

Portrayal of CPEC in Selected Newspapers Published from Balochistan:

By

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Abstract:

Media has become an essential element of society as it has many ways to shape the society. Press main roles is to inform, educate, and entertain the public. Media is creating sensation across this area by placing its active position on the audience by highlighting the news stories about the Chinese Pakistan economic corridor in Pakistan and also by portraying the issues of the people of Balochistan in the mass media in their own subjective and situational context. This study examined the news aspects of CPEC and the role media play as a stakeholder. The news reports are highly informative and have played a very effective role in sharing information about CPEC among the people of Balochistan. The Daily Balochistan Times (English) and Daily Jang (Urdu) are Baluchistan's leading newspapers. The media is playing its part in reducing the disparity and creating awareness by presenting the positive picture in minds of local populous. The media publishes more positive image news to create a bridge between stakeholders. Governments optimistic statements are published more prominently stressing the fact that the majority of local people are convinced to get maximum benefit from the mega project.

Keywords: Print Media, China, Pakistan, Economic,

Corridor, Balochistan, Etc.

Introduction:

To have its deterrence and sovereignty, Pakistan needs a high degree of cooperation from its allies particularly in the Southern Asian region.

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This explored the need for something unique to meet the country's needs that would click on its growth programs for social, economic, and development. CPEC is the brick of such a significant achievement that will bring it closer to its target. Pakistan being the invader to the new horizons, has received great attention throughout the world, especially among CPEC stakeholders. This has brought about a divide between these stakeholders due to the corridor's significance and vitality. This gap grows due to the nation's conflicts affecting the country's stability, economy and, most importantly, peace. The core concept of journalism is also in this sense, as it is difficult to ignore the significance of economic growth. Under this framework, the news reports are framed in such a clever way as to illustrate the country's economic status as well as the interests of the other stakeholders. The same is true of CPEC and, importantly, the position of the media is an integral part of this project's growth.

Media influence policy making. In this regard, the role of the media is not anew, as it was already studied in the early 1940s when Paul Lazarsfeld published a seminal report on the role of the media in the US presidential elections. The study by Paul Lazarsfelds paved a way for the role of media in opinion-making during presidential elections in the USA. Editors, newsroom personnel, and broadcasters play an important role in influencing the political environment while selecting and presenting news. Readers learn not only about a particular issue, but how important it is that the mass media can decide the important issues - that is, the media can set the campaign's 'agenda' to apply to that topic from the amount of information in a news article and its location.

The study aims to examine how news reports in print media covers CPEC in Balochistan-and how different stakeholders are portrayed in print media. For this purpose, qualitative and quantitative Analysis. "Quantitative form" is used in this research study; where the methodology of content analysis is organized.

Quantitative analysis involves calculation of the variables that are under consideration. This research method is concerned with how often a variable is presented and typically uses numbers to express that level. The use of numbers enables greater accuracy in reporting results. The process for evaluating the findings in the quantitative values applies in this research method. It is not the same qualitative approach. The primary distinction between qualitative and quantitative is result generalization. Both methods of analysis have a certain style for carrying out the study. Content Analysis is a way of formulating the study's language, purpose, theme and meaning. To determine Daily Balochistan Times (English) and Daily Jang (Urdu) news articles, content analysis methodology is used.

Content Analysis:

Content analysis is a method for analyzing the content or data and symbols found in written documents or other forms of communication (e.g. photos, videos, song lyrics, advertisements). Study looks closely at the subject matter in a systematic content review. Research into mass media now has a wide and extensive variety of data. Analysis of any bit of news article, script, text, editorial, column, video, and sound; content analysis is a method that offers a wide variety of study options. The current research, through prominent Urdu & English newspapers, dissected the role of print media in communicating importance of CPEC for Pakistan and of course in Balochistan.

For this study a sample of six-month news reports from November 2015 to April 2016 published in Daily Balochistan Times (English) and Daily Jang (Urdu) are selected for analysis.

This study examines the news reports about CPEC coverage and portrayal of its stakeholders reported by the two newspapers. The reason for the selection of news within this period is due to the launch of the CPEC in the same year. Various statements of from concerned authorities and stakeholders had been published during this period. This time period appeared to be very important in terms of the launch of CPEC and its progress.

The data set consisted of 100 news reports published in selected newspapers, of which 40 news stories published in Balochistan Times while 60 news stories published in Daily Jang in the six-month period.

Results:

To obtain the representative sample all the findings indicate that the news coverage from pre-launch and post-launch of CPEC has changed. It was in the process of development and in the planning stages, but when it was inaugurated, media coverage began to campaign in support of this initiative as seen in Table-1.

