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**Mediatization of News: Analysis of Initial News Coverage of Osama Bin Laden's
Death by Jang Group (one of the leading media moguls) of Pakistan.**

MA thesis
Global Journalism

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Abstract:

This thesis investigates the news messages over the coverage of Osama Bin Laden's death inside Pakistan by U.S Special Forces on May 1st 2011. These messages are selected from the popular media outlets of one of the leading media houses of Pakistan namely, Jang Group. These media outlets are Geo News, a 24/7 news channel and The News, a daily English language newspaper which are remediating the news on internet and mobile phones.

The study looks into the analysis of the news coverage regarding an event having global attention in a new context of media called mediatization. The research explores the mediatization of news by Jang Group over the global media event of 2011. To examine the characteristics and nature of the messages from the day of event up till one month, method of content analysis and semi-structured interviews are deployed to carry out the research.

The news messages on television, newspaper, internet and mobile targeting to the elite strata of society in Pakistan by Jang Group over the event of Osama Bin Laden's death have gone through several phases of mediatization within the first month after the event occurred. The logic of media of Jang Group has had influenced the political logic to change, however these changes did not lead to the modernization of Pakistan society and culture. Theories of mediatization and analytical framework of structural phases of mediatization are primarily used. The characteristics of the messages are explained through world-systems theory whereas the nature of messages is studied through peace and conflict researches.

In the backdrop of Jang Group being an integral part of the society, the messages over the event delivered on different mediums did not create a positive and permanent change for the public of Pakistan, rather it lead to conspiracies and sensationalism.

Pakistan a country of over 180 million which has incurred a lot of damages in life, property and culture due to its role in war on terror since last ten years, on May 1st 2011 the presence of Osama Bin Laden inside Pakistan' has put the nation into more severe political and cultural problems.

Keywords: Mediatization, Jang Group, New Media, Peace Journalism, World-Systems Theory

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allah, the Most Gracious, the Most Merciful

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1 Introduction

News coverage of events like 9/11 terrorist activities in 2001, Arab Spring and Osama Bin Laden's death in 2011 are some of the historical moments that has influenced the societies and cultures in a way in which the influence could not be measured entirely. Mediatization is one of the evolving fields within media studies, researching on the new and dynamic role of media in today's world.

The new role of media is seen as a double-sided process of high modernity highlighting the transformation of societies and cultures by media as agents of change (Hjarvard, 2008). The term mediatization refers to the 'new context' of media in the twenty first century associated with the process of globalization. "Mediatization generally refers to the process through which core elements of a social or cultural activity (e.g., politics, religion, and education) become influenced by and dependent on the media" (Hjarvard, 2012 p.30).

The shift in Pakistan's media policy in 2002 and technological advancements (via developments of telecom and advertising industries) can neither be rolled back by the establishment of Pakistan nor completely controlled. As a result influential media groups in Pakistan, like Jang Group have become active political player of the country. Later, in 2007 onwards the integration of social websites, internet and other digital mediums by the mainstream media of Pakistan has enhanced the impact of the private media agencies acting as an agent of change in the society. "With blogs, Twitter, Facebook and other social media resources often credited with helping spark mass movements for change across the Middle East, some now wonder whether social media tools can help trigger change in Pakistan as well" (Kugelman, 2012 p.2).

On May 1st 2011, news of U.S. special-forces raid on Osama Bin Laden's compound in Pakistan reported by the world media has brought enormous of political and social challenges to Pakistan. As reported by the U.S Congressional Research Service states that, "after many years of claims by senior Pakistani officials – both civilian and military – that most wanted extremist figures were finding no refuge in their [Pakistan] country, Pakistan's credibility has suffered a serious blow" (Rollins, 2011 p.7).

This study at hand aims to explore the news coverage over an event of Osama Bin Laden's killing by U.S Special Forces inside Pakistan under the 'new context' of media on one of the leading private news group of the country, 'Jang Group'. News messages in Pakistan plays an important role in the communication process between the establishment, foreign influences, local pressure groups and the public of Pakistan. "The War on Terror has put the media in Pakistan in a spotlight" (De Beer & Merrill, 2009 p.379).

The Jang Group along with other three leading media groups (Dawn Group and Nawa-i-waqt Group) in Pakistan are established for a very long period of time, "the three main media groups that are still active to date have their origins in the Muslim independence movement of British India" (Mezzera & Sial, 2010 p.15). The selection of Jang Group out of others is due to the group's leading role in making media an active player in politics and society of Pakistan over the years; that are both - criticized and appreciated by the local and international commentators. The two broad perception revolves about the group resonates can be summarized from the remarks by the renowned journalists in Pakistan, "leading journalist and author Zahid Hussain positions the Jang Group at right of centre, whereas leading professor of journalism Dr Mehdi Hasan, argues that it does not have any specific policy objective in the long term" (Mezzera & Sial, 2010 p.16).

1.1 Statement of Research Question and Research Problems

'Jang Group's integration in the society has changed the relationship between the media and society –particularly politics. The technological advancements with low cost of production for delivering independent messages to the masses, elite and others through different mediums at a same time has put a lot of pressures and influences on the messages. Thus, the underlying research question of this study is:

How 'Jang Group' covered the initial news of 'killing of Osama Bin Laden inside Pakistan by U.S forces' on Geo News and The News (the two media outlets of Jang Group) remediated to internet and as SMS (short message sent) on mobile phones?

Quantitative method of content analysis is used to attain the statistical significance on the variables relating to sources of information and classifications of war and conflict style of news reporting used in the messages, “a content analysis summarizes rather than reports all details concerning a message set” (Neuendorf, 2002 p.15).

Research question is further divided into two research problems analyzing the characteristics and nature of the messages used in the ‘news’. These are:

What are the manifest characteristics in the news stories on Geo News and The News in terms of sources of information regarding the coverage on Osama Bin Laden’s death that are remediated to internet and as SMS via mobile during the first month?

What are the nature of the messages in the news in terms of peace and conflict approach on Geo News, The News, internet and SMS’s on mobile regarding the event of Killing Osama Bin Laden by U.S forces inside Pakistan during the first month of the attack?

This method, however could not able to bring deeper understanding of the mediatization of news over a specific event, therefore qualitative method using semi-structured interviews of the journalists working for various news outlets of Jang Group are conducted. Semi structured interviews that looks into the complexities of interactions and interdependencies, issues of gate-keeping, reliability of sources, news worthiness and news values. are combined with the information received from content analysis to describe the coverage of the news messages by Jang Group on elite mediums regarding the killing of Osama Bin Laden’s death on May 2011.

1.2 Statement of Scientific Problem and Aim of the Research

The study investigates the initial coverage of the event of U.S forces killing Osama Bin Laden in 2011 on the popular cable news channel of Pakistan, Geo News and the most circulated English language newspaper in the country, The News. These two media outlets represent the elite news agencies of one of the leading media mogul ‘Jang Group’ in Pakistan.

The study at hand looks into the characteristics and nature of the news messages that are broadcasted and published on the two media outlets of Jang Group, paralleled with remediating the content on internet (official and social websites) and mobile phones (through SMS). The modes of interaction used by the Jang Group between the governors and governed through various mediums regarding the event of Osama Bin Laden's death in 2011 had impacted the politics and culture of Pakistan, further increasing the hardships for the country.

The process of mediatization is fundamentally driven by the media logic adopted by the mainstream media. "The term 'media logic' refers to the institutional and technological modus operandi of the media, including the ways in which media distribute material and symbolic resources and operate with the help of formal and informal rules" (Hjarvard 2008, p.113). The logic adopted by Jang group regarding the event of Osama Bin Laden's death is studied in this thesis are, characteristics of sources of information delivered at the same time on various mediums and the nature of these messages that leads towards the mediatized of news.

In this genealogy of media, according to Foulcaultian that contemporary situation supporting the role of new media in its development and usage is the fundamental assumption of this study. Some studies points out the theoretical perspective of mixing traditional and new media's that, "the new medium can remediate by trying to absorb the older medium entirely, so that the discontinuities between the two are minimized. The very act of remediation, however, ensures that the older medium cannot be entirely effaced; the new medium remains dependent on the older one in acknowledged or unacknowledged ways" (Bolter & Grusin, 2000 p.47).

The aims of the research is to seek different aspects of the messages and its nature which are being mediatized. Studies on 'mediatization' in media and communication field are getting a lot of interest and attention as media systems of both developed and developing world are rapidly transforming into enterprises that is influencing the society and culture. "In view of the growing fragmentation of the field [media and communication], a focus on mediatization may, nevertheless, help us to make sense of the proliferation of media in various sectors of culture and society" (Hjarvard, 2012 p.33).

The study is conducted to analyze a specific problem with a specific purpose that fills the gap in the research on two levels. First the study bridges the gap on the studies on vernacular press of Pakistan regarding the important global event of 2011. Secondly, the study explores the role of the private news organization in the new context of media (mediatization) in a developing country like Pakistan, which is mostly applied on firms belonging to western or developed countries.

There are studies that are being conducted regarding the coverage of the news over the global event of 2011 on western media and/or emerging Arab media agencies. On the contrary, there aren't that many studies on news messages by the independent private news agencies in Pakistan regarding the U.S attack inside Pakistan killing Osama Bin Laden with respect to the 'new context' of media (previous studies relating to the research is discussed in chapter two). Studies on Pakistan media system within the new context of media in respect to national and international politics and culture are gaining importance. Mushroom growth in private sector of media industry in Pakistan after 2002 and five years later the progress of news media through utilization of new and old media have made news mediatized amid the importance of the country to the world due to its role in the global war on terror.

1.3 Background

The background of the study provides a brief overview of the Pakistan media systems transition to liberalization from state controlled post 9/11. The development of the news agencies, barriers on availability of information, issues of objectivity and favoritism particularly in relation with the 'war on terror' inside Pakistan.

Before the media liberalization policy of 2002, the media in Pakistan had been under the direct control of the government used as propaganda machinery serving the elites. As outlined in the report of International Media Support of 2009 that, "the emphasis on Islam as a major pillar of national identity has led to an alliance between the custodians of Islam, the religious leaders with the military, the civil bureaucracy, and the intelligence services. This nexus of these national guardians has had a huge influence on Pakistani media as they tried to use or control media to defend their interests and the national identity" (International Media Support, 2009 p.15). Thus, by 2002 the political logic had total control over the media logic in Pakistan mainstream

media. After 2000, the satellite channels of regional and international origins were proving to be of grave consequences for the government and society, as it was threatening the national culture. The state of Pakistan confronted these emerging threats by encouraging locally owned private media to progress.”Better electronic media capacity was needed in the future and thus the market for electronic media was liberalized” (International Media Support, 2009 p.16).

Post 9/11 attacks in U.S, Pakistan was pulled into the equation of global war on terror not by its own choice. President of Pakistan General Musharraf said in his presidential address on the night of 19th September 2001 that Pakistan was under tremendous pressure from the United States to act on a global terrorism after terrorists acts of 9/11 (Kapila, 2001). Hence, Pakistan’s respond to new and unforeseen global threats impacting national security was on two fronts, “The rise of violent extremism following Pakistan's decision to collaborate with the United States after 9/11 was paralleled by a liberalization and privatization of the media sector” (Yusuf, 2011 p.2).

Rapid growth of private media enterprises driven through commercial incentives served three main purposes for the establishment of Pakistan during 2002 till 2006 amid changing dynamic of national and regional politics. First, it decreases the influence of external news agencies ‘messages’ to the national public sphere; secondly, it helped revive the looming economic activity by encouraging local businessmen to invest into the private media sector; and lastly it provided a space that connects diverse cultures in Pakistan and overseas Pakistanis towards national agenda and unity (Pirzada & Hussain, 2012). But due to lack of proper implementation of liberalized media policy by the state, influential media moguls had starting dominating their own agenda; “the booming electronic media is powerful, but young, and needs to find a greater balance in its coverage of political and conflict-related issues” (International Media Support, 2009 p.9).

Despite the progress of Pakistan media systems in terms of infrastructure and freedom of expression, the national debates could not able to construct meaningful dialogues within the functional structures of the society; “the private channels have lost their way and instead of contributing to ‘public interest’ they are now leading the viewers towards political and social chaos” (Dr. Pirzada & Hussain, 2012 p.2). Power

structure among the four pillars (executive, judiciary, parliament and media) of the society had become complicated by the emergence of private news sectors.

Although the introduction of some kind of regulatory framework was in place, but the news and information exchanged through the use of different mediums were becoming politicized that were difficult to control by the state, thus enhancing uncertainties in the country. “The media in Pakistan is overwhelmingly politicized. This results in lack of attention to the full spectrum of issues and events” (Stiftung, Friedrich Ebert, 2009 p.5); on the other hand, the media is still struggling to become free from state and other pressure groups inside the country, “free media emerges out of democracy, but here, in Pakistan, democracy is emerging out of free media” (Khan, 2009 p.31).

The development in information technology sector and services industry had provided depth in the media industry of Pakistan as well as for the established private news outlets, “Pakistan’s major television channels all boast Facebook and Twitter accounts with tens of thousands of likes and hundreds of thousands of followers” (Kugelman, 2012 p.4). Fast growth in broadband internet services are available in 170 cities and towns having an estimated internet users of 25 million (Stiftung, Friedrich Ebert, 2009). According to the report by Pakistan Observer studying the growth of Pakistan users on social websites states that, “Facebook is the most visited Internet site in Pakistan, followed by Google, YouTube, Blogs, Wikipedia, Twitter, LinkedIn and others” (Pakistan Voice, 2012). Today, Pakistanis are integrating new media technologies in their communication with the society particular social websites, as shown by recent stats that, “over a six-month period from late 2010 to early 2011 the number of Facebook users doubled from 1.8 to 3.6 million” (Kugelman, 2012 p.2). Furthermore, over 100 million cell phone subscribers had made the country a fastest growing cell phone market in Asia; such developments gave access to a large variety of information sources for the public and mainstream media in particular (Stiftung, Friedrich Ebert, 2009 p.6).

Use of new media for the political purposes by the mainstream media and the general masses is not a new phenomenon in Pakistan. There have been recent examples regarding the use of internet, social websites and mobile communication to mobilize in large numbers for protests and other political activities. Events like ‘lawyers

March' that started in March 2007 after the military ruler intervened into judiciary escalated to impose emergency law in the country few months later, "On 6th November 2007, Chief Justice Chaudhry, who had been placed under house arrest, addressed the nation via cell phone. He called for mass protests against the government and the immediate restoration of the constitution" (Devi, 2009). Moreover, the same years, the critical evidence caught on tape regarding the assassination of a popular political leader in Pakistan made the government change its stance regarding the details of the tragedy, "An important piece of evidence came in the form of images and an amateur video generated by a PPP supporter present at the rally where Bhutto was killed." (Devi, 2009). And rigging of general elections in 2008, "YouTube was used in innovative ways to mobilize Pakistanis. Since calls for civilian election monitoring could not be broadcast online, leading activists uploaded inspirational messages and mission statements to inspire action" (Devi, 2009). However, the changes brought through technological advancements by the media in the society are insufficient to bring a widespread and manifested change in the society due to high illiteracy rate of the country along with other barriers, "Pakistan's social media do not serve as a vehicle for change. A chief reason is the country's press environment...Pakistan has many private traditional media outlets, with many of them feisty and even confrontational towards the government" (Kugelman, 2012 p.4).

1.4 Scope of the Study

Jang Group had extended the natural limits of human communication capacities to the masses regarding the national and international events as politics and other social activities were becoming center to the media's space and time allocated on the issue. The technological penetration and adaptation by both consumers and the source (Jang Group) had amalgamated news with the non-media activities in social life. However all of these aspects of social change is out of the scope of the study. The study is not undergoing any audience research or effect analysis on the society by Jang group, but rather focused on the messages and the utilization of different mediums deployed for the mass messages of news regarding an unexpected event.

The central logic behind the influence of the media agencies in a mediatized society, and as described by Schulz (2004) is through four processes of social change by the media in the society. “First, the media extend the natural limits of human communication capacities; second, the media substitute social activities and social institutions; third, media amalgamate with various non-media activities in social life; and fourth, the actors and organizations of all sectors of society accommodate to the media logic” (Schulz, 2004 p.98).

The news items are selected from the official website of ‘Facebook’ of Geo News and The News that are linked with the official website. These news items as discussed earlier are simultaneously remediated online as news are broadcasted or published. The editorials, talk shows, special programs, commentaries and opinion blogs produced by the media group are beyond the scope of this study; only news items that are reported by the group on their mediums either from international newswire services (Reuters, AFP, AP) or by staff reporters of the agency. Regarding mobile phones to local subscribers, the headings of the ‘news items’ on both Geo News and The News are sent as SMS’s that are used for the analysis. The mediums and language used in the messages are limited to the elite strata of the society. Therefore, news regarding the event by Jang Group of Newspapers in English language on newspaper, television, internet and mobile phones are studied. As for the time period of the news items regarding the ‘killing of the Al-Qaeda leader” from the day of the event, i.e. 1st May 2011 till next one month, 30th May 2011 is selected.

Since, the new media is interactive, the uni-direction of news from the source to the receivers is selected (feedbacks and comments on the news are out of the scope). In addition to that, news items which are selected from different mediums regarding the same event may have overlapping of news. The study looks into what news messages are reported by different platforms that has a separate editorial team during first one month of the event (although they all are working under the same owner); thus all news items that are selected from Geo News and The News are counted whether they are repeated or not as the messages are directed to different audiences. Lastly, the positioning of the messages on Geo News, The News and on internet or mobile is not the focus of the study.

1.5 Structure of the Study:

In the first chapter the statement of scientific problems, research questions and the aims of the study are laid down. It also presents the relevance and positioning of the research.

The second chapter is divided into two parts; the first discusses the literature related to the study, presenting previous studies on the topic and introducing Jang Group and its news coverage on Osama Bin Laden and war on terror. The second part provides the theoretical framework for mediatization that is discussed in parts with the peace journalism model and world system theories.

Chapter three is the methodology and research design used for the study. The processes of material gathering, using methods and measurement of the variables are explained. Issues regarding limitation of the methods, reliability and validity are addressed in this part.

Chapter four comprises of the analysis of the both quantitative and qualitative methods. The content analysis on the news items are elaborated regarding the messages, whereas semi-structured interviews from the journalists along with the information of content analysis are discussed through four phases of mediatization.

Lastly, chapter five concludes the research by answering the research questions and recommendations are put forward for future studies.

