# The Depiction of Women in Pakistani Print Media: A Comparative Study of Daily Dawn and Daily Jang

**Syed Hassan Raza***
**Muhammad ZeshanHaider****

## Abstract

*This study is designed to bring into focus the representation of women in print media of Pakistan. For the said purpose, six months coverage of news stories of daily Dawn and daily Jang is analyzed. The major focus of the study examines the extent of coverage and slanting with regard to women's portrayal in the newspapers. The method of content analysis was chosen as the research design of the study and the unit of analysis was the entire news stories of two newspapers. The stance was coded into positive, negative and neutral category to measure the treatment. Moreover, it is observed that more positive stance about the traditional character of women was given in the Dawn than the Jang. It can be safely stated that the stance of the news stories about women's representation in different fields of life was positive in both newspapers as compared to negative. However, this study reveals the intensity of the portrayal of the women in terms of their role as the traditional, non-traditional and professional women rather its depiction in a positive or negative manner.*

* Lecturer in Communication Studies,BahauddinZakariya University, Multan.
** Student in Communication Studies,BahauddinZakariya University, Multan.

**Introduction**

In the Pakistani contemporary society, it is important to analyse career involving women's position along with opportunities pertaining to their function.[1] Quite simply, the women do not get the right place in media with reference to their rights and duties.[2]It is with reference to the direction they are represented within their complex standards of living. It can be a genuine question that Pakistani media is supportive for the struggling woman to get rid of gender discrimination; for example, physical violence, biases andharassment atplace of work. In this scenario, increasing sexual discrimination requires special attention of thesociety.

Pakistani media is discovering and endorsing democratic rights of the women.[3]The discrimination against women like sexual harassment andtroubles have many implications in disguise. Pakistan's media runs advertisementsandprograms depicting a 'language' that is not applied adequately for girls of our society.

This study geared a specific stereotype manifestation of females' role in the Pakistani print media. The media has developed into effective software which is educating the people with regards to various periods and climates. In contrast, females are the integral section of the modern society of any country. Along with the principal objective; this study will examine the behaviour of mass media toward females' portrayal. The principal objective with this analysis is to investigate all the roles of females as being portrayed by the mass media, their particular protection scope along

1    Yuko Yamamiya *et al.*, "Women's Exposure to Thin-and-Beautiful Media Images: Body Image Effects of Media-Ideal Internalization and Impact-Reduction Interventions," *Body Image* 2, no. 1 (March 2005): 74-80, doi:10.1016/j.bodyim.2004.11.001.

2    Erin J Strahan *et al.*, "Victoria's Dirty Secret: How Sociocultural Norms Influence Adolescent Girls and Women," *Personality and Social Psychology Bulletin* 34, no. 2 (2008): 288-301, doi:10.1177/0146167207310457.

3    Muhammad Ashraf Khan and Beenish Zaheen "Portrayal of Women by Star Plus Soap Operas: A Feministic Perspective,"*Pakistan Journal of Social Sciences* 31, no. 2 (January-June, 2010): 365-78.

with slant and the protection given to various females while performing their traditional and non-traditional roles.

**Women in Mass Media**

The modern contemporary society possesses progressive treads to the women along with indebtedness involving multiculturalism and the sexuality. Even though, possibly within this cycle, involving expanding lenience, stereotypes that stick around. The researchers believe that these photos provide the image[4] and translate the stereotypes as encouraged through media. Additionally, they argued the symbols associated with the photos involving certain people for many years. Through these photos, people exhibit their tendency and thoughts with reference to these types. They figure most of these thoughts along with difficulties throughout stereotype photos that are generally displayed inside the bare-bones approach.[5]

Researchers analyzed the portrayal of the women, keeping in mind the alteration that took place in depiction of stereotype characters of women in the media.[6] Even, after this generation, thedepiction of women rather than their activities with the identical rights to men keeping the sexuality discrimination intact is prominent in the media along with their stereotypical representation.[7] While women turned active in all walks of life and are performing their duties at the top hierarchy of multiple institutions to justify their demands of identical rights their representation in the

---

4    J.E. Stets and P.J. Burke, "Femininity/Masculinity," *Encyclopaedia of Sociology*, Revised Edition 18, no. 1 (2000): 997-1005, https://xa.yimg.com/kq/groups/5593953/564812869/name/00b+fem+masc+hegemony.pdf.

5    Maria Michelle Morrison and David R Shaffer, "Gender-Role Congruence and Self-Referencing as Determinants of Advertising Effectiveness," 1 no.49, September 2003.

