

## WOMEN AS OTHERS IN PAKISTANI ENGLISH NEWSPAPERS; A CRITICAL DISCOURSE ANALYSIS STUDY

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### ABSTRACT:

*Since a long time, women have been depicted as the others in sense of “not equal to men and physically weak” but the change of the time has given birth to the senses of media. Recent times the women have acquired unique status in society through their practical achievements and prominence. Present study is conducted to explore the depiction of women's status in society as others in Pakistani newspapers. Data is collected from 1<sup>st</sup> of March to 30<sup>th</sup> of April. Selected sample is 6 figures and the analysis are made through the critical discourse analysis models of Fairclough (1989,1995) and Van Dijk (2004). The results describe that, now days, linguistic choices of media have been changed and women are depicted in sense of prominence and achievement in the society through media.*

**Keywords:** Woman as Others, Newspapers, Critical Discourse Analysis

### Introduction:

Women can take radical paths in contemporary culture because of its commitment to multiculturalism and sexuality. And perhaps there are persistent beliefs about increased leniency within this cycle. The researchers make the assumption that these images convey prejudices as a result of including the image (Stets & Burke, 2000). They also maintained for a number of years that the symbols connected to the images of those people. People express their desire for and views about these forms through these images. Stereotypical images that are frequently used in the bare-bones method portray many of these ideas coupled with challenges. According to Morrison & Shaffer (2003), researchers looked at how women were portrayed while taking into account the change in how stereotyped women were portrayed in the media. Even in the twenty-first century, women are still portrayed as having I'd rather than acting in certain ways (Belkaoui & Belkaoui, 1976). Additionally, it has been discovered that stereotypical depictions of women in media might influence viewers' attitudes toward sexuality that are detrimental to their ability to perform their jobs (Paek, Nelson & Alexandra, 2004). The mass media has developed into a very effective weapon for influencing modern society, not just in Pakistan but also globally. The media knowledge presented at various times is really correct. This reliance on media information has an impact on the lives and standards of living of the average person. The media is a powerful instrument for influencing public opinion, which exacerbates the issues with everyday people's relationships in today's culture (Carrie, Steven, & Wei-Na, 2008). Women have a significant role in local communities across the social structures of current society, and it is important to remember this. Women's contributions to a family's social life are significant. Women are rarely allowed to travel outside of Pakistan for employment due to the patriarchal nature of the country. But thanks to the media, the world has transformed into a cosmopolitan community. It unites those who work toward comparable rights and obligations (Kobayashi, 2011), but much work remains to be done to advance the status of women and change the mindset of those who do not value their advancement in society.

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The sociological makeup of a society can be studied through the media. The deconstruction of show business and entertainment news jargon will make a big contribution to raising awareness of socially engaged gender systems. The portrayal of women in the entertainment and fashion industries is gender-responsive. In the entertainment sector, men and women are categorized differently, and they are seen differently in Pakistan.

Newspapers in particular play a significant role in influencing how people view the world. Newspaper editorials play a significant part in understanding these print media-produced ideologies. The "expression and persuasive conveyance of opinions" is the editorial's primary purpose. These genres emphasize the distinctions "between US and THEM." The way discursive methods work to portray the US with positive traits and THEM with negative attributes is of special importance to critical discourse analysis (CDA). As a result, Critical Discourse Analysis (CDA) has emerged as a valuable method in the study of linguistics for analyzing language or discourse in general. In other words, ambiguous and hazy phrases are clarified to determine their practical contribution to maintaining the uneven power relations in society. A dissection or post-mortem method known as CDA is used to reveal the hidden ideologies that hide behind seemingly neutral and innocent language in order to reveal the harmful, crippling agents (Rahimi & Sahragard, 2006).

### **Statement of the Problem:**

In Pakistani society, women are treated differently, and this treatment has been documented in the media. The current study has looked into how newspapers portray women as others through discursive practices. This study draws attention to the problem of how women are portrayed in Pakistani media.

### **Research Objective:**

- To explore the rationale behind portraying women as others in Pakistani English Newspapers.