2 Literature Review and Theoretical Framework

2.1 Previous Studies:

Researches regarding mediatization of politics in Pakistan are very limited, in fact only one descriptive narrative study on mediatization of politics in Pakistan (Khan, 2009) presents a significant insight to the structural phases of mediatization of Pakistan media systems. Other notable studies conducted on collision of old and new media inside Pakistan like Freidrich-Ebert Stiftung (2011) and Kugelman (2012) that sheds light on the evolution and impact of changing media systems of Pakistan.

Literature published on the liberalization of Pakistan media in relation to technological development and editorial expansion of local news agencies amid political turmoil's are mostly in descriptive narratives; nevertheless digitalization of media and post 2008 election period for media and politics (Yusuf, 2009; Bolognani, 2010) are good sources of knowledge explaining the complexities of the digital mediums and mainstream media relations.

In addition to these narrative studies, some empirical research on information seeking behaviour by journalists (Ansari & Zuberi, 2010; Anwar & Asghar, 2009) shows statistical presentations on journalists behaviour in terms of sources, exposure and resources for news reporting. At the same time, international non-governmental agencies operating inside and outside Pakistan have started many research programs for mediatization of Pakistan (Heritage Foundation, 2012; USAID, 2011).

Moreover, periodicals from acknowledged research institutions are also useful for this study, especially regarding Pakistan and its media systems in relation to post 9/11 and after Osama Bin Laden death last year (Cohen, 2011; Evan, 2011; International Media Support, 2009).

Whereas the freedom of speech exercised by the independent news agencies in press and media in general and issues behind the editorial policy relating to political issues like (Sabir, 2011; Evan, 2011; Siraj, 2011) are some of the work carried out useful for the study at hand.

Agenda setting studies concluded reaffirming claims of ‘news’ shaping public opinions and thus impacting society; for example media coverage of incident of ‘Red Mosque’ standoff between militants and Pakistan Army (Hassan, 2007; Riaz, 2008; Cohen, 2011) had turned a small protest into a battlefield with tanks brought into the capital of Pakistan. Moreover, studies by Iqbal Ch. And Ashraf (2006) on ‘Agenda setting and Framing of Elections during Musharraf Period in Pakistani Print Media (1999-2008)’ have explored the “frames being used in the editorials to picture a certain image regarding these electoral issues” (Iqbal Ch. & Ashraf, 2011).

Numerous of research articles and field works on the Pakistan’s media role in war on terror have been conducted from vernacular press to radical press that are operating. However, the study is neither directly connected with the war and conflict reporting nor with the journalistic barriers posed by the local media of Pakistan amid the decade old conflict between West and Islam. The study only uses the concept of peace journalism to investigate the nature of the mediatized news on the leading private news channel regarding a specific issue linked with ‘war on terror’, nevertheless, the related studies used are discussed later in the section.

2.2 Jang group

Jang Group is one of the major media moguls of the country and is considered to be a market leader in the Pakistan media landscape. The Group is a privately owned enterprise in which the values of the organization is derived from the owners, “the Jang Group, considered moderate conservative (i.e., dailies Jang and News International, Geo TV)” (Michaelsen, 2011 p.33).

2.2.1 Media Outlets of Jang Group

Geo News, a 24/7 news channel was launched by the Jang Group on 1st October 2002 that received an overwhelming response from the public – particularly the civil society of the country. “Among the urban and educated television consumers with higher income rates, the private news channel Geo News has already outranked PTV’s news programme [sic]” (Michaelsen, 2011 p.36). Later on, the slogan of the channel became a powerful symbol among the general masses ‘*Geo aur Jeenay do*’ (to live and let live), bringing in voices of the people from the lower income groups to the political process of the country that affected the elites to decentralize the powers

previously held in shape of monopoly or cartels. The growth of Geo News over the past ten years along with the already popular Urdu and English newspapers had undoubtedly made Jang Group a power broker in the political landscape of Pakistan. Geo News brought a new mindset in the culture, as reflected on its mission statement that attracted the mass audience who were hungry for open and free public debate regarding the unstable political clout hovering over them. “GEO informs and entertains while celebrating cultures and prompting dialogue in the spirit of “live and let live” (GEO TV, 2002).

The News is the English newspapers of the group which is published daily from five different locations in the country. The newspaper is considered to be one of the leading English newspapers along with the print media of other groups (namely Dawn and Express Tribune). Although, the market share of the English language newspaper is less but it is important. “The English media targets the urban and the elite readership, and has great leverage among opinion makers, politicians, the business community and the wealthy sections of society, but it has limited circulation” (Mezzera & Sial, 2010 p.19). The last available stats shows that, Jang Group has a leading daily newspaper in Urdu language with over 850,000 circulation and it’s daily English newspaper has over 150,000 circulation across the country (Press Reference, 2006). On a more latest observation, it is reported that, “the print media in Pakistan are independent of the government and influential as newspapers help mold public opinions on important issues despite their low circulations... Jang Group is the largest Media Group in the country and holds a virtual monopoly” (De Beer & Merrill, 2009 p.351)

The utilization of internet and mobile phones by different media outlets of Jang Group had brought new dynamics in the relationship between media and politics. Progress in the integration of different industries (particularly advertising, telecommunication and private owned cable networks); primarily focuses on the internet penetration in the middle class of the society and mobile subscription to the lower class of the society connected with the mainstream media had altered the media industry and power structures in Pakistan. “According to Pakistan Telecommunication Authority, more than 20 million Pakistanis are online, which means that the number using Facebook is only 32.86% of the total online population” (Express Tribune, 2012).

During the economic boom of 2002 till 2006 progress in the integration of different I.T industries (particularly advertising, telecommunication and private owned cable networks) benefited by the satellite television channels particularly Geo News that changed the conventional modes of communication within society and between the functional structures of the society. Later, internet technology brought changes; that brought the English language newspapers accessible to the working class of the society The News is one of those newspapers adapted to the changing business models keeping economies of scale profitable as well as accessible.

ICT's and New Media

Geo News live coverage of the important events through Digital Satellite News Gathering (DSNG) vans that provided viewers a new perspective of the events happening far away has changed the society and culture. In addition to these DSNG's along with the use of telecommunications (mobile/landline phones) incorporated into the talk shows of the channel gave new formats for public debate to the masses. Traditional political communication that took place in large gatherings in parks or grounds among the governors and governed are now conducted inside the studios of popular talk shows on the television. "The power of the TV media has changed reality – there is society's pressure to strike a balance and groups are more conscious of the fact that one wrong move can make a difference" (Stiftung, Friedrich Ebert, 2009 p.36). Another important feature that had changed the local political communication was the inclusion of sound bites. "These political dodges proved to be a failure after the advent of TV culture. Now all of these sound bites with their visuals are undeniable" (Khan, 2009 p.35)

In 2007, Geo News was tested for its technological barriers imposed by the state inside Pakistan in broadcasting news, "Geo is however cable based with no terrestrial access" (International Media Support, 2009 p.21). The restriction in transmission by the state through controlling the cable networks (connecting link between the news channels and the masses across the country) was due to the aggressive coverage of the event of 'deposition of Chief Justice of Pakistan by the military ruler President Musharraf in March 2007. On November 2007 'Emergency law' imposed by the government blocked the coverage of the channels, but opened for those news agencies that abide by the conditions of the state. "On 8th November 2007, most international

and local channels were allowed to resume broadcasting, but only after agreeing to adhere to guidelines laid down by the government. Geo News and ARY One World remained off the air, providing genuine coverage via satellite and the internet” (Yusuf, 2009). Moreover, the news agencies have also been the target of physical attack by the state as reported by the Committee to Protect Journalists, “riot police used tear gas and batons as they swept through the Islamabad offices of the Jang Group, which houses Geo TV, Pakistan’s leading private TV station, along with newspapers the Daily Jang and The News. The raid came less than a day after the government ordered Geo not to air coverage of street protests sparked by the chief justice’s ouster” (Ricchiardi, 2012 p.8).

However, the state soon realized that utilization of different mediums into the news format by the Geo News could not be stopped. The news channel realizing the power on the politics by the emerging new media logic in the country was replaced from political dominance to economic, “electronic media has enormously amplified the impact of its message, as its outreach has grown to new heights in comparison to the traditional outreach of the press. Unfortunately, this impressive growth has not been accompanied by a proportional increase in professionalism among the media representatives... Modern commercial interests have overtaken the original political motivations that had contributed to the establishment of the first media groups” (Mezzera & Sial, 2010 p.44).

2.2.2 Mediatization of News

Studies on mediatization of politics started on western democracies in late 1980s as politics was becoming dependent on the media (Asp, 1986). Now, it is one of the emerging fields of media studies in twenty first century, where scholars like Hjarvard (2008), Krotz (2007) and others provides the conceptualization and definition of its interrelation with other disciplines of social sciences. Analytical framework of four phases of mediatization of politics by Stromback (2008) and three functions of mediatization by Schulz (2004) discusses the growing dependence of the society and culture to the media.

Growth of Jang group was in conjunction with the development of Information Technology sector that helped various media outlets owned by the group to formulate their own media logic to exert influence on national and international political events. The group's role as an activism started after 2007-8 that has brought change in the political and social structures of the country, as admitted by the President of Geo News, "his channel sees itself as doing activism and not just journalism" (Mughal, 2012). The ability to integrate into every part of the society and politics was institutionalized after Jang group started raising issues that were previously considered to be taboo, "television is gradually changing society by taking these issues into living rooms. One of the reasons why the Hudood laws were amended was because of the Geo TV campaign "Zara Sochhey" (Just Think)" (Stiftung, Friedrich Ebert, 2009 p.34). The Jang Group initiated scores of such campaigns that have brought new public discourses on almost all the segments of the society particularly politics.

Television has been the most powerful form of media compared to other media platforms in regard to effective impact towards the masses and particularly political actors. The live coverage of the events on television is providing 'real' pictures to the masses changing the political process completely. The reality shown on the television news channels are perceived to be the truth, objective and rational from an audience perspective. The logic of immediacy as described by the Bolter and Grusin seem to be visible in this form of media. "It is television's peculiar form of presentness—its implicit claim to be live that founds the impression of immediacy" (Bolter & Grusin, 1999 p.188).

The images shown on live coverage of the political events reveals emotional response to the masses and does erase the sense of media, hence immediacy is being applied. At the same time, due to the social, political and cultural pressures on such mediums news agencies positioned themselves to provide options to their viewers through other media platforms for transparency by including hyper media involving different forms of communication, "seek the real by multiplying mediation so as to create a feeling of fullness, a satiety of experience, which can be taken as reality" (Bolter & Grusin, 1999 p53).

However, the pressures on television medium are enormous, with respect to censorship, control of information and coercion on journalists for being impartial. With the convergence of other media platforms into television the information gathering and dissemination has gained more popularity due to freedom that enjoys. The control of information by the state has minimized and at the same time the communication process has become two ways instead of single direction. With the collision of the new and old media under an unstable political environment the technological breakthrough had led the press to be more independent than ever before. As pointed out by other researches that, “what is noteworthy from the press freedom viewpoint is that notwithstanding some status differences around the ethos and practicalities of regulation” (Berger, 2007). At the same time other mediums like newspaper have also been modified to a great extent with the emergence of web editions of the newspaper. The presence of internet has brought the business models of the newspapers under pressure due to the easy access of interactive material available through other means. However, scholars points out the importance of newspapers in light of remediation that, “the remediation of print is by no mean sacrosanct in this new medium” (Bolter & Grusin, 2000 p.202).

2.2.3 War on Terror and Osama Bin Laden

Studies regarding Jang Group’s coverage on War on Terror inside Pakistan are rare and in parts. Numerous studies like, *the consequences of fundamentalism on Pakistani Media* by Munir (2002), *between radicalization and democratization in an unfolding conflict* by International Media Support (2009), *Pakistan the shadows of 9/11* by Evans (2011) and others provides a diverging conclusions on the role of news agencies including Jang Group’s towards reporting the conflict of war on terror.

In Pakistan, role of media regarding war on terror are sometimes opposed to military operations against the extremists and sometimes provides full support. One operation mostly opposed by the media was the incident of Red Mosque in 2007. The coverage of the event covering real-time battle in the television screens between the Army and the militants in the heart of the Capital of Pakistan has had grave consequences for the nation. The event of Red Mosque incident in 2007 has intensified the conflict inside Pakistan that has brought destruction in life and property till today, “the army operation killed 102 people, according to military sources, but independent media

reported that there were 286 to 300 dead, including many woman and young girls” (Cohen, 2011 p.12). On the other hand, the Swat operation in 2009 was supported by the media in which the Army had the successfully evacuated the people, took out the militants and brought back the refugees to the city again within few months as acclaimed by the government, “overall, the Swat offensive represented a milestone in the government’s understanding of the profound influence of media on local and national political events” (Mezzera & Sial, 2010 p.36).

At the same time, some journalists in the media is, first supporting the cause of freedom fighters that belong to radical groups in the name of jihad and promoting Anti-Americanism, “the investigative editor of Jang Group has continually expressed his sympathies with al-Qaeda, Hisb-ut-Tahrir and other extremist groups” (Pakistan Media Watch, 2012); whereas in other instances the nature of Jang Group as an institution is very ambiguous due to its sources and connections with the establishment (comprises mostly of the military leadership) that manipulates and manufacture consent within the public on key issues. “As Christine Fair notes, Pakistan’s private media appear vibrant and diverse, with networks as Geo TV being world-class, but on issues of national security and contentious domestic affairs, they are heavily self-censored and influenced by commentators with ties to the military and intelligence agencies” (Cohen, 2011 p.37).

The various stakeholders involving state and non-state actors are becoming the logic of media without any proper objectives. “Mainstream media, for instance, has failed to inform the people about the realities accompanying the rise of extremism in Pakistan, and has been a source of great confusion” (Mezzera & Sial, 2010 p.33). Media outlets covering the general elements of the overall agenda of the firm providing profitable transactions are leading the news on important issues towards mediatization. “Defining the role for the media in Pakistan presents a challenge and an opportunity. The young nation is at a stage of maturing from what could be called an “immediate post-colonial” state into an “emerging national identity” (Nawaz, 1983).

News coverage of events concerning terrorist's activities in Pakistan by the journalists working for Jang Group has been killed, tortured and kidnapped by the Taliban and Al-Qaeda to pressure and coerce media and other social institutions. The quality of the news and journalism of Pakistan are not considered to be one of the highest in the world, however it is one of the most dangerous place for the journalists to operate. On the other hand, local private news agencies of Pakistan regarding such issues are also 'episodic' rather 'thematic' that is creating confusions among the national public spheres, and hinders constructive public debate over the conflict lingering on for decades (Razzak, 2010).

Projection of Osama Bin Laden in Pakistan mainstream media accounts mainly on three broad perspectives, first are those that supports the cause of Osama Bin Laden, second are the ones who don't support his cause and believes that Pakistan has paid a huge price for it and third perspectives resorts to infinite conspiracies relating to the mysterious life of the Suadi Born millionaire. One of the famous Anchor people of Geo News, Hamid Mir is a journalist who became popular because of conducting an interview with Osama Bin Laden after 9/11. "He was the last journalist to speak with bin Laden, in December 2001, before the Al-Qaeda leader disappeared underground" (Radio Free Europe, 2012), Hamid believes that Osama's death will is not the death of his network that is not a good for Pakistan's future.

2.3 Theoretical Framework:

In order to understand the characteristics, features and nature of the messages broadcasted, published and digitalized by Jang Group regarding a an event of global attention, concepts of mediatization (Hjarvard, 2008;Schulz, 2004;Strömbäck, 2008) in connection with World System Theory (Immanuel Wallerstien in 1974) and peace journalism model (Galtung, 2002) are used.

2.3.1 Concept of Meditization

The studies on 'mediatization' in media and communication field are becoming increasingly important in today's era of connectivity. News organizations in twenty first century across different structural forms of state operating under a mediatized environment are becoming an active player in the political decision-making of a society. The influence of news messages by independent gathering, processing and

dissemination of information on other institutions cannot be controlled but can be adjusted, this is referring to as mediatization of news. As scholars further elaborates, “the best description of the current situation is "mediatization," where political institutions increasingly are dependent on and shaped by mass media but nevertheless remain in control of political processes and functions” (Mazzoleni & Schuls, 1999).

The phenomena of mediatization of politics was first developed in 1986 by the Swedish media researcher, Kent Asp, stating, “a political system to a high degree is influenced by and adjusted to the demands of the mass media in their coverage of politics” (Hjarvard, 2008 p.106). Later, the concept is developed widely that are applied on the media’s messages, sources, and components of source’s effect on both micro and macro level of the society. One of the definitions put forward by Hjarvard regarding mediatization of society in which media act as an agent of cultural and societal change is the fundamental concept used in the study, that states:

“we understand the process whereby society to an increasing degree is submitted to, or becomes dependent on, the media and their logic. This process is characterized by a duality in that the media have become integrated into the operations of other social institutions, while they also have acquired the status of social institutions in their own right” (Hjarvard, 2008 p.113).

Some scholars characterizes mediatization as, “mediatized politics is politics that has lost its autonomy, has become dependent in its central functions on mass media, and is continuously shaped by interactions with mass media” (Mazzoleni & Schulz, 1999 p.249f). The definition of ‘mediatization’ among the research community is used in a very general sense, though progress had been made to narrow down the concept for specific purposes- particularly political communications. Scholars like Välvirronen (2001) used the term ‘mediatization’ for successive growth in media’s influence in contemporary society; whereas some use the concept to describe the society circumstances under either modernity (Thompson, 1995) or post modernity (Baudrillard, 1981).

Definition of ‘mediatization’ should not be confused by the concept of mediation. As Hjarvard (2008) clarifies that, “Mediation describes the concrete act of communication by means of a medium in a specific social context. By contrast, mediatization refers to

a more long-lasting process, whereby social and cultural institutions and modes of interaction are changed as a consequence of the growth of the media's influence" (Hjarvard (2008, p.114).

2.3.1.1 Mediatization and World-System Theory

Specific event under the study poses complex over-lapping of exchange of messages from global communication systems involving individualization, localization, nationalization and globalization of sources and receivers. The exchange of cultural products, labor and capitals from one zone of the world to other zones is explained by world-system theory developed by Immanuel Wallerstein in 1974, later reviewed by Thomas Hall (1996). The scholars suggests the usefulness in terms of finding the relationship between gatekeeping and agenda setting from the perspective of local and global media systems interaction – under global communications.

