geo News in January 2014: Number of stories & broadcast time

<i>Violence</i>	<i>Headlines</i>		<i>Bulletin</i>		<i>Total</i>	
	<i>Story</i>	<i>Seconds</i>	<i>Story</i>	<i>Seconds</i>	<i>Story</i>	<i>Seconds</i>
Political Violence						
<i>1. Verbal Threat</i>						
• Musharraf Case	44	916	37	9151	81	10067
• Political Statements/Criticism	17	412	6	2343	23	2755
<i>2. Physical Threat</i>						
• Social Strikes/Protests	0	0	2	57	2	57
• Kashmir Strike/Protests	0	0	0	0	0	0
• Political Strikes/Protests	5	79	7	789	12	868
• Anti-Terrorism strikes	9	175	10	1887	19	2062
• Other strikes/protests	2	45	1	262	3	307
<i>2. Collective Violence</i>						
• Group firing	1	22	0	308	1	330
• Clashes/Conflicts	0	00	1	40	1	40
• State Violence	0	0	0	0	0	0
• Terrorists Attack	19	417	4	2679	23	3096
• Firing/Killing	17	239	6	1855	23	2094
• Condemnation, condolence, etc.	7	114	7	854	14	968
• Tribute to victims	2	31	6	723	8	754
• Funeral	3	74	3	539	6	613
• Investigation	7	182	4	1618	11	1800
• Victim's Report	3	76	5	1018	8	1094
• Anti-Terrorism (core reporting violence)	10	156	9	869	19	1025
• Anti-Terrorism (peripheral coverage)	47	701	31	6043	78	6744
Accidental Violence						
• Accident	8	174	2	1207	10	1381
• Fire/Explosion	1	11	1	61	2	72
• Death	3	55	2	492	5	547
• Funeral/Condemnations/Condolence	2	52	3	545	5	597
• Natural Disaster	2	24	0	28	2	52
• Victim's Report	0	0	3	390	3	390
• Other	2	27	0	82	2	109
Interpersonal Violence						
• Child Abuse	1	14	2	257	3	271
• Murder	3	100	0	166	3	266
• Compensation/Condemnation	0	0	0	0	0	0
• Clashes	3	56	1	418	4	474
• Crime Report	1	21	1	198	2	219
• Human Rights Violation	4	70	0	276	4	346
• Death of Sanunda Pushkar	5	116	7	1938	12	2054
• Other	1	24	4	339	5	363
Self-directed Violence						
• Attempt to suicide	2	55	3	482	5	537
Total	231	4438	168	37914	399	42352
<i>Time in Hours</i>		<i>1.2 hrs</i>		<i>10.5 hrs</i>		<i>11.7 hrs</i>

Results presented in table 4.4 show that Geo News reported 78 stories pertaining to peripheral reporting of anti-terrorism activities while 19 stories showing core operation against terrorists as a part of collective violence. This reflects that the news channel highlighted criticism on anti-terrorism activities of the government and to some extent coverage of core operation against the militants.

The results contained in above table further indicate that Geo News presented 23 stories each pertaining to terrorist attacks and firing/killing incidents, whereas 14 stories contained compensation, condemnation and condolence related messages. These results reveal that Geo News broadcasted a comparatively large quantum of terrorist related violence.

The results presented in above table further indicate that Geo News reported 81 stories pertaining to Musharraf's trial as a part of verbal threat and 23 stories regarding political criticism or statements. The channel aired 19 stories pertaining to anti-terrorism strikes and 12 stories reporting political strikes or protests, whereas did not report news about Kashmir strikes. These results reveal that Geo News more frequently highlighted the Musharraf case by presenting the views with additional reports linked to this case. Geo News on the other hand reported 10 accidents and 12 stories pertaining to human rights violation.

Table 4.5: Violence types covered by Geo News in January 2014: Number of stories with headlines and in other bulletin

Issues	Number of Stories (n)		Total	%age
	Headlines	Bulletin		
Political Violence	193	139	332	55
Accidental Violence	18	11	29	5
Interpersonal Violence	18	15	33	5
Self-directed Violence	2	3	5	1
<i>Gross Violence</i>	<i>231</i>	<i>168</i>	<i>399</i>	<i>66</i>
Others	101	106	207	34
Total	332	274	606	100

Results presented in table 4.5 show that Geo News aired total 399 stories reporting different types of violence, while there were 207 stories pertaining to other non-violence issues. According to details, 332 stories presented political violence-related issues, 33 stories reported interpersonal violence, 29 stories were on accidental violence, and 5 stories showed self-directed violence.

The results contained in the above table further reveal that the share of violence in the 9 p.m. news bulletin on Geo News was 66%, out of which 55% was spared for political violence. However, the share of non-violence news was comparatively less i.e. 34%.

Table 4.6: Total broadcast hours allocated to violence news by Geo News in January 2014: Headlines and other bulletin time

Issues	Broadcast duration in Sec.		Total (Sec.)	Broadcast Hours (h)
	Headlines	Bulletin		
Political Violence	3639	31035	34674	9.6
Accidental Violence	343	2805	3148	0.9
Interpersonal Violence	401	3592	3993	1.1
Self-directed Violence	55	482	537	0.2
<i>Violence Broadcast Time</i>	<i>4438</i>	<i>37914</i>	<i>42352</i>	<i>11.8</i>
Others	1817	13304	15121	4.2
Total	6255	51218	57473	16

Results contained in table 4.6 show that Geo News allocated 11.8 hours to violence-related news, out of which 9.6 hours of total broadcasting were given to issues pertaining to political violence and 2.2 hours to other violence types.

The above table further shows that Geo News allocated 4.2 hours to non-violence news. These results reveal that Geo News devoted more air time (i.e. 11.8) to violence broadcast as compared to other news.

Table 4.7: Violence topics covered by Dunya News in January 2014: Number of stories & broadcast time

<i>Violence</i>	<i>Headlines</i>		<i>Bulletin</i>		<i>Total</i>	
	<i>Story</i>	<i>Seconds</i>	<i>Story</i>	<i>Seconds</i>	<i>Story</i>	<i>Seconds</i>
Political Violence						
<i>1. Verbal Threat</i>						
• Musharraf Case	40	904	22	6917	62	7821
• Political Statements/Criticism	22	407	10	2893	32	3300
<i>2. Physical Threat</i>						
• Social Strikes/Protests	3	58	3	384	6	442
• Kashmir Strike/Protests	0	0	0	0	0	0
• Political Strikes/Protests	11	134	6	1375	17	1509
• Anti-Terrorism strikes	6	135	4	1191	10	1326
• Other strikes/protests	0	0	4	69	4	69
<i>2. Collective Violence</i>						
• Group firing	2	24	0	95	2	119
• Clashes/Conflicts	0	0	3	144	3	144
• State Violence	0	21	2	96	2	117
• Terrorists Attack	21	553	27	4801	48	5354
• Firing/Killing	14	270	7	1544	21	1814
• Condemnation, condolence, etc.	15	222	8	1301	23	1523
• Tribute to victims	3	39	3	629	6	668
• Funeral	3	103	4	561	7	664
• Investigation	6	89	7	1192	13	1281
• Victim's Report	1	29	13	1546	14	1575
• Anti-Terrorism (core reporting violence)	14	186	19	2116	33	2302
• Anti-Terrorism (peripheral coverage)	43	746	28	4602	71	5348
Accidental Violence						
• Accident	5	125	6	1092	11	1217
• Fire/Explosion	0	0	6	191	6	191
• Death	1	13	2	273	3	286
• Funeral/Condemnations/Condolence	1	13	3	173	4	186
• Natural Disaster	1	10	6	119	7	129
• Victim's Report	1	13	2	446	3	459
• Other	2	27	2	326	4	353
Interpersonal Violence						
• Child Abuse	2	31	4	628	6	659
• Murder	6	112	9	1395	15	1507
• Compensation/Condemnation	0	0	0	0	0	0
• Clashes	1	17	2	82	3	99
• Crime Report	5	115	4	834	9	949
• Human Rights Violation	3	48	3	430	6	478
• Death of Sanunda Pushkar	5	69	2	420	7	489
• Other	1	6	1	78	2	84
Self-directed Violence						
• Attempt to suicide	3	87	5	960	8	1047
Total	241	4606	227	38903	468	43509
<i>Time in Hours</i>		<i>1.3 hrs</i>		<i>1.8 hrs</i>		<i>12.1 hrs</i>

Results presented in table 4.7 show that Dunya News reported 71 stories pertaining to peripheral coverage of anti-terrorism activities while 33 stories reporting core operation against terrorists as a part of collective violence. The table further indicates that Dunya News aired 48 stories showing terrorist attacks and 21 stories regarding firing/killing incidents, whereas 23 stories about compensation, condemnation and condolence related messages. These results reflect that the Dunya News highlighted criticism on anti-terrorism activities and gave seldom coverage to core operation against the militants. These results on the other hand reveal that this channel presented comparatively large number of stories on terrorist violence.

The results contained in above table further show that Dunya News reported 62 stories pertaining to Musharraf trial and 32 stories on political criticism. On the other hand, the channel presented 10 stories each on political strikes and anti-terrorism strikes, however it avoided coverage of Kashmir strikes. These results reveal that Dunya News frequently highlighted Musharraf's case and political criticism. The table further indicates that Dunya News reported 15 stories showing child abuse cases, 11 stories reported accidents and 08 stories presented suicide cases.

