

## Portrayal of Pakistan on Urdu Websites of BBC and VOA: A Framing and Audience Perception Analysis

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**Abstract-** This research is a comprehensive analysis of the portrayal of Pakistan on Urdu websites of two prominent international media organizations, British Broadcasting Corporation (BBC) and Voice of America (VOA). This study carefully examines how the content published on these websites portrays Pakistan in terms of political, social, economic, and other issues. The research aims to examine how VOA and BBC Urdu websites cover social, political, and economic issues in Pakistan. Additionally, this research digs out the perception of Pakistani audience regarding this representation. We used framing theory as a guiding framework for investigating the underlying aspects of Pakistan that shape the image of Pakistan on these platforms. Researchers used content analysis and survey instruments as analytical tools to find out what kind of content is published on websites and what its audience thinks about it. Our results show that both websites produced diverse topics in which not only political, social, and economic issues of Pakistan were criticized but also the neutral approach of these institutions was appreciated by the audience.

**Index Terms-** Portrayal, Perception, BBC Urdu, VOA Urdu, Comparative Study, Content Analysis, Political Issues, Social Issues, Economic Issues, Media Framing

### I. INTRODUCTION

British Broadcasting Corporation (BBC) and Voice of America (VOA) are authentic global media outlets. Their aim is to offer news and information to an international audience, which includes Urdu speaking people. Both media organizations are sharing news in Urdu language on their websites regularly. The content material on these websites is diverse and covers a huge variety of subjects, which includes news, politics, lifestyle, and more. The portrayal of Pakistan on these platforms is based on journalistic principles. News, articles and reports aim to reflect different perspectives, presenting a complete view of events. Though, media bias perception can vary among people, and it is important for readers to examine different sources to form valid information. Audience perceptions of the portrayal of Pakistan on BBC and VOA Urdu websites and other global media channels can widely range. Different people can understand information and records differently based on their reports and views.

Read (1999) "The Control of News: The History of Reuters" offers an authentic viewpoint on news offices, emphasizing the advancement of media depictions over time. Understanding the authentic measurement is imperative for contextualizing the modern depiction of Pakistan on universal stages, counting BBC and VOA's Urdu websites. This book is an important source of information about how a news agency has been providing

information to the world in its many dimensions for over a hundred years. The international news agency Reuters, founded in London in 1851, has always been at the forefront of communication technology, from ancient sources of news to modern media. Reuters 'has not lost its commitment to truth and fresh research in news during its long historical background. On this basis, it occupies a prominent position among its contemporary news agencies. It is also discussed in this book that this is a clear indication of how these organizations continue to be the cause of dissemination of information despite government patronage.

The portrayal of Pakistan on websites of global outlets consists of many views. Some individuals may feel that indisputable views are overemphasized or underrepresented. Perceptions of political bias can impact people's view of the portrayal of Pakistan. Some people observe worldwide media as having a particular bias, both in desire of and in opposition to Pakistan. That information can be based totally on the framing of information stories or the selection of topics. People's personal reviews and relations with the activities can considerably affect their perceptions of portrayal of Pakistan. A person at once troubled by a particular distress will probably view the coverage differently than a person who is not related.

These continued to influence public opinion and how these news agencies played a role as a tool for public acceptance of the government's views. Responses from the Middle East and Asia" by Peter Van Der Veer and Shom Munshi gives comprehensive outline of media impact on recognition and offers important bits of knowledge into the complex relationship between media stories and gatherings of people response. (Veer & Munshi, 2004)

People with higher levels of media literacy may be more key consumers of news. They may analyze the framing of stories, and search for facts from more than one channel to form an extensive knowledge. It is important to understand that media perceptions are subjective, and individuals inside a rural or network may have various evaluations about how their country is portrayed through worldwide media houses. Being aware of more than one perspective can make contributions to a more nuanced and knowledgeable view of media coverage.