Messages regarding the event delivered by Jang Group on old and new media are a combination of information made available by the networks of the networks connected by internet. "World System theory states that global economic expansion takes place from a relatively small group of core-zone nation-states out to two other zones of nation-states, these being in the semiperipheral and peripheral zones" (McPhail, 2006 p.25). Even though the expansion of Pakistan media by the establishment was based on the presumption to restrict the influence of cultural products threatening the national cultures, the growth of private media after liberalization has now placed Pakistan media systems on semiperiphery nations that are exporting local culture to the world; "the notion is the semiperiphery engage in both core-like and periphery-like economic and media behaviour" (McPhail, 2006 p.26).

Pakistan media is also in competition with the media systems operating outside the borders of the country. Newsrooms in private news organizations of Pakistan have become very important as information cells that are constantly fueling knowledge to the society and thus shaping up the public sphere and political discourses of the nation. "It is assumed that the zones exhibit unequal and uneven economic relations, with core nations are essentially the major Western industrialized nations . The

semiperiphery and periphery nations are in a subordinate position when interacting with core nations” (McPhail, 2006 p.25).

After ten years the newsrooms in Pakistan have changed considerably. Threats of radicalism in which journalists are restricted for information along with weaknesses in the state to provide protection to media moreover the economic influence to include external propaganda affecting objectivity of the journalists, all these factors contribute to the formulation of media logic of Jang Group reflecting the editorial position towards certain issues. “World-system theory explains well the expansion being played out in international communication” (McPhail, 2006 p.27).

2.3.1.2 Mediatization and Peace Journalism

In light of the literature review it is evident that Jang Group of Newspapers has been mediatized over a process in which the advent of satellite television in last ten years and digital mediums- recently, has integrated the agency into politics, economics, culture and society of Pakistan; that are either submitting to or becoming dependent on the ‘logic’ of Jang Group of Newspapers in presenting information to the masses. The nature of the news messages delivered by the Jang Group regarding the event of Osama Bin Ladens death are analyzed through using literature of peace and conflict research.

The study looks mediatization of messages by a specific source on a specific event that is time bound. As Hjarvard (2008) points out the conceptual assumption in mediatization is that, “mediatization, it should be noted, is a non-normative concept” (Hjarvard 2008, p.113), therefore in order to understand the mediatization of news through a normative point of positive, negative or neutral consequences are explained through the model of Peace Journalism presented by Galtung (2002). Although there have been studies on conceptualization of mediatization of politics from the work of Strömbäck (2007) and Cottle (2006), in which the latter of whom considers the mediatization of conflicts as the “active performative involvement and constitutive role” of the media in a variety of political and military conflicts (Hjarvard 2008, p.108); but these concepts goes beyond the scope of the study.

The model of peace journalism seeks to distinguish the manifest difference between the war/conflict reporting guidelines. Jake Lynch and Annabel McGoldrick (2005) in

their book 'Peace Journalism' have brought together the practice and theory prescribed in the Galtung Model of Peace Journalism. Even though, Galtung (2002) himself admits that the model does not need to be applied as an entire concept as defined.

The study uses the theoretical framework of Peace Journalism to explain the 'newsworthiness', 'news values' and objectivity in the news coverage regarding a particular event. Although there are many debates over the epistemological and practical notion of peace journalism; as to journalists can never achieve the objectivity and thus they are mere observers of the events for the masses. The pioneer of peace journalism work by Johan Galtung on peace journalism brings in factors into the journalistic works that can make media's role effective to resolve conflict and provide useful information to the masses. However, some scholars have an opinion that newsmen are not peacekeepers rather providing awareness to the masses about the event and argue that "By searching for peacemakers, reporters are immediately on the wrong side of the fence" (Lyon, 2007 p.3).

The study is not extending the academic debate on peace and conflict research rather applying the available tools to describe another media phenomena primarily focused on the mediatization of news. The model of peace journalism is constructed on the differences between 'war' and 'peace' approach towards reporting news events for the masses. The 'war' part according to Galtung (2002), "a potential consequence is that war journalism contributes to escalating conflicts by reproducing propaganda and promoting war" (Ottosen, 2010 p.2). Whereas, the 'peace' aspect is defined by scholars as, "peace journalism is when editors and reporters make choices, about what to report and how to report it, which creates opportunities for society at large to consider and to value non-violent, developmental responses to conflict" (Lynch & McGoldrick, 2005 p.5)

2.3.2 Structural Phases of Mediatization

News messages by Jang Group are now more prone towards mediatization of politics as technology has altered the politics and thus society. Hjarvard (2008) states that, "The logic of the media influences the form communication takes, such as how politics is described in media texts" (hjarvard, 2008 p.113). In order to analyze the

function of the mediatization regarding the event of ‘Killing Osama Bin Laden by U.S forces’ on digital mediums remediated from traditional media, functions of mediatization (Schulz, 2004) explains the means media becomes center to the society. “The relay function, grounded in the media’s technological capacities, serves to bridge spatial and temporal distances. Due to their semiotic function, the media encode and format messages in a way suitable for human perception and information processing. The economic function highlights the standardization of mass media products as an outcome of mass production processes based on division of labour” (Schulz, 2004 p.98).

However, it does not explain the sensitivity of the mediatization; according to Strömbäck (2008), “the proper conception of “media influence” in this context is not self evident” (Strömbäck, 2008 p.232). A more thorough overview of mediatization of messages by Jang Group regarding the specific event is carried out by four phases of mediatization. “As pointed out by Altheide and Snow (1991) media logic is or has become a dominant way of perceiving social and public affairs” (Strömbäck, 2008 p.233). The study looks into the complex framework of news messages and its effect on the society; where media agency is an integral part of the society while it is itself an independent social institution on both online and offline venues. Mediatization of news regarding an important event represents the characteristics of the source through its news messages.

The process of mediatization of news by Jang Group started with the mediation during the liberalization period of Pakistan media ten years ago is now being mediatized that is making other segments of the society dependent to the media agencies attention. Converging of old and new media by the mainstream media have further brought an impact on the society. Schulz (2004) moderate answer towards the end of mediatization with the advent of new media describes perfectly regarding Jang Group’s position that, “the new media are substantially expanding the supply of information: more specifically, the supply of news (in the sense of non-fictional content). They are particularly easing access to information for everyday use and to databases for professional purposes” (Schulz, 2004 p.97).

3 Methodology:

This section discusses the research design and operation of the study. The research uses ‘mixed-methodology’ design involving the combination of qualitative and quantitative methods. As the study is a combination of a descriptive and of explorative type therefore the mixed methodology will assist in expanding the findings of the research as well minimize the errors. The operationalization of the study is derived by connecting secondary data, theories and previous studies carried out on the same area of research. According to the experts in research, “it is possible to use theory and the literature in modes unassociated with accepted approaches of their paradigms” (Creswell, 1994 p.180). Therefore the paradigms used for the methodology of this study are summarized below

1. Content Analysis (quantitative): Descriptive content analysis of ‘news’ -- killing of Osama Bin Laden by U.S forces inside Pakistan, on internet mediated texts from Geo News and The News.
2. Semi Structured Interviews (qualitative): Explorative analysis of from the producer or source of the messages regarding the same event as above regarding the intangible or latent meanings behind the messages.

3.1 Content Analysis

Content analysis regarding the immediate news coverage of ‘Osama Bin Laden death in Pakistan by U.S. forces’ on May 1st 2011, at the official social website ‘Facebook’ of Geo News and The News summarizes the findings of the bigger questions with some degree of statistical significance pertaining to the overall research, “a content analysis summarizes rather than reports all details concerning a message set” (Neuendorf, 2002 p.15).

3.1.1 Research Design:

The research design is based on the approach of descriptive content analysis as, “these analyses are attractive in their clarity and parsimony” (Neuendorf, 2002 p.53). The method describes the characteristics of the ‘source’ (Jang Group) and the ‘message’ used by various mediums (Geo News, The News, Facebook and SMS). The messages that are analyzed through human coding are taken from official ‘Facebook’ pages of

two news agencies of Jang Group. Time period selected for these messages are from 1st May 2011 to 31st May 2011.

There have been numerous studies conducted on news messages, used as independent content affecting politics and/or society for content analysis (e.g., Lang & Lang, 1966; Iqbal Ch. & Ashraf, 2011; McCombs & Shaw, 2006). This Study focuses on general news trends over a same event but different mediums in context of political activities related to the event under a particular time period. The empirical analyses of the messages consists of manifest content instead of latent, “these two types of content are analogous to “surface” and “deep” structures of language and have their roots in Freuds’ s interpretations of dreams” (Neuendorf, 2002 p.23); whereas characteristics of the message over the content and form are both used in parts (discussed later with variables), “what’s important is that both content and form characteristics of messages ought to be considered for *every* content analysis conducted” (Neuendorf, 2002, 24).

3.1.2 Research Instruments:

Instruments used to carry out the content analysis are based on the premise that categorization of the messages are used in a specific case regarding particular context. The methodology relies on the “scientific investigation to provide a description or explanation of a phenomenon in a way that avoids the biases of the investigators” (Neuendorf, 2002 p.11).

Message Units:

This unit of analysis is identified as a message component that is described by Carney (1971) as a, “result of “breaking up a ‘communication’ into bits”” (Neuendorf, 2002 p.71). The methodology is only concerned on the nature and orientation of reported ‘news’ on different mediums regarding a particular event that describes the characteristics of the source (local news corporation) in relation to the political communication and journalistic approach. Thus, every ‘news item’ appearing on the ‘Facebook’ page of ‘Geo News’ and ‘The News’ related to the event of ‘Killing Osama Bin Laden inside Pakistan’ as reported news (whereas editorials, commentary, audio/visual stories, talk shows and cartoon images appearing separately as news items are not considered) during the month of May 2011 falls under the *Unit of Analysis*.

Sampling:

The sampling method would be predominately non-random/non-probability, in which a combination of convenient and critical-case sampling would be used. “this type of sampling is sometimes referred to as ‘judgmental’ or ‘purposive’ sampling, terms that stress the intentions of those who apply the procedure” (Neuendorf, 2002 p.52). The news items reported on two news outlets about ‘Death of Osama Bin Laden inside Pakistan’ official website and social website of Facebook, (and mobile phones as SMS (short message sent)) are selected.

The news items appearing on the Facebook have been reported by the print and television mediums whereas the headings of the news items are texted as SMS (short message sent). The sample size used for the content analysis is as follows:

Table 1: Sample Size for Content Analysis

Mainstream Media Outlet	All News items appearing on ‘Facebook’ about OBL Killing	Selected News items for the analysis about the Case Study
The News	250+ News Items	145 News Items
Geo News	300+ News Items	199 News Items

3.1.3 Operationalization:

The unit of analysis would be consisting of variables (see APPENDIX 7.1) containing categories from both exhaustive and mutually exclusive categories. Variables are regarding the characteristics and nature of the messages. Characteristics of the messages (including both content and form that are manifest) are categorized as origin of news (dateline), sources, active voices, size, headlines, images used with the story and relatedness to the event. These variables are tested to find correlation and/or association between them; on the other hand, nature of the messages (both content and form except mobile that are manifested) are categorized as per the indicators prescribed in peace and conflict studies determining the degree of them as positive, negative and neutral/other (see table 3). Scholar’s suggests to stress out the process of deriving variables from hypothesis and research questions concerning theories and previous studies that, “more often, they are driven by curiosity and practicality” (Neuendorf, 2002 p.95). These variables are further operationalized either as

exhaustive or mutually exclusive levels of measurement (see Appendix 7.1) . The variables does gets change as per the goals of the measure since the variables are not linked with the measure, “a given variable may be measured at different levels” (Neuendorf, 2002 p.125). These variables falls under the category of nominal, and ordinal measurements that are going to be counted to understand the correlations between the variables

Moreover, the measurement process mostly comprises of nominal level whereas only one variable is used for ordinal levels for univariate and bivariate analysis, “each variable should be measured with categories that are at the highest level of measurement possible, given the goals of the measure” (Neuendorf, 2002 p.120).

Human Coding:

The counting of the texts is divided into five major dimensions, these are, a) the time and place of the story, b) the remediating medium, c) the story focus and headings, d) the dominant voices and actors mentioned in the story and e) the nature of the story about the event. These dimensions are further divided into variables that defined in a code book (see Appendix 7.1). A detailed coding scheme is prepared to enlist all the variables that are used in the content analysis process applied on the sample. The nature of the messages is analyzed by model of Peace Journalism by Galtung (2002). The study incorporates some aspects of the Peace Journalism Model to investigate the nature of mediatization either as positive (peace/conflict), negative (war) and neutral (having both or cannot be coded) as shown in the table (see table 3). The coder undergoes the coding process to assess nature of messages that are: peace/war reporting, truth/propaganda orientation of the message, people/elite orientation and solution/victory type.

Limitations:

Interpretation of the content on finding manifest variables may lead towards tricky selection as political interests story tends to be linking with all the segments of the society. Moreover, the content and form characteristics are tabulated on two separate variables for clarity. Proper measures of reliability and validity are taken to minimize the errors; however the statistical calculations are simple to yield significance between the variables. The research is focused on examining specific (mediatization)

phenomena with specific conditions (messages) of Jang Group over the event of Osama Bin Laden's death in 2011.

Following are the hypothesis derived from the research problems:

- H1: *Origins of messages from outside Pakistan are more involved compared to inside Pakistan regarding an event happening locally by Jang Group.*
- H2: *Jang Group's news coverage involved more foreign sources than local sources in the news stories; in which U.S Administration voices are mostly active compared to voices from either Pakistan state or civil society regarding the event of Osama Bin Laden death inside Pakistan.*
- H3: *Headings of news items over the event has names from foreign persons and institutions more than national or local sent out on four mediums under study.*
- H4: *News stories are mostly related to the information of the event regarding the death of Osama Bin Laden inside Pakistan on all four media outlets of Jang Group during the first month.*
- H5: *Nature of the mediatization in the news has visible effects of the conflict reflecting more towards propaganda/agenda-setting reporting style remediating from popular mediums to internet.*
- H6: *Course of the reporting style in the news regarding Osama Bin Laden death's on internet remediates from popular mediums of Jang Group is mediatized towards elitist peacemakers directed to 'victory orientation'.*

Validity and Reliability claims:

The content analysis part is used as a case study to describe the statistical significance regarding the variables under investigation. "In content analysis, we simply need to think of objects or events that are message units" (Neuendorf, 2002 p, 111).

Therefore, unit of analysis comprising of different variables occurring are put to validity and reliability tests for good measurements through minimizing non random errors.

Validity: In order to minimize the non random error and freedom from biasness, under the type of face validity 'WYSIWYG' approach is used. "It's instructive to take "WYSIWYG" (what you see is what you get) approach to face validity" (Neuendorf, 2002 p.115). The method will help identify the validity claims whether they correspond to the measurement of variables that fulfils the aim of the study. The purpose of content analysis is describing the concept of media logic that is statistically significant to explore the concept of utilization of different mediums by news

organization and journalistic approach under the environment of mediatized media. The underlying factor is to explore the mediatization of news and social geography of Jang Group on internet, involving different combinations of journalistic styles.

Reliability: To achieve a reliable measuring procedure a series of intercoder reliability practices are used. The importance of reliability factors stems from the fact that, “without the establishment of reliability, content analysis measures are useless” (Neuendorf, 2002 p. 141). Intercoder reliability tests (like Pearson correlation coefficient for cross tabulations and Chi-Square test for every variable is used) are conducted. Issues of reliability are further reduced through using two coders to code on random samples over a pilot study conducted on 50 news items from both television and newspaper that were remediated online. Checking reliability concerns for manifest versus latent content and intercoder reliability coefficients (using agreement controlling for the impact of chance agreement) are carried, and made necessary adjustments on the coding schemes before counting the content from the total sample. Nevertheless, issues of reliability would persist as Althaus (2003) states that, “some degree of sampling error seems inevitable, and you should always bear in mind that evidence you are analyzing is proxy data – a mediation of mediation (Deacon et al 2010, p.136).

Table 2 Peace/War Journalism Indicators

Peace/Conflict Journalism: Invisible effects: damage to culture and society. Words or phrases used in describing loss of intangible things like symbols, identity etc	War/Violence Journalism Visible effects: damage to life and property. Words or phrases used in describing tangible things that are destroyed that is building, people etc
Truth Oriented: Bringing voices from the victims; empathy and understanding of the conflict. Words and phrases that are included from non-governmental sources	Propaganda Oriented: ‘Us-Them’ journalism; voices that seeks agenda setting for elite’s interests. Words and phrases that are included from governmental sources
People Oriented: Focus on the sufferings of the conflict on all aspects including general public and victims. Sources, voices of ordinary or non-elitist actors, institutions and alike; moreover	Elite Oriented: Focus on the sufferings of ‘our’ perspective; elites are being the mouth piece. Sources, voices of elitist actors,
Solution Oriented: Focus is on highlighting the peace initiatives. Words and phrases that resorts towards win-win or stresses on humanity, democracy etc	Victory Oriented: Focus is on concealing the peace initiatives. Words and phrases that resort towards win-lose or stresses on us-them sacrifices.

3.1.4 Data Analysis

Textual data extracted from the sample that are systematically distributed within pre-defined categories are rigorously analyzed using non parametric techniques of statistical calculations, “nonparametric statistics do not attempt to gauge the certainty of generalizing a finding to a population” (Ibid). After rigorous calculations the results are used to test the hypothesis and research questions mentioned in the chapter one, “if the test is statistically significant, we say we have achieved support for our hypothesis” (Neuendorf, 2002 p.168). Within these techniques substantive statistics concerning correlation between the variables are tested by chi-square test. Analysis of univariate and bivariate calculations are presented in graphical representation (involving pie charts and bar graphs), timelines (data compared on a weekly basis for a month) and table formats (percentage, frequencies count).

3.2 Semi-Structured Interviews

The interview questions (see APPENDIX 7.2) from the respondents are primarily focus on finding the reasons and rationales in their coverage, the change in political behavior and outcomes the respondents observe due to the ‘messages’ they report on mainstream media. The aim of this method is to understand the complexities, circumstances and criteria of ‘news’ becoming mediatized on new and old media from the journalists’ perspective. Due to the lack of resources, time and accessibility to conduct interviews from all journalists only some are selected. Scholars have pointed out the significance of such methods in examining social reality through semi-structured interviews that, “much research involves seeking circumstantial evidence: drawing conclusion on the basis of what people say and do in other contexts, and for other reasons” (Deacon, et al, 2007 p.64).