### **Research Question:**

1. How are women portrayed as others in English newspapers in Pakistan?

### **Significance of the Study:**

In the recent past, women were simply manufactured to be the object of sex, but today's trends have transformed how women are made to be represented. The study will be distinctive in that it will talk about how women are portrayed in comparison to men. Since the term "other" had previously been used to mean "not fitting," the analysis in the current study will focus on how women are portrayed as being groomed, working, achieving, and struggling from personal, national, and international perspectives while also being a marginalized group in society. The study will also assist people in comprehending how women are portrayed in English print media and in analyzing how women are portrayed today compared to how they were portrayed in the past.

### **Literature Review:**

#### **Othering:**

The term "Othering" refers to the phenomena in which a person or group of people can be categorized as not belonging in a certain social setting. The word is also used to describe how some people "do not fit" in a given situation.

### **Newspapers:**

The news of broad, specific, or recent events is contained in the serial publishing. The newspaper sections are typically published daily, weekly, fortnightly, and monthly and are numerically or historically split into the portions of several segments.

### **CDA:**

Through the use of discursive language and discourse, CDA is the term used to analyze ideologies in both transparent and opaque ways in order to expose the relationships between power, domination, discrimination, and the control of the mind (Wodak & Meyer, 2009). Ali & Batool (2015) included a wide range of topics in their studies of how women are stereotypically portrayed in texts and images in the media. The region is still not widely known, particularly in the context of Pakistan and the Third World. In an effort to close this gap, this essay will look at how the media shapes gender identities. A particular English-language newspaper called "THE NEWS" provided the information for this study. The data were interpreted using text and image discourse analysis, the most popular method of creating and disseminating social meaning based on social realities. According to the research, the media's portrayals of women's bodies and thoughts are skewed and patriarchal, strengthening male predominance. The media is defending the existing power structure in Pakistani society by doing this. Women often portray themselves as sexual objects, passive, helpless, and dependent victims of abuse in the home and in public, as well as as domestic helpers. As a result, stereotyped depictions of femininity are romanticized and accepted in the actual world. The rejection of traditional gender norms and expectations for women is hindered by these activities. According to the study, these pictures perpetuate conventional roles and promote gender inequity rather than independence. Raza & Haider (2016) conducted a study in order to shed light on the representation of women in Pakistan's print media. For the aforementioned reason, six months' worth of news coverage from the daily Dawn and the daily Jang are reviewed. The analysis's main focus in respect to women's representation in media is on the coverage and slanting. The whole news stories from two newspapers served as the unit of analysis for the study's research design, which utilized the content analysis methodology. The position was categorized into positive, negative, and neutral categories to evaluate the therapy. It should also be emphasized that the Dawn viewed the traditional character of women with more optimism than the Jang did. It is safe to say that in both newspapers, the news reports about women's inclusion in all spheres of life took a more favorable than negative attitude. But rather than highlighting good or bad representations of women, this study demonstrates how strongly they are represented in terms of their roles as traditional, non-traditional, and technical women.

Vandenbergh (2019) stated that despite women's growing influence around the world, the continuous underrepresentation and stereotyping in the news media is going on. This study's objective was to assess how women have been portrayed over the years in two Belgian-speaking Dutch newspapers, *De Standaard* and *Het Laatste Nieuws*. The results revealed that the press highlighted their femininity, being a role model for other women, a part of a family, and having particular looks. Additionally, with reference to the selection procedures and their professional performance abilities, these females are particularly shown as "the best candidate." This heavy emphasis may be used to explain why these women were not selected due of constructive discrimination. It is advised to look into the instances of men and women holding top positions across various nations and media outlets.

### Research Methodology:

The current study is descriptive and qualitative in nature, providing textual descriptions of the data. An early investigation led to the conclusion that a small sample of problems would lead to an unjust portrayal of women in the media as othering. The distribution of tales or images of Pakistani women during the chosen time period varied. In order to isolate any coverage on non-political Pakistani women as seen by the typical reader, every issue of Time from March 1, 2020 to April 30, 2020, was selected. The Nation newspaper is selected as sample of the study to know how women are portrayed as others now days. The data is analyzed under Fairclough's (1989, 1995) and Van Dijk's (2004) theoretical framework, which makes use of textual, visual, and discourse analysis to comprehend power dynamics, ideologies, and the depiction of interpretive discourse.

### Data Analysis :



ISLAMABAD:  
President Dr. Arif Alvi giving away degree to a special child during a convocation.-NNI

Figure 1  
March 12, 2020.