In a technology using the rapid distribution of statistics through digital structures, the portrayal of nations in the media affects international perceptions. With other global news channels, the Urdu websites of the BBC and VOA keep special significance in determining how audiences understand Pakistan. This comparative study to explore into the distinctions of the portrayal of Pakistan on these structures and explore the diverse perceptions held by their audiences.

This research is organized into different sections to simplify a complete exploration of the subject. The literature review is

investigating the current studies on media portrayal, target audience concept, and the position of global media in shaping reviews about countries. The methodology defined the research layout, records collection techniques, and evaluation techniques employed in research. This comparative study seeks to get to the bottom of the intricacies of media illustration and its effect on target audience perceptions, contributing to the broader expertise of the dynamics among international media outlets and their audiences, with a selected attention on the context of Pakistan.

## II. LITERATURE REVIEW

The portrayal of nations in global media is a complex and multifaceted phenomenon that has garnered sizable scholarly attention. Pakistan is a subject of global interest and research because of its geopolitical position, historical context, and cultural diversity. Some studies have observed how media contribute to influential stories about Pakistan, with particular importance on the position of global presenters. The portrayal of nations in the media plays a very important role in constructing the picture of countries internationally. These standards influence the selection and framing of information stories, ultimately shaping the way nations are perceived across the world.

Anholt (2013) argued that media representation is a key aspect in shaping a rustic emblem photo. The manner a country is portrayed inside the media affects not simplest how its miles are perceived across the world but additionally how it is located within the global context. International broadcasters, by way of distinctive feature of their expansive reach and numerous target audience base, preserve a completely unique function in influencing international perceptions. Cultural sensitivity in media portrayals is vital for fostering expertise and averting stereotypes.

Kraidy (2012) emphasized the want for media retailers to symbolize cultural nuances appropriately. In the context of Pakistan, in which cultural range is giant, media portrayals that lack sensitivity can lead to misinterpretations and enhance stereotypes. Audience belief is a primary component of information, the effect of media portrayals on public opinion. Research has explored how audiences interpret and internalize information supplied via media outlets, dropping light on the dynamic nature of target audience responses.

Individual variations drastically impact how audiences perceive media portrayals. Factors including education, cultural history, and private reports contribute to diverse interpretations of information content. In the context of Pakistan, wherein cultural, linguistic, and regional variations are pronounced, know-how how those differences influence target audience perceptions will become crucial. (Anderson, Bryant, Murray, Rich, & Dolf, 2006) Media Representations of the Middle East by Tim Allen and Jean Seaton sheds light on how media representations contribute to generalizations and recognitions of districts. This will serve as a comparative reference to get it the flow of media depiction, especially within the setting of Pakistan. Keywords, altered by Meenakshi Gigi Durham and Douglas M. Kellener gives a basic collection of key works in media and social considerations. The chapters on media impacts and social personality offer hypothetical systems fundamental to understanding the effect of media depictions on social perceptions (Seaton & Allen, 1999).

"The Power of News: The History of Reuters" by Donald Read offers an authentic point of view on the part of news offices and gives setting for the worldwide spread of data. Understanding the verifiable setting is fundamental to understanding the advancement of media depictions, particularly those including geopolitically noteworthy nations such as Pakistan. "Globalization and its discontents: anti-globalization in the age of Trump" by Joseph E. Stiglitz offers understanding into the marvel of globalization. This work contributes to the understanding of how worldwide strengths shape media stories and can influence the depiction of countries such as Pakistan the universal media.

Media literacy performs an important position in shaping how audiences interpret media content material. Research through Livingstone & Helsper, (2007) highlighted the importance of media literacy in allowing individuals to severely compare and navigate media messages. In Pakistan, the audience engage with Urdu-language content on worldwide platforms, it becomes essential to measure the level of media literacy for understanding the depth of audience perceptions. Comparative studies in media representation helps audience to understand how distinctive outlets display data about the same subject. It explored with the help of research how varieties in coverage can rise due to organizational values, social settings, and geopolitical inspections.

