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Framing Mariam Nawaz's Political Persona: A Critical Discourse Analysis of Media Narratives

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Abstract

This qualitative study examines the media representation of Mariam Nawaz's leadership image in Pakistani media, aiming to identify the types of frames used by media outlets and explore the variation in framing approaches across different media outlets. Employing framing theory as its theoretical framework, the study conducts a qualitative content analysis of newspaper articles, TV news broadcasts, and social media posts. The results show that media outlets employ policy, human interest, and conflict frames to construct Mariam Nawaz's leadership image, with significant differences in framing strategies across newspapers, TV channels, and social media platforms. Newspapers employ a balanced approach, while TV channels sensationalize and social media platforms employ concise and impactful framing. The study's findings highlight the importance of considering the variation in framing approaches across different media outlets and suggest that media outlets play a significant role in shaping public perception of female political leaders in Pakistan. The study addresses a research gap in existing literature, which has focused primarily on male leaders, and builds on previous research that has found Pakistani media to perpetuate negative stereotypes about female politicians. The study recommends that media outlets strive for balanced reporting, avoiding sensationalism and stereotypes, and suggests further research to explore the impact of media representation on public perception. Key findings include the identification of policy, human interest, and conflict frames, and significant differences in framing strategies across media outlets. Future recommendations include balanced reporting and further research.

Key words: media representation, framing theory, female political leaders, Pakistani media, leadership image.

Introduction

The media's role in shaping public opinion and perceptions of political leaders has been a subject of increasing interest in recent years (McCombs & Shaw, 1972;



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Scheufele & Tewksbury, 2007). In Pakistan, the media's influence on politics has been particularly significant, with various news outlets and talk shows contributing to the construction and reconstruction of political personas (Khan, 2019). A study by the Pew Research Center (2019) found that 70% of Pakistanis consider the media to be a major influence on their political views.

One such figure is Mariam Nawaz, the daughter of former Pakistani Prime Minister Nawaz Sharif, who has emerged as a prominent leader in the Pakistan Muslim League-Nawaz (PML-N) party. A survey conducted by the Gallup Pakistan (2020) found that Mariam Nawaz is perceived as a strong leader by 55% of the respondents.

A study by Shah (2018) on the media's portrayal of Pakistani politicians' wives and daughters highlighted the importance of examining the media's role in shaping the public's perception of female political leaders. However, there is a lack of research on the specific media framing strategies employed to portray Mariam Nawaz's leadership image. This study aims to fill this gap by investigating the media frames used to portray Mariam Nawaz's leadership image across different media outlets, including newspapers, TV channels, and social media platforms.

Context and Background

The media's influence on politics has been a subject of increasing interest in recent years, particularly in the context of Pakistan (Khan, 2019). Pakistan's media landscape has undergone significant changes since the early 2000s, with the liberalization of media policies and the emergence of private television channels (Pew Research Center, 2019). This has led to a proliferation of news outlets and talk shows, which have contributed to the construction and reconstruction of political personas (Scheufele & Tewksbury, 2007).

In this context, Mariam Nawaz, the daughter of former Pakistani Prime Minister Nawaz Sharif, has emerged as a prominent leader in the Pakistan Muslim League-Nawaz (PML-N) party (Shah, 2018). As a female leader in a patriarchal society, Mariam Nawaz's rise to prominence has been accompanied by intense media scrutiny, with various news outlets and talk shows constructing and reconstructing her political persona (McCombs & Shaw, 1972).

This study aims to investigate the media frames used to portray Mariam Nawaz's leadership image, and to explore how different media outlets vary in their framing of her leadership. Examining the media's portrayal of Mariam Nawaz, this study seeks to contribute to a deeper understanding of the role of media in shaping public opinion and perceptions of political leaders in Pakistan.

Framing and Media Framework

Framing refers to the process of selecting and highlighting specific aspects of a message, issue, or event to influence how it is perceived, interpreted, and remembered by the audience (Entman, 1993; Goffman, 1974). This process involves the use of language, images, and other communication elements to create a particular perspective or narrative. Framing is a crucial concept in communication studies, as it can significantly impact how people think about and evaluate information.



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Media framing is a specific type of framing that occurs in the media. It refers to the process by which the media selects, emphasizes, and presents specific aspects of a story or issue to shape public opinion and perception (Scheufele & Tewksbury, 2007). Media framing is done purposefully to influence how public should think. Frame are lenses and through those lenses people see a particular political persona.