Table 4.8: Violence types covered by Dunya News in January 2014: Number of stories with headlines and in other bulletin

Issues	Number of Stories (n)		Total	%age
	Headlines	Bulletin		
Political Violence	204	170	374	53
Accidental Violence	11	27	38	5
Interpersonal Violence	23	25	48	7
Self-directed Violence	3	5	8	1
<i>Gross Violence</i>	<i>241</i>	<i>227</i>	<i>468</i>	<i>66</i>
Others	89	150	239	34
Total	330	377	707	100

Results presented in table 4.8 indicate that Dunya News reported total 468 stories reporting different types of violence, whereas 239 stories showed non-violence issues. The detailed results show that 374 stories presented issues pertaining to political violence, 48 stories on interpersonal violence, 38 stories pertaining to accidental violence, and 8 stories on self-directed violence.

The results contained in the above table further reveal that the share of violence in the 9 p.m. news bulletin on Dunya News was 66%, out of which 53% was given to political violence. The share of non-violence news was comparatively less i.e. 34%.

Table 4.9: Total broadcast hours allocated to violence news by Dunya News in January 2014: Headlines and other bulletin time

Issues	Broadcast duration in Sec.		Total (Sec.)	Broadcast Hours (h)
	Headlines	Bulletin		
Political Violence	3920	31456	35376	9.8
Accidental Violence	201	2620	2821	0.8
Interpersonal Violence	398	3867	4265	1.2
Self-directed Violence	87	960	1047	0.3
<i>Violence Broadcast Time</i>	<i>4606</i>	<i>38903</i>	<i>43509</i>	<i>12.1</i>
Others	1409	15716	17125	4.8
Total	6015	54619	60634	16.9

Results reflected in table 4.9 indicate that Dunya News allocated 12.1 hours to violence-related news, out of which 9.8 hours of total broadcast time were given to political violence and 2.3 broadcast hours were allocated to other forms to violence.

The above table further indicates that Dunya News gave 4.8 hours, out of total 16.9 hours to non-violence news. These results reveal that Dunya News spared more broadcast time to violence news as compared to other issues.

Table 4.10: Overall violence topics covered by PTV News, Geo News and Dunya News in January 2014: Number of stories & broadcast time

<i>Violence</i>	<i>PTV News</i>		<i>Geo News</i>		<i>Dunya News</i>	
	<i>Story</i>	<i>Seconds</i>	<i>Story</i>	<i>Seconds</i>	<i>Story</i>	<i>Seconds</i>
Political Violence						
<i>1. Verbal Threat</i>						
• Musharraf Case	28	2193	81	10067	62	7821
• Political Statements/Criticism	9	372	23	2755	32	3300
<i>2. Physical Threat</i>						
• Social Strikes/Protests	1	34	2	57	6	442
• Kashmir Strike/Protests	4	164	0	0	0	0
• Political Strikes/Protests	0	0	12	868	17	1509
• Anti-Terrorism strikes	4	277	19	2062	10	1326
• Other strikes/protests	1	14	3	307	4	69
<i>3. Collective Violence</i>						
• Group firing	2	38	1	330	2	119
• Clashes/Conflicts	1	18	1	40	3	144
• State Violence	5	328	0	0	2	117
• Terrorists Attack	25	1262	23	3096	48	5354
• Firing/Killing	17	759	23	2094	21	1814
• Condemnation, condolence, etc.	32	1756	14	968	23	1523
• Tribute to victims	0	0	8	754	6	668
• Funeral	5	310	6	613	7	664
• Investigation	2	135	11	1800	13	1281
• Victim's Report	2	233	8	1094	14	1575
• Anti-Terrorism (core reporting violence)	44	1625	19	1025	33	2302
• Anti-Terrorism (peripheral coverage)	41	3911	78	6744	71	5348
Accidental Violence						
• Accident	12	531	10	1381	11	1217
• Fire/Explosion	4	104	2	72	6	191
• Death	8	226	5	547	3	286
• Funeral/Condemnations/Condolence	7	257	5	597	4	186
• Natural Disaster	0	0	2	52	7	129
• Victim's Report	0	0	3	390	3	459
• Other	4	116	2	109	4	353
Interpersonal Violence						
• Child Abuse	1	30	3	271	6	659
• Murder	1	31	3	266	15	1507
• Compensation/Condemnation	2	91	0	0	0	0
• Clashes	0	0	4	474	3	99
• Crime Report	1	64	2	219	9	949
• Human Rights Violation	0	0	4	346	6	478
• Death of Sanunda Pushkar	0	0	12	2054	7	489
• Other	1	30	5	363	2	84
Self-directed Violence						
• Attempt to suicide	1	36	5	537	8	1047
Grant Total	265	14945	399	42352	468	43509
<i>Time in Hours</i>		<i>4.2 hrs</i>		<i>11.8 hrs</i>		<i>12.1 hrs</i>

The results presented in table 4.10 show that PTV News reported 265 stories pertaining to violence and Geo News presented 399, whereas Dunya News aired 468 such stories. In broadcast time allocation, PTV News allocated 4.2 hours to violence news, Geo 11.8 hours and Dunya News consumed 12.1 broadcast hours for presenting violence news.

These results contained in above table reveal that Dunya News aired large number of stories pertaining to violence as well as allocated more broadcast hours to such news followed by Geo News with less number of stories and broadcast hours. These results further reveal that PTV News appeared with less number of violence stories as well as broadcast time.

Table 4.11: Violence types covered by PTV News, Geo News and Dunya News in January 2014: Number of stories with headlines and in other bulletin

	PTV News	Geo News	Dunya News	Total	%age
Political Violence	223	332	374	929	36
Accidental Violence	35	29	38	102	4
Interpersonal Violence	6	33	48	87	3
Self-directed Violence	1	5	8	14	1
<i>Gross number of violent stories (n)</i>	<i>(265)</i>	<i>(399)</i>	<i>(468)</i>	<i>(1132)</i>	<i>(44)</i>
Gross number of other stories	999	207	239	1445	56
Gross number of all stories	1264	606	707	2577	100

Results presented in table 4.11 indicate that overall 1132 stories pertaining to violence were aired by all three channels (i.e. PTV News, Geo News and Dunya News). Out of these, 929 stories were on political violence and 203 stories reported other types of violence.

The table further reveals that the share of violence in 9 p.m. news broadcast was 44% out of which 36% was given to political violence while 8% to other types of violence. These results show that all the news channels presented less amount of violence in terms of number of stories as compared to other issues.

Table 4.12: Total broadcast hours allocated to violence news by PTV News, Geo News, Dunya News in January 2014: Headlines and other bulletin time

	PTV News (hrs)	Geo News (hrs)	Dunya News (hrs)	Broadcast hours	%age
Political Violence	3.73	9.6	9.8	23.13	44
Accidental Violence	0.34	0.9	0.8	2.04	4
Interpersonal Violence	0.07	1.1	1.2	2.37	4
Self-directed Violence	0.01	0.2	0.3	0.51	1
<i>Broadcast hours of violence</i>	<i>(4.2)</i>	<i>(11.8)</i>	<i>(12.1)</i>	<i>(28)</i>	<i>(53)</i>
Broadcast hours of other stories	16.4	4.2	4.8	25	47
Overall broadcast hours	20	16	17	53	100

Results contained in table 4.12 indicate that all channels of the study allocated total 28 broadcast hours to violence news, out of which 23.13 were spared for issues pertaining to political violence whereas 4.87 hours to other types of violence.

The above table on the other hand, reveals that total 53% broadcast time on all news channels was used to relay violence news, out of which 44% time was given to coverage of political violence whereas 9% air time was spared to other types of violence. The results further indicate that 47% of total air time on all channels was devoted to broadcasting of other non-violence news. The results contained in table 4.12 reveal that all the channels of the study presented large quantum of violence in terms of total broadcast time allocation as compared to other news.

Table 4.13: Categories of political violence aired on three channels i.e. PTV News, Geo News and Dunya News in January 2014: Number of stories with headlines and in the bulletin

	<i>Number of Stories</i>		<i>Total</i>
	<i>Headlines</i>	<i>Bulletin</i>	
Verbal threat	145	90	235
Physical threat	42	41	83
Collective violence	321	290	611
<i>Gross number of stories of political violence (n)</i>	<i>508</i>	<i>421</i>	<i>929</i>

Results shown in table 4.13 indicate that 611 stories reported issues of collective violence out of which 321 stories were with headlines. There were 235 stories pertaining verbal threat, out of which 145 were given space in headlines. However, news stories about physical threat were 83 out of which 42 were headlines.

The results contained in the above table reveal that all the news channels presented large number of stories pertaining to collective violence followed by verbal threat as a part of political violence.

Table 4.14: Broadcast hours allocated to different categories of political violence on all channels i.e. PTV News, Geo News and Dunya News in January 2014

	<i>Broadcast hours</i>			<i>Total (Hours)</i>
	<i>Headlines (Seconds)</i>	<i>Bulletin (Seconds)</i>	<i>Total (Seconds)</i>	
Verbal threat	3128	23380	26508	7
Physical threat	750	6379	7129	2
Collective violence	6200	43642	49842	14
<i>Broadcast duration</i>	<i>10078</i>	<i>73401</i>	<i>83479</i>	<i>23</i>

Results presented in table 4.14 indicate that out of total 23 broadcast hours allocated to political violence-related issues, 14 hours were utilized to present issues of collective violence, 7 hours to verbal threat and only 2 hours spared for physical threat related issues.

The results contained in above table reveal that a large amount of broadcast time out of political violence was utilized for news on collective violence-related issues such as terrorist attacks, firing/killing, clashes/conflicts, state violence, state operation against militants, etc.