### Analysis

For the woman, learning and education were very important, and they had been viewed as "others" who couldn't participate in the study and educational process. Females had the fewest chances and were not given the full opportunity to study and be groomed. Since a picture is worth a thousand words, it is clear that the new idea of "othering" is considerably different from the previous one since it shows how difficult it is for people with disabilities to function independently in everyday life, making them look ineligible for study. According to Van Dijk (2004), the discourse carries out the ideological work. The image serves as a powerful ideological representation because it associates a remarkable person's life with success and acquisition in the same way that the giving of a degree associates a woman with success. The

ideological representations and the presidential ceremony to award degrees to women signal that they will reject the outdated idea of "othering," according to which women were not deemed suitable for routine life. However, women's lives will become more effective and normalized, and they will play exceptional roles in society that were not anticipated and that were not deserved. The CDA in the image also states that the state is actively working to promote a good view of women and work to end the perception that women are "othered." The media's depictions of women as having positive gender roles are the real individuals that are being used to define and inspire women since they are not "others." According to Fairclough (1989), there are power relations in discourse, and discourse affects social practice, so in this picture, the power relations will fit the woman genders because she had the power to overcome the social and physical problems, and the power was not just in the hands of the male members because the female genders were also capable of achieving different accomplishments. The social practice of image representation will show that Pakistani officials do not believe in "considering woman as others (not fitting to society)," despite the fact that they are meant to describe women with a positive image and have the guts to stand by the unique woman as they destroy the idea of others.

## Mehwish Hayat to be featured in a BBC production



MALIHA WAQAS  
ISLAMABAD

Former model-turned-actress Mehwish Hayat, widely regarded as one of the leading film and screen stars in the Urdu entertainment industry is to be featured in a BBC production "My World", produced by leading Hollywood star and philanthropist Angelina Jolie. Speaking about the interview, Mehwish Hayat has said "Excited that my interview for BBC world will be out soon.

Great concept created by Angelia Jolie for the first TV show she is producing". Mehwish also praised the Hollywood actress for creating a great concept for her show that aims to inform viewers about the on-going issues in the world. Facts and figures will also be presented to help audience members create their own opinions about the international issues. Awarded two international Lux Style Awards (Pakistan's biggest entertainment awards), Mehwish was honoured with the Tamgha-e-Imtiaz by the government of Pakistan, the highest declaration given to a civilian in Pakistan based on their achievements.


Figure 2  
March 16, 2020.

### Analysis

One of the largest news organizations in the world, the BBC supports the advancement of women's empowerment, freedom of speech, and opinion. The hiring of a Pakistani woman for

the position of broadcaster is seen as an honor and respect for Pakistani culture because the networks have a history of advocating for gender equality. Images are the CDA's primary means of highlighting prevailing beliefs, power dynamics, and cultural elements. The CDA of the image states that the "smiling" and the "eye contact" are showcasing the beauty of the woman's face while she is being questioned by the human rights campaigner Angelina Jolie, who is also a global icon for "woman exception." According to Fairclough, the discourse and ideology are influenced by those in positions of authority and by influential institutions. Since BBC is renowned as a potent tool for media coordination, it has been shown that when the international media is providing coverage, the international figure is also portrayed. Pakistani woman being interviewed by BBC for the newly-launched program "My World," which represents the ideal world for women. This may be considered "prominence as others," as she is being idealized and made to stand for excellence in the international media at numerous prices and consents. According to Van Dijk (2004), the language has a crucial role in the evolution of ideologies, and the terms "excited," "excellence," "two Lux Awards," and "prominence" indicate that the woman figure is depicted as other in a positive sense. All of this results in ideological confinement because women can be emphasized within an international framework and have extraordinary lives when they are fed. However, it should also be noted that she was referred to as the "wonderful and famous figure of being an international woman" due to her "good choices of words." All of this is consistent with the media's glorified portrayal of showbiz and symbolic women as having outstanding roles in society and bringing attention to the United States on a global scale through their achievements. The President gave her the title "Tamara-e-Imia," which indicates a critical description. It demonstrated how, in accordance with the ideological framework, a woman could earn the presidential prize if she consistently outperforms men in order to improve the status and glory of women.