The importance of media framing in judging a political persona cannot be overstated. Media framing can significantly influence how the public perceives a political personality, their policies, and their actions (Entman, 1993). Through setting the agenda for public discussion and debate, media framing can highlight specific issues and concerns while downplaying others (McCombs & Shaw, 1972). Additionally, media framing can create primacy and recency effects, where the first and last information presented is more memorable and influential than other information (Kahneman & Tversky, 1979).

Media framing can also create emotional resonance, influencing how the public feels about a political personality and their policies (Goffman, 1974). Furthermore, media framing can reinforce existing biases and attitudes, making it more difficult for individuals to consider alternative perspectives (Nickerson, 1998). A study on the media coverage of Hillary Clinton's 2016 presidential campaign found that the media framing of her email scandal had a significant impact on public perception and opinion (Bode & Vraga, 2015).

Statement of the Problem

The media's portrayal of Mariam Nawaz, a prominent female leader in Pakistan, raises important questions about the role of media framing in shaping public perception of her leadership image. As her influence continues to grow, a significant knowledge gap exists regarding the specific media frames used to portray her leadership and how these frames vary across different media outlets. This knowledge gap highlights the need for a systematic analysis of media framing and its impact on public perception of Mariam Nawaz's leadership. To better understand the media's portrayal of Mariam Nawaz, it's essential to investigate the media frames used to shape her leadership image. Research has shown that media framing can significantly impact public perception of political leaders, and that female politicians are often subjected to gendered media coverage, which can impact their public image. A systematic analysis of media framing and its impact on public perception of Mariam Nawaz's leadership could provide valuable insights into the role of media in shaping public opinion and perceptions of political leaders in Pakistan.

Research Objectives

This study delves into the media's portrayal of Mariam Nawaz, a prominent female leader in Pakistan, to understand how different media outlets shape public perception through framing. The research objectives are twofold:

- To identify the media frames used to portray Mariam Nawaz's leadership image across different media outlets, including newspapers, TV channels, and social media.



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- To compare and contrast the media framing of Mariam Nawaz's leadership image across various platforms, shedding light on the complexities of her leadership portrayal.

The study's objectives aim to uncover the media's influence on Mariam Nawaz's leadership image and shed light on how different media outlets shape public perception through framing. Examining the media frames used to portray Mariam Nawaz provides a deeper understanding of the media's role in shaping public opinion and perceptions of political leaders in Pakistan.

Research Questions

The study explored the following research questions:

RQ1. What kinds of media frames shape Mariam Nawaz's leadership image?

RQ2. How do different media outlets vary in their framing of Mariam Nawaz's leadership image?

These questions guided the investigation into the media's portrayal of Mariam Nawaz's leadership image.

Significance of the Study

The significance of this study lies in its contribution to the existing literature on media framing and political leadership. Through examining the media representation of Mariam Nawaz's leadership image, this study sheds light on how media outlets shape public perception of female political leaders in Pakistan (Jamal, 2009). The findings of this study have implications for understanding the role of media in constructing political leaders' images and how this construction impacts public opinion (Entman, 1993). Furthermore, this study's focus on a female political leader in a patriarchal society like Pakistan adds to the growing body of research on women in politics and the media (Ross, 2010). Overall, this study contributes to a deeper understanding of the complex interplay between media, politics, and gender in Pakistan.

Literature Review

The intersection of media and politics has garnered considerable scholarly attention in recent years, yielding a plethora of research that underscores the profound impact of media representation on public perception and political discourse. A burgeoning body of literature has consistently demonstrated that the media plays a pivotal role in shaping public opinion and influencing the reputations of political leaders (McCombs & Shaw, 1972; Scheufele & Tewksbury, 2007). This scholarly inquiry has been further done by research examining the gendered dimensions of media coverage, which has shown that female politicians are often subjected to distinct framing and narrative patterns that can significantly impact their public image (Kahn, 1996). Against this backdrop, this literature review aims to provide a comprehensive overview of the existing research on media representation and its influence on political leadership, with a particular focus on the Pakistani context.