Different international news channels have revealed interesting insights with Studies comparing the portrayal of nations. Stromback & Esser, (2014) conducted an international comparative analysis of news reporting. They highlighted in their research that; how organizational constructions and reporting practices contribute to variations in media portrayal. If we apply this lens to the Urdu websites of the BBC and VOA for understand the portrayal of Pakistan in international media, we can see the specific factors influencing their coverage of Pakistan.

The portrayal of a nation in international media can significantly have an affect public opinion and contribute to the development of national character. Berger, Roloff, & Ewoldsen, (2010) investigated the connection between media and public opinion. Its emphasis on the part of media in shaping attitudes and opinions of audience. In the context of Pakistan, understanding how international media outlets plays an important role to contribute to the formation of public opinion and the shaping of national individuality provides valuable insights into the wider societal impact.

Cross-cultural viewpoints in media ponders highlight the significance of social settings in forming media depiction. Reese and Cohen (2000) contended that social variables impact both the generation and gathering of media messages. Considering the cultural variety within Pakistan, a comparative of the Urdu web sites of BBC and VOA can shed light on how those stores navigate cultural nuances in their portrayal.

Veer & Munshi, (2004) Peter Van Der Veer and Shoma Munshi's work, "Media, War, and Psychological warfare: Reactions from the Center East and Asia," builds up the significant effect of media on forming recognitions. This foundational inquire about underscores the complementary relationship between media depictions and gathering of people recognitions, shaping the

premise for understanding the potential suggestions for Pakistan's picture on the Urdu websites of BBC and VOA.

Shohini Ghosh's investigation in "Media and Country Building: How the I&B Service Formed India's Personality" contributes hypothetical bits of knowledge into the part of media in building national personality. This writing makes a difference outline the ponder inside a broader setting of nation-building, directing the examination of how media representations on Urdu websites may contribute to forming discernments of Pakistan.

Tim Allen and Jean Seaton's "Media Representations of the Center East" offers a methodological framework for comparative investigation. Their work on media depictions in different settings educates the investigation of aberrations in how BBC and VOA's Urdu websites delineate Pakistan. This gives a focal

### III. RESEARCH METHODOLOGY

The study examines how various players frame and interpret published items and characteristics in the global arena by drawing on framing theory. Framing theory illuminates the intricacies of identity formation and its consequences for international relations by offering a useful framework for comprehending how perceptions are created and transmitted.

Entman (1993) highlighted that researchers can understand that, how communication shapes public discourse and affects attitudes and behaviors is made possible by framing theory. It is possible to understand the communication processes that support international relations by looking at the ways in which various actors construct their identities and images. Beyond the traditional concepts of nation branding, this research delves into the complex dynamics of identity in the context of international politics.

The writing checked on here lays the basis for understanding the complexities of media depictions and their impact on gathering of people recognitions. Whereas these ponders offer hypothetical systems, the current deliberate will draw upon substance investigation strategies to look at articles, highlights, and interactive media substance on the Urdu websites of BBC and VOA. Past investigation on media impacts and social character will advise the investigation of the content which published by the media outlets and details and audience responses. By building upon these techniques and joining bits of knowledge from existing writing, the contemplate steps to contribute a nuanced point of view to the depiction of Pakistan on worldwide media stages and its effect on gathering of people recognitions.

#### Data Collection and Sampling

The study employed a comprehensive approach combining content analysis and surveys to examine Pakistan's portrayal on the BBC Urdu and VOA Urdu websites. Through a questionnaire which distributed online and in print shape, gathered 834 responses from across Pakistan according to the population of the country. Data analysis involved categorizing and interpreting textual news items, alongside statistical techniques like descriptive statistics for survey data.

During the phase of content analysis, a total of 9,018 news items from BBC Urdu and 11,008 from VOA Urdu, spanning January 1, 2019, to December 31, 2020, were analyzed. This timeframe ensured recent and relevant data. The study aimed to gain insights into audience perceptions, maintaining proportional representation from all provinces of Pakistan including Azad

point to survey whether and how these stages contrast in showing information. (Seaton & Allen, 1999)

Media and Social Thinks about: Keyworks, altered by Durham & Kellner (2006) contributes significant experiences into media impacts and social personality. This writing makes a difference contextualize the potential effect of media depictions on the social recognitions of Pakistan, directing the examination of phonetic subtleties and visual components on the Urdu websites.