3.2.1 Research Design

Face-to-face semi-structured interviews were conducted from the journalists working in the ‘Jang Group’. These interviews were carried out on the availability and convenience of the journalists. The researcher had an overt role in carrying out these interviews, where interviewees were completely aware of the study and its aims, however the researcher was in control of the discussion and probing questions as and when required, as advised by the scholars, “Although it bears some resemblance to an

everyday conversation, the semi-structured interviews does not conform to all conventions of such a conversation” (Deacon & et-al, 2007 p.67). The interviews lasted for at least thirty minutes covering all the questions outlined in the questionnaire guide. The interviews were recorded through taking notes instead of any audio or video recording that was not acceptable for the journalists. Moreover the medium of language used for the interviews was mixed of English and Urdu. Lastly all semi-structured face to face interviews were conducted on an individual basis, comprising of five interviews that were carried out in two weeks. These interviewees were informally approached as the researcher himself had worked in the same organization as a ‘Reporter’ for over a year before taking up a role as a researcher of media studies.

3.2.2 Benefits of Delivery Method:

The study is regarding the analysis of a specific issue over a specific event that has an impact on a larger contextual phenomenon within media system of the society. Therefore following are the features that guided the semi-structured face-to-face interviews:

Comprehension:

Understanding of the journalist’s role in the media amid the backdrop of political uncertainty, economic downturn and powerful impact of news from the region, requires a focused but detailed outlook on the issues. What are the factors contributing to the mediatized environment that is still creating political crises, requires openness and less structured interview methods -“allows the interviewer to tailor the phrasing of questions to specific contexts” (Deacon et-al, 2007, 70).

Rapport and response:

The study explores the aspect of media logic dictating political logic in a society, the impact of messages on the society and culture and the complexities that arises from it on a institutional and technological levels. Thus, probing such notions might tempt the journalists to either withdraw or ignore the questions that directly or indirectly puts themselves or their organization under threat. Therefore, semi-structred interviews would be useful to understand the causes mentioned in the study. But at the same time, the researcher is caution to ask in the order of questions that is comfortable for

the interviewee. As scholars warn that, “it may lead to the interviewee becoming hesitant and monosyllabic” (Deacon & et-al, 2007 p.71).

Depth:

In order to carry out the descriptive study on social reality regarding a media phenomena that is current and powerful, the depth of understanding the issues are very important from the people who makes the news. Understanding the complex roles of selecting news reports, presenting it online under a small time on a regular basis is pressurizing, at the same time rewarding. To investigate these avenues in depth, semi structured interviews would be suitable for extracting valuable data from the interviewees. “Free format questioning generates richer data. Interviewees articulate their thoughts and opinions on their own terms rather in relation to preordained response structures” (Deacon & et-al, 2007 p.72).

Elaboration and Digression:

Another important benefit for semi-structured interviews is the aspect for finding new issues to explore which the researcher didn't find from the literature review of secondary data sources. An informal questionnaire regarding the study would entail many new dimensions for looking into the problem or solutions of the problems. “Informal questioning methods do not impose any restrictions, although the more directive forms do require you to have a clear initial research agenda” (Deacon & et-al, 2007 p.73). However, at the same time the possible pitfall the researcher is aware of is the over elaboration or too much flexibility that diverts the communication from the main themes under investigation. “Interviewees might spend so much time talking about the things that interest and concern them that they never adequately address the issues that concern the researcher” (Deacon & et-al, 2007 p.73).

3.2.3 Limitations

One of the limitations of carrying out face to face semi structured interviews is the intervening presence of the interviewer. The journalists in particular are keen to elaborate on issues that are very close to their profession and their issues they encounter on a daily basis. Formulation of questions as outlined in the interview guides became time consuming due to information surplus. Although the purpose of the interviews are not to compare the results with other interviewees but to investigate different responses on a pre-set questions made before the interviews, nonetheless, this delivery method does minimize the validity claims of comparisons too. “As a general rule, the more non-standardized and informal the interviewing procedures, the greater the intervening presence of the interviewer” (Deacon & et-al, 2007 p.73)

Another limitation was to get hold of the journalists working in a demanding work schedule. Although in theory such delivery method should be convenient for having semi-structured interview from individuals, but due to the demanding working hours and other unseen obstacles it took more time than planned. Therefore, all of the interviews were carried out after the news workers were either finished his/her official duty time or taken on their day off from the work, to avoid any uninterrupted sessions during the interviews.

Poses more demand on the researcher in transcribing the data. Depth and richness of the data also becomes difficult to summarize within the context of the study.

Interview guides were dominantly used to minimize the barriers of information overload. Recording of the data through notes within the interview may compromise either the quality of the interview or recorded information. However, the researcher used symbols and values to correspond to the information to bring a balance on conducting interview and recording data.

3.2.4 Sample of the Interviewees:

A combination of purposive and convenience sampling method used for the selection of interviewees. The population consists of the journalists’ and news workers working under the pay roll of ‘Jang Group’ media organization. This includes journalists and news workers employed in company’s media outlet of television, newspaper and news

control management for internet and mobile subscribers. Out of the population the interviewees selected from different media outlet are described below.

Table 3: Sample of Interviewees

No of Interviewees	Media Outlet	Title
Two interviewees	The News International (Newspaper)	- Copy Editor - Reporter
Two interviewees	Geo English	- News Editor - Producer
One interviewee	News Control Management	- Web Editor

3.2.5 Analysis of the Interviews:

The answers of the interviews were recorded through notes and then transcribed to present the data effectively. Interview guide under pre-defined types of questions is used to describe the responses of the interviewees. Moreover, the titles and job description of the respondents were revealed but not the names - as requested by the respondents.

Respondent's answers provide an insight into the description of mediatization of news, surpassing different levels of gate keeping of information regarding sensitive views and activities of journalists. It also provides d more rich and depth into the primary data as previously expected from the group of questions outlined in the interview guide.

4 Analysis

The following section composes of two main areas. The first discusses the findings from the content analysis of 345 news items in two media outlets remediated to internet and mobile selected in a particular time period. Followed by the structural phases of mediatization described by the data of five interviewees and information from content analysis, exploring deeper into the mediatization of messages over the event of Osama Bin Laden death's remediated on the internet and mobile phones.

4.1 Content Analysis:

4.1.1.1 Characteristics of the Messages

The test of first two hypotheses as mentioned in the methodology H1 and H2 are analyzed through descriptive statistics involving univariate and bivariate analysis. Univariate analysis on origin of news, sources and institutional voices used in the news items from television (199 news items) and newspaper (146 news items) combined (345 news items) are explained below.

Origin of news out of total 345 news items reveals that, in television 125 news items are taken from outside Pakistan (36.1 %) compared to 73 news items from inside Pakistan(21.1%), whereas stories on newspapers shows that 61 news items from inside Pakistan (17.6%) is less than 86 news items news from outside Pakistan (24.9%). See figure 1.

Dominant sources used in the news from television and newspapers combined (345 news items) that are remediated to internet shows that, 180 news items have foreign sources quoted more than local (52.2%) in the story compared to 118 news items that have foreign sources quoted less than local (34.2%). On the other hand, only 25 news items have foreign and local sources equal (7.2%) in the story and militant sources (4%) quotes comprises of 14 news items. See Figure 2.

Figure 1 Sources on all mediums

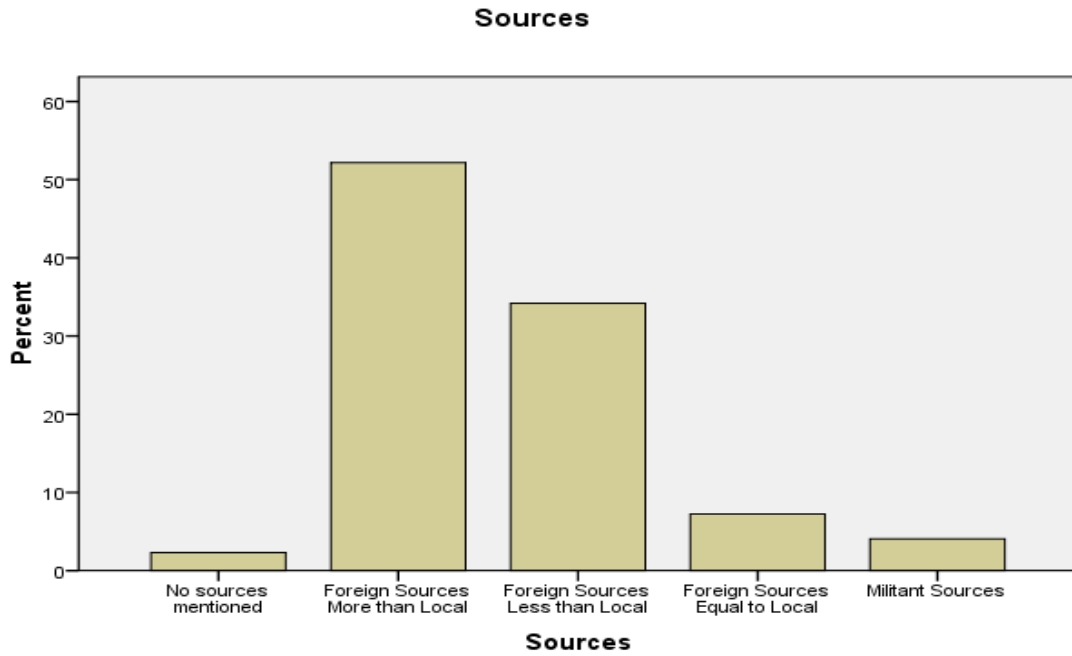
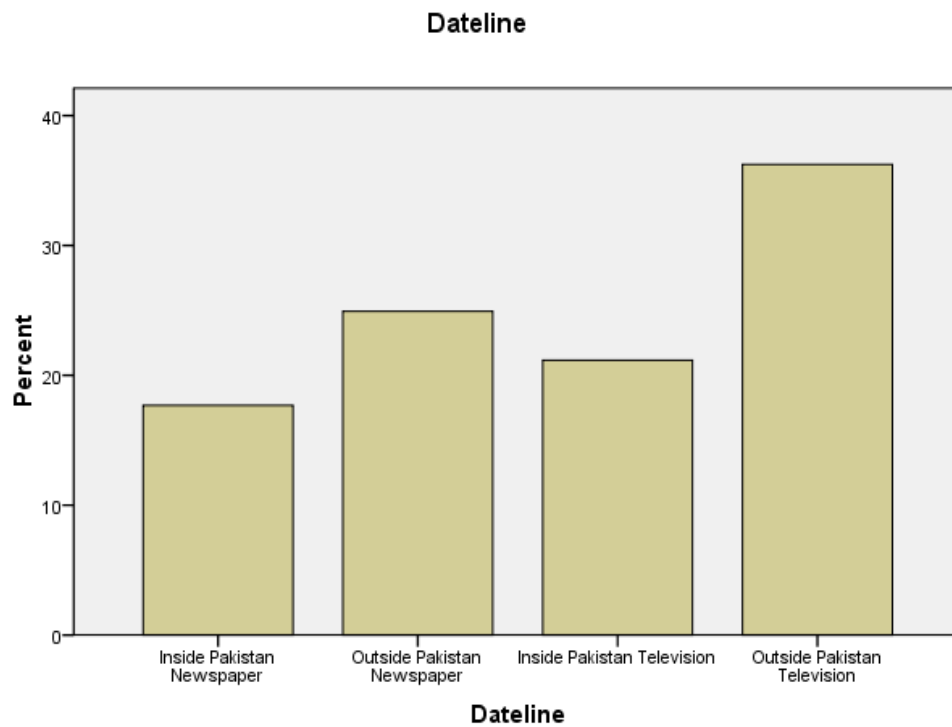
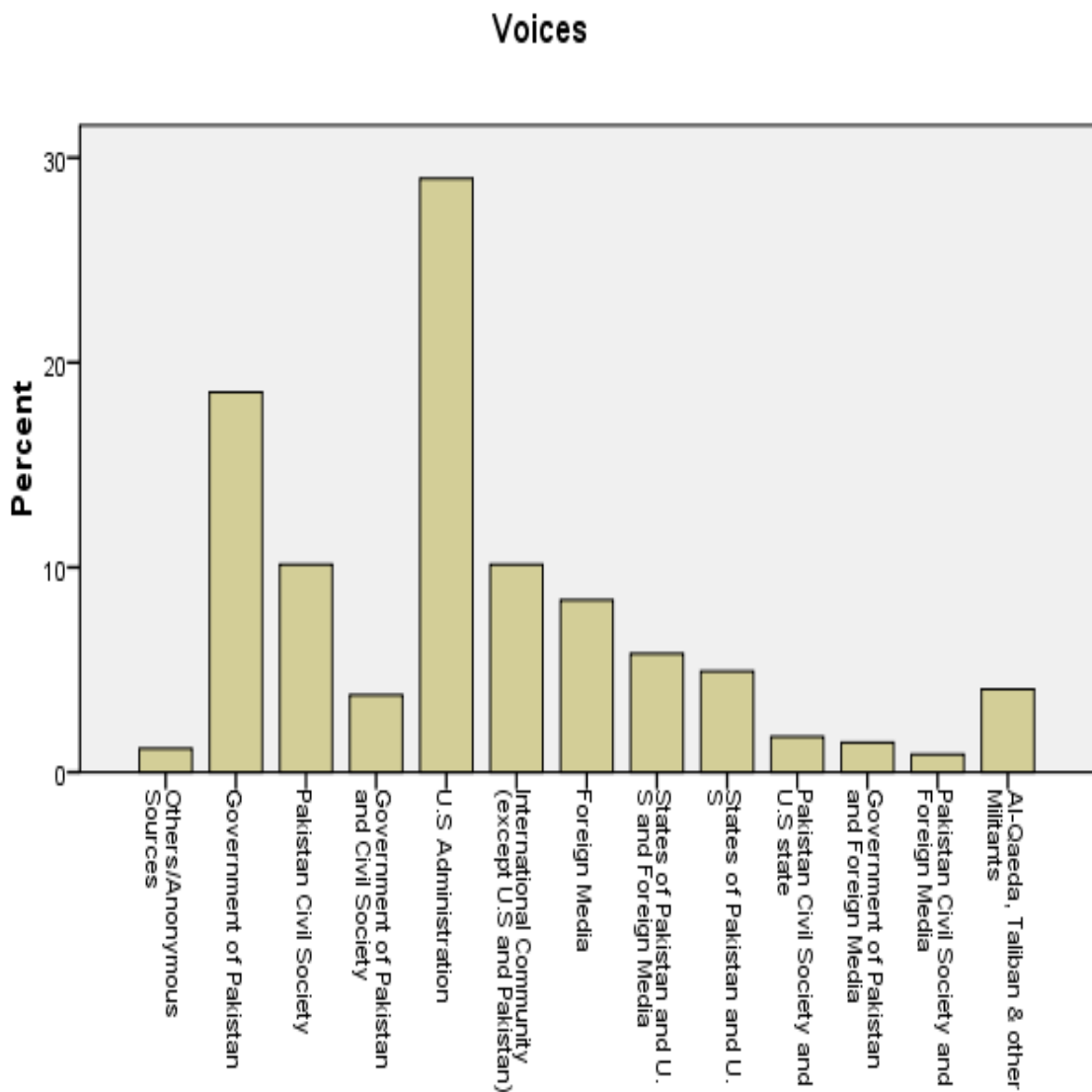


Figure 2 Origin of news on all mediums



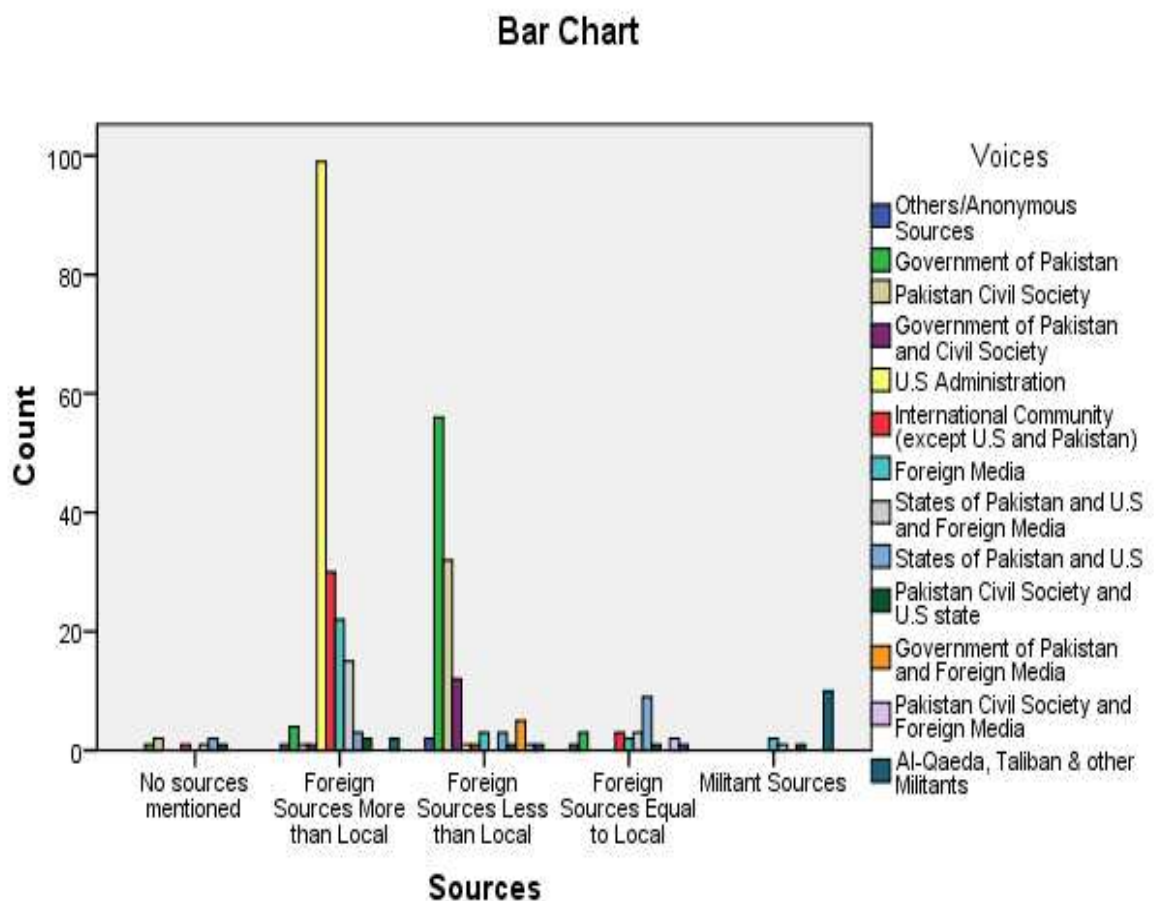
Active voices manifested in the total of 345 news items from television and newspaper on the internet shows that, 100 news items have voices from U.S administration (29%) compared to the 64 news items from Government of Pakistan (18.6%). Only 17 news items have voices from both Government of Pakistan and U.S administration (4.9%). In addition to that, Pakistan civil society (10.1%) comprises of 35 new items, foreign media (8.4%) used in 29 news items, international community other than Pakistan and U.S (10.1%) also used in 35 news items and Al-Qaeda or other militant groups (4.1%) accounts for meager 14 news items. See Figure 3.