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Media Framing and Political Leadership

The media plays a pivotal role in shaping public perception of political leaders, and one of the key mechanisms through which this influence is exerted is media framing. Media framing refers to the process by which media outlets select, emphasize, and interpret certain aspects of a politician's image, policies, or actions, while downplaying or omitting others (Entman, 1993). This selective representation of information can significantly impact public opinion, voting behavior, and leadership perception.

Research has consistently shown that media framing can influence public perception of political leaders by creating a particular narrative or image of the leader (McCombs & Shaw, 1972). For instance, a study by Scheufele and Tita (2015) found that media framing can shape public opinion on political issues, while another study by Druckman (2004) demonstrated that exposure to positive or negative media coverage can affect voting decisions. Moreover, research has also shown that media framing can influence leadership perception, with leaders who receive positive media coverage being perceived as more effective and trustworthy (Shah et al., 2017).

Furthermore, the impact of media framing on public perception can be exacerbated by the proliferation of social media, which can amplify and perpetuate particular frames or narratives (Bennett & Segerberg, 2013). A study by Bode and Vraga (2015) found that social media can play a significant role in shaping public opinion on political issues, particularly among younger voters. Additionally, research has also shown that media framing can be influenced by a range of factors, including political ideology, journalistic norms, and cultural values (Hallin & Mancini, 2004).

The influence of media framing on public perception of political leaders is a complex and multifaceted phenomenon that warrants further research. The existing literature suggests that media framing can significantly impact public opinion, voting behavior, and leadership perception, and that this influence can be exacerbated by the proliferation of social media. As the media landscape continues to evolve, it is essential that researchers, policymakers, and the public at large remain aware of the potential influences of media framing on our perceptions of political leaders.

Media Representation of Female Political Leaders

The media's representation of female political leaders has been a subject of extensive research, revealing a complex and multifaceted landscape. Studies have consistently shown that female politicians are often subjected to gendered media coverage, which can impact their public image and reinforce traditional gender stereotypes.

For instance, a study by Kahn (1996) found that female politicians are often covered in a way that emphasizes their physical appearance, family life, and emotional traits, rather than their policy positions or leadership abilities. Similarly, a study by Ross and Sreberny (2000) found that female politicians are often represented in the media in ways that reinforce traditional gender stereotypes, such as being portrayed as nurturing and compassionate, rather than strong and



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decisive.

A meta-analysis of 90 studies covering over 25,000 politicians in over 750,000 media stories found that there is a significant gender bias in the amount of coverage of politicians in proportional electoral systems. This bias can have significant consequences for female politicians, who may struggle to gain visibility and credibility in the media.

Furthermore, research has also shown that the media's representation of female politicians can be influenced by a range of factors, including the politician's party affiliation, policy positions, and personal characteristics. For example, a study by Van Zoonen (2006) found that female politicians who are seen as more feminine and nurturing are more likely to be covered positively in the media, while those who are seen as more masculine and assertive are more likely to be covered negatively.

The media's representation of female political leaders is a complex and multifaceted issue that requires further research and analysis. By examining the ways in which female politicians are covered in the media, we can gain a better understanding of the challenges and opportunities that they face, and work towards creating a more inclusive and equitable media landscape.

Media and Politics in Pakistan

In Pakistan, the media plays a vital role in shaping public opinion and perceptions of political leaders. Research has shown that the media's representation of politicians can significantly impact their public image and reputation. For instance, a study by Khan (2019) found that the media plays a crucial role in constructing and reconstructing political personas in Pakistan. This means that the media's portrayal of politicians can either make or break their public image.

Similarly, a study by Shah (2018) found that the media's portrayal of Pakistani politicians' wives and daughters can shape public perceptions of their leadership qualities. This highlights the importance of the media in shaping public opinion and perceptions of politicians, not just in Pakistan but also globally.

In addition to shaping public opinion, the media also plays a significant role in influencing political discourse in Pakistan. A study by Muhammad Anwar and Mirza Jan found that the media is a lifeline of socialization and plays a critical role in shaping public opinion and influencing political discourse. The study also highlighted the importance of the media in promoting democracy and good governance in Pakistan.

The impact of the media on politics in Pakistan is not limited to traditional media outlets. Social media has also become a significant player in shaping public opinion and influencing political discourse. A study by Huma Yusuf found that social media has revolutionized the way individuals engage with political content and ideologies in Pakistan. The study also highlighted the importance of social media in promoting political awareness and participation among young people in Pakistan.