Stiglitz (2017) bits of knowledge in "Globalization and Its Discontents Returned to: Anti-Globalization within the Period of Trump" contribute points of view on the effect of globalization on media accounts. Given Pakistan's geopolitical centrality, this writing guides the investigation of broader worldwide powers that will impact its depiction on worldwide platforms.

Jammu & Kashmir, and Gilgit-Baltistan. The online survey, primarily using Google Forms, facilitated efficient data collection while accommodating language preferences by offering questionnaires in both Urdu and English.

### IV. FINDINGS AND ANALYSIS

The questionnaire instrument demonstrates a high level of internal consistency with a Cronbach's alpha of .982, and its comprehensive approach with 103 items enhances the reliability and validity of the instrument. During the socio-economic presentation and linkages analysis reveals a significant proportion of respondents aged 18-24 with at least a bachelor's degree, and diverse income distribution. These findings suggest potential linkages between demographic characteristics and preferences for content engagement, such as younger audiences favoring visually engaging content and higher education levels leading to critical evaluations of news quality.

During the analysis of understanding and background knowledge researchers discovered that a substantial number of respondents claim frequent visits to both BBC and VOA Urdu websites, indicating active engagement. High language proficiency suggests a strong understanding of the content, which may influence expectations regarding accuracy and depth of coverage, particularly for news and information purposes.

#### BBC Urdu Website:

Most of the respondents spend more time on BBC Urdu, with politics and current affairs being the most engaging topics. While BBC news is perceived as neutral by a significant percentage, varying opinions exist regarding its quality, offering insights into specific content preferences and perceived biases.

#### Voice of America's Urdu Website:

Respondents often engage with VOA for health and Islamic world news, with a relatively high agreement on its neutrality and satisfaction with coverage across various topics, highlighting strengths and weaknesses of VOA's Urdu service.

Open-ended Question: Qualitative responses indicate both negative and positive discussions about BBC and VOA Urdu websites, adding depth to the analysis and providing a holistic understanding of audience sentiments.

#### BBC Urdu Website:

The comprehensive analysis provides valuable insights into the diverse nature of published items on BBC Urdu and VOA Urdu News Service, demonstrating the platforms' dedication to global coverage and diversity. Examining the frequency of published items each month reveals fluctuations across the two years, with

peaks observed in August 2020 and a noticeable increase in publishing news items in 2020 compared to 2019, aligning with observed trends.

The study also explores the variety of publishing locations, with Islamabad emerging as the most prevalent, showcasing a broad geographical span but website is focusing on few selected areas or prominent cities for collection of news items. Furthermore, the research illustrates a rich tapestry of countries covered, with notable attention to Pakistan, the United States, and India, reflecting the platforms' global perspective. The diverse range of topics discussed, encompassing governance, security, international relations, and societal concerns, further enhances their global outlook.

In summary, the findings underscore the platforms' adaptability, global reach, and commitment to reliable reporting, influenced by factors such as the geopolitical landscape, societal issues, and editorial choices, all of which shape public discourse significantly.

#### **VOA Urdu Website:**

The comprehensive analysis of Voice of America (VOA) Urdu News Service offers valuable insights into various dimensions of content publication and distribution, shedding light on trends, contributors, geographic focus, classification, and thematic categorization.

Fluctuations in publishing frequency across different months reveal dynamic patterns in content generation, indicating peaks and troughs in publishing activity. Notable spikes in April 2020 suggest periods of heightened editorial output, potentially driven by significant global events or regional developments. This variability underscores the responsiveness of VOA Urdu News Service to evolving news cycles and audience interests.