6    Ahmed Belkaoui and Janice Belkaoui, "A Comparative Analysis of the Roles Portrayed by Women in Print Advertisements," *Journal of Marketing Research*XIII May (May 1976): 168-72.

7    Ulrich R. Orth and Denisa Holancova, "Men's and Women's Responses to Sex Role Portrayals in Advertisements," *International Journal of Research in Marketing* 21 (2004): 77-88.

media planet changed just a little, as they are still being described as homemaker along with loaves of bread.[8]The research about women representation in different fields of life will be visible in photos showing their deeper effect on society. It has also been figured that the woman's coverage involving stereotyping portrayal may steer the viewers for unfavourable sexuality thought patterns pertaining to their jobs.[9]

Mass media have developed into a highly effective instrument involving contemporary society, not merely Pakistan but in the world. There exists a large reliability of the media information displayed at various times. Due to this reliance involving information by media affects lifestyles and standards of living of the common people.[10] Secondly, being a highly effective instrument, media is playing an important role in transforming public viewpoints which is adding to the troubles in the relations of common people in the contemporary society.

Women are participating in a substantial manner throughout the societal designs of the contemporary society along with local community and their role deserves to be acknowledged. Women and their rolein the social life of a family is playing an important part. Pakistan is a patriarchal society in which women are rarely allowed to move outside for a job. Nevertheless, due to media, the world has changed into a global village. It is bringing people together who are working for similar rights and duties,[11] but still a lot of work

---

8    Shinyi Chin, Bradley Wilson, and Angelina Russo, "Advances in Advertising Research"Vol. IV, no 4 (2013): 73-85, http://link.springer.com/10.1007/978-3-658-02365-2.

9    Hye-Jin Paek, Michelle R. Nelson, and Alexandra M. Vilela, "Examination of Gender-Role Portrayals in Television Advertising across Seven Countries," *Sex Roles* 64, no. 3-4 (September 22, 2010): 192-207, doi:10.1007/s11199-010-9850-y.

10   Carrie La Ferle, Steven M. Edwards, and Wei-Na Lee, "Culture, Attitudes, and Media Patterns in China, Taiwan, and the U.S: Balancing Standardization and Localization Decisions," *Journal of Global Marketing* 21, no. 3 (July 23, 2008): 191-205, doi:10.1080/08911760802152017.

11   K. Kobayashi, "Globalization, Corporate Nationalism and Japanese Cultural Intermediaries: Representation of Bukatsu through Nike Advertising at the

has to be done to strengthen the position of women and change the mind-set of the people who do not honour the growth of women in the society.

Mass media took a significant stepto help local community to obtain information, education, learning and entertainment.[12] This fits the entire world into a global village which can be soaked having advertising information. Particular scheme of advertising is effective software to counsel designs andcomprehend conception in addition to views regarding modern society.[13]

According toresearchers, a variety of communicators like cartoonists, filmmakers and video designers are choosing stereotypes to mention their tips to readers. Regardless of possessing strengths; it causes harm to the folks provoking unjust thoughts. The particular visible pictures as well as other traditional portrayals could have a major impact on the memory to the modern society.[14]

Therefore, the council having a crucial job, belonging to a variety of civilizations is trying to interpret stereotype characters of females.[15] This process comprised vocal range and pictures, in addition to 'languages' to help signify their points. Hence, the located direction is usually far more considerable throughout sociable framework, depicting a superficial lifestyle through advertising well-known jargons.

Global-Local Nexus," *International Review for the Sociology of Sport* 47, no. 6 (2011): 724–42, doi:10.1177/1012690211420202.

12    Peter Horn, "Mass Culture, Popular Culture and Cultral Identity," *Culture, Civilization and Human Society* 1, no. 1 (2011): 21-17.

13    T.K. Chang *et al.*, "Culture and its Influence on Advertising: Misguided Framework, Inadequate Comparative Design and Dubious Knowledge Claim," *International Communication Gazette* 71, no. 8 (2009): 671-92, doi:10.1177/1748048509345063.

14    C. Bozda, "Policies of Media and Cultural Integration in Germany: From Guestworker Programmes to a More Integrative Framework," *Global Media and Communication* 10, no. 3 (2014): 289-301, doi:10.1177/1742766514552354.

15    Jonathan E. Schroeder and Detlev Zwick, "Mirrors of Masculinity: Representation and Identity in Advertising Images," *Consumption Markets & Culture* 7, no. 1 (March 2004): 21-52, doi:10.1080/1025386042000212383.