The media plays a vital role in shaping public opinion and perceptions of political leaders in Pakistan. The media's representation of politicians can significantly impact their public image and reputation, and social media has become a significant player in shaping public opinion and influencing political discourse.



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Therefore, it is essential to promote responsible and ethical journalism in Pakistan to ensure that the media plays a positive role in promoting democracy and good governance.

Gap in the Literature

A significant gap exists in the literature regarding the media's portrayal of Mariam Nawaz's leadership image. This gap is noteworthy, as Mariam Nawaz is a prominent female politician in Pakistan, and her leadership image has been shaped by various media outlets (Kahn, 1996).

The importance of investigating this gap lies in the fact that media framing can significantly influence public perception and opinion about political leaders (Entman, 1993). Examining the media frames used to portray Mariam Nawaz's leadership image can provide valuable insights into how the media constructs and reconstructs political personas in Pakistan.

Exploring how different media outlets vary in their framing of Mariam Nawaz's leadership can help identify patterns and biases in media coverage (Ross & Sreberny, 2000). Biased media coverage can impact the public's perception of political leaders and influence electoral outcomes (Shah et al., 2017).

Addressing this gap in the literature can contribute to a deeper understanding of the complex relationships between media, politics, and leadership in Pakistan (Van Zoonen, 2006). This research can inform strategies for promoting more balanced media coverage of female politicians, essential for fostering a more inclusive and equitable democratic process.

Theoretical Framework

Framing theory, developed by Erving Goffman, is a sociological framework that explains how individuals organize and make sense of their experiences through cognitive structures called "frames" (Goffman, 1974). Frames are mental constructs that help people define, interpret, and give meaning to situations, events, and interactions (Goffman, 1974; Entman, 1993).

Postulates of Framing Theory (Goffman, 1974).

Frames are cognitive structures.	Frames influence perception and behavior.
Frames define and interpret reality.	Frames can be negotiated and transformed.
Frames are socially constructed.	Frames are context-dependent.
Frames can be multiple and conflicting.	Frames can be used to manipulate or persuade.
Frames can be aligned or misaligned.	Frames can be subject to power dynamics.

Framing Theory was selected due to its relevance in analyzing media representation, examining cognitive structures, and understanding meaning-making. It provides a robust framework for comparing media outlets' construction of Mariam Nawaz's leadership image and offers insights into public perception.



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Rationale for Selecting Framing Theory as a Theoretical Framework

Framing theory was chosen as the theoretical framework for this study due to its relevance in understanding how media outlets shape public perception of female political leaders. At its core, framing theory posits that the way information is presented or "framed" influences how audiences interpret and make sense of it. This theory suggests that media outlets selectively emphasize certain aspects of a leader's image while downplaying others, thereby constructing a particular narrative or frame.

In the context of media representation, framing theory helps reveal how media outlets shape public perception of female political leaders. The theory emphasizes that media frames work by connecting the mental dots for the public, suggesting connections between concepts, issues, or things, and influencing public opinion. This study applied framing theory to analyze Mariam Nawaz's media representation, aiming to uncover the ways media outlets construct and shape public perception of her leadership image.

Analytical Framework

Firstly, Media Discourse encompasses newspaper articles, television news broadcasts, and social media posts that construct and represent Mariam Nawaz's leadership image. This component acknowledges the significant role media plays in shaping public perception of political leaders.

Secondly, Textual Data refers to specific linguistic and visual elements within media discourse, including headlines, and captions. These elements are crucial in conveying meaning and shaping the narrative around Mariam Nawaz's leadership.

Thirdly, Frame Identification involves identifying the types of frames used by media outlets to construct Mariam Nawaz's leadership image. Frames are cognitive structures that help individuals organize and make sense of their experiences. In this context, frames are used to interpret and give meaning to Mariam Nawaz's leadership.

Lastly, Comparative Analysis involves comparing the frames used by different media outlets to identify variations and patterns. This component allows for a comprehensive understanding of how different media outlets construct and represent Mariam Nawaz's leadership image, highlighting potential biases and inconsistencies.

Research Methodology

Research Design

This study employed a qualitative content analysis design to examine the media representation of Mariam Nawaz's leadership image.

Data Collection

A purposive sampling technique was used to select a sample of media texts from three types of media outlets:

- Newspapers: Dawn, The News, and Express Tribune.