**Mehwish Hayat becomes Tecno's first brand ambassador**



**LAHORE (PR):** TECNO, a global leading smartphone brand, has on-boarded none other than but media superstar Mehwish Hayat, as its first-ever brand ambassador in Pakistan. In a recent video which went viral on social media, Mehwish has revealed that Camon 15 will make its debut on 24th March in the live event happening on different top channels, all across Pakistan.

Mehwish Hayat is the most celebrated actress of Pakistan who received Tamgha-e-Imtiaz for her outstanding contributions to the world of entertainment. Her versatility, vibrant personality and eye-catching visage strikingly resembles the embedded qualities of Camon 15 which is going to be the new hype among the photography lovers. Also, this will be first phone Mehwish will be endorsing for TECNO.

Creek Ma, the General Manger of the brand is overwhelmed to have Mehwish Hayat on-board."We are delighted to announce Mehwish Hayat as part of TECNO Family. Her charismatic personality goes in line with our brand, as both she and our brand are known for achieving excellence and breaking boundaries in our respective fields. The partnership with versatile Diva enables TECNO to reach great heights and take the perfect selfie experience to an exquisite dimension."

TECNO's upcoming Camon 15 is going to be the first brand series of its name to be launched in a live broadcast on the most viewed TV channels of Pakistan. It will also be broadcasted on its official social media sites, giving TECNO fans a chance to win the brand new Camon 15 handset. All they have to do is to share their pictures, online, while watching the live broadcast of the launch.

Within a very short time, TECNO has become a premium smartphone brand by making its presence in more than 60 countries, with its dedication to bring forward feature-rich devices for its users.

Upcoming Camon 15 will have revolutionary specs like 48MP Rear Quad Camera, 32MP pop-up Selfie Camera, a huge visual screen, and spacious memory to give you the everlasting tech experience. Through its promising services and innovative products, TECNO is all set to overtake its rivals.

Figure 3  
March 21, 2020.

## Analysis

Everybody owns a smartphone, therefore the honor of having a woman serve as the "brand ambassador" might shatter preconceived notions about what women should be. The media's crucial role in turning the woman symbol into a positive is demonstrated by the presence of women in the telecommunications industry. It is also possible to produce the sense of life's delight through continual portrayal. In this image, the woman is presented as a brand ambassador, which means she interacts with other businesses and selling agents rather than having to pose and smile for the camera. It can also be seen that the woman is being "objectified" in this image, which is indicative of situations where the selling agent or gender could be used. This example of being "other" shows that the woman is no longer seen as "others" in the media; instead, the honor and "the sensation of othering" have shifted along with the exceptionality. According to Fairclough (2003), social institutions establish the power dynamic, provide a feeling of justification, and foster ideology. This item explains that the transition from "being a model" to "brand ambassador" is an honor and a distinction for women, and it also demonstrates the empowerment of women. The word "family" is used to clarify the meaning of the artwork used to explain the philosophy. According to Van Dijk (2004), the text fulfills its ideological purpose. In this sense, the word "family" means that the woman is seen as an integral element of the brand and business that allows for the removal of all barriers and restrictions. This indicates a rejection of media ideologies that portray women as "others" and the perception that women are secure and fulfilling their roles in the telecommunications sector because they believe in the

advancement of time and life as well. Mehwish Hayat was frequently described and idealized as a woman, demonstrating that there is a change from the "othering" image that has been prevalent in the media since it was first noticed. It is also possible to critically analyze that the woman in the figure's smiling photo indicates that she is quite happy to have been chosen as a brand ambassador and feels that people generally believe in the normalcy of life and its various facets.



Figure 4  
March 21, 2020

### Analysis

The CDA discusses the ideological interpretation of the text while also exposing and exposing the gender disparities and power dynamics in society (Fairclough, 1989). The focus of the current study is on how women are portrayed as "different." It is obvious that the woman in the current figure is portrayed as the objectification of winning over hearts and that this has something to do with portraying the woman as others. This term "others" refers to the objectification of sexual gratification. The "spread hands" and "front view" of the woman are presented in the media despite the fact that the "poses of woman" are intended to win people over and capture their hearts for the purposes of "love making" and "capturing intentions of the people," as the woman's beauty is concealed in her chest and hips. These items may merely represent the idea that a woman in show business can accept and absorb the motives of others for the sake of her notoriety. "Winning hearts" refers to the idea that a woman may captivate men's interest and goodwill through her posture, gestures, intentions, eye contact, and outstretched hands. This represents the conventional portrayal of women as others, where they are not accorded the same status but rather are seen as objects of joy and pleasure in various ways. The words "Wearing of Western Costume" and "Remarkable Acting" are used in the news, but the things that are ideologically working are that the women in show business enjoy western culture and the costumes through which the western ideology and the western culture will be established in the nation. These issues may be widespread and sensitive, and they may also be unjust, as is



the case when woman empowerment is translated into objectification, which refers to "women as others."