Figure 3 Voices in all mediums



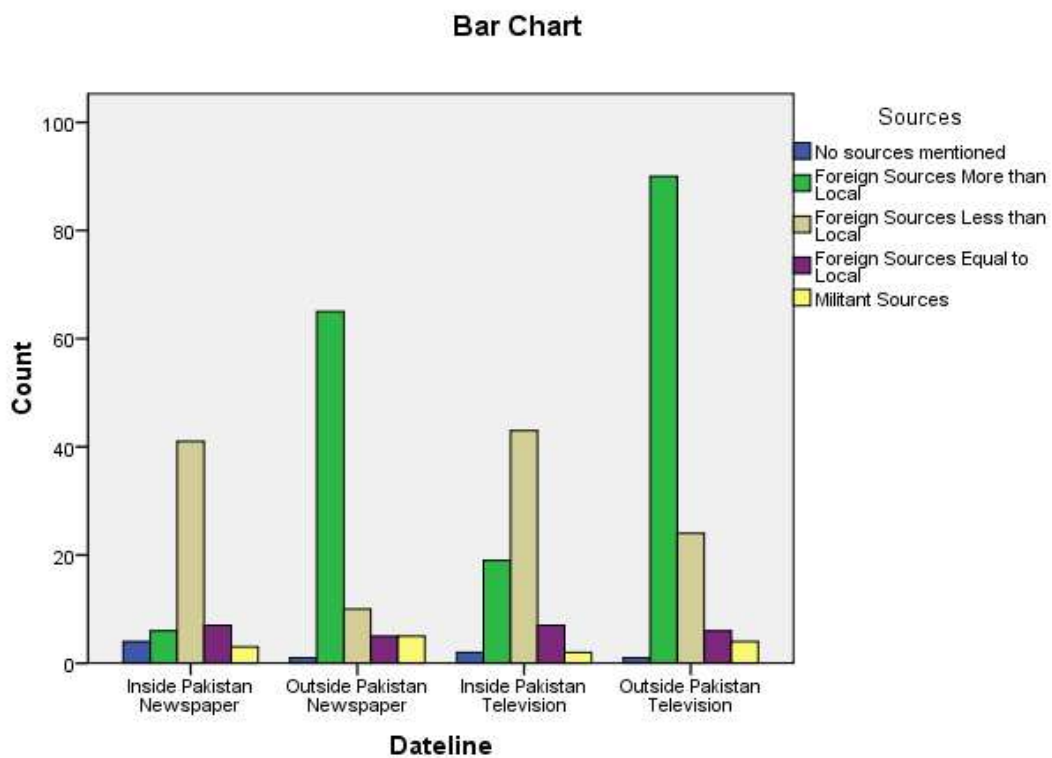
Bi-variate analysis between voices and sources reveals that 99 news items that has U.S administration (55%) voices are active from news items that have more foreign sources than local. On the other hand, 56 news items have active voices from Government of Pakistan (47.5%) followed by 32 news items from Pakistan civil society (27.1%) on news items having foreign sources less than local. Pearson correlation with two-tailed indicates a weak association between the variables ($r = 0.179$) and that the correlation coefficient is significant at $p < 0.001$. The findings are substantively significant at 4% (0.179^2) showing an association between active voices and the dominant type of sources used in the messages regarding the event on various mediums. See Figure 4.

Figure 4 Sources and Voices in all mediums



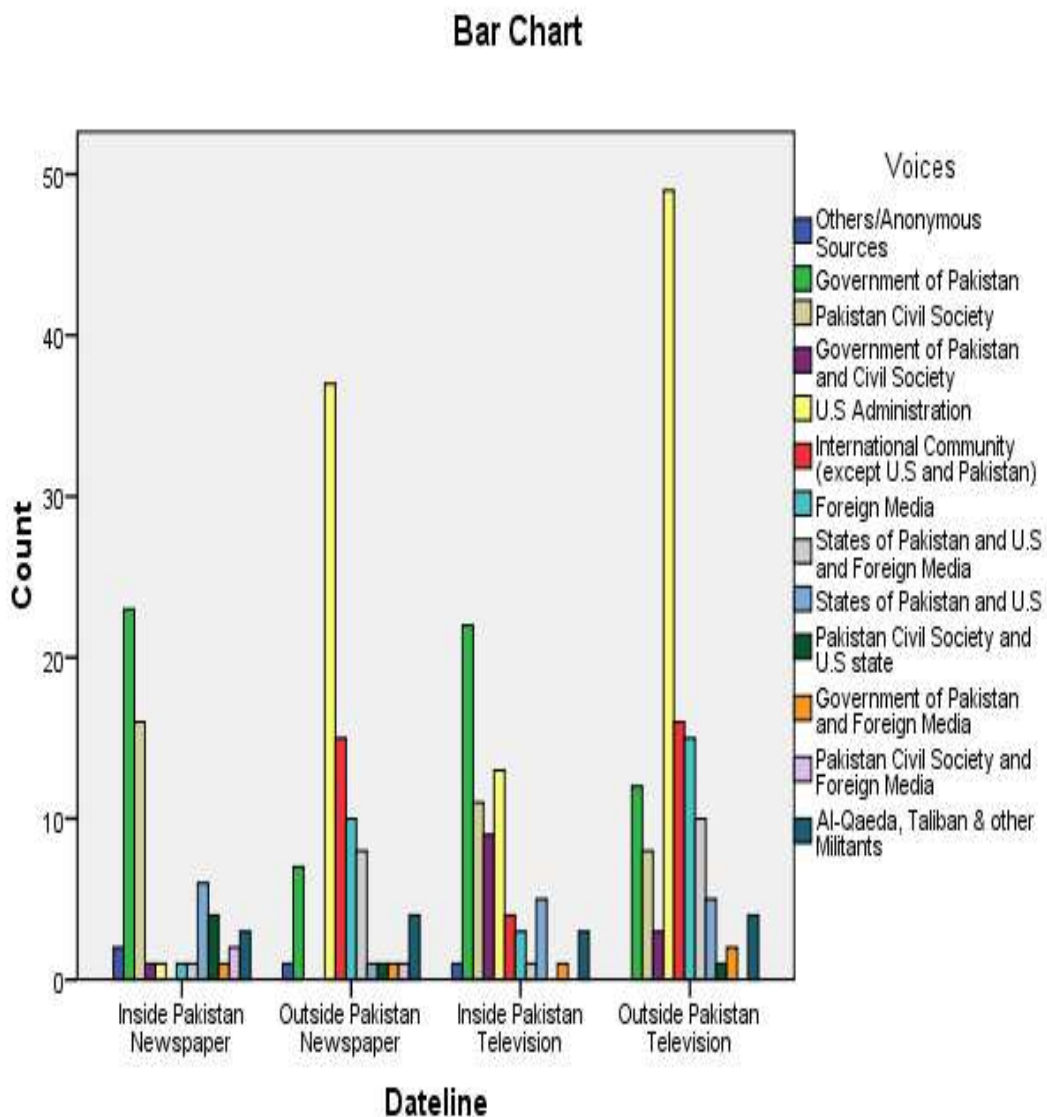
It is understood that foreign sources would be more than local from outside Pakistan just as inside the country foreign sources will be less than local, however results from cross tabulation between the origins of news with sources shows that, 24 news items in television from outside Pakistan (19.2% within origin of news) have ‘foreign sources less than local’, whereas 19 news items in television from inside Pakistan (26% within origin of news) have ‘foreign sources more than local’. For Newspaper the ratio was less compared to television, as 10 news items are reported from outside Pakistan (11.6% within origin of news) have ‘foreign sources less than local’ and 6 news items were from inside Pakistan (9.8% within origin of news) having ‘foreign sources more than local’. Pearson correlation is significant at ($r = 0.183$) and coefficient correlation is significant at $p < 0.001$. The significance of the association between the variables is over 5% (0.183^2), indicating substantive association between sources and origin of news used in the ‘messages’ by the Jang Group over the event either published or broadcasted and also remediated to internet. See Figure 5.

Figure 5 Origin of news and Sources in all mediums



Similarly, the cross tabulation between voices and origin of news reveals that in television, voices from U.S administration inside Pakistan have 13 news items (17.8%) compared to 49 news items outside Pakistan (39.2%). Voices from state inside Pakistan has 22 news items (30.1%) compared to 12 news items (9.6%) outside Pakistan. Non parametric correlation between voices and origin of news is at significant level under Spearman's correlation coefficient ($r=0.123$), Although the relation between the variables significant level is less than 1% (0.023^2) and thus the obtained results under the null hypothesis is small $p<0.05$. See figure 6.

Figure 6 Origin of news and Voices in all mediums



Testing of Hypotheses H3 and H4 reveals, univariate analysis on 345 news items regarding pictures shows (78.8%) are with images and (21.2%) without image (see figure 7); relatedness shows (73.6%) is directly related to while (26.3%) is indirectly related (see figure 8).

Figure 7 Stories with/without pictures on internet

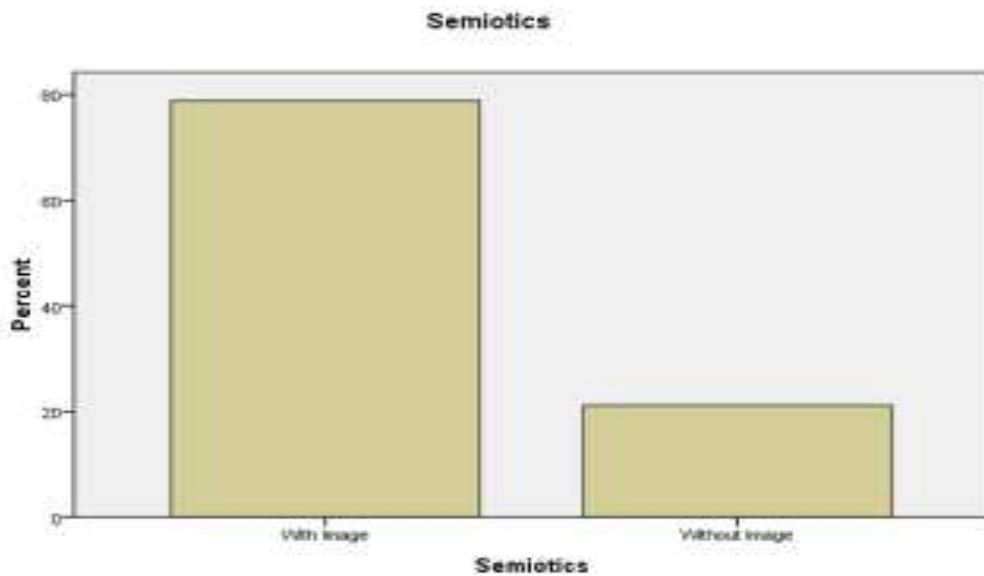
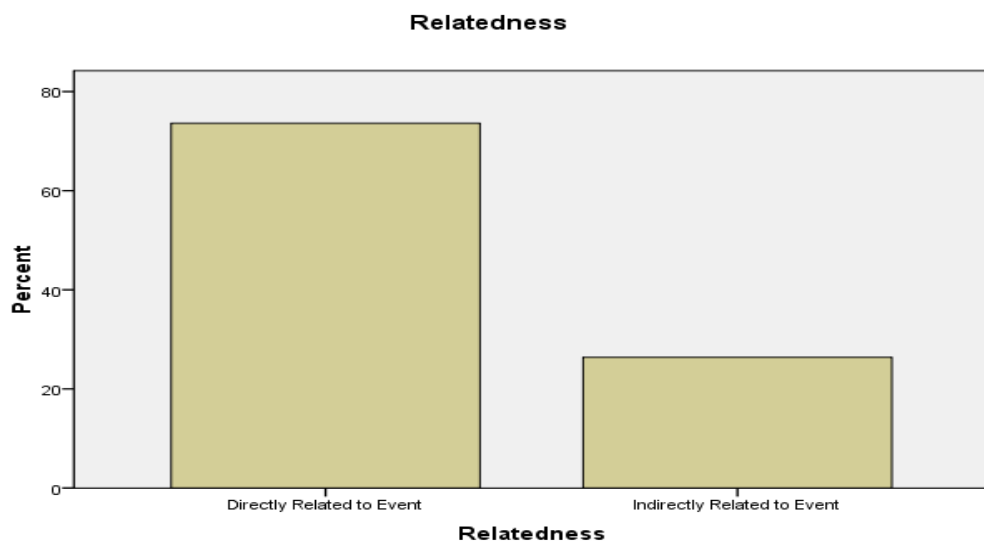


Figure 8 Relatedness in all mediums



Size of the news items reveals (77.7%) items have less than 500 words story and (20.3%) items have more than 500 words but less than 1000 (see figure 10). Headings that have names from foreign institutions are (36.2%) 125 new items compared to

(30.1%) 104 news items from local institutions; and combined foreign and local institutions names in the headings accounts for (19.4%) 67 news items (see figure 9).

Figure 9 Headings in all mediums

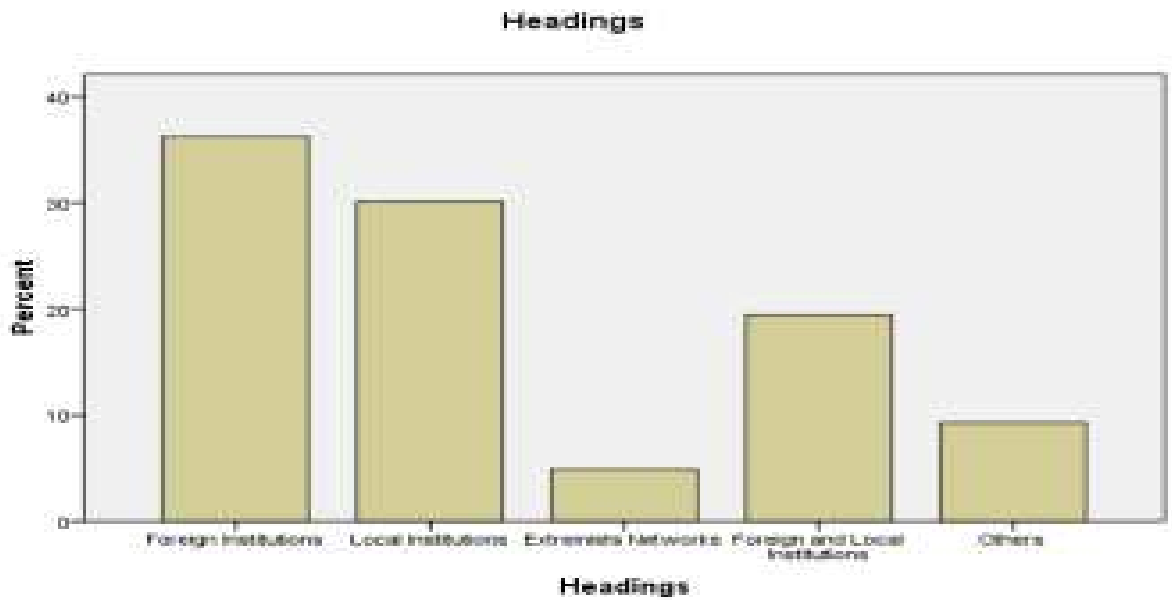
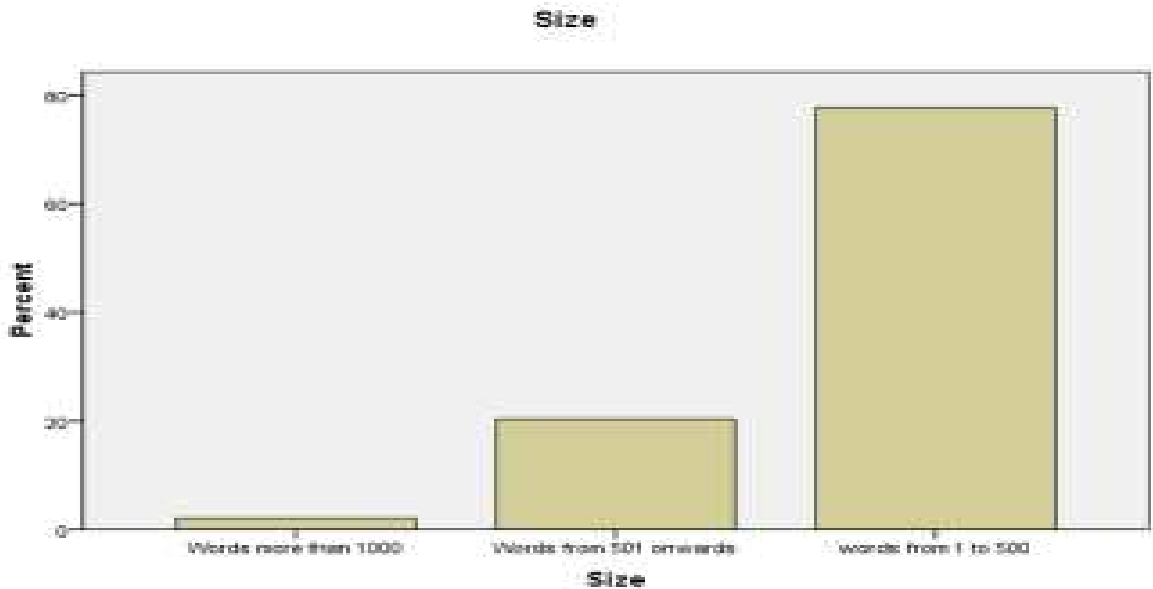


Figure 10 Sizes of the news items



Bivariate analysis between pictures and medium (television and newspaper remediated on internet) out of the total 345 news items, 133 news items from newspaper (91.1% within medium) have photographs with the story on the internet