Table: 1

Newspaper	Before CPEC Launch	After CPEC Launch	Total
Balochistan Times	20	25	45
Jung	27	28	55
Total	47	53	100

News Contents before and after the Launch of CPEC:

This will envision the people as they will know the project is in the Pakistani nation's favor. Such studies highlighted the significance of the South Asian area corridor. In addition, these studies were used to envisage the investments that would be expected to dump in the economy of Pakistan. Through this corridor these studies stress the distinction that Pakistan and China would have over other nations. There are definitely news stories reported before CPEC was launched, which are considered to be part of the Pakistan governments media campaign so that they should deliver their message to the nation as well as other stakeholders that this project will not be sabotaged in the face of Pakistan's political and terrorism concern. The data is comprised of 100 news stories in which Balochistan Times contributes less than Daily Jang (with 40 news) while Daily Jang (with 60 news). The table is fairly obvious that since the launch of CPEC the number of news stories are growing. Furthermore, it is very clear that the news stories after the launch are more detailed and descriptive in nature compared to the reports published before the launch, as before that was the part of the media campaign as seen in Figure 1.

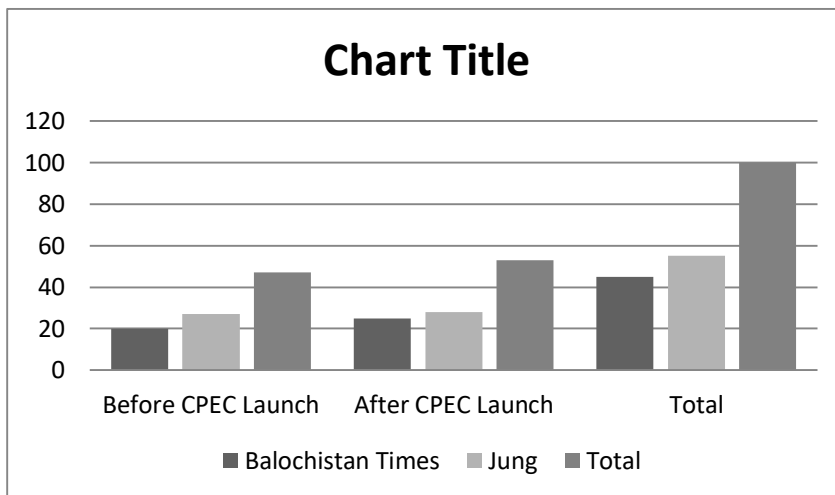


Figure 1. News Contents before and after CPEC

Research results show whether CPEC bridges different nations and regions together and results in growth and development for all stakeholders involved with this project, especially Pakistan and China, through this linkage. The category of growth is split into three sub-categories: economic, social and cultural, as shown in Table-2.

Newspapers	Economic Development	Cultural Development	Social Development	Total
Balochistan Times	22	10	08	40
Jung	38	10	12	60
Total	60	20	20	100

TABLE II. News stories related to Economic, Cultural and Social development

The Balochistan Times publishes 22 news stories related to economic growth in the news stories of selected newspapers (55 percent), 08 stories about social development (20 percent) and 10 news about cultural development (25 percent). Jang, on the other hand, featured 38 news reports in support of economic growth (63.33%), 12 were reported on social development (20%) and 10 news stories depicted cultural development (16%) as shown in Figure 2.

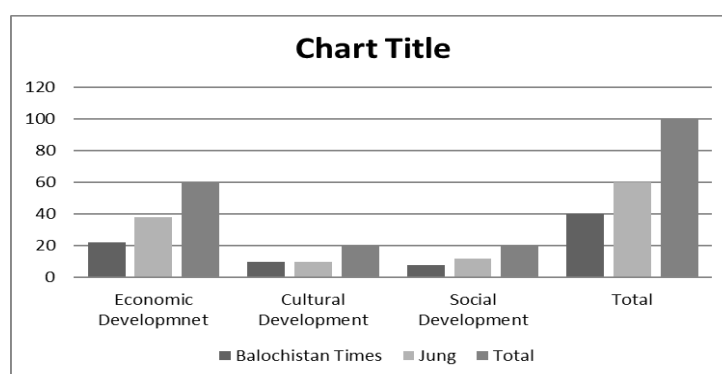


Figure 2. Role of Newspapers in Development of CPEC

The results show that Jang newspapers focus is more on economic growth as compared to Balochistan Times, while the Balochistan Times is more focused on stakeholder social cultural development. Both the newspapers emphasize on growth but the difference is that Jang emphasizes the economic aspect while Balochistan Times emphasizes the social and cultural development. This shows that media campaign is working in all sub-categories suggests that the knowledge gap that exists in the stakeholders could be positively eliminated. That of CPEC's development the results of the last information gap question are being generated because Pakistan and China are the key stakeholders of this project, and are also strategic partners. This sense emphasizes the other stakeholders regarding their interests and they feel that they are very much concerned about the lower rate of benefits compared with Pakistan and China. These statements were divided into two main categories: Positive and Negative. Positive statements are those given in the project's favor while negative statements are those against the project. The daily Balochistan Times has published 91 supportive statements,

which is 76 per cent, while the news from the negative statements are 29 making 24 %

(Table-3).