Examining the geographic distribution of published items provides insights into the locations from which VOA content originates. Key publishing hubs such as Islamabad and Washington emerge as significant contributors, reflecting their central roles in content dissemination. The concentration of content from specific locations may be influenced by factors such as the presence of VOA bureaus, regional relevance, and geopolitical significance.

Analysis of contributors' frequency offers a glimpse into the diversity of voices shaping VOA's content landscape. Notable individuals make substantial contributions to VOA's content pool, highlighting their importance in driving editorial agendas and content production. Understanding contributors' engagement levels provides insights into VOA's reliance on a diverse network of writers and reporters to deliver timely and relevant news coverage.

Moreover, the geographical focus of VOA's coverage reveals prominent countries and regions featured in published items. Pakistan, the United States, and India emerge as key focal points, reflecting their significance in global affairs and regional dynamics. This geographic emphasis aligns with VOA's mission to provide comprehensive coverage of international news and events, catering to diverse audience interests and information needs.

The classification and thematic categorization of published items offer further insights into the diversity of content formats and topics covered by VOA. News items dominate the content landscape, reflecting VOA's commitment to delivering timely

and informative news coverage to its audience. Additionally, articles, editorials, videos, and social media content contribute to the multimedia richness of VOA's offerings, catering to diverse audience preferences and consumption habits.

Thematic categories such as Pakistan, South Asia, the United States of America, and Covid-19 highlight the breadth and depth of VOA's coverage across various topics and regions. These thematic focuses reflect VOA's editorial priorities and audience interests, providing comprehensive coverage of regional and international affairs, health issues, and societal developments.

In summary, the comprehensive analysis of VOA Urdu news service offers a nuanced understanding of content publication and distribution, highlighting trends, contributors, geographic focus, classification, and thematic categorization. By delving into these dimensions, researchers gain valuable insights into VOA's editorial strategies, audience engagement tactics, and the evolving landscape of international news media.

## **V. CONCLUSION**

At In end, the present literature underscores the importance of media portrayal in shaping global perceptions of countries, with a selected consciousness at the function of global broadcasters. Audience perception, motivated by means of individual differences, media literacy, and cultural contexts, plays a pivotal role in knowledge the wider effect of media portrayals. Comparative studies shed light on the ways that unique outlets convey information about the same scenario, providing invaluable insights into the dynamics of media coverage.

While research has explored media portrayal and target market perception in diverse contexts, there is a top-notch hole in knowledge the unique dynamics at play inside the Urdu language coverage of Pakistan on the web sites of BBC and VOA. This seeks to address this hole by accomplishing a comparative evaluation, aiming to get to the bottom of the complexities of media representation and its impact on target market perceptions within the Urdu speaking network. The following sections will detail the technique hired on this comparative have a look at and present findings that make contributions to a deeper understanding of the portrayal of Pakistan and target audience perceptions on the Urdu web sites of BBC and VOA.

The findings from these data segments underscore the importance of considering socioeconomic factors and background knowledge when interpreting audience perceptions. However, it's crucial to acknowledge the limitations, including potential biases in respondent feedback, the constraints of time, and the vastness of data. Moreover, regional restrictions on VOA's website by PTA emerge as a significant factor influencing user experiences, underscoring the need for a nuanced interpretation of the findings.

This comparative study of the BBC and VOA Urdu websites provides experience in portraying Pakistan and distinguishing a group of viewers within the Urdu speaking community. The findings highlight the different approaches of the two phases. It highlights the requirement for media organizations to bypass social influence, perceived predisposition, and diverse viewpoints to successfully connect with their audiences. The reflection contributes to a wider discussion about the media

image. It advertises common sense suggestions for global broadcasters who want to improve their influence on global gatherings of people. A comparative consideration of the Urdu websites of the BBC and the VOA reveals stark contrasts in the portrayal of Pakistan that represent an unmistakable amalgamation of people's acumen. Through a demanding examination of articles, functions, and intelligent media substances, these revelations highlight the perplexing trade between media representations and the acquisition of people's recognition.

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