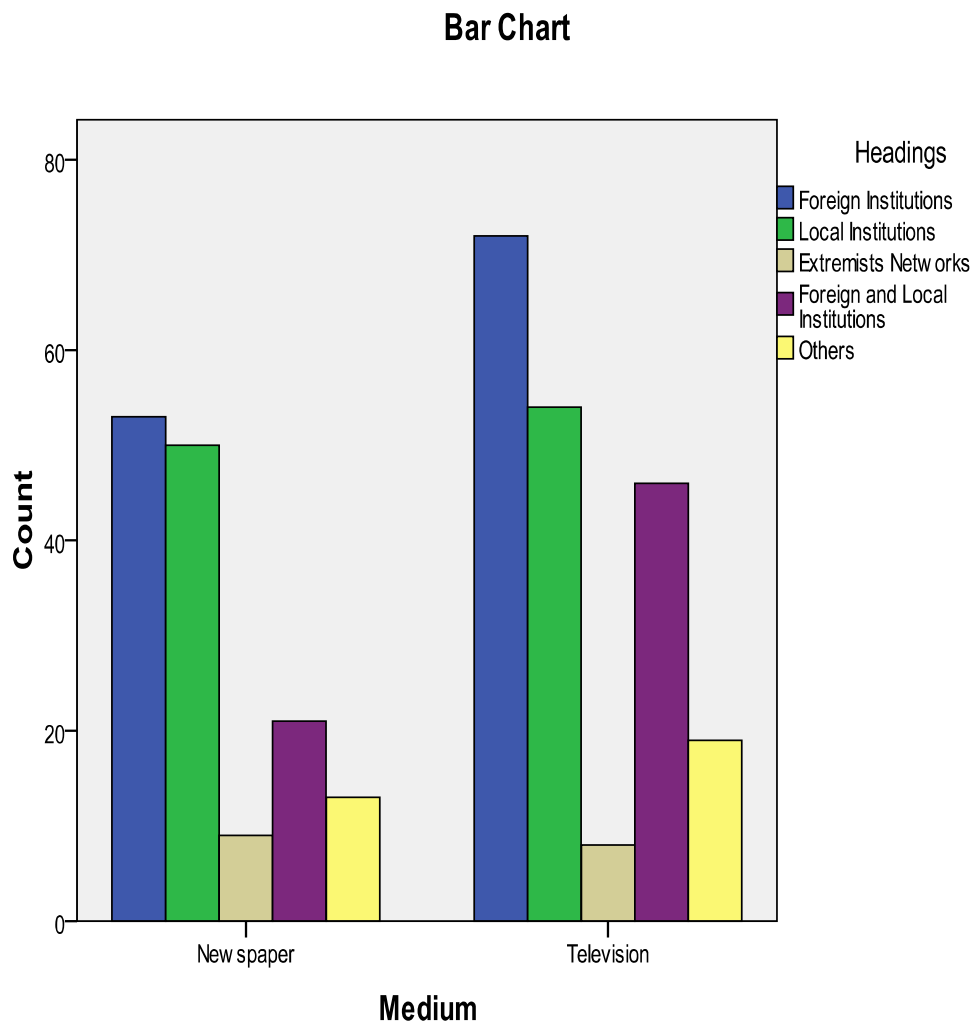
compared to 139 news items from television (69.8% within medium) have photograph with the story on the internet. Moreover, 13 news items from newspaper (8.9% within medium) does not have photograph with the story compared to 60 news items from televisions (30.2% within medium) that are remediated on the internet. Pearson Chi-square test shows significance level at $X^2 (1, N=345) = 22.7, p < 0.05$, indicating that the pictures in the messages are dependent on the medium of the news organization. See table 4.

Table 4 Use of pictures in news items on internet remediated from Television/Newspaper

			Pictures		Total
			With Image	Without Image	
Medium	Newspaper	Count	133	13	146
		% within Medium	91.1%	8.9%	100.0%
		% within Pictures	48.9%	17.8%	42.3%
		% of Total	38.6%	3.8%	42.3%
	Television	Count	139	60	199
		% within Medium	69.8%	30.2%	100.0%
		% within Pictures	51.1%	82.2%	57.7%
		% of Total	40.3%	17.4%	57.7%
Total	Count	272	73	345	
	% within Medium	78.8%	21.2%	100.0%	
	% within Pictures	100.0%	100.0%	100.0%	
	% of Total	78.8%	21.2%	100.0%	

In contrast, the correlation between the mediums and the headings indicates that names of foreign institutions on newspaper have 53 news items (36.3% within the medium) and on television are 72 news items (36.3% within the medium) compared to local institutions on newspaper that are 50 news items (34.2% within the medium) and television is 54 news items (27.1% within the medium). For mobile and internet the sum of the both mediums displays their distribution, hence foreign institutions names on both the mobile and internet are 125 new items (36.2% within the medium) compared to 104 news items (30.1% within the medium). See Figure 11.

Figure 11 Headings on Television/Newspaper stories



In terms of focus of the messages on internet remediated from television and newspaper, 102 news items (69.9% within medium) are directly related to the event and television has 152 news items (76.4% within medium) compared to 44 news items in newspaper are indirectly related to the event and television has 47 news items (23.6% within medium). Pearson’s Chi-square test indicates significance level at $X^2(1, N=345) = 1.83, p < 0.05$, suggesting a confidence interval of (95%) between the observed and expected frequencies. See table 5.

Table 5 Relatedness of the story on Television/Newspaper

Medium * Relatedness Cross tabulation					
			Relatedness		Total
			Directly Related to Event	Indirectly Related to Event	
Medium Newspaper	Count		102	44	146
	% within Medium		69.9%	30.1%	100.0%
	% within Relatedness		40.2%	48.4%	42.3%
	% of Total		29.6%	12.8%	42.3%
Television	Count		152	47	199
	% within Medium		76.4%	23.6%	100.0%
	% within Relatedness		59.8%	51.6%	57.7%
	% of Total		44.1%	13.6%	57.7%
Total	Count		254	91	345
	% within Medium		73.6%	26.4%	100.0%
	% within Relatedness		100.0%	100.0%	100.0%
	% of Total		73.6%	26.4%	100.0%

4.1.1.2 Nature of the messages

Nature of the messages are testing H5 and H6 hypotheses. The analysis of the messages is carried out in 345 news items taken from Geo News and The News International remediated to internet. Both of the mediums (newspaper and television) messages regarding the event are showing more news items having a propaganda orientation against the truth orientation. In newspaper, 65 news items (44.5%) are towards war reporting, 62 news items (42.5%) towards conflict reporting and 19 news items (13%) are neutral, compared to television which has 97 news items (48.7%) are towards war reporting, 79 news items (39.7%) towards conflict reporting and 23 news items (11.6%) are neutral, see figure 12. In terms, people or elite peacemaking orientation, In newspaper, 102 news items (69.9%) are towards war reporting, 30 news items (20.5%) towards conflict reporting and 14 news items (9.6%) are neutral, compared to television which has 106 news items (53.3%) are towards war reporting, 67 news items (33.7%) towards conflict reporting and 26 news items (13.1%) are neutral, see figure 13.

Figure 12: Empathy and Propaganda on Television/Newspaper

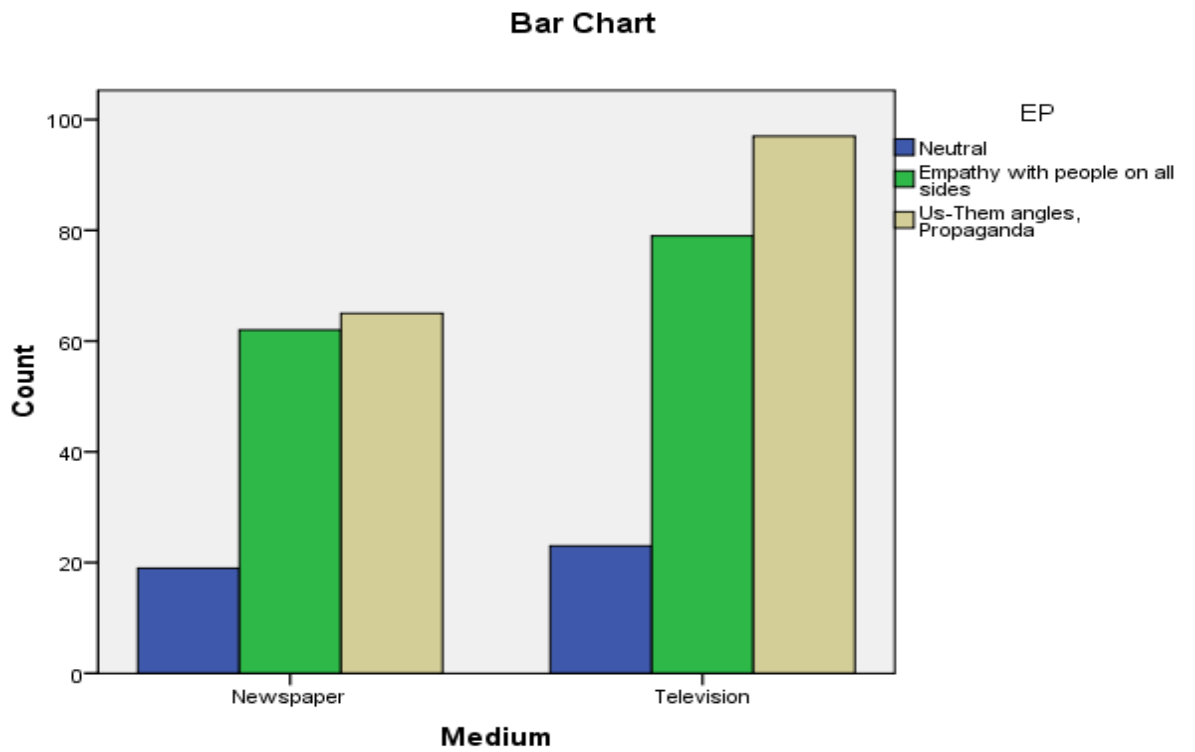
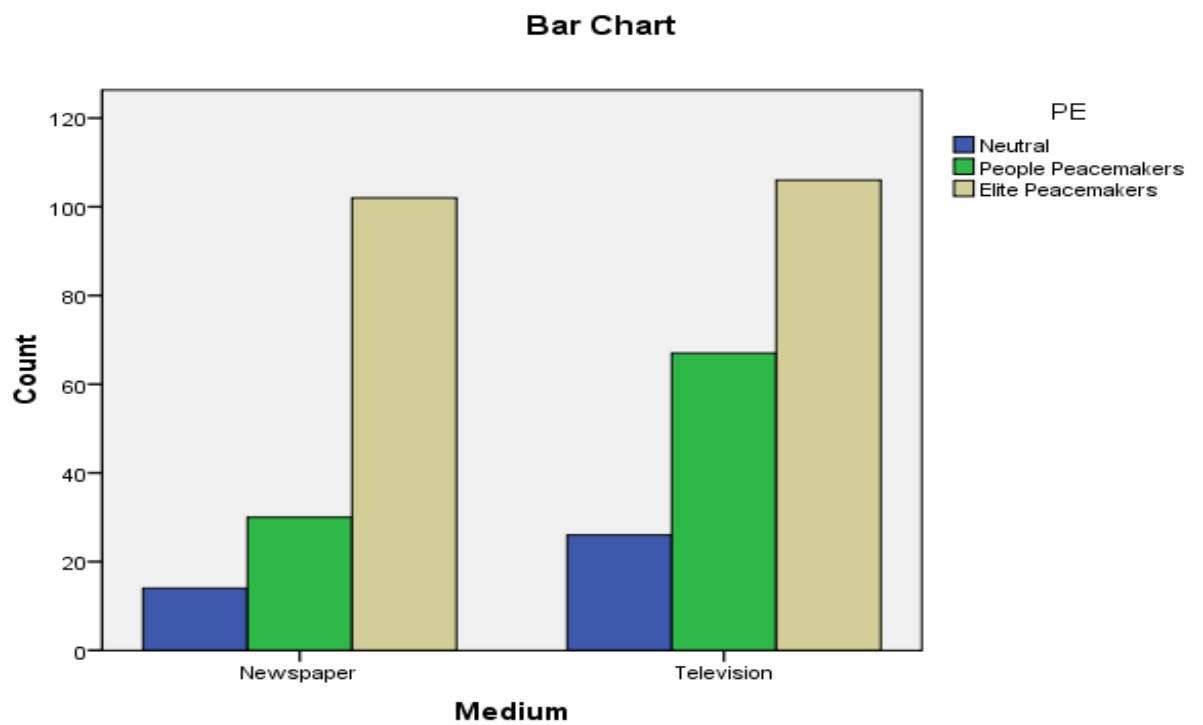


Figure 13 People/Elite Peacemakers



However, the trend of war reporting was little different for invisible and visible effects of violence's. The statistics shows that, in newspaper, 60 news items (41.1%) are towards war reporting, 67 news items (45.9%) towards conflict reporting and 19 news items (13%) are neutral, compared to television which has 108 news items (54.3%) are towards war reporting, 70 news items (35.2%) towards conflict reporting and 21 news items (10.6%) are neutral see figure 14. On the other hand, reporting style related to solution/victory orientation is tabulated as, in newspaper, 80 news items (54%) are towards war reporting, 51 news items (34%) towards conflict reporting and 15 news items (10%) are neutral, compared to television which has 88 news items (44.2%) are towards war reporting, 93 news items (46.7%) towards conflict reporting and 18 news items (9%) are neutral, see figure 15.

Figure 14 Visible/Invisible Effects

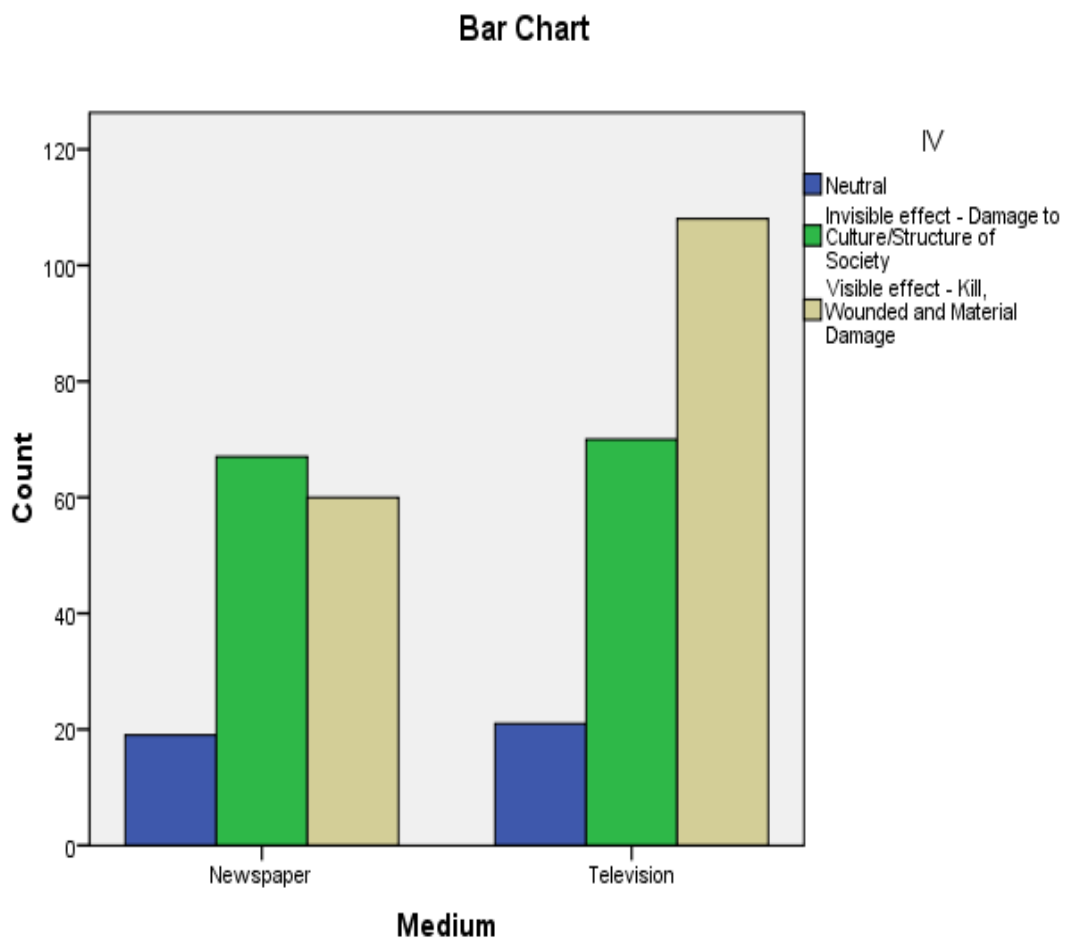
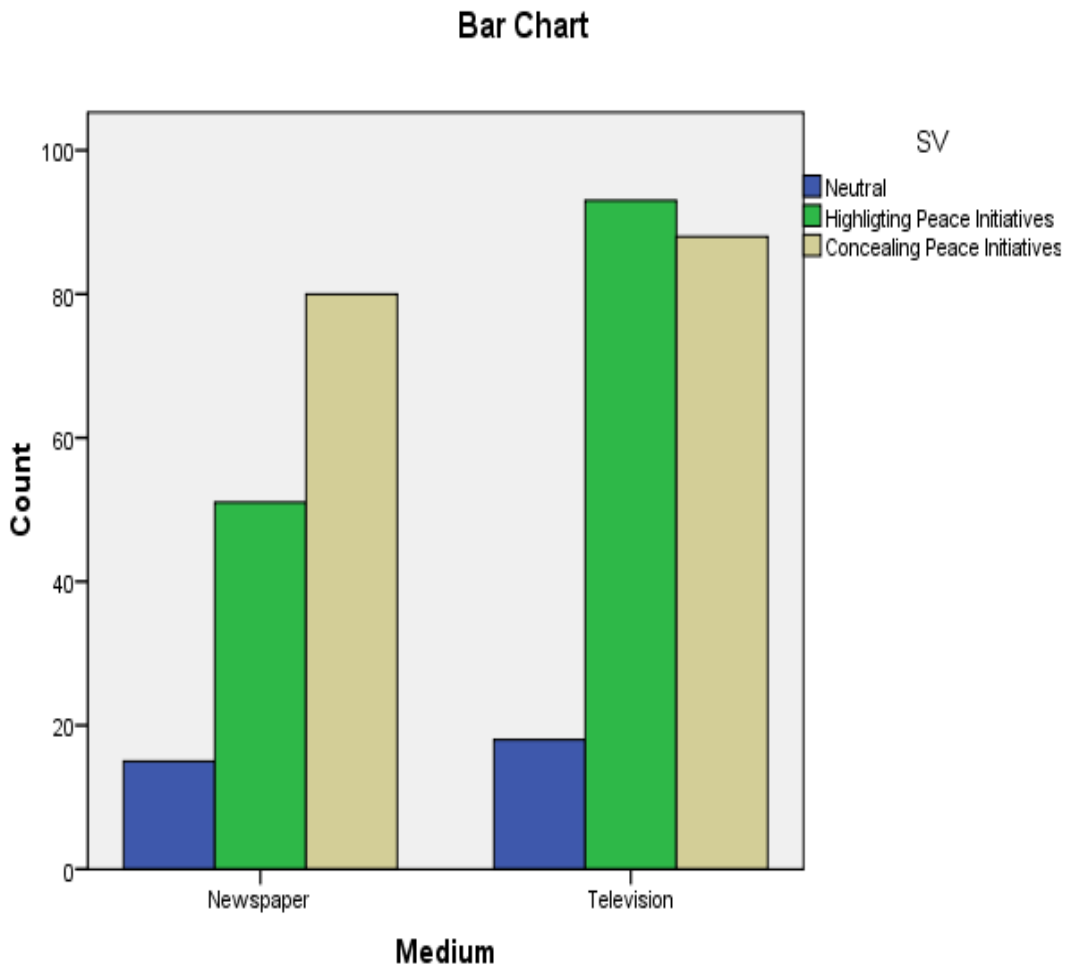


Figure 15 Solution/Victory Orientation



After cross tabulation between the variables within both newspaper and television (345 news items) remediated on internet relating to peace/war journalism and truth/propaganda effects, the data shows that propaganda (44.5%) was dominating over empathy (42.9%) regarding the invisible effects whereas neutral was (13.1%) compared to the propaganda (51.2%) in visible effects over empathy (36.3%) and neutral was recorded at (12.5%). See table 6.