Moreover, there exist a number of pictures prominently viewable throughout favourite civilizations in addition to advertising. According to the research, these folks were envisaging the racial stereotyping from the old time period.[16] Thus, it is reported that racism has been a visible and regular part of study for direction in addition to advertising.

Judith, Charles and Anders, classified the 'stereotype' regarding these days.In addition, he ended up being around the position this justified for a number of teams since like women, gays in addition to blacks exactly who are becoming stereotyped everyday programmes and speeches.[17]

Although, some research shows that the use of advertising workers becomes far more important into the interpretations to prevent stereotype. However, they should be far more sensitive to help privy to anticipate causes that can affect results of the research.They also should be cautious to help the participants while using the research techniques of experiencing the role and reactions of the people since actions of such workers can potentially cause hazard to help some others.[18] The first major scientific studies regarding gender stereotypes in the advertising focused on produce marketing. Due to easier content examination, in addition to availability regarding produced advertisements.[19]

The study of Yamamiya*et al*is regarded among top scientific studies on women's function counsel throughout publication adverts. Their study confirmed portrayal of the women's function since occupiers along with other actions

16    Rena M Rudy, Lucy Popova, and Daniel G Linz, "Contributions to the Content Analysis of Gender Roles: An Introduction to a Special Issue," *Sex Roles* 64, no. 3-4 (February 2011): 151-59, http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=3035789&tool=pmcentrez&rendertype=abstract.

17    Judith A, Charles R, and Anders, "A Camparison of Gender Role Portrayals in Magazine Advertising." 2009

18    Horn, "Mass Culture, Popular Culture and Cultral Identity."

19    Rudy, Popova, and Linz, "Contributions to the Content Analysis of Gender Roles: An Introduction to a Special Issue."

including advertising products.[20] In such adverts, women's function ended up being defined throughout a number of means, as being a housewife.

Hence, the sociable placement regarding women that they are frequently framed as wives andparents. Furthermore, pressured the terminology magnitude that people certainly acknowledge it.It has been turned into a sociable drive due to the active role of some companiesand individuals.

Research performed on photos by way of newspaper publishers for example, *Big Apple Write-up* and *Chicago Times*, located that throughout sports activities websites an extremely limited space is generally devoted to women's photos through each and every magazine in comparison with some other sections. They also highlighted the maledominance in the sports section.

With the opening of the society, the media began to describe women in advertisements in a comparatively more distinct manner which attracted more discussions and investigative researches towards women's role particularly in post 1970's scenario.[21] Furthermore, such investigation tended to become executed through feminists operating below composition regarding sociable scientific disciplines. These folks recommended amendments in the advertising content with reference to portraying the women without challenging the monetary, sociable and the legal plans regarding advertising. However, the feminists did not accept one particular position regarding the same counsel regarding women. Nevertheless the feminists belonging to people

---

20   Yamamiya,*et al.*, "Women's Exposure to Thin-and-Beautiful Media Images: Body Image Effects of Media-Ideal Internalization and Impact-Reduction Interventions".

21   Stefano Puntoni, Jonathan E. Schroeder, and Mark Ritson, "Meaning Matters," *Journal of Advertising* 39, no. 2 (2010): 51-64, doi:10.2753/JOA0091-3367390204.

usually are offering choice to help open-handed as well as radical feminists.[22]

There is evidence in the literature highlighting the conflicts of two open-handed and radical feminists. According to open-handed feminist standpoint, the same things may direct the modern society to endorse the women in today's program. Nevertheless, the radical feminists favoured the modern society's involvement in getting a chastity degree of women.[23] In particular, similar direction of the media is effective software for the researchers. Nonetheless, it can take any period of time regarding many years to become rooted throughout cultural dominion.

Though, advertisement played by the famous Foreign Television sets modified their policies regarding showing the work-related functions of women. The media started presenting the roles of women at the expert levels, although this little modification was unable to influence the society.[24] Feminist fights mentioned that advertising content in some degree ended up being the expansion as well as projection regarding active ideological energy interaction.Ithandled continually and consistently on sociable to the cultural levels.[25]

During 1990s there was an attitude towards repelling the patriarchy and propagated the need and importance of sociable interaction instead simply the stereotype for intercourse function. This played a significant function in

---

22   R. Parameswaran and K. Cardoza, "Melanin on the Margins: Advertising and the Cultural Politics of Fair/Light/White Beauty in India," *Journalism & Communication Monographs* 11 (2009): 213-74.