4.2 Findings of the Study

This section presents major findings of the study question-by-question based on macro results presented in the preceding section of this chapter.

RQ.1: *What is the extent and nature of violence in television news?*

This question tackles the results in two of major parameters: number of overall stories and time allocated to headline news and detailed news. Based on the main research question of the study stated above, aggregated datum have been provided in the form of various tables and charts and were analyzed accordingly for the month of January 2014.

Table 4.15: Gross number of violence and other stories (n) and number broadcast stories per hour (h)¹⁸ in January 2014

	Violence	Others	Total
Gross number of stories (n)	1132	1445	2577
<i>Number of stories/h</i>	<i>21.3</i>	<i>27.3</i>	<i>48.6</i>

Results presented in table 4.15 show that all channels of the study (i.e. PTV News, Geo News, and Dunya News) transmitted 1,132 stories pertaining to violence on 9 p.m. news bulletin in the month of January 2014, whereas 1,445 other news stories did not contain violence. It can be detailed that of the total number of stories aired by

¹⁸ The number of stories per broadcast hour corresponds to the gross number of stories (n) collected divided by the total broadcast hours (53) of all channels that make up the sample. For example, e.g. $1132(n) / 53(h) = 21.3$ stories per hour.

all channels in the month of January 2014, 44% were violence-related while 56% were other miscellaneous stories. This is quite significant and reflects the quantum of violence in the environment.

Table 4.15 further shows that all the news channels earmarked 21.3 stories per hour containing violence, whereas 27.3 other stories per hour did not contain violence.

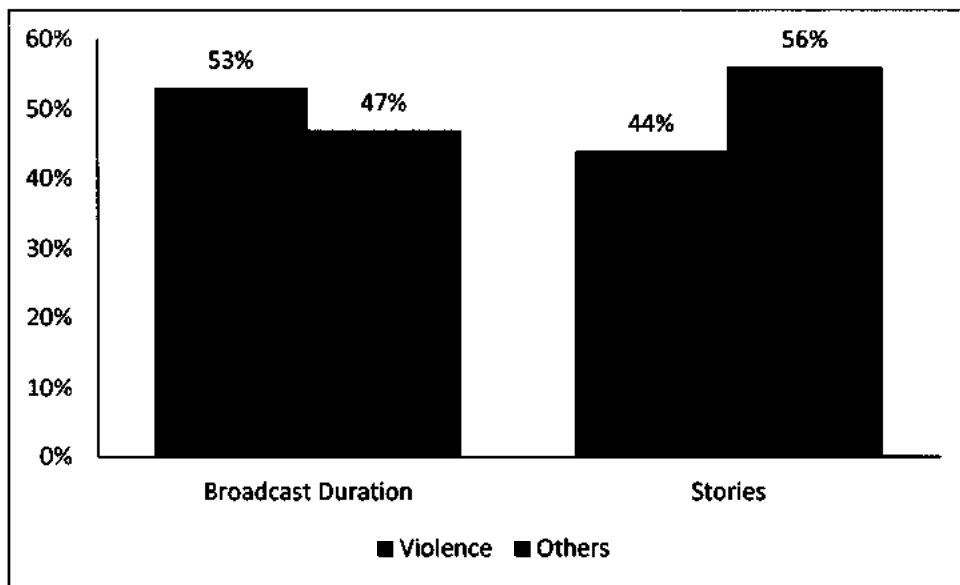


Fig 4.1: Amount of violence in 9 p.m. news bulletin on all channels in January 2014

Fig 4.1 shows all news channels reported 44% stories containing violence in one month's news bulletin of 9 p.m. (January 2014) and these stories were allocated 53% broadcast time, whereas 56% other stories were presented on all channels consuming 47% broadcast time. The above chart reveals that the news channels allocated 9% more broadcast time to violence as compared to other issues.

With regard to extent of violence in television news, based on the above results the study finds that television news broadcast smaller amount of violence in terms of gross number of stories and total stories per hour in January 2014 as compared to other issues. The study further finds that although there was less number of stories containing violence but these stories were given comparatively a greater amount of broadcast time, as compared to other issues.

Table 4.16: Gross number of headline stories (h) and total headlines per hour (h) in January 2014 on violence and other issues

	Violence	Others	Total
Gross number of headline stories (n)	596	451	1047
<i>Number of headline stories/h</i>	<i>11</i>	<i>9</i>	<i>20</i>
Gross number of stories without headlines	536	994	1530
<i>Number of stories without headlines/h</i>	<i>10</i>	<i>19</i>	<i>29</i>

Results presented in table 4.16 show that all the selected channels reported 596 stories with headlines news pertaining to violence in January 2014, whereas on the other hand 451 headline stories did not contain violence. These results show that 145 more headline stories reported violence as compared to other headline news.

Reading the above table vertically reveals that on the average 11 violence-related broadcast stories per hour were presented with headlines, whereas nine headline stories per hour were reported other issues. These results indicate that on the average, two more stories per hour containing violence were presented with headlines as compared to other headline stories.

The chart below (Fig 4.2) refers the time allocated to headlines stories. It is evident that all the news channels in the same month transmitted 57% violence in headlines. The results in the chart reveal that the share of violence-related headline stories was 14% more than the quantum of other news stories.



Fig 4.2: Violence in headlines on 9 p.m. news bulletin on all channels in Jan. 2014

Table 4.16 further contains per hour broadcasting of headlines. It is evident that television news contained higher proportion of violence in headlines in terms of gross number of stories as compared to other stories per hour in the headline coverage.

4.2.1 Results on Types of Violence Reported

Table 4.17: Gross number of violence news stories (n) and number of stories per hour (h) aired by all channels in January 2014

	PV	AV	IV	SV	Total
Gross number of violent stories (n)	929	102	87	14	1132
<i>Number of stories/h</i>	<i>17.5</i>	<i>1.9</i>	<i>1.6</i>	<i>0.3</i>	<i>21.3</i>

Results presented in table 4.17 indicate that all news channels understudy reported 929 stories pertaining to political violence (PV) in the month of January 2014, whereas 102 stories about accidental violence (AV) followed by interpersonal violence (IV) and self-directed violence (SV) were aired in the same month. These results reveal that large number of stories on all the channels reported political violence, whereas 203 stories presented other forms of violence; interpersonal violence, accidental violence, and self directed violence.

The above table shows that the selected news channels portrayed 17.5 stories per hour regarding political violence whereas less number of stories per hour were reported on other violence. These results reveal that 04 more stories per hour were reported on political violence as compared to all other forms of violence.

Fig 4.3 presented below shows that all the news channels have in the aggregate presented 82% cases of political violence whereas the share of accidental violence and interpersonal violence was 9% and 8% respectively. This chart reveals that the

news channels transmitted a larger amount of political violence as compared to all other forms of violence in the same month.

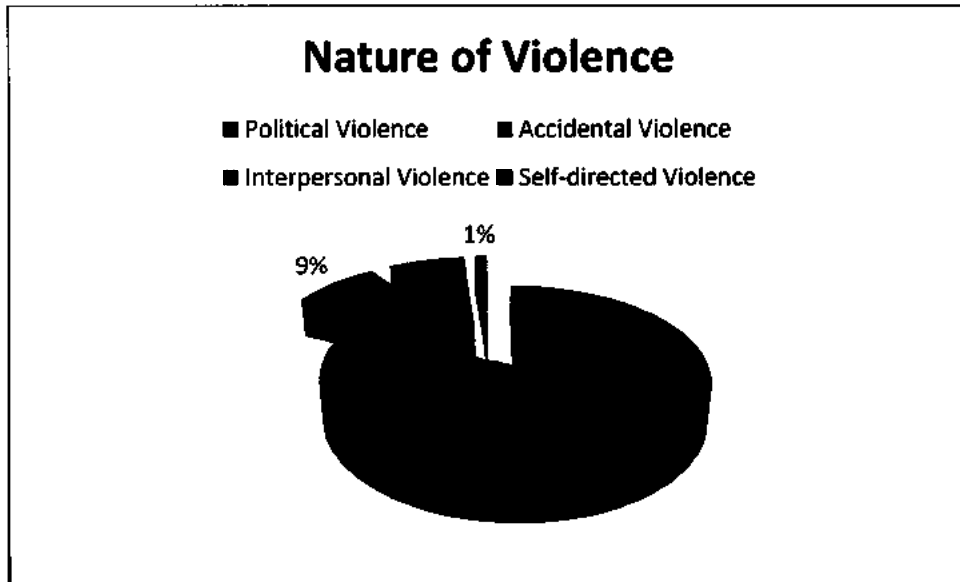


Fig 4.3: Nature of violence in news broadcast: January 2014

The results presented in the above table and chart reveal that all the news channels showed large proportion of political violence on 9 p.m. news bulletin in terms of gross number of stories and total stories per hour in the month of January 2014.

Table 4.18: Gross number of headline stories reporting different forms of violence (h) and number of headline stories per hour (h) in January 2014

	PV	AV	IV	SV	Total
Gross number of headline stories	508	39	44	5	596
<i>Number of headline stories/h</i>	<i>9.6</i>	<i>0.7</i>	<i>0.8</i>	<i>0.09</i>	<i>11.2</i>
Gross number of stories without headline	421	63	43	9	536
<i>Number of stories without headline/h</i>	<i>8</i>	<i>1.2</i>	<i>0.8</i>	<i>0.1</i>	<i>10.1</i>

Results presented in table 4.18 indicate that all the news channels of the study reported 508 stories with headlines pertaining to political violence (PV) in the month of January 2014, whereas 44 headline stories regarding interpersonal violence (IV), 39 stories about accidental violence (AV) and 5 stories pertaining to self-directed violence (SV). These results confirm that the number of stories pertaining to political violence was 508 against the total 88 others. This is quite significant proportion of the total violence stories and this reflects a situation of intense hostile political climate in the country.