## Mahoor aims to be among top 50 players of world



Figure 5  
March 23, 2020

### Analysis

In every nation, the woman is a representation of culture and independence. Since women had previously only been acknowledged as "objectification and sexual objects," the meaning of empowerment has shifted to signify women via their accomplishments and ambitions. This is due to the rapid expansion of study into all facets of life. Power dynamics and gender disparities had been the subject of discussion in CDA, but the study's use of the word "othering" is considerably different because its objects are unfamiliar and are referred to as "woman successes" and "woman empowerment." When a woman's "aim and ambitions" are defined as her ability to play a constructive role in society and her aspirations to meet the problems of the outside world through empowerment and encouragement, this is an ideological description. The story also demonstrates the choice of the phrase "lack of facilities" for women in the largest city in the nation, indicating that officials of the sport and the games must interact with women in sports rather than treating them as "others." When residents aren't provided with amenities, the media's job is to help the woman stand out and let her exceptionality make her similar to others in a favorable way. The player in the illustration represents self-assurance and tenacity. According to the CDA of "self-determination and father support," the woman also believes in self-determination because it allows for the rapid achievement of goals and aspirations. The way a woman is shown in this context implies that she must participate in the games on her own and that the authorities are not required to perform the same role as them.

## Next target is winning TT gold in South Asian Games: Perniya



Figure 6  
April 13, 2020

### Analysis

The core of social power had also been woman empowerment and the ideal of excellence, but in recent years, female representation had been limited to cosmetics and fashion gestures. The evolution of human senses can be seen in the shift from earlier understandings of women as "others" to more modern ones. The playing and motivation in the current scene are detailed. After evaluating the figure, it becomes apparent that the images represent three distinct ideologies in terms of producing semantics and global discourse. The three images can be combined to create the CDA at various angles and in various spectrums. According to Fairclough (1995), gestures and signs are incorporated into social discourse formation, and according to Van Dijk (2004), images, signs, and text are all rife with ideologies. The societal custom of "winning" in the first image shows how motivated the females are to succeed in life and in all of its pursuits. They receive support and inspiration to participate in the extraordinary field as well. It can be shown that they come in the everyday life rather than being embedded or categorized like others by looking at their established feeling of competition. The second image shows how eager and motivated the player is to compete against other people around the world and how prepared they are to have a fantastic time. This indicates that the "empowerment of the woman" can be demonstrated by the way that they integrate into everyday life and enhance its charm. Social practices and ideas are also prevalent in the third image. The fact that the woman is wearing a "green coat with flag" demonstrates that she is not speaking for herself, but rather for the nation, as national glory is the ultimate accomplishment. When the woman is trying to showcase the pride of her nation by winning the game, the "othering" sense of the woman is also rejected in this situation. The textual analysis reveals that "winning of South Asian games" and "the target" indicate that the choice of words is also bombastic and loaded with energy, while the choice of words is made to illustrate the "woman encouragement" and her desire to participate in the more challenging competitions for the sake of the nation. This demonstrates that women in the nation participate in all activities just like men and are wholly honest in their service to it.

### Conclusion:

Change of time has given birth to the change of sense of media depiction of woman. The status of woman has been now portrayed as the unique and the achievements acquiring being.

This sense denotes that woman are depicted equal to men and they are also depicted in the prominent way in the print media. Woman has presented as they have “mobility” which stands that they are like other creatures (Positively), their sense of “art and colouring” is presented which show them “other than “others (special)”. The Nation has portrayed the woman as “others” in the sense of speciality as the woman are “intended to make more efforts from national to international icon of victory through their winnings. The changing of trend is due to the social power and the expansion of education fields of women and their role play. It can also be said that the depiction of woman is due to the social behaviour change and the desire of the society as well so media is compelled to depict them positively.

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