23   John Mager and James G. Helgeson, "Fifty Years of Advertising Images: Some Changing Perspectives on Role Portrayals along with Enduring Consistencies," *Sex Roles* 64, no. 3-4 (April 25, 2010): 238-52, http://link.springer.com/10.1007/s11199-010-9782-6.

24   Jeffrey Derevensky *et al.*, "An Empirical Study Examining the Impact of Gambling Advertisements on Adolescent Gambling Attitudes and Behaviors," *International Journal of Mental Health and Addiction* 8 (2010): 21-34, doi:10.1007/s11469-009-9211-7.

25   Syed Hassan Raza and Sajid Mehmood Awan, "Discourse Analysis of Coverage Regarding Drone Attacks : A Study of Pakistani Print Media," *Pakistan Journal of Social Sciences* 33, no. 2 (2013): 379-88.

moulding the society towards slight change.[26] Gender ended up being reported as a possible outdoor umbrella for feminism's problems, masculinity and erotic positioning. The particular patriarchy ended up being as being superb factor to help ideal realize problems regarding feminism to masculinity.The depicted image of the women in the media can affect its image in the society.The media has capability of influencingthe minds of the people.

Women as depicted by media some sort of population is a popular and also well described (Universal set) on the factors essential into an offered exploration dilemma or hypothesis. Within this exploration most news stories disseminated in the daily *Dawn* and daily *Jang* during the time period from June 1, 2013 to November 30, 2013 are considered as the population of this research study.

By means of remembering what is needed and also characteristics on the exploration operate purposive trying approach continues to be applied to get this test through the population regarding the analysis. Within this exploration most news with regards to women are generally reviewed and also coded into possible categories constructed through the examiner. Many newspaper pieces apart from periodical and also health supplement multiple web pages like crime web pages, location web pages, the front websites, marketing and athletics web page, were assessed to pick the news stories with regards to womenas test frame. Thus for this study census techniques of the sampling is used and all news for the period of the sixmonths (168 newspapers *Jang*/ 168 *Dawn*) are studied.

The unit of analysis is the sentence and total news report which continues to be coded by simply defending and examining this essay. The unit of analysis means the fundamental product of text message to be classified through articles' analysis. Consequently, understanding this

---

26  Kyongseok Kim *et al.*, "Trends in Advertising Research: A Longitudinal Analysis of Leading Advertising, Marketing, and Communication Journals, 1980 to 2010," *Journal of Advertising* 43, no. 3 (2014): 296-316, doi:10.1080/00913367.2013.857620.

code product is just about the majority of simple and critical choice made by theexaminer. Therefore, for the current study all the news items related to women are considered as the unit of analysis.

Classification structure is a mandatorystep up is any exploration by simply categorizing the content as this helps to examine the content through qualitative and quantitative methods of analysis. This really is an important unit of data analysis that is categorized in this kind of exploration. Within this study, several categories are constructed by using both inductive and deductive approach of coding. For this purpose coding scheme of Galley[27] is adopted. Through, the coding reliability method, two experts were requested to go through the coding scheme suggested in the recent studies of Krippendorff[28] and Mayring[29] to ensure the intercoder reliability. Moreover, intra coder reliability is ensured by requesting to fill tencoding sheets to all the three coders involved in the process.[30] After getting the agreement of all coders over the coding verdicts they were asked to proceed. To examine the insurance coverage given to women jobs that was depicted through the mass media; PositiveNegative, Neutral.

All the information and reports depicting the good capabilities concerning the girls' representation falls in this category. They are generally related to varying assignments but are dependent upon the investigator at the time of evaluation. Many images portray girls favourably like gratitude, favouring their needs and capabilities that show

---

27   Jennifer Stromer-Galley, "Measuring Deliberation's Content: A Coding Scheme," *Journal of Public Deliberation* 3, no. 1 (2007).

28   Klaus Krippendorff, "Reliability in Content Analysis," *Human Communication Research* 30, no. 3 (2004): 411-33, doi:10.1111/j.1468-2958.2004.tb00738.x.

29   Philipp Mayring, "Qualitative Content Analysis," *Forum: Qualitative Social Research* 1, no. 2 (2000): 1-10, doi:10.1111/j.1365-2648.2007.04569.x.

30   Klaus Krippendorff, "Measuring the Reliability of Qualitative Text Analysis Data," *Quality & Quantity* 38, no. 6 (2004): 787-800, doi:10.1007/s11135-004-8107-7.

their progress depicting girls' constructive/positive functions and such roles are usually coded in the research reports.