Results presented in table 4.18 indicate that all the news channels reported 9.6 stories per hour pertaining to political violence with headlines against 1.29 stories per hour on other forms of violence. These results reveal that all channels reported a large number of stories per hour pertaining to political violence.

The below chart (Fig 4.4) shows that of the total number of violence stories transmitted by these news channels, 85% was the quantum of political violence in headlines in January 2014 and only 7% accidental violence as well as interpersonal

violence. This chart also reveals that all the news channels showed large quantum of stories pertaining to political violence in headlines as compared to other forms of violence.



Fig 4.4: Nature of violence in headlines in news broadcast: January 2014

Results presented in the above tables and charts reveal that all the news channels have portrayed a large extent of political violence in headlines on 9 p.m. news broadcasts.

Based on the results presented in tables and charts above, first research question of the study is addressed and the study concluded that all the news channels under study presented large amount of violence in the headlines news in terms of number of stories and total stories per hour as compared to other issues. While, the quantum of violence in the remaining parts of the news bulletin was less in political violence than the other issues in terms of number of stories and total broadcast hours. It was also

found that a small number of stories containing violence received more broadcast time as compared to other stories on all channels during the period of study.

As far as the nature of violence in television news is concerned, the study concludes on the basis of previous results that more than 80% of the news related to total violence on all channels highlighted issues of political violence in terms of number of stories and total stories per hour. It was also found that a large amount of political violence was reflected in the headlines in terms of number of stories and total stories per hour as compared to other forms of violence such as accidental violence, interpersonal violence, and self-directed violent.

The study concludes that political violence has therefore been the major preoccupation of violence-related news in electronic media in primetime broadcasts in Pakistan.

RQ.2: Which kind of violence gets more frequent coverage in television news?

The results presented in the preceding lines concluded that all the news channels substantially covered political violence as compared to other forms of violence and non-violent issues in headlines and in the main news bulletin. This analysis further explores the issues of political violence that were given more emphatic coverage as compared to other types of violence on the selected channels in one month period of the study.

The section below now tackles the quantum as to what kind of violence gets more frequent coverage in television news after having established that in aggregate terms, political violence was the major type of violence which constituted nearby 85% of total violence news broadcasted.

4.2.2 Analysis of Results: Political Violence

Political violence has been classified into: (i) collective violence, (ii) verbal threats, and (iii) physical threats. Table 4.19 presents a comparative break down of political violence into these three distinct categories.

Table 4.19: Gross number of stories reporting the categories of political violence (n) and category-wise number of stories per hour (h) in January 2014

	<i>Verbal Threat</i>	<i>Physical threat</i>	<i>Collective Violence</i>	<i>Total</i>
Gross number of violent stories	235	83	611	929
<i>Number of stories/h</i>	<i>4.4</i>	<i>1.6</i>	<i>11.5</i>	<i>17.5</i>

Results contained in the above table 4.19 show that all news channels of the study presented 661 stories pertaining to collective violence in same month of January 2014, whereas 235 stories were about verbal threat and 83 stories represented physical threat. These results show that all the channels reported higher number of stories depicting different issues regarding collective violence as compared to verbal threat and physical threat.

The above table indicates that all the channels transmitted 11.5 stories reporting collective violence per hour, whereas 4.4 stories per hour were presented about verbal threat. These results show that all the news channels depicted large number of stories per hour pertaining to collective violence as compared to verbal threat and physical threat.

These results reveal that collective violence was pronounced as all the news channels reported a larger proportion of news pertaining to collective violence in terms of gross number of stories and total stories per hour on 9 p.m. news bulletin in the month of January 2014. Thus, of the total political violence over 65.80% stories pertained to collective violence, and likewise being allocated 65.71% of total share per hour time.

Table 4.20 further analyzes political violence into the three sub-categories with types of cases:

Table 4.20: Categories of political violence news broadcast in January 2014

Political Violence/Cases	PTV News	Geo News	Dunya News	Total
Musharraf Case	28	81	62	171
Political Statements/Criticism	9	23	32	64
<i>Verbal Threat</i>	(37)	(104)	(94)	(235)
Social Strikes/Protests	1	2	6	9
Kashmir Strike/Protests	4	0	0	4
Political Strikes/Protests	0	12	17	29
Anti-Terrorism strikes	4	19	10	33
Other strikes/protests	1	3	4	8
<i>Physical Threat</i>	(10)	(36)	(37)	(83)
Group firing	2	1	2	5
Clashes/Conflicts	1	1	3	5
State Violence	5	0	2	7
Terrorists Attack	25	23	48	96
Firing/Killing	17	23	21	61
Condemnation, condolence, etc.	32	14	23	69
Tribute to victims	0	8	6	14
Funeral	5	6	7	18
Investigation	2	11	13	26
Victim's Report	2	8	14	24
Core reporting state operation/dialogue	44	19	33	96
Peripheral reporting operation/dialogue	41	78	71	190
<i>Collective Violence</i>	(176)	(192)	(243)	(611)
Total	223	332	374	929

Results contained in table 4.20 show that all the news channels reported 190 stories showing criticism regarding operation against lawbreakers and dialogue with Taliban as part of collective violence, whereas 96 stories contained core operation activities

such as raids and attacks on hideouts of militants and arrests and killings of militants as part of collective violence.

Reading vertically the above table reveals that 96 stories showed terrorist attacks that include bomb blasts, suicide attacks and other violent incidents, whereas 69 stories showed condemnation, condolence and compensation announcement for the victims of terrorists violence and 61 stories reported incidents of firing or killing including target killing. The above table further shows that all the channels in the category of verbal threat presented 171 stories regarding high treason case against Musharraf, whereas 64 stories depicted political criticism involving some level of violence as part of verbal threats. Results further confirm that 33 stories represented anti-terrorism strikes.

The below chart (Fig 4.5) shows that all the news channels have reported 25% political criticisms regarding operation against militant and dialogue with Taliban and 23% news broadcast contained stories pertaining to Musharraf issue in January 2014. During the same period, 13% coverage was given to terrorist attacks and 13% to State's operation against militants as per results presented in Fig 4.5.

The below chart (Fig 4.5) reveals that all the news channels frequently advanced criticisms with regard to operation and dialogue with militants and blaming and criticizing government for its policies or actions against terrorism, which include;

dialogue with anti-government elements (Taliban) or operation against militants and operation against lawbreakers in Karachi.

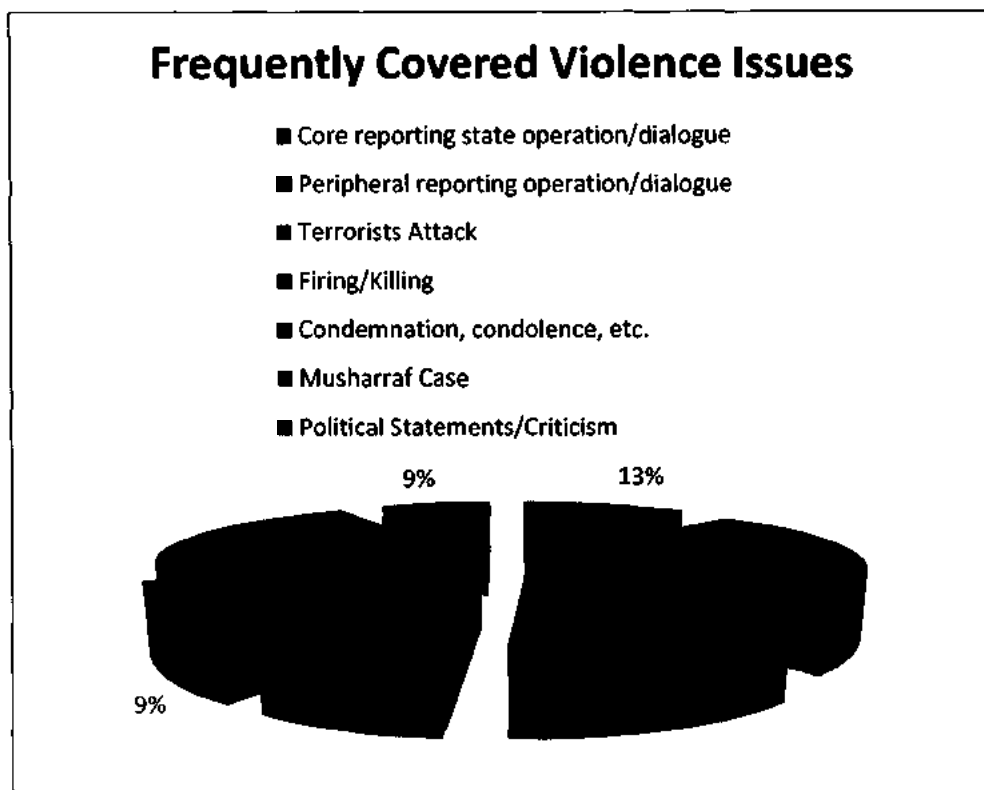


Fig 4.5: Frequently covered issues in news broadcast: January 2014

Based on the above results, the second research question of the study is addressed and concluded that all the news channels of the study frequently and significantly reported collective violence. In collective violence, the channels covered political criticisms regarding operation and dialogue with militants, whereas comparatively less coverage was given to the core operation against militants by the State agencies and military for example, targeted operation in Waziristan and Karachi.