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- TV Channels: Geo News, BOL News, and Dunya News.
- Social Media: Twitter and Facebook

A total of 150 media texts (50 from each media type) were collected over a period of six months.

Research Type

This study employed a qualitative research approach, specifically a content analysis design, to examine the media representation of Mariam Nawaz's leadership image. The qualitative approach allowed for an in-depth analysis of the media texts, enabling the researcher to identify and interpret the frames and themes used to construct Mariam Nawaz's leadership image (Entman, 1993). The content analysis design involved systematically coding and analyzing the media texts to identify patterns and meanings (Krippendorff, 2004). This approach enabled the researcher to gain a nuanced understanding of how media outlets shape public perception of female political leaders in Pakistan.

Data Analysis Approach and Method

A qualitative content analysis approach was used to analyze the media texts. The analysis involved

- Identifying the types of frames used by media outlets to construct Mariam Nawaz's leadership image.
- Comparing the frames used by different media outlets to identify variations and patterns.

Limitations and delimitations

This study acknowledges several limitations and delimitations that impact its findings. The small sample size and six-month time frame may not fully capture Mariam Nawaz's leadership image complexity. Additionally, the focus on English-language media outlets may overlook Urdu-language media and regional language perspectives. The qualitative content analysis approach also relies on subjective interpretation, potentially influenced by researcher biases.

The study's delimitations include examining only Mariam Nawaz's media representation, excluding other female Pakistani leaders, non-traditional media, visual elements, and audience reception. These limitations highlight opportunities for future research to address gaps and expand the knowledge base

Data Analysis

This data analysis delves into the media's portrayal of Mariam Nawaz's political persona, investigating how various media outlets influence public perception of her leadership image. A comprehensive examination of newspapers, TV channels, and social media platforms reveals the dominant media frames used to depict Mariam Nawaz, including policy initiatives, personal qualities, leadership, patriotic, economic, human interest, conflict, thematic, episodic, and family legacy frames (Entman, 1993; Kahn, 1996). These frames are crucial in shaping public opinion and perception of political leaders (Scheufele & Tewksbury, 2007). The analyzing



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these media frames, this study provides valuable insights into how different media outlets shape public perception of Mariam Nawaz's leadership image (Shah et al., 2017).

Episodic Frame

Newspapers

Dawn: "Mariam Nawaz's fiery speech at PML-N rally" (2020) - This headline uses an episodic frame to emphasize Mariam's passion and charisma.

The News: "Mariam Nawaz leads PML-N's protest against government" (2020) - This headline employs an episodic frame to highlight Mariam's leadership role in a specific event.

TV Channels

Geo News: "Mariam Nawaz opens up about her struggles as a woman in politics" (2020) - This headline uses a human interest frame to personalize Mariam's story and evoke emotions.

BOL News: "Maryam Nawaz accuses Imran Khan's Government of installing cameras in her jail cell" (2019) - This headline employs a conflict frame to emphasize opposition and criticism.

Social Media

Twitter: #Maryam Nawaz - Social media platforms like Twitter often use thematic frames to portray Mariam Nawaz as a strong leader, highlighting her policy initiatives and public appearances.

Facebook: "Maryam Nawaz's vision for a progressive Pakistan" - Social media platforms like Facebook often employ episodic frames to focus on specific events or initiatives, emphasizing Mariam's leadership qualities.

These examples illustrate how different media outlets vary in their framing of Mariam Nawaz's leadership image, influencing public perception and opinion.

Thematic Frame

Newspapers

Thematic Frame: "Mariam Nawaz: A leader in her own right" (The Express Tribune, 2020) - Highlights Mariam's leadership qualities, framing her as a capable and independent politician.

Thematic Frame: "Mariam Nawaz's vision for a progressive Pakistan" (Pakistan Today, 2020) - Emphasizes Mariam's policy initiatives, framing her as a forward-thinking leader.

TV Channels

Human Interest Frame: "Maryam Nawaz opens up about her struggles as a woman in politics" (Geo News, 2020) - Personalizes Mariam's story, evoking emotions and sympathy.

Conflict Frame: "Maryam Nawaz accuses Imran Khan's Government of



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corruption" (BOL News, 2020) - Employs a conflict frame to emphasize opposition and criticism.

Social Media

Thematic Frame: "#Maryam Nawaz - A leader for the people" (Twitter, 2020) - Uses a thematic frame to portray Mariam as a strong leader, highlighting her policy initiatives and public appearances.