The news reports representing or maybe which represent the damaging depiction of the girls are usually coded considering it negative to help the functions of the girls defined through media.

All the information for which the depiction of the women is considered quite confusing for the coders to decide as positive or the negative etc. they are called neutral.

## Traditional and Non-traditional Roles

The standard roles of the women of all ages like mother, wife, cousin, nurturing, adoring, are being described and represented in the community particularly on media. Women's life is also analysed as dependents on husband, father and other male relations. Contrary to that, non-traditional roles like medical professionals, technical engineers, experts, superstars and other professional women are analysed along with the standard of life that is attained by these professional women.

In the professionalcategory portrayal of ambitious, goal oriented, unbiased, and intelligent women with powerful mind is analysed through statistical data.

## FINDINGS

**Table 1: TRADITIONAL VS NON-TRADITIONAL PORTRAYAL OF WOMEN IN *DAWN&JANG***

| Traditional & non-Traditional | *Dawn* | *Jang* | Total |
|---|---|---|---|
| Mother | 98 (51%) | 93 (49%) | 191 |
| Wife/House Wife | 140 (43%) | 188 (57%) | 328 |
| Daughter | 78 (49%) | 82 (51%) | 150 |
| Doctor | 233 (63%) | 137 (37%) | 370 |
| Employed | 400 (57%) | 302 (43%) | 702 |
| Celebrity | 201 (53%) | 178 (47%) | 379 |
| Professional | 172 (55%) | 139 (45%) | 311 |
| **Total** | **1322 (54%)** | **1119 (46%)** | **2441** |

Table 1 shows that according to the *Jang* 57percentladies are living their lives as house wife while, *Dawn has* portrayed the society with different statistics. According to the *Dawn* only 43percent of the ladies are house wivesin Pakistan. Also, *Dawn* portrayed majority of women i.e. 57percent as those utilizing their potential as an active part of the society which is a better rate as compared to the *Jang* which is only43percent. *Dawn* also portrays women as celebrities and more effective in their respective fields as compared to the women portrayal in the *Jang.*

**Table 2: COLLECTIVE COMPARISON OF TRADITIONAL VS NON-TRADITION PORTRAYAL OF WOMEN IN *DAWN&JANG***

| Variable | Daily *Dawn* | Daily *Jang* | Total |
|---|---|---|---|
| Traditional Portrayal | 416 (53%) | 363 (47%) | 779 |
| Non-traditional Portrayal | 906 (55%) | 756 (45%) | 1662 |
| **Total** | **1322 (54%)** | **1119 (46%)** | **2441** |

Table 2 shows that *Dawn*portrayed traditional and non-traditional position involving women in the increased percentage, and that is 53percentand 55percent. Even though, *Jang* a lesser amount of portraying i.e. 47percent and 45percent respectively. The whole number of information tales published in everyday *Dawn* had been 416 while everyday *Jang* published merely 363 that have been less than that of which involving *Dawn* to symbolize women.

**Table 3: STANCE OF TRADITIONAL AND NON-TRADITIONAL PORTRAYAL OF WOMEN**

| Variable | Positive | Negative | Neutral | Total |
|---|---|---|---|---|
| Traditional Portrayal | 205 (49%) | 61 (15%) | 150 (36%) | 416 |
| Non-traditional Portrayal | 500 (55%) | 32 (4%) | 374 (41%) | 906 |
| **Total** | **705 (53%)** | **93 (7%)** | **524 (40%)** | **1322** |

Table 3 shows that the *Dawn* represented more optimistic posture towards the non-traditional and traditional roles of the female which is 55percent, 49percent, whereas, fewer symbolized the pessimistic posture concerning the position of female as non-traditional and traditional i.e., 4percent, 15percent.

**Table 4: STANCE OF TRADITIONAL AND NON-TRADITIONAL PORTRAYAL OF WOMEN IN *JANG***

| Variable | Positive | Negative | Neutral | Total |
|---|---|---|---|---|
| Traditional Portrayal | 90 (25%) | 48 (13%) | 225 (62%) | 363 |
| Non-traditional Portrayal | 221 (29%) | 109 (14%) | 426 (57%) | 756 |
| **Total** | **311 (28%)** | **157 (14%)** | **651 (58%)** | **1119** |

Table 4 displays that the *Jang* corresponded to a supplementary constructive posture towards the non-traditional and traditional position of the female which is 29percentand 25percent whereas, fewer represented the depressing posture concerning the position of women as non-traditional and traditional i.e. 14percentand 13percent.