In the category of verbal threat, Musharraf's issue was given an inordinate space and time in one month news broadcasts. The study found that the news bulletins of private channels are often overloaded with the additional reports pertaining to this issue. Normally, these channels presented rudimentary reports pertaining to Musharraf's health, treatment available in Pakistan and diverse expert opinions and also depicted debate over this issue. This issue was given more importance as compared to the other issues by both the private channels. All the channels reported core incidents of violence such as terrorist attacks, killings and blasts with less number of stories as compared to political criticisms regarding operation and dialogue with militants.

This analysis concludes that issues pertaining to collective violence were more frequently telecasted and highlighted on television news in the month of January 2014 followed by news related to verbal threats.

4.2.3 Channel-based Differences in Coverage of Violence News

This section presents and analyses the results pertaining to two research questions. First question deals with the matters of any differences in the coverage of violence between State-owned channel and private channels. Second question tackles the differences of coverage between two private channels. The results of these comparative analyses are presented and discussed below:

RQ.3: Is there any difference in the coverage of violence between State channel, PTV News and private channels; Geo News & Dunya News?

RQ.4: Is there difference in the coverage of violence in Dunya News and Geo News?

Table 4.21: Comparison of violence coverage for all channels in terms of gross number of stories (n) and total stories per hour (h) in January 2014¹⁹

	PTV News	Geo News	Dunya News	Total
Gross number of violent stories	265	399	468	1132
<i>Number of stories/h</i>	<i>13.3</i>	<i>24.9</i>	<i>27.5</i>	<i>65.7</i>

Results contained in table 4.21 show that in the month of January 2014, Dunya News reported 468 stories pertaining to violence followed by Geo News with 399 stories and 265 stories by PTV News. These results reveal that Dunya News covered 69 more violent stories as compared to Geo News and 203 more stories as compared to PTV News, whereas Geo News reported 134 more stories as compared to PTV News.

¹⁹ The number of stories per hour corresponds to the gross number of stories (n) collected from each channel divided by the total broadcast hours (Hours: PTV-20, Geo-16, Dunya-17) of the respective channels that make up the sample (n/h). For example, e.g. $339(n) / 16(h) = 24.9$ stories per hour.

These results confirm that PTV News aired less number of stories on violence as compared to Geo News as well as Dunya News. On the other hand, Dunya News reported more violence stories as compared to Geo News.

Results in table 4.21 indicate that Dunya News broadcasted 27.5 stories per hour containing violence followed by Geo News with 24.9 violent stories, whereas PTV News presented 13.3 violence stories per hour. These results show that Dunya News telecast 2.6 more violent stories per hour than Geo News, whereas 14.2 more stories as compared to PTV News. On the other hand, Geo News presented 11.6 more stories per hour than PTV News. These results reveal that PTV News reported smaller amount of violence in terms of total stories per hour as compared to Geo News as well as Dunya News, Geo News on the other hand transmitted less violence per hour as compared to Dunya News.

Similarly, Fig 4.6 below shows that Dunya News reported 41% violence stories followed by Geo News with 35% violence, whereas PTV News covered comparatively small amount of violence i.e. 24%. This chart reveals that both the private channels presented more violence news as compared to PTV News.



Fig 4.6: Violence in all channels in January 2014

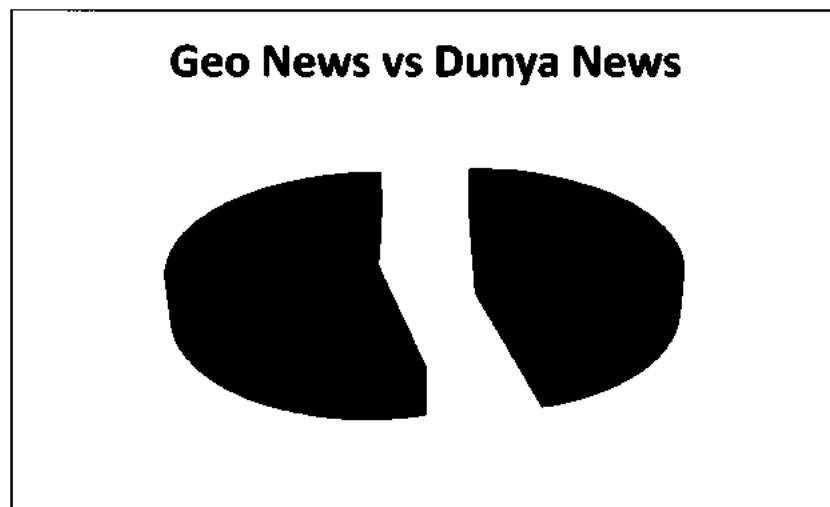


Fig 4.7: Violence in Geo News and Dunya News in January 2014

Fig 4.7 indicates that Dunya News presented 54% stories on violence-related issues against the 46% covered by Geo News. These results confirm that Dunya News reported 8% more stories on violence as compared to Geo News.

Based on the above results third and fourth research questions of the study are addressed and it was concluded that Dunya News presented large amount of violence in January 2014 as compared to other two channels, whereas Geo News reported more violence stories as compared to PTV News in the same month. Geo News however presented less amount of violence as compared to Dunya News. PTV News showed less amount of violence as compared to Geo News as well as Dunya News. The study concludes that there was remarkable difference in the coverage of violence between PTV News and Geo News, PTV News and Dunya News, and Dunya News and Geo News in the same period i.e. the month of January 2014.

By further narrowing down the analysis of broadcasting of violence, the study explored different forms of violence for getting deeper insight into the coverage of all types of violence on selected news channels in the same month with the help of tables and charts.

Table 4.22: Comparison of coverage of political violence in terms of gross number of stories (n) and total stories per hour (h) in January 2014²⁰

	PTV News	Geo News	Dunya News	Total
Gross number of stories of political violence	223	332	374	929
<i>Political violence/hours</i>	<i>11.6</i>	<i>20.8</i>	<i>22</i>	<i>54.4</i>
Gross number of stories of accidental violence	35	29	38	102
<i>Accidental violence/hours</i>	<i>1.8</i>	<i>1.8</i>	<i>2.2</i>	<i>5.8</i>
Gross number of stories of interpersonal violence	6	33	48	87
<i>Interpersonal violence/hours</i>	<i>0.3</i>	<i>2.1</i>	<i>2.8</i>	<i>23.2</i>
Gross number of stories of self-directed violence	1	5	8	14
<i>Self-directed violence/hour</i>	<i>0.05</i>	<i>0.3</i>	<i>0.47</i>	<i>0.82</i>

Results presented in the table 4.22 show that Dunya News reported 374 stories pertaining to political violence, whereas Geo news presented 332 stories followed by PTV News. In other forms of violence, Dunya News also reported more stories as compared to Geo News as well as PTV News. Geo News on the other hand presented more stories as compared to PTV News in all forms of violence except accidental violence. These results reveal that Dunya News reported large number of stories regarding political violence as compared to Geo News and PTV News, whereas Geo News reported more stories of this violence and other forms of violence as compared to PTV News. These results further confirm that all the channels depicted large amount of political violence in terms of number of stories as compared to other forms

²⁰ The number of stories per hour corresponds to the gross number of stories (n) collected from each channel divided by the total broadcast hours (Hours: PTV-20, Geo-16, Dunya-17) of the respective channels that make up the sample (n/h). For example, e.g. $374(n) / 17(h) = 22$ stories per hour.

of violence. However, Dunya News presented more political violence as compared to Geo News as well as PTV News. Geo News also aired more stories about political violence as compared to PTV News.

Results presented in above table indicate that Dunya News reported 22 stories per hour showing political violence, whereas Geo News presented 20.8 stories per hour followed by PTV News. In other forms of violence, Dunya News reported 2.2 stories per hour regarding accidental violence followed by PTV News and Geo News with equal number of stories per hour. In the interpersonal violence, Dunya News reported 2.8 stories per hour followed by Geo News with 2.1 and PTV News. Dunya News also reported more stories about self-directed violence as compared to Geo News and PTV News. These results vouch the notion that all the channels depicted more political violence in terms of number of stories per hour as compared to other forms of violence. However, Dunya News depicted more political violence per hour as compared to Geo News as well as PTV News. Geo News also presented more stories per hour regarding political violence as compared to PTV News.

The above results reveal that all the news channels transmitted a large proportion of political violence in terms of number of stories and total stories per hour. It was found that Dunya News presented more political violence than Geo News and PTV News and as compared to other forms of violence; viz interpersonal violence, accidental violence and self-directed violence. Geo News also reported more political violence than PTV News and other forms of violence in January 2014. These results show that

there was considerable difference in the coverage of violence between PTV News and Geo News, PTV News and Dunya News and between Dunya News and Geo News. In addition, these results reveal that Dunya News aired large amount of political violence as compared to both other channels whereas Geo News broadcast more political violence as compared to PTV News but less violence news than Dunya News.

Based on the above results the study concludes that all the channels of the study reported a large extent of political violence and there is remarkable difference in broadcasting of violence between all three channels in the same period of one month i.e. January 2014.

4.2.4 Analysis of Different Topics of Violence News

This study further deepened the analysis and also analyzed the coverage of different topics of violence by all the three channels to get deeper insight into the coverage of violent issues. Section below deals with this aspect of the study in detail. The major topics include; (i) Musharraf Trial, (ii) Terrorist Attacks, (iii) Firing/killing, (iv) condemnation, (v) core reporting State operation, (vi) Peripheral reporting operation, and (vii) occupied Kashmir situation etc.