Table 6 Visible/Invisible effects cross tabulation with Empathy/Propaganda orientation

		IV * EP Cross tabulation				
		EP			Total	
		Neutral	Empathy with people on all sides	Us-Them angles, Propaganda		
IV	Neutral	Count	3	22	15	40
		% within IV	7.5%	55.0%	37.5%	100.0%
		% within EP	7.1%	15.6%	9.3%	11.6%
		% of Total	.9%	6.4%	4.3%	11.6%
	Invisible effect - Damage to Culture/Structure of Society	Count	18	58	61	137
		% within IV	13.1%	42.3%	44.5%	100.0%
		% within EP	42.9%	41.1%	37.7%	39.7%
		% of Total	5.2%	16.8%	17.7%	39.7%
	Visible effect - Kill, Wounded and Material Damage	Count	21	61	86	168
		% within IV	12.5%	36.3%	51.2%	100.0%
		% within EP	50.0%	43.3%	53.1%	48.7%
		% of Total	6.1%	17.7%	24.9%	48.7%
Total	Count	42	141	162	345	
	% within IV	12.2%	40.9%	47.0%	100.0%	
	% within EP	100.0%	100.0%	100.0%	100.0%	
	% of Total	12.2%	40.9%	47.0%	100.0%	

Consequently, association between solution/victory orientations of the conflict by people/elite peacemakers reveals that 81 news items (56.3%) are highlighting peace initiatives by elite, 45 news items (31.3%) are by people and 18 news items (12.5%); whereas 108 news items (64.3%) are concealing peace initiatives by elite, 41 news items (24.4%) by people and 19 news items (11.3%). See table 7.

Table 7 Solution/Victory oriented correlated with People/Elite voices

		SV * PE Cross tabulation				
		PE			Total	
		Neutral	People Peacemakers	Elite Peacemakers		
SV	Neutral	Count	3	11	19	33
		% within SV	9.1%	33.3%	57.6%	100.0%
		% within PE	7.5%	11.3%	9.1%	9.6%
		% of Total	.9%	3.2%	5.5%	9.6%
	Highlighting Peace Initiatives	Count	18	45	81	144
		% within SV	12.5%	31.3%	56.3%	100.0%
		% within PE	45.0%	46.4%	38.9%	41.7%
		% of Total	5.2%	13.0%	23.5%	41.7%
	Concealing Peace Initiatives	Count	19	41	108	168
		% within SV	11.3%	24.4%	64.3%	100.0%
		% within PE	47.5%	42.3%	51.9%	48.7%
		% of Total	5.5%	11.9%	31.3%	48.7%
Total	Count	40	97	208	345	
	% within SV	11.6%	28.1%	60.3%	100.0%	
	% within PE	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.6%	28.1%	60.3%	100.0%	

4.2 Structural Phases of Mediatization

In order to explore deeper into the mediatization of messages by Jang Group in the regarding the particular event, semi structured interviews from the journalists are conducted. Those interviewees are selected who had been working at the different media outlets of the media group (employed during the incident from the day of the activity till next one month). Findings from the interviews are organized into the four phases of structural mediatization, a theory put forward by Strömbäck (2008) to conceptualize mediatization of messages by Jang Group. As mediatization is a process however, as pointed out by Strömbäck (2008) that structural phases of mediatization, “allows us to investigate and asses the degree of mediatization across time, countries or other unit of analysis” (Strömbäck, 2008 p.235). The distinction between the phases of mediatization of messages on different mediums simultaneously by Jang group regarding the event of Osama Bin Laden’s death are varies, particularly at the immediate level. The information gathered from the interviewees provides the description of the influence of Jang Group through news by utilization of different mediums regarding a global media event. The method is used to, “offer a means of thinking about the process of mediatization that can allow making comparisons across time or countries” (Strömbäck, 2008 p.241).

First Phase of Mediatization

On May 1, 2011, the President of United States, Barak Hussain Obama had officially ended the manhunt for the world’s most dangerous man that lasted a decade and reported to the world that, “tonight, I can report to the American people and to the world that the United States has conducted an operation that killed Osama bin Laden, the leader of al Qaeda, and a terrorist who’s responsible for the murder of thousands of innocent men, women, and children” (Phillips, 2011). The location of the activity was sixty kilometers away from the capital of Pakistan in a small city called Abbottabad. Even though, the news of the U.S operation inside Pakistan killing the leader of Al-Qaeda was mediated by CNN to the whole world, but Geo News had mediated the event hours before as one of the U.S forces helicopter was crashed near the compound during the attack. The news was updated at 0130 PST on Monday 2nd May 2011, “A helicopter crashed on PMA Kakul road in the wee hours of Monday, sources said” (GEO, 2011).

“The news of the crash was received hours before to the assignment desk but after several minutes later it was confirmed by the civilians present at the field, in the beginning everyone assumed that it might be one of the tragic incident of military helicopter crashing due to technical faults; but after the speech of U.S President it turned out to be our worst nightmare” said the editor-in-charge of Geo News who was in the office and reported on the television.

Thus, the source of information regarding the event by the Jang Group was mediated by the media in the beginning. However as the death of Osama Bin Laden was confirmed by the Pakistan officials early in the morning, all of the newsman had been trying all night to understand what really went down at Abbotabad. Live DSNNG’s, reporters and other media crew had started storming the crime location and hence the mediatization of the news regarding the event entered into the first phase.

Osama Bin Laden was however a personality who was highly mediatization in a global level that became amplified after his death. Heightening of the controversies started with the lack of visual evidences followed by the release videos of Osama Bin Laden by the U.S Pentagon; but for Pakistan and Jang Group the controversies or conspiracies were initiated regarding the validity of the event, and the role of the Pakistan Army, the location of the event.

“Lack of communication by the state or the military had brought more chaos and confusion within Pakistan public sphere. The media hype became more evident due to the secrecy of information on behalf of Pakistan Army coupled with shame and humiliation that was becoming apparent in the journalistic styles especially on internet and talk shows” said by the copy editor working for The News International.

Second Phase of Mediatization

Internet and mobile phones have changed the news business of Jang Group drastically, giving the media group access and reach to global audiences. Utilization of news is now consumed through a mix of mediums by the receivers and therefore, the source is adapting to different mediums by formulating various media logic to spread news with respect to the limitations of the mediums. In the backdrop of technological advancement in media sector and growing level of journalistic standards have pushed the various news agencies of Jang Group to produce outputs that had brought the political logic dependent on the media logic.

“The news of Osama Bin Laden’s death was sent instantaneously on all mediums, probing to the officials regarding the event along with information coming from U.S.A in particular as and when the updates were being received. The importance of

the messages was mostly directed towards the event in particular but also the future of Pakistan. The media, civil society and the opposition political parties had pressurized the Army, resulting in the acceptance of intelligence failure by the high brass of the military and later an independent commission seeking into the matter” said by the executive producer of a current affairs show on Geo News.

The media group is autonomous in its editorial policy regarding the content over the event of Osama Bin Laden’s death that is deeply integrated into the society, most of the restaurants and public places like airports, train stations and government offices have television showing news about the event in which politics in particular had been mediatized. According to the Strömbäck (2008) the second phase of mediatization properties is that “they now make their own judgments regarding what is thought to be appropriate message from the perspective of their own mediums, its format, norms and values, and its audiences” (Strömbäck, 2008 p.237). Coverage of the Jang Group over the event of Osama Bin Laden’s death was mostly directed towards the incompetence of their government and violation of their sovereignty by U.S along with the accusations of harboring terrorists in a state that had been the biggest victim for being in the forefront to combat Islamic Extremism. Headings like ‘Pakistan either incompetent or involved: CIA chief’, ‘Pak Govt. ‘high level’ knew whereabouts of Bin Laden: Carl Levin’, ‘Pakistan concerned over its unawareness’ and alike influenced the government of Pakistan to react to allegations leveled by external forces which is being reported on local news agencies, as reported that ‘Military officials to give in-camera briefing to Parliament: PM’. Moreover, the corporation was also reporting news regarding the protests, gatherings and mourning conducted on various parts of the country by the followers of Osama Bin Laden and his vision, ‘Prayers for Al-Qaeda chief in IHK’.

“There was an overload of information in the later weeks of the event and many activities inside Pakistan were becoming difficult to comprehend, the news was mostly being reported on the reactions, statements and other unexpected fallout from the event by elites, people and militants on the news, though on editorials and talk shows Jang Group was very vocal over the politicians for putting the nation in a great risks” said by the web editor working for News Control Center of Jang Group.

Third Phase of Mediatization

The means to control the media by the state, especially the big media houses like Jang Group are arbitrary and loosely held due to the lack of proper institutional framework

to regulate the media systems in Pakistan. At the same time media is a symbol of change in the society, in which agents like Geo News (television), The News International (Newspaper) and their online/mobile has become institutionalized on national level that is integrated into the society, but regarding sensitive issues concerning national security the establishment is controlling the important information from the public. However, due to the gravity of emotional response sparked by the international and local media, the public was dismayed as said by the Chief of Army Staff, who is considered to be the most powerful authority in Pakistan, “Abbottabad incident has been in sharp public focus. Incomplete information and lack of technical details have resulted in speculations and misreporting” (GEO, 2012). Hence it can be inferred that the media logic by news corporations were making politics dependent to the content of the messages by the second week after the event. In the third phase of mediatization, the media logic was incorporating voices from the opposition and civil society regarding the lack of governance by the government, ‘PM failed to satisfy the nation: Nisar’ putting pressure on the government.

“Few weeks later after the event, lack of information, responsibility and clarity on behalf of the government during the time when the whole world was looking for answers was the essence of the media logic that was probed in every opportunity got by the journalist. Moreover amid the sensitivity of the issue and the fear of Islamic and Western invisible forces trying to destabilize the nation, the semiotics and messages on television, newspaper and internet was mostly related to the event and less concerning the linkages the event has” said by the news editor of Geo News.

The issues of self censorship and gate keeping to protect the larger interest of the nation was also being considered as reported by the group that, ‘Who is feeding distorted info to the media’. Nevertheless, the mediatization was being witnessed as the messages were being formulated on the media logic more so than the political logic. Within the media logic, the use of statements and coverage of opposition political parties and pressure groups was used to bring a democratic means to tackle one of the greatest conflicts in the history of Pakistan.

Fourth Phase of Mediatization

In the fourth phase of mediatization, political actors from local and international level were becoming governed from both media and political logic. Local politicians had been mostly communicated to their counterparts in U.S through national media that had increased the tension between the two nations and also were scrutinized by the

media itself. Although Osama Bin Laden's character was a mediatized phenomenon as he was only apparent to the world via audio and video recordings via posts to the global media agencies or uploaded on internet, his network spread across the continents is physically institutionalized in connection with global jihad.

Consequently, the sudden demise of Osama Bin Laden made Pakistan a contentious country in the eyes of the world. News coverage of the death of Osama Bin Laden by the Jang Group on Osama Bin Laden inside Pakistan was apparently mediatized on a different direction compared to the global communication systems due to the location and nature of the 'event' - secret operation carried out by U.S forces unilaterally, violating many international laws and Pakistan's sovereignty. In light of the political complexity relating to the event, local political actors used media to bring the Pakistan nation together as well as confront international speculations, as Jang Group was reporting on all mediums that, 'Osama operation: PM takes nation into confidence today', 'PM terms Pak-China friendship anchor of peace' and alike.

"The power of media in Pakistan is not a clear-cut power, as its strength can become its biggest weakness due to the spins created by the politicians, especially in this case. The politics in Pakistan has become much politicized where important events like Osama Bin Laden's death inside Pakistan turns out to be a theatrical event rather than event of change for Pakistanis" said by a reporter of Jang Group

Moreover, U.S government understands the influence of the media in Pakistan and thus approached the media to establish a link with the masses of Pakistan as well as pressurize Pakistan to engage in the war on terror in the future to eradicate the Al-Qaeda network within the country. News like, 'Good ties with Pakistan 'but not at any price: US Senator', 'we need Pakistan in this fight: US Commander' and alike was reported in which international politics were being governed by the media logic compared to political logic in the past as in the case of 'Raymond Davis killing of Pakistanis in Lahore city'.

5 Conclusion:

The study of mediatization of messages by one of the leading media groups in Pakistan regarding the global media event happened inside Pakistan is a new study within media research. The mediatization itself is a phenomena that was studied in the late nineteenth century on western democratic societies due to the effects of media on the society mainly through television. However, today with the convergence of old and new media, news organization have become center in the modernization of the society. Understanding the mediatization of news from local news organizations in Pakistan, a weak democratic country that is important to the regional and international societies brings new insight on the solutions to the problems of the country.

The sensitivity of the event for both Pakistan and the world had resulted in information overload on the global communication systems involving effective use of networks and connectivity, clash of cultural symbols, and variety of journalistic approaches. Mediatization of messages of Jang Group over the event of Osama Bin Laden's death is evident from the study. The capturing of 'reality' or reformulating the incidents regarding the event for Jang Group was not just a media event but also linked deeply with economic, political and social conflicts attached in connection with Osama Bin Laden and his networks. In this research the news delivered to the elite strata of Pakistan society delivered via Geo News, The News and their internet and mobile services reflects politicizing on national and international level leading to sensational journalism. The rises of conspiracies and opinionated journalism from the two media outlets of Jang Group are manifest from their coverage however the causes are complex. The phenomenon of mediatization was narrowed to one media group's some media outlets based in Pakistan over a period of one month that has used different mediums to spread its messages.

The study incorporated two methods, first content analysis on the 'textual reality' on internet (as well as mobile phones as SMS) remediated from television and newspaper. The method is used to identify the big picture regarding the stories characteristics and nature. This method was followed by the semi-structured interview that seeks a deeper relation of the two variables. The information was analytically used through four phases of mediatization to answer the research question.

The finding of the content analysis showcases all six hypotheses tested as positive. News messages by Jang Group had incorporated foreign sources and voices to influence the local politics in Pakistan. The use of internet and mobile were mostly used as an extension to spread messages produced for television and newspaper. Nevertheless, the advent of internet has provided more space and time for the news on traditional mediums that can be accessed across the globe (particularly directing towards overseas Pakistanis) and at user's discretion. Moreover the nature of mediatization was framed mostly towards the war journalism in terms of propaganda, elitism, visible effects of the conflict but regarding peaceful initiatives the nature was inclined mostly towards highlighting peace initiatives in the latter stage of the event. On the structural phases of mediatization, the interviews were useful along with the information from content analysis providing an in-depth understanding of the flow of messages politicized in four different phases of mediatization. These interviews highlighted the significance of the mediatization over mediation regarding the politics in Pakistan and society as a whole coupled with international relations. Although there isn't any linear correlation between the phases, and thus, messages had been over-lapping on various stage as the situation of the event changes with the course of time.

5.1 Answers to the Research Question and Research Problems

The underlying research questions is answered in light of the above analysis:

How 'Jang Group' covered the initial news of 'killing of Osama Bin Laden inside Pakistan by U.S forces' on Geo News and The News (the two media outlets of Jang Group) remediated to internet and as SMS (short message sent) on mobile phones?

The answer to the three research questions derived from the underlying research question investigates the messages of 'news' on internet and mobile remediated from two major media outlets of Jang Group; Geo News (English language version, translated from the popular mainstream news channel in Urdu) and The News International (a popular daily English newspaper circulated across the country) through content analysis are summarized below:

Origin of news are mostly concentrated from outside Pakistan rather than inside Pakistan on all mediums (television, internet, newspaper and mobile) mainly due to the secrecy of information and details of the events by the establishment of Pakistan due to the sensitivity of the issue and national interests.

Dominant sources in which a news item has more foreign sources quoted giving more space and time on both television and newspaper remediate to the internet and mobile. The media logic concentrated more on foreign sources of information due to the initiation of the attack and lack of preparedness along with element of surprise from the government of Pakistan. However, the local sources are also used extensively in which opposition and pressure groups are not as much given space and time as expected, referring to the mediatization of messages are mostly exported from core nations.

Manifested active voices of different institutions of foreign and local contribute more towards U.S administration. The political actors from U.S government were dominated in all mediums in the media logic of Jang Group mainly because the information was in detail and important for the Pakistan, regarding the future course of the nation with U.S after the event. At the same time, voices from the government of Pakistan was also apparent but could not be able to pressurize or bring message outward from Pakistan regarding the legal, political and social aspects of the event, rather it was vice-versa. Moreover, voices from militant groups were also given space and time on all mediums originating from both inside and outside Pakistan regarding the event, whereas the Pakistan civil society and international community related to the people oriented were less – indicating the elitist aspects of the mediatization.