**Table 5: PROFESSIONAL PORTRAYAL OF THE WOMEN IN *DAWN* AND *JANG***

| Professional | *Dawn* | *Jang* | Total |
|---|---|---|---|
| Ambitious | 288 (67%) | 145 (33%) | 433 |
| Goal oriented | 250 (59%) | 176 (41%) | 426 |
| Independent | 291 (62%) | 188 (38%) | 479 |
| Intelligent | 400 (57%) | 300 (43%) | 700 |
| Motivated | 521 (66%) | 267 (34%) | 788 |
| **Total** | **1750 (62%)** | **1076 (38%)** | **2826** |

Table 5 shows that *Dawn* portrayed women in professional roles as aggravated in an advanced proportion which is 66percent, whereas, *Jang* depicted fewer professional women which is only 34percent. Likewise, *Dawn* depicted 62percent of the women as self-governing, which is the larger proportion as compared to the *Jang* which is 38percent. *Dawn* also depicted the females as goal-oriented, ambitious, and intelligent in advanced proportion as compared to *Jang*.

**Table 6: PROFESSIONAL POTRAYAL OF WOMEN IN *DAWN***

| Professional | Positive | Negative | Neutral | Total |
|---|---|---|---|---|
| Ambitious | 98 (34%) | 19 (7%) | 171 (59%) | 288 |
| Goal oriented | 141 (56%) | 11 (4%) | 98 (40%) | 250 |
| Independent | 160 (55%) | 14 (5%) | 117 (40%) | 291 |
| Intelligent | 308 (77%) | - | 92 (23%) | 400 |
| Motivated | 377 (72%) | 14 (3%) | 130 (25%) | 521 |
| **Total** | **1084 (62%)** | **58 (3%)** | **608 (35%)** | **1750** |

Table 6 displays that*Dawn* denoted a positive stance of women in professional roles as intelligent in a higher ratio, which is 77percent correspondingly, 72percent, independent 55percent, goal oriented 56percent.

**Table 7: PROFESSIONAL POTRAYAL OF WOMEN IN *JANG***

| Professional | Positive | Negative | Neutral | Total |
|---|---|---|---|---|
| Ambitious | 36 (25%) | 12 (8%) | 97 (67%) | 145 |
| Goal oriented | 76 (43%) | 12 (12%) | 79 (45%) | 176 |
| Independent | 78 (41%) | 56 (30%) | 54 (29%) | 188 |
| Intelligent | 209 (70%) | - | 91 (30%) | 300 |
| Motivated | 47 (18%) | 65 (24%) | 155 (58%) | 267 |
| **Total** | **446 (41%)** | **154 (14%)** | **476 (45%)** | **1076** |

Table 7 displays that *Jang* signified a positive stance of women in professional roles as intelligent in a higher ratio, which is 70percent. Similarly, the paper also represented more positive stance towards women as goal oriented 43percent, Independent 41percent, and ambitious 25percent.

**Conclusion**

The goal of this specific investigative research was to examine the stereotype news about women and counsel the print media of Pakistan specifically the *Dawn*and *Jang*. This investigator picked a couple of dailies of Pakistan the English *Dawn* and Urdu *Jang*. Both are almost equally circulated throughout the countryand are extensively read by many segments of the contemporary society. Both are the top newspapers among English and Urdu dailies in Pakistan.

According to the findings of the study, *Dawn* portrayed women as superstar and skilled in higher percentage as compared to the *Jang*. The whole variety of news stories printed throughout *Dawn* had been 416 though *Jang* printed solely 363 which were lower as compared to the *Dawn*. *Dawn* made a conventional and non-traditional purpose of women in a greater percentage which is 53percentand 55percent whilst; *Jang* gave less representation to the women, which is 47percentand 45percentrespectively. The study also found that *Dawn* showed a far better pose

towards the non-traditional personality of the person inside the news stories. *Dawn* portrayed women skilled and motivated in a higher percentage i.e. 66percent, though, *Jang* gave less space to the women in this regard as well which is only 34percent. *Dawn* signified women as purpose oriented, dedicated, and intelligent throughout higher in percentage as compared to *Jang*. *Dawn* also depicted positive attitude of people towards motivated, enthusiastic and professional women.Itgave more space to women's representation as goal oriented, independent and ambitious as compared to daily *Jang*.The analysis provides clear cut indication that *Dawn* gave more news coverage to professional women as compared to *Jang*.