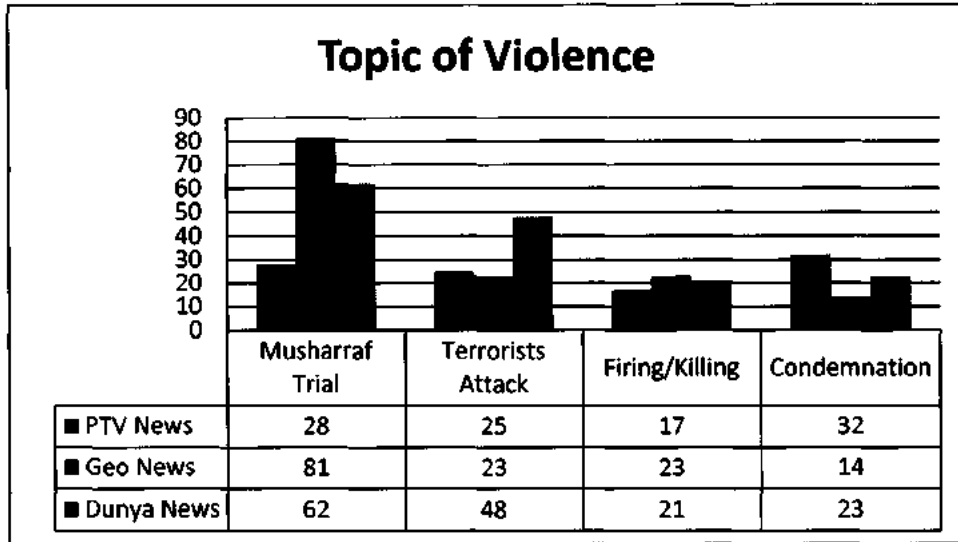


Fig 4.8: Topics of political violence in news broadcast: January 2014

Fig 4.8 shows that Geo News covered 81 stories reporting the issue of former President Musharraf in January 2014, whereas Dunya News relayed 19 less stories than Dunya News, PTV News reported 53 less stories than Geo News and 34 less stories as compared to Dunya News. These results reveal that Geo News gave more coverage to this issue as compared to Dunya News and PTV News. On the other side, PTV News has given nominal coverage to this issue in the same month, which may be because of the reason that it is a State-controlled channel.

The above chart further shows that Dunya News reported 48 stories about terrorist attacks, whereas PTV News covered 23 less stories containing these incidents of violence and Geo News showed 25 less stories. It is further revealed that Dunya News showed large number of stories regarding terrorist attacks and PTV News covered two more stories of this violence as compared to Geo News.

The above chart also shows that Geo News reported 23 stories about killing or firing related violence including target killing followed by Dunya News with 21 such stories and PTV News with comparatively less stories. These results reveal that Geo News in January 2014 has more frequently covered target killing and other terrorist killings as compared to Dunya News and PTV News.

Fig 4.8 also shows that PTV News reported 32 stories pertaining to condemnation, condolence and compensation to the victims of terrorists incidents, whereas Dunya News transmitted 9 less stories showing these and Geo News has given nominal coverage to condemnation, condolence, and compensation related stories.

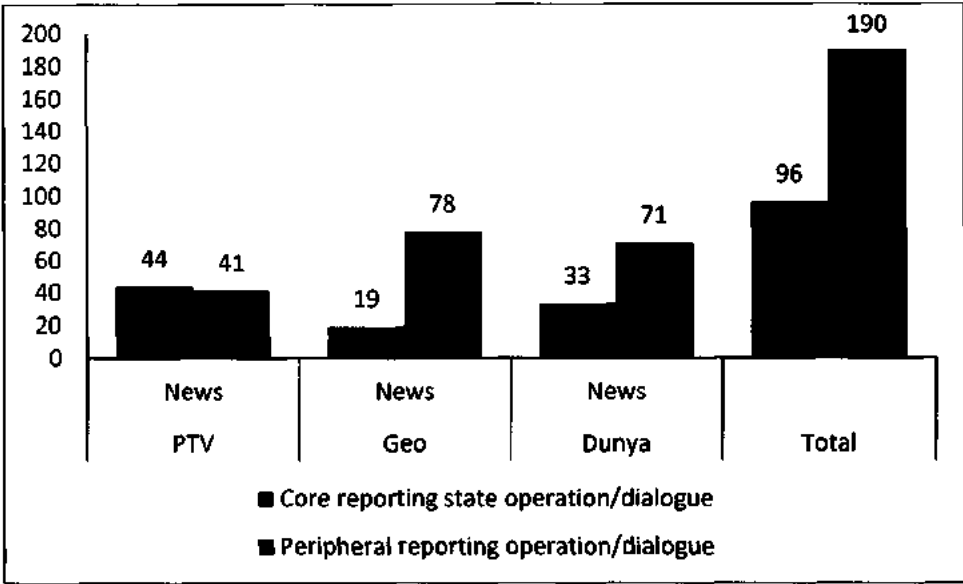


Fig 4.9: Coverage of operation against militants in news broadcast: January 2014

Similarly, the Fig 4.9 shows that Geo News reported 78 stories showing criticisms on operation and dialogue with militants as compared to core operation related reporting.

Dunya News covered 71 stories containing such criticisms, whereas PTV News covered less number of this kind of stories (41) but showed more (44) stories about core reporting operation against militants.

Fig 4.9 further reveals that both the private channels telecast more frequently peripheral reporting regarding operation against militants or dialogue, but ignored the core reporting operation against militants. However, PTV News has given less coverage to criticism and presented more core reporting operation against militants which is supportive of government policies.

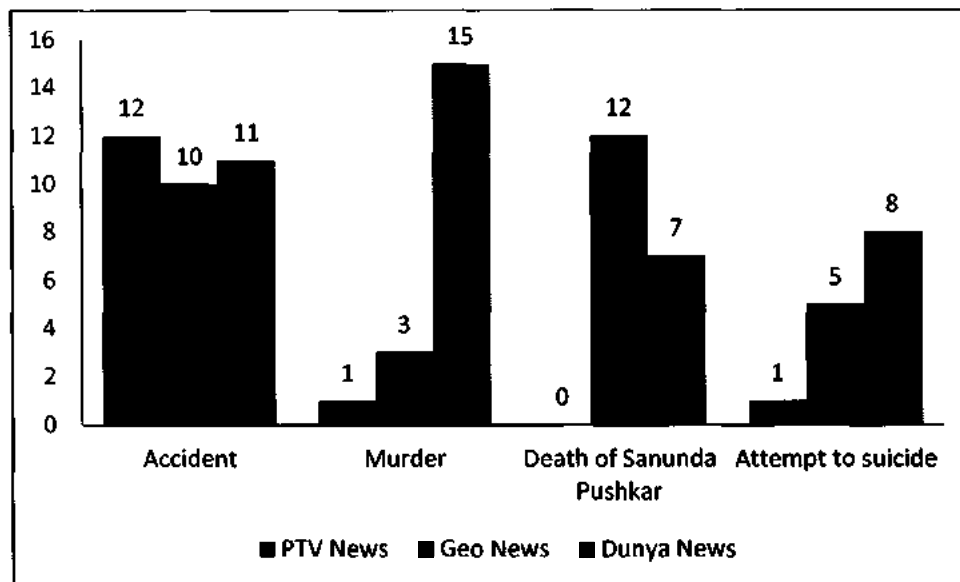


Fig 4.10: Topics of other forms of violence in news broadcast: January 2014

Fig 4.10 shows that Dunya News reported more stories about murder and suicide incidents as compared to other channels, whereas PTV News reported more accidents as compared to both the private channels. PTV News however did not cover the issue of death of Sanunda Pushkar (Indian Minister Shashi Tharoor's wife), whereas Geo

News reported more stories pertaining to her mysterious death as compared to Dunya News.

Based on the previous results, this analysis concludes that news pertaining to criticism on government was more frequently presented by private channels. These channels repeatedly highlighted the case of Musharraf and death of Sanunda Pushkar, wife of Indian Minister. These findings significantly reflect some personal hidden interests of the private media houses. PTV News on the other hand avoided such type of news being government-run channel.

4.2.5 Analysis of Avoidance of Violence News

Reporting of violence in any form is generally hazardous and cumbersome. There are many consideration involved as to the extent and quantum of reporting news on violence. Because of the senilities involved it is possible that some channels tend to avoid telecasting certain news for security reasons. Section below tackles this aspect of the analysis.

RQ.5: Are there any channels which avoid violence news for the sake of security reasons?

Based on the above results the fifth research question of the study is also addressed and it was concluded that there is no channel found in one month analysis of the three Pakistani channels that avoided coverage of violence news for the sake of national

security. All the channels presented more or less violence but some have not covered stories about some specific issues of violence for unknown reasons.