News Paper	Positive Statement	Negative Statement	Total
Balochistan Times	33	15	48
Jung	38	14	52
Total	71	29	100

TABLE III. Positive vs Negative news statements

This shows that the daily Balochistan Times emphasizes the stakeholders' positive picture with regard to CPEC. On the other hand, the news published in the daily Jang containing the stakeholder authorities' optimistic statements is 38 (73 percent), while the news with negative statements is 14 (26.9 percent). The findings suggest that both the newspapers emphasize the dimensions of comments by the authorities and aim to minimize the knowledge gap as far as possible as shown in Figure-3.

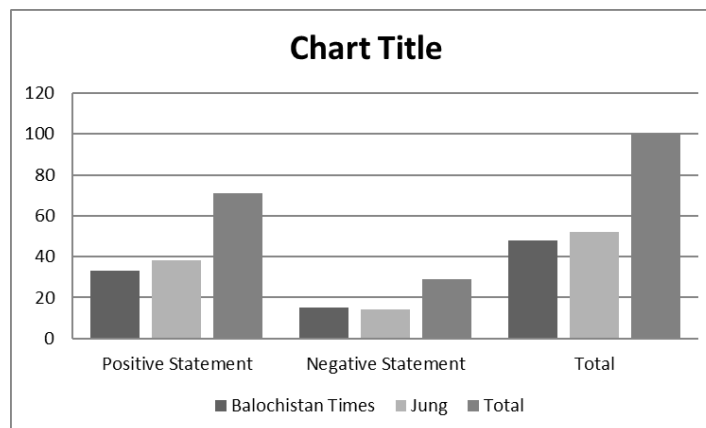


Figure 3. News contents containing Positive and Negative Statements

Discussion:

The purpose of this study is to identify the extent of news stories published in two prominent newspapers of Pakistan, daily Balochistan Times (English) and daily Jang (Urdu) covering CPEC and how print media portrays these news stories to its stakeholders also serve as media campaign for CPEC. This is the only study that analyses the role of print media in shaping the general public's mind as well as reducing the

knowledge gap between CPEC stakeholders by highlighting the value of socioeconomic development initiatives and programs. In addition, the role of print media in reviewing the contents of influential newspapers about CPEC information to the public and its representatives.

The findings suggest that before the launch of the CPEC, the media campaign was undertaken to publicize and build awareness in the minds of the audience that is less than after the launch showing that the media still plays its important role in the implementation stage. Following the launch of the CPEC, the media campaign emphasizes that the media provides the stakeholders with knowledge in an abundant way so that they know about every part of the project and can get the full value. It is obvious that the media plays an economic, social and cultural role in the growth of the Southern Asian region. Due to participation in this initiative, the media emphasizes these three forms of changes that arise among the stakeholders as various nations function in it. This will lower the border tensions and create a bridge for multilateral trade and cultural diffusion. The advertising strategy is very successful in deciding the audience's mind set, as the advertising play an active role according to culture theory and the audience is in passive mode. Overall there will be stability among the stakeholders in this project and they will be found financially, morally, and culturally in a good position. All this is due to the successful and supportive role played by mass media in Pakistan.

The findings indicate the frequency of positive and negative statements regarding CPEC and its stakeholders in the coverage of the newspapers. The media is playing its role effectively in eliminating information gap through building a positive image in the minds of the stakeholders. The print media is publishing positive image news more so as to build a linkage and bridge the gap between stakeholders. The positive statements of the authorities are published more highlighting the fact that the most of the stakeholders are motivated to have the maximum benefits from these projects.

Conclusion:

The study's overall results show that the two influential newspapers Balochistan Times and Daily Jang Quetta which conveys that CPEC media campaign in Pakistan is tilting towards the value of CPEC among its stakeholders and playing a dominant role in eliminating the informational gap between them, both newspapers play their role in creating a positive image among the stakeholders. The news reports published before and after CPEC's inauguration show the full spectrum of media strategies beginning with preparation to successful implementation.

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