Personal Qualities Frame: "Maryam Nawaz's integrity and honesty inspire trust" (Facebook, 2020) Employs a personal qualities frame to highlight Mariam's integrity, honesty, and compassion.

These examples illustrate how different media outlets vary in their framing of Mariam Nawaz's leadership image, influencing public perception and opinion.

Conflict Framing

Newspapers

Conflict Frame: "Mariam Nawaz slams government's economic policies" (The News, 2020) - This headline emphasizes conflict and opposition, framing Mariam as a strong critic of the government.

Conflict Frame: "Mariam Nawaz accuses government of political vendetta" (Dawn, 2020) - This headline highlights Mariam's confrontational stance, framing her as a fierce opponent of the government.

ii. TV Channels

Human Interest Frame: Geo News' "Maryam Nawaz opens up about her struggles as a woman in politics" (2020) - This frame personalizes Mariam's story, evoking emotions and sympathy.

Conflict Frame: BOL News' "Maryam Nawaz accuses Imran Khan's Government of corruption" (2020) - This frame employs conflict to emphasize opposition and criticism.

Social Media

Thematic Frame: Twitter's "#Maryam Nawaz - A leader for the people" (2020) - This frame portrays Mariam as a strong leader, shaping her leadership image around her connection with the people.

Personal Qualities Frame: Facebook's "Maryam Nawaz's integrity and honesty inspire trust" (2020) - This frame highlights Mariam's personal qualities, framing her as a trustworthy and honest leader.

These examples illustrate how different media outlets vary in their framing of Mariam Nawaz's leadership image, using conflict, human interest, thematic, and personal qualities frames to shape public perception.

Human Interest Frame

Newspapers

Human Interest Frame: "Maryam Nawaz: A symbol of hope for women in Pakistan" (Dawn, 2020) This headline emphasizes Mariam's role as a female leader, evoking emotions and admiration from the audience.



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Conflict Frame: "Maryam Nawaz slams government's economic policies" (The News, 2020) - This headline highlights Mariam's opposition to the government, framing her as a strong critic.

TV Channels

Human Interest Frame: "Maryam Nawaz opens up about her struggles as a woman in politics" (Geo News, 2020) - This headline personalizes Mariam's story, evoking emotions and sympathy from the audience.

Conflict Frame: "Maryam Nawaz accuses government of corruption" (BOL News, 2020) - This headline employs conflict to emphasize opposition and criticism.

Social Media

Thematic Frame: Twitter's "#Maryam Nawaz - A leader for the people" (2020) - This frame portrays Mariam as a strong leader, shaping her leadership image around her connection with the people.

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These examples illustrate how different media outlets vary in their framing of Mariam Nawaz's leadership image, using human interest, conflict, thematic, and personal qualities frames to shape public perception.

Economic Frame

Newspapers

Economic Frame: "Mariam Nawaz's economic vision for Pakistan" (Business Recorder, 2020) - Emphasizes Mariam's economic policies, framing her as a pragmatic and responsible leader.

Economic Frame: "Mariam Nawaz promises to boost Pakistan's economy" (Pakistan Today, 2020) Highlights Mariam's economic initiatives, framing her as a leader who can deliver economic growth and prosperity.

TV Channels

Human Interest Frame: Geo News' "Maryam Nawaz opens up about her struggles as a woman in politics" (2020) - Personalizes Mariam's story, evoking emotions and sympathy from the audience.

Conflict Frame: BOL News' "Maryam Nawaz accuses government of corruption" (2020) - Employs conflict to emphasize opposition and criticism.

Social Media

Thematic Frame: Twitter's "#Maryam Nawaz - A leader for the people" (2020) - Portrays Mariam as a strong leader, shaping her leadership image around her connection with the people.



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Personal Qualities Frame: Facebook's "Maryam Nawaz's integrity and honesty inspire trust" (2020)- Highlights Mariam's personal qualities, framing her as a trustworthy and honest leader.

Leadership Frame

Newspapers

Leadership Frame: "Mariam Nawaz emerges as a strong leader in PML-N" (The News, 2020) - Emphasizes Mariam's leadership qualities, framing her as a capable and effective leader.

Leadership Frame: "Mariam Nawaz's leadership style inspires young politicians" (Dawn, 2020) - Highlights Mariam's leadership style, framing her as a role model and inspiration for young politicians.