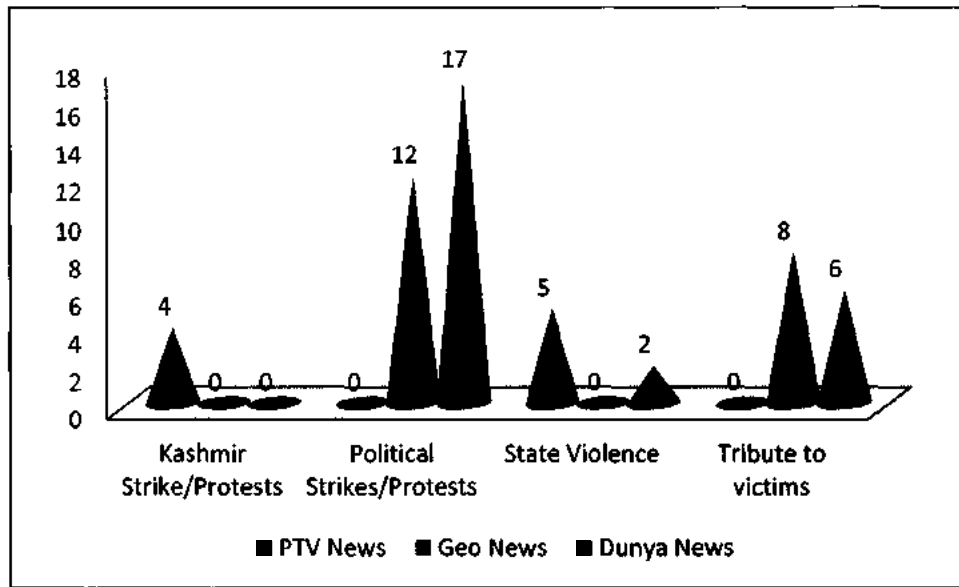


Fig 4.11: Topics of political violence ignored in news broadcast: February 2014

Fig 4.11 shows that Dunya News and Geo News did not broadcast even a single story about occupied Kashmir protests or strikes, whereas PTV News reported 04 stories. Regarding political protests or strikes, PTV News did not cover any such events but on the contrary private channels covered these strikes and protests; Accordingly, Geo News presented 12 stories whereas Dunya News reported 05 more as compared to Geo News.

The above chart further shows that PTV News and Dunya News covered the issues pertaining to State violence, whereas Geo News did not show it. About tributes to victims, both the private channels showed more or less such stories but PTV News avoided depiction of tributes to the victims of violence.

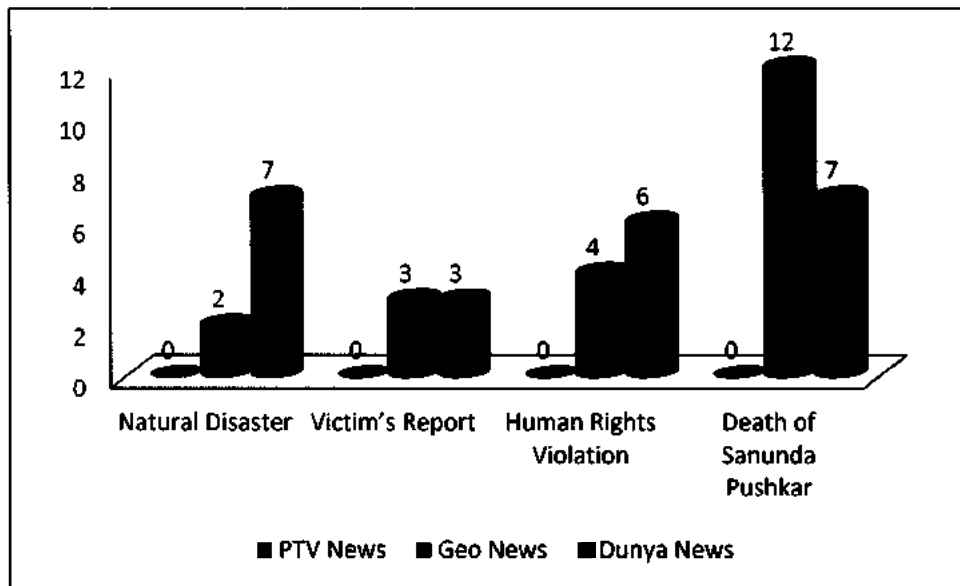


Fig 4.12: Topics of AV and IV ignored in news broadcast: January 2014

Fig 4.12 shows that PTV News avoided reporting natural disasters, victim's reports, issues of human rights and death of Sanunda Pushkar (Indian Minister Shashi Tharoor's wife).

Based on the above results, the study concludes that PTV News avoided reporting of political strikes, tributes to victims, natural disasters, victim's reports, issues pertaining to human rights and death of Sanunda Pushkar (wife of Indian Minister). Both the private channels did not report even a single story pertaining to Kashmir strikes/protests, whereas Geo News did not report any state violence in the same month.

CHAPTER-V

Discussions, Summary of Findings, Conclusion and Recommendations

This chapter has been dedicated to give conclusion of the study and recommendations for future research after presentation of results and analyzing results on the basis of aggregated results.

5.1 Discussions

The main focus of the current study was dedicated to analyze the coverage of violence content in 09:00 p.m. news bulletin (Khabarnama) televised on three selected channels; viz. PTV News, Geo News and Dunya News. The study also conducted comparative analysis of various forms of violence in the context of television broadcasts as well as of the news channels.

Results of the study based on one month data covering the period 1st January to 31st January 2014 have been presented and analyzed in the preceding chapter. These analyses on the reporting of news stories appearing in headlines as well as in the main bulletin have assessed the amount of violence in terms of the number of stories and total stories per hour being transmitted by the selected three channels. These analyses were further deepened by categorizing the violence into four main categories identified as; political violence, accidental violence, interpersonal violence and self-

directed violence to find nature and extent of violence in television news. The category of political violence was further divided into three sub-categories identified as; verbal threat, physical threat, and collective violence.

The section below has been dedicated to present a critical discussion on the results previously analyzed on the basis of objectives of the study and the parameters of interest as outlined in the previous paragraphs.

The study collected overall 2577 stories and analyzed for violent contents on the basis of predefined variables. Of them, total 1132 stories from all channels depicted some kind of violence, whereas 1445 other stories did not show violence and were coded in the category of others. Channel-wise break-up shows that PTV News reported 265 (21%) stories containing violence, Geo News reported 399 (66%) stories on violence-related stories and Dunya News covered 468 (66%) stories showing violence. In broadcast time allocation, PTV News allocated 4.15 hours out of total 20.55 hours to violence depiction, Geo News consumed 11.8 for violence out the total 16 hours, and Dunya News showed violence in 12.1 hours out of total 16.9 hours.

The aggregated datum was analyzed taking into account the research questions of the study. The consolidated results of all the channels show that there were 313 less stories containing violence in the same month, but stories about violence were given large quantum of broadcast duration as compared to other issues. The study pointed out that there was difference in the average number of stories in the 9 p.m. news

bulletin on all channels under the study. On average, PTV News reported over 50 stories in a single news bulletin, whereas the private channels presented comparatively less stories. Similarly, both the private channels allocated more time to each story than PTV News which covered stories with comparatively small broadcast durations. With regard to extent of violence in television news the study used two indicators as mentioned in the previous section and concluded that television news contained small amount of violence as compared to other issues in the month of January 2014.

The extent of violence in the headlines was also analyzed which all the channels presented at the start of bulletin which are meant to show the importance of the news. In addition, the private channels also presented headlines in the middle of the news bulletin. This analysis using the same indicators concludes that television news transmitted large amount of violence in headlines as compared to violence being reported in the regular bulletin as well as other issues. Here, the study pointed out that both the private channels more frequently treated news about violence as lead in headlines and the main bulletin, whereas rarely this was observed on the news bulletin of PTV News. Furthermore, the bulletins of private channels frequently started with the repeatedly scenes of violence or its aftermaths.

With regard to nature of violence, the study analyzed different forms of violence shown on all the selected channels in January 2014 and also compared various forms of violence. The study concludes that there is remarkable difference in the coverage

of various forms of violence and all the channels more frequently covered issues pertaining to political violence as compared to other violence. Similarly, these forms of violence were also explored in the headlines and the study concludes that headlines on all the selected channels contained a large extent of political violence (i.e. 80% of overall violence) as compared to other forms of violence, whereas remaining part of the news bulletin also depicted less amount of violence as compared to violence in headlines. The study pointed out that both the private channels frequently covered stories pertaining to political violence-related issues in the main bulletin as well as in the headlines.

With regard to second research question of the study, the study further analyzed the sub-categories of political violence in the same month under the study. The study concludes that all the channels more frequently covered collective violence-related issues and verbal threats in the month of January 2014. In collective violence, more frequently covered issues were pertaining to criticisms regarding operation and dialogue with militants (i.e. 25% of total coverage to political violence). It is pointed out that the core operations against militants such targeted operation in Waziristan and Karachi was given only 13% coverage. Whereas, in the category of verbal threat, Musharraf's issue was given more coverage (i.e. 23%), and private channels often overloaded the news bulletin with additional reports pertaining to this issue. Normally, these channels presented reports pertaining to Musharraf's health, treatment available in Pakistan and diverse expert opinions and also advanced debate over this issue. This

issue was given more importance as compared to other issues by both the private channels.

With regard to third and fourth research question, the study concludes that there was remarkable difference in the coverage of violence and different categories of violence between PTV News and Geo News, PTV News and Dunya News, and Dunya News and Geo News. All the channels more or less have reported violence differently in terms of number of stories and total stories per hour in the headlines as well as the bulletins. However, Dunya News appeared to be the more violent and aggressive channel followed by Geo News, whereas PTV News appeared to be less violent as compared to private channels.

The results show that Geo News more frequently covered political violence in terms of number of stories and total stories per hour; however, the coverage of this violence in Geo News was higher than the other kinds of violence as well as PTV News. The results also show that Dunya News covered large number of stories showing accidental violence and other forms of violence; however the coverage of accidental violence in PTV News was higher than the Geo News.