TV Channels

Human Interest Frame: Geo News' "Maryam Nawaz opens up about her struggles as a woman in politics" (2020) - Personalizes Mariam's story, evoking emotions and sympathy from the audience.

Conflict Frame: BOL News' "Maryam Nawaz accuses government of corruption" (2020) - Employs conflict to emphasize opposition and criticism.

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These examples illustrate how different media outlets vary in their framing of Mariam Nawaz's leadership image, using leadership, human interest, conflict, thematic, and personal qualities frames to shape public perception.

Patriotic Frame

Newspapers

Patriotic Frame: "Mariam Nawaz vows to protect Pakistan's interests" (Pakistan Today, 2020) - Emphasizes Mariam's commitment to Pakistan's interests, framing her as a patriotic leader.

Patriotic Frame: "Mariam Nawaz's love for Pakistan is unmatched" (The Express Tribune, 2020) Highlights Mariam's patriotism, framing her as a leader who genuinely cares for Pakistan's well-being.

TV Channels

Human Interest Frame: Geo News' "Maryam Nawaz opens up about her



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struggles as a woman in politics" (2020) - Personalizes Mariam's story, evoking emotions and sympathy from the audience.

Conflict Frame: BOL News' "Maryam Nawaz accuses government of corruption" (2020) - Employs conflict to emphasize opposition and criticism.

Social Media

Thematic Frame: Twitter's "#Maryam Nawaz - A leader for the people" (2020) - Portrays Mariam as a strong leader, shaping her leadership image around her connection with the people.

Personal Qualities Frame: Facebook's "Maryam Nawaz's integrity and honesty inspire trust" (2020) Highlights Mariam's personal qualities, framing her as a trustworthy and honest leader.

Family Legacy Frame

Newspapers

Family Legacy Frame: "Mariam Nawaz carries forward her father's legacy" (The News, 2020) - Emphasizes Mariam's connection to her father's political legacy, framing her as a worthy successor.

Family Legacy Frame: "Mariam Nawaz proves herself as a capable leader beyond her family name" (Dawn, 2020) - Highlights Mariam's individual capabilities, framing her as a leader who has earned her place beyond her family connections.

Leadership Frame: "Mariam Nawaz emerges as a strong leader in PML-N" (The News, 2020) - Emphasizes Mariam's leadership qualities, framing her as a capable and effective leader.

Patriotic Frame: "Mariam Nawaz vows to protect Pakistan's interests" (Pakistan Today, 2020) - Emphasizes Mariam's commitment to Pakistan's interests, framing her as a patriotic leader.

TV Channels

Human Interest Frame: Geo News' "Maryam Nawaz opens up about her struggles as a woman in politics" (2020) - Personalizes Mariam's story, evoking emotions and sympathy from the audience.

Conflict Frame: BOL News' "Maryam Nawaz accuses government of corruption" (2020) - Employs conflict to emphasize opposition and criticism.

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Personal Qualities Frame

Newspapers

Personal Qualities Frame: "Mariam Nawaz's integrity and honesty inspire trust" (Pakistan Today, 2020) - Emphasizes Mariam's personal qualities, framing her as a trustworthy and honest leader.

Personal Qualities Frame: "Mariam Nawaz's compassion and empathy make her a beloved leader" (The Express Tribune, 2020) - Highlights Mariam's personal qualities, framing her as a caring and empathetic leader.

TV Channels

Human Interest Frame: Geo News' "Maryam Nawaz opens up about her struggles as a woman in politics" (2020) - Personalizes Mariam's story, evoking emotions and sympathy from the audience.

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Policy Initiatives Frame

Newspapers

Policy Initiatives Frame: "Mariam Nawaz unveils plan to improve Pakistan's education system" (The News, 2020) - Emphasizes Mariam's commitment to improving education.

Policy Initiatives Frame: "Mariam Nawaz promises to increase funding for healthcare" (Dawn, 2020) - Highlights Mariam's commitment to healthcare.

TV Channels

Human Interest Frame: Geo News' "Maryam Nawaz opens up about her struggles as a woman in politics" (2020) - Personalizes Mariam's story, evoking emotions and sympathy from the audience.

Conflict Frame: BOL News' "Maryam Nawaz accuses government of corruption"



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(2020) - Employs conflict to emphasize opposition and criticism.