This study also explored the coverage of some specific issues of violence on the selected channels in the same month and concludes as under;

- Geo News transmitted large number of stories pertaining to the high treason case of former president, Pervez Musharraf followed by Dunya News. It is noted that the private channels telecast more stories about his health and treatment instead of core reporting about his court case and also presented more criticism over this issue. However, PTV News only covered the court decisions about his case and government's stance over this controversial issue.
- PTV News presented more condemnation, condolence and compensation related stories, whereas private channels avoided such portrayal. The study noted that PTV News being government spokesperson reported such news.
- Dunya News covered the incidents of terrorist attacks more frequently as compared to other channels and PTV News transmitted more such incidents than the Geo News. However, Geo News reported more incidents of target killing and other killing.
- Geo News appeared with larger number of stories containing criticism on operation against militant and dialogue with Taliban followed by Dunya News as compared to core reporting operation. However, PTV News covered more events of operation against militants as compared to criticism related stories.
- Another remarkable difference was noted in the coverage of murder cases between all the channels. It was concluded that Dunya News frequently reported murder cases, whereas other channels have given nominal coverage

to these cases. However, little difference was found in the coverage of accident cases on all the selection channels.

- The study separately analyzed the coverage of death of Sanunda Pushkar (wife of Indian Minister Shashi Tharoor's) and concludes that Geo News covered more stories pertaining to this case as compared to Dunya News. Results contained in table 4.10 shows that both the private news channels covered this issue in headlines and news updates with equal number of stories, whereas PTV News totally avoided this issue because of political touch.
- Dunya News also covered more stories regarding suicide drama in Lahore as compared to Geo News, whereas PTV News reported only a single story of this event. The study points out that both the private channels telecast this suicide drama with playback Indian music. Playback songs used by Dunya News includes, "Ham Apni Mohabat ka Imtehan Dain Gay Tere Gar ke Samne Ham Apni Jaan Dain Gay", "main ne piyar tum hi se kiya hai", and "ham bewafa har giz na thay...par ham wafa kar na sakay". Playback songs by include; "saat smundar par mein tere peche peche aa gai".

Finally regarding fifth research question, the study concludes that no channel was found which avoided violence news for the sake of national security because all the channels contained some levels of violence in the same month of January 2014. However, some channels did not report some issues in the month of January 2014 for

example; PTV News did not cover political strikes, tributes to victims, natural disasters, victim's reports, issues of human rights and death of Sanunda Pushkar (Indian), whereas both the private channels avoided reporting about strikes/protests and any state violence in occupied Kashmir.

5.2 Summary of Findings

Based on above discussion and the results and findings provided in chapter IV, all the selected news channels (i.e. PTV News, Geo News, and Dunya News) transmitted less proportion of violence on 9 p.m. news broadcasts (i.e. 21.3 stories per hour) during the period 1st January to 31st January 2014 as compared to other issues (i.e. 27.3 stories per hour). The findings also show that television news portrays a large amount of violence in the headlines as compared to other issues as well as violence in the main bulletin. Whereas, the results also show that in aggregate violence on television news was given 6% more broadcast time as compared to other issues.

The findings also show that all the news channels more frequently cover political violence-related issues; however coverage to accidental violence and interpersonal violence in all channels is higher than the self-directed violence. The results also show that television news covers a large extent of political violence (i.e. 9.6 stories per hour) in the headlines as compared to other forms of violence as well as political violence in the main bulletin.

The results also show that in political violence all the news channels more frequently cover collective violence-related issues; however coverage to verbal threat is higher than the physical threat. The results show that political criticisms regarding operation and dialogue with militants is higher than the core operation activities by the military or other security agencies as well as terrorist violence such as attacks and killing.

When compared the results, it is revealed that Dunya News more frequently covers violence in its 9 p.m. news broadcast; however, the coverage of violence in news broadcast of Geo news was higher than the PTV News. Dunya News also reported a higher proportion of collective violence as compared to other channels as well as other forms of violence. The findings show a remarkable difference in the coverage of violence and in different categories in all the three selected channels. These findings also show that both the private channels more frequently cover violence-related issues as compared to the State channel (PTV News); however the coverage of violence and its different forms in Dunya News was higher than the Geo news.

The findings also show difference in the coverage of different issues under collective violence, verbal threat and physical threats in all the news channels. Major difference was found in the coverage of some specific issues which include; Musharraf's trial, terrorists violence, murders, accidents, death of Sanunda Pushkar and suicide drama in Lahore, State operation against militants and political criticism on operation against militants and allied matters.

The findings reveal that all the news channels presented violence and no channel avoided violence for the sake of national security; however PTV News avoids coverage of some specific issues including tributes to victims, natural disasters, victims' report, human rights violation, death of the wife of Indian Minister, Sanunda Pushkar in the same month of January 2014. Private channels also avoided occupied Kashmir protests and state violence.

The reason behind less coverage to other issues (i.e. social, economic and other) by private channels is unexplored; therefore the current analysis leaves this question unanswered and warrants for further exploration as to why these issues are neglected in private news channels? This analysis also leaves some other questions as to why the private channels cover violence more frequently, particularly political and collective violence and why private channels frequently cover some specific issues such as Musharraf's trial and criticism on operation against militants and neglect others such as state violence and Kashmir protests?

5.3 Conclusion

Based on the findings, the study concludes that the news channels in Pakistan broadcast less amount of violence in the bulletin but more violence in the headlines and allocate more broadcast time to violence while other issues of public concern are given least priority.

The study shows that all the news channels i.e. PTV News, Geo News and Dunya News covered political violence-related issues very frequently as compared to other issues. However, the overall results of television news coverage reveal that Dunya News presented greater proportion of violence particularly political violence as compared with Geo News and PTV News. On the other hand, Geo News shows a great proportion of violence in the news bulletin as compared to PTV News.

Further analysis reveals that PTV News has given more importance to other issues including social issues as compared to Dunya News and Geo news. On the contrary, both the private channels i.e. Geo News and Dunya News gave greater priority to political violence as compared to PTV News. The only public sector channel, PTV News, has been observed to cater for larger number of other issues as compared to Geo News and Dunya News. These findings help conclude that Dunya News has large quantum of reporting violence including its forms and numerous issues of violence as compared with State-run channel (PTV News) and the other private channel (Geo News).

The overall results of this study show that both the private channels, Geo News and Dunya News, during the study period broadcast a high frequency of stories and total stories per hour covering political violence as compared to other issues. The overall result of news coverage in PTV News shows that it is not highly focused on violence-related issues because its coverage to economic and other issues is higher than the private channels.

5.4 Recommendations

The current study had a set of limitations and constraints on the scope of its investigation. It could not cover some of the related aspects of judging the role of media in reporting news on violence-related issues. The study makes following recommendations on the basis of comparative analysis of news coverage of violence in PTV News, Geo News and Dunya News:

- Most people because of their busy schedule only watch 9 p.m. news bulletin to get information about the news of the day and on the other hand television news also attract illiterate persons, therefore, the Pakistani news channels should also pay attention to economic, social and other issues of public interest more extensively for reformation of the society.
- News channels should avoid repeated transmission of violence-related issues because regular viewing violence and conflict related issues can affect the viewers negatively. These negative effects are explained in the theoretical framework in terms of exposure to large amount of violence and exposure to specific kinds of violence on television. This practice may also affect youth in terms of developing behavioral pursuits in planting terrorist and violence relation emotions.
- It is the responsibility of media to give equal coverage to all issues; there should be balance in the coverage of major issues in all segments of the news bulletins including headlines.

- The study observed differential focus patterns in terms of priorities accorded by the three selected channels. Dunya News reported 204 stories pertaining to political violence with headlines as its priority areas and Geo News presented 193 stories about this violence, whereas PTV News covered only 111 stories of political violence. The study could not investigate this disparity of focus between these three news channels in terms of prioritization of reporting by placing the stories in the headlines. Future researches might look into this aspect more vividly.
- The study also recommends that future researches may address them towards enquiring the causes of greater emphasis on violence-related issues and least to social and economic issues in television news.
- The disparity of reporting cases of violence is quite large as there Dunya News and PTV News have reported more events of violence during the same period of January 2014 as compared to Geo News. The study could not ascertain the causes of this vital disparity. The study considers two possible situations that either the reports are exaggerated by both the private news channels (i.e. Geo News and Dunya News) or on the contrary ignored by the PTV News. Future studies may focus on this disparity.
- The disparity of broadcast time allocation is yet another area of concern to the researcher. Dunya News had allocated total 12.1 hours to violence presentation and Geo News allocated 11.8 hours to report violence, whereas PTV News allocated only 4.2 hours for violent news. There thus appears to be

a question of quality of reporting, which was beyond the scope of this study. Future researchers may look into this aspect critically to assess these causes and factors responsible for this disparity.

- The current study selected only three news channels and a period of one month only because of the limitations of time and scope. Later researchers may add up more news channels and extend the study to larger temporal dimensions for investigating the menace of violence which has badly damaged and devastated communities, families, individuals, institutions, nations and regions and above all continue to jeopardize peaceful co-existence of the peace-loving peoples in the world.
- The study could not be extended to either investigation or suggest reformatory programmes for elimination of violence and violence-related behaviors. TV channels can effectively play a vital role in dissemination of the injurious aspects of violence for the masses for its general eradication. Later researchers may work on this aspect to explore the therapeutic role expected to be played by electronic media in a social reformation programmes.

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