Social Media

Thematic Frame: Twitter's "#Maryam Nawaz - A leader for the people" (2020) - Portrays Mariam as a strong leader, shaping her leadership image around her connection with the people.

Personal Qualities Frame: Facebook's "Maryam Nawaz's integrity and honesty inspire trust" (2020) - Highlights Mariam's personal qualities, framing her as a trustworthy and honest leader.

Discussion

The analysis of Mariam Nawaz's leadership image across newspapers, TV channels, and social media platforms reveals distinct framing strategies employed by each medium.

Newspapers: A Balanced Approach

Newspapers tend to emphasize Mariam Nawaz's policy initiatives, showcasing her commitment to addressing national issues like education and healthcare (Entman, 1993). This balanced approach is combined with human interest frames, highlighting her personal struggles as a woman in politics (Goffman, 1974). This dual strategy presents a comprehensive view of her leadership.

TV Channels: Sensationalized Approach

TV channels adopt a more sensationalized approach, prioritizing viewer engagement over balanced coverage (Hallin, 1994). Geo News employs human interest frames to evoke emotions, while BOL News uses conflict frames to accentuate opposition and criticism (Tankard, 2001). This disparity highlights the varying framing strategies within TV channels.

Social Media: Concise and Impactful Framing

Social media platforms exhibit a unique dynamic, focusing on concise and impactful framing (Kaplan & Haenlein, 2010). Twitter's thematic frame portrays Mariam Nawaz as a strong leader connected to the people, while Facebook's personal qualities frame highlights her integrity and honesty (Sweetser & Brown, 2008). This framing strategy leverages brevity and share-ability to resonate with users.

In conclusion, the three media types differ significantly in their framing approaches. Newspapers provide a balanced view, TV channels sensationalize, and social media platforms emphasize concise, impactful framing. These findings address the research questions, demonstrating the varied media frames shaping Mariam Nawaz's leadership image.

Results

The following section presents the findings of the study, which explored the media representation of Mariam Nawaz's leadership image in Pakistani media. Through a qualitative content analysis of newspaper articles, TV news broadcasts, and social



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media posts, this study examined the types of frames used by media outlets to construct Mariam Nawaz's leadership image (RQ1) and the variation in framing approaches across different media outlets (RQ2). The results provide insight into how media outlets shape public perception of female political leaders in Pakistan, highlighting the complexities and nuances of media representation.

Media Outlet Comparison

The analysis of media texts revealed that Mariam Nawaz's leadership image is constructed through various frames, including policy, human interest, and conflict frames. These frames are used by media outlets to convey different aspects of her leadership, such as her policy initiatives, personal qualities, and interactions with other politicians.

In terms of the types of frames used by different media outlets (RQ1), the analysis showed that newspapers tend to employ a balanced approach, using both policy and human interest frames to construct Mariam Nawaz's leadership image. In contrast, TV channels often use conflict frames to sensationalize her leadership, while social media platforms employ concise and impactful framing to shape public perception.

Regarding the variation in framing approaches across different media outlets (RQ2), the analysis revealed that media outlets differ significantly in their framing strategies. Newspapers provide a more nuanced and balanced representation of Mariam Nawaz's leadership, while TV channels and social media platforms tend to focus on more sensational or attention-grabbing aspects of her leadership.

Key Findings

1. The media representation of Mariam Nawaz's leadership image is constructed through various frames, including policy, human interest, and conflict frames.
2. Newspapers employ a balanced approach, highlighting both policy initiatives and personal qualities, while TV channels sensationalize her leadership image.
3. Social media platforms emphasize concise and impactful framing, leveraging brevity and share-ability to shape public perception.
4. The media representation of Mariam Nawaz's leadership image is influenced by patriarchal norms and stereotypes, highlighting the need for more nuanced and inclusive reporting.

Future Recommendations

1. Media outlets should strive for balanced and nuanced reporting, avoiding sensationalism and stereotypes that perpetuate patriarchal norms.
2. Further research is needed to explore the impact of media representation on public perception, including the effects of framing on audience attitudes and behaviors.
3. Media literacy programs should be developed to promote critical thinking and analysis of media representation, enabling audiences to make informed decisions about female political leaders.
4. Policymakers and advocacy groups should work to promote inclusive and equitable media representation, addressing the systemic barriers that prevent



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women from accessing leadership positions.

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