Relation between voices and sources has shown a statistical significance, even though it is very less. On all the mediums, within foreign sources more than local level, U.S administration is dominating due to the main involvement of the country in the event. In addition to that, within local sources Pakistan civil society voices were half compared to the voices of the government.

Another interesting finding was that the difference of media logic from newspaper and television regarding sources and origin of news. On television, the foreign sources were given space and time that were quoted from inside Pakistan, whereas local sources were being quoted from outside Pakistan, this trend was not seen in the

newspaper that is mostly linked towards the international news. One of the reasons behind this is that the political actors were being governed by the media logic of Jang Group in which U.S administration and Pakistan government sources were being mediatized over the unexpected event occurred during the wee hours of 1st May 2011.

Regarding the functions of mediatization, uses of pictures were basic on internets that are related to both television and newspaper. On internet the stories mostly had images attached to it, although most of them were from archives; however there were also some news items that didn't had any pictures only plain texts that accounts for a total of (21.2%) of total sample. Similarly on internet the relatedness of the event in the messages was also reported high on the content analysis at least three times more news items were directly related to the event compared to indirect relation.

Within different mediums (television and newspaper), the relation between pictures and mediums showed a positive correlation between them, indicating that pictures are dependent on the mediums within the news items. Both of the mediums had high count for pictures compared to no pictures within the news items.

Within mobile medium, the foreign institutions, persons and other entities were more compared to the local counterparts. These findings are showing a similar trend on digital platforms as seen in the traditional mediums.

Within television and newspaper mediums, the relatedness of the event on the news items was more on television compared to the newspaper. One of the reason is the television medium is more engaged on bringing the hypermediacy and/or immediacy effect to the receivers regarding what really went down in Abbottabad.

Nature of mediatization of messages indicates that more news items having a propaganda orientation against the truth orientation. As the trend was similar in people or elite peacemaking orientation. However, the trend of reporting was different on newspaper and television for invisible and visible effects of violence's and solution/victory orientation. Within newspaper effects of invisible effects was seen slightly over than visible effect which was not seen the same trend on television; whereas regarding solution/victory orientation television was reported to be more towards solution rather than victory that was not seen in the newspaper. While cross tabulating, it was found that on internet (total of all news items) visible effects of conflicts was used more towards war reporting compared to conflict reporting, and

peace initiatives were mostly concentrated towards elite peacemakers compared to level of masses.

The semi structured interview findings shows that the immediate reality captured by the Jang Group of Newspapers regarding the killing of Osama Bin Laden by the U.S Special Forces was mediatized from the beginning. As in the first phase of mediatization, the sources of information regarding the event was not received through any political affiliations or interpersonal communications from journalists, rather it was mediated through the media (news agencies own resources that includes media from global communications as well as local and online sources), a prerequisite for the mediatization. At the same time, the news had already been surfaced on social websites notably 'twitter'. The first message was regarding the material damage occurred during the attack while not knowing the actual cause. It was later confirmed the cause of the helicopter crash when U.S President reported on CNN. However, as the news was mass communicated to the entire world, the content was independently produced by Jang Groups own media logic rather than influenced by political logic. Instead, Jang Group had influenced national politics, society and the establishment through its own logic.

The logic of media adopted by the different mediums of Jang Group was mainly mediatized by involving foreign sources more than the local from outside Pakistan. The extent of influence was felt by the state of Pakistan as news messages had created panic and chaos within national public spheres as well online spheres. The news messages did include voices and sources from the local politicians but only because of the logic of media compelled them. The coverage of news on television in particular along with newspaper, internet and mobile played an important role towards politicizing the issue. The degree to of influence can be gauge from the fact that bi-lateral relation between U.S and Pakistan had seen it's lowest in the history.

The media logic by the Jang Group was mostly directly related to the event, but it also gave due space and time towards un-related themes, for example, reporting personal stuff belonging to Osama Bin Laden, Hollywood industry's announcement to producing a movie on the event and alike, whereas it also reported the protests and attacks carried out by Taliban inside Pakistan as a reaction to the event. Moreover, the opposition political parties along with other civil society were also dominant in the

media logic of Jang Group to pressurize the government to explain the narrative behind incident that had bleak consequences for the country.

The content of the messages also reflects on the mediatization of messages by Jang Group as it was mostly dominating towards war journalism instead of conflict reporting. However, these war journalistic styles were directed not only towards the U.S Administration but also being critical towards their own government. The nature of the content however does tend to seek peacemaking initiatives but it was directed towards the elitist peacemakers. It is also fair to state that Jang Group of Newspapers also provided a nominal amount of space and time to the militant groups or those elements that supported the cause of Osama Bin Laden. The mixed variety of the messages in the news adopted by the editors of the Jang Group shows a lack of clear goal towards any journalistic standards rather was driven mostly by economic incentives. Jang Group of Newspapers had been competing for the news attention and penetrating through different gate-keeping levels from local to global level by compromising on the news value important to the public. Although sensitive issues like nuclear arsenals, violations of national sovereignty, Islamic fundamentalism in Pakistan, American-Israel conspiracy theories and image of the country were carefully constructed and presented. However issues regarding national politics, Pakistan Army and ISI's incompetence were highly sensationalized.

Lastly, during the first month of the event the messages by Jang Group had been mediatized most of the time particularly on television. Interestingly, the use of social websites and digital platforms in association with television were also utilized by the politicians and other members of the society to use media for their own benefits. As a result Jang Group was active player through its coverage of the event within and outside Pakistan in the political decision-making process.

5.2 Relation to Global Journalism

The study entails the effect of Jang Group of Newspapers on Pakistan society and the world regarding the coverage of the Osama Bin Laden's death by U.S forces inside Pakistan. The study is related to the global journalism in connection with the World System Theory in particular as well as double logic of remediation. The study uses the concept of mediatization regarding a specific issue to understand the Jang Effect that is rising inside Pakistan due to technological advancements and growth of global

communication systems that is becoming difficult for the national politics to control the information flow.

However, the study shows that even though there is significant evidence of mediatization of news by Jang Group but still it is not strong and powerful enough to bring a change as Al-Jazeera effect had brought in Arab countries the same year. One of the major reasons behind this could be the nexus of establishment, the conservative elites and the media group's owners.

The effect of Jang Group using different technologies to disseminate information within Pakistan and outside through the advent of internet has been progressive, but due to low literacy rate along with high cost of internet usage in the country the effects are not materialized as yet. The flow of global communications was also being contested by the coverage of Jang Group regarding the event indicating the presence and power of the media group in Pakistan society as being an integral part of it as well as emerges as an independent institution.

5.3 Contributions to the Study

Previous studies have made important contribution on Pakistan media and its role towards bringing democracy inside an orthodox country. However, two main barriers limiting the number of studies in Pakistan's media industry and its effect on the society, first the limited access for primary sources of information from various social institutions in most segments of the society including media itself and the state; secondly lack of statistical data available on news agencies. Although there are data available regarding the businesses of the news agencies for example the market share, advertising revenues and ratings of talk shows, but very limited on the content, news production and its impact on social institutions – particularly politics. Moreover the studies on the use of social websites by the mainstream media or researches within online spheres are very limited. The emerging trends in the media environment in Pakistan with the advent of internet had brought many alteration in the communication processes undertaken from local to national and global level.

Pakistan has been a most attractive destination for the research community in last ten years mainly due to its role in war and terror. But these studies are mostly concentrated to journalistic freedom and safety in the coverage of news in a conflictive area situated in the North of the country. The role of the media as an agent

of change in a closed society of Pakistan, where despite of being highly mediatized the society is resistant to collectively act together.

The study at hand also contributes to the role of media corporation in Pakistan amid global attention and processes. The relationship between technology and media is becoming far more complex as utilization of different mediums by the media influences the society. This study provides a good starting point to learn the complexities of technology in Pakistan media used as a vehicle for messages. On the other hand, the study is also contributing from a different geographical and cultural position in the field of digitalization of messages in Pakistan media systems.

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7 Appendixes

7.1 Coding Scheme

V1: News Item Identification Number

- News item from the ‘The News International’ remediated to internet are coded as 1XX
- All news item from the ‘Geo News English’ remediated to internet are coded as are coded as 2XX

V2: Date

- Dates of News items from ‘The News International’ are coded as 1-XXXX, where first two digits comprise of the month and last two are the day. (For example, 1-0513, is news item from ‘The News International on May 13th)
- Similarly, dates of News items from ‘Geo English’ are coded as 2-XXXX, where first two digits comprise of the month and last two are the day.

V3: Dateline: The location of the news being reported. **Exhaustive, Nominal**

0	Unspecified/Other
1	Inside Pakistan on Newspaper (The News International)
2	Outside Pakistan on Newspaper (The News International)
3	Inside Pakistan on Television (Geo News)
4	Outside Pakistan on Television (Geo News)

V4: Medium the two traditional mediums that are remediating news on internet and mobile

Exhaustive, Nominal

0	Others
1	News items on Official website and Facebook published on The News International
2	News item on Official website and Facebook broadcasted on Geo News

V5: Pictures of News items taken from Newspapers: Visual representation with the messages on internet **Exhaustive, Nominal**

0	News items having links to other news items, videos and/or graphics (except images)
1	News items comprising of image on the website edition taken from Newspaper
2	News items not comprising of image on the website edition taken from Newspaper

V6: Pictures of News items Taken from Television Exhaustive, Nominal

0	News items having links to other news items, videos and/or graphics (except images)
1	News items comprising of image on the website edition taken from Television
2	News items not comprising of image on the website edition taken from Television

V7: Size of the News items from Newspapers length of the news stories **Exhaustive, Ordinal**

0	Others (words more than 1000 words)
1	Words from 501 onwards
2	Words from 1 to 500
3	No words only heading

V8: Size of the News items from Television **Exhaustive, Ordinal**

0	Others (words more than 1000 words)
1	Words from 501 onwards
2	Words from 1 to 500
3	No words only heading

V9: News items focus Direct/indirect relation to the death of Osama Bin Laden Relatedness of the story linked to the attack (directly) or to other areas concerning Osama Bin Laden (indirect)

Mutually Exclusive, Nominal

0	Others
1	Directly related to the event of killing OBL (news about the event)
2	In directly related to the event of killing OBL (news related to the event but not about the event)

V10: Nature of Headings in News items from Newspapers Priority selected regarding story headings

Exhaustive, Nominal

1	News items having mentioned persons'/groups' (state, autonomous and/or news organizations) from outside Pakistan in the headings
2	News items having persons'/groups' (state, autonomous and/or news organizations) inside Pakistan in the headings
3	News items having Persons'/groups' mentioned that belong to Islamic Extremists groups inside and outside Pakistan
4	News items having Persons'/groups' (state, autonomous and/or news organizations) from outside and inside Pakistan are mentioned in the headings
5	No (persons'/groups' mentioned in the headings/Others.

V11: Nature of Headings in News items from Television **Exhaustive, Nominal**

1	News items having mentioned persons'/groups' (state, autonomous and/or news organizations) from outside Pakistan in the headings
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2	News items having persons'/groups' (state, autonomous and/or news organizations) inside Pakistan in the headings
3	News items having Persons'/groups' mentioned that belong to Islamic Extremists groups inside and outside Pakistan
4	News items having Persons'/groups' (state, autonomous and/or news organizations) from outside and inside Pakistan are mentioned in the headings
5	No (persons'/groups' mentioned in the headings/Others.

V12: Dominant Active Voices in the story of the news items from Newspapers number of different sources used in a news story are categorized and counted, then coded. More than one quote from a source is considered one source.

Mutually Exclusive, Nominal

0	No sources mentioned
1	Persons'/groups'/institutions' from foreign sources 'quoted' are more than Pakistan sources
2	Persons'/groups'/institutions' from foreign sources 'quoted' are less than Pakistan sources
3	Persons'/groups'/institutions' from foreign sources 'quoted' are equal to Pakistan sources
4	Persons'/groups'/institutions' sources 'quoted' from Militants
5	Other combinations of active sources quotations

V13: Dominant Active Voices in the story of the news items from Television

Mutually Exclusive, Nominal

0	No sources mentioned
1	Persons'/groups'/institutions' from foreign sources 'quoted' are more than Pakistan sources
2	Persons'/groups'/institutions' from foreign sources 'quoted' are less than Pakistan sources
3	Persons'/groups'/institutions' from foreign sources 'quoted' are equal to Pakistan sources
4	Persons'/groups'/institutions' sources 'quoted' from Militants
5	Other combinations of active sources quotations

V14: Types of Actor's voices from Pakistan in the news items from Newspaper Voices that are being quoted and not being used as either a reference or padding information.

Mutually Exclusive, Nominal

0	Others/Active voices from anonymous sources
1	voices from Pakistan state (including military and government)
2	voices from Pakistan civil society (political pundits/opposition political groups/journalists)
3	active voices from Pakistan state and civil society

V 15: Types of Actor's voices from Outside Pakistan in the news items from Newspaper

Mutually Exclusive, Nominal

4	Voices from United States government
5	Voices from international community (other than Pakistan and U.S)
6	Voices from foreign media
23	Mixed combination of foreign sources

V16: Types of other combinations of voices in the news items from Newspaper

Mutually Exclusive, Nominal

7	Voices from States of Pakistan, U.S and foreign media
8	Voices from the states of Pakistan and U.S.
9	Voices from Pakistan civil society and state of U.S
10	Voices from Pakistan state and foreign media
11	Voices from Pakistan civil society and foreign media
12	Voices from banned terrorists organizations
13	Other types of voices

V17: Types of Actor's voices from Pakistan in the news items from Television

Mutually Exclusive, Nominal

0	Others/Active voices from anonymous sources
1	voices from Pakistan state (including military and government)
2	voices from Pakistan civil society (political pundits/opposition political groups/journalists)
3	active voices from Pakistan state and civil society

V 18: Types of Actor's voices from Outside Pakistan in the news items from Television

Mutually Exclusive, Nominal

4	Voices from United States government
5	Voices from international community (other than U.S)
6	Voices from foreign media
23	Other types of Active Voices

V19: Types of other combinations of voices in the news items from Television (Mutually Exclusive, Nominal)

7	Voices from States of Pakistan, U.S and foreign media
8	Voices from the states of Pakistan and U.S.
9	Voices from Pakistan civil society and state of U.S
10	Voices from Pakistan state and foreign media
11	Voices from Pakistan civil society and foreign media
12	Voices from banned terrorists organizations
13	Other types of voices

V 20: Invisible/visible effects of reporting from Newspaper

Mutually Exclusive, Nominal

0	Others/Uncertain
1	Invisible – damage to culture and structure of the society
2	Visible – killed, wounded and material damage

V 21: Invisible/visible effect of conflict/war reporting from Television

Mutually Exclusive, Nominal

0	Others/Uncertain
1	Invisible – damage to culture and structure of the society
2	Visible – killed, wounded and material damage

V22: People/Elite orientations in the news item from Newspaper

Mutually Exclusive, Nominal

0	Others
1	Focus on people peacemakers
2	Focus on elite peacemakers

V23: People/Elite orientations in the news item from Television

Mutually Exclusive, Nominal

0	Others
1	Focus on people peacemakers
2	Focus on elite peacemakers

V24: Empathy/Propaganda orientation in the news items from Newspaper

Mutually Exclusive, Nominal

0	Others
1	Stories having empathy with the people for both sides including in the conflict
2	Stories indicating ‘us-them’ and suggesting propaganda elements

V25: Empathy/Propaganda orientation in the news items from Television

Mutually Exclusive, Nominal

0	Others
1	Stories having empathy with the people for both sides including in the conflict
2	Stories indicating ‘us-them’ and suggesting propaganda elements

V26: Solution/Victory Orientation in the news items for Newspaper

Mutually Exclusive, Nominal

0	Others
1	Stories highlighting peace initiatives and/or preventing more wars
2	Stories concealing peace initiatives and/or creating conspiracies of more wars

V27: Solution/Victory Orientation in the news items for Television

Mutually Exclusive, Nominal

0	Others
1	Stories highlighting peace initiatives and/or preventing more wars
2	Stories concealing peace initiatives and/or creating conspiracies of more wars

7.2 Interview Guide

Interview Guide (Semi-Structured Interviews):

- What aspects of important sources of information was used by the journalist of television, newspaper and internet (either by their experiences, interpersonal communications or the media) in the news of Osama Bin Laden's death by U.S forces inside Pakistan?
- How did the journalists verify, objectify and gauge relevance of the messages regarding the breaking news of a global media event? Which voices were important and available that was incorporated in the news? What voices they had to incorporate and they would have wanted to include it in the message but could not? Why not?
- How does the issue of gate keeping from state, foreign media and state sources and local institutions applies in the information gathering, processing and distribution of news from Jang Group?
- Which sources, voices and origin of information is choose to remediate on different mediums like television, newspaper, internet and mobile? Which aspects they would like to include but could not? Why not?
- Which medium had been important for the media logic to be influencing on the society and culture of Pakistan and beyond?
- Was there an element of self censorship, state censorship or other pressures impacting directly on the messages of the news regarding the sensitive event? Has the government mainly the establishment (the military) influenced the media outlet regarding the event or media agency was independent in its production and propagation of news on traditional and new media's?
- Which medium (in terms of space and time) had the strongest impact on the society regarding the news of the event?
- How the society and politics did react regarding suppression, adaption, critical or supportive to the messages or framing of news regarding the sensitive issue?
- What was the nature of journalistic style regarding the event (given the complexity of violation of national sovereignty and progress in global war on terror waged for last ten years)?
- How did internet and digital mediums utilized by the television and newspapers to spread the news regarding the event? What level of influence does expansion of media agency has on the society?
- What level of information associated with which kind of pictures, size and editorial considerations used in the messages of the news regarding the event (given the competition and constraints of time within the media system in Pakistan)?

- What is the role of central news management in Jang Group regarding the information/videos/sources sharing between the media outlets? How the distribution of news regarding the event was took place that provided the material for the media logic to dominate in Pakistan and outside Pakistan?
- The relation between Pakistan and U.S had become very intense after the event, what was the role of Jang Group in mediating or changing the relationship of the countries?
- It has been a general remark that Jang Group (particular Geo News) is sensationalizing the event and news for economic considerations, how did the news organization react to such claims (particularly in relation to the coverage of the event under study)?
- What is the cost of including voices, sources and pictures concerning invisible effects (like damage to culture and image of the nation) into the news compared to the visible effects (like killed, destruction of property)?
- Did the journalistic style incorporate the empathy on all sides of the conflict, if not what were the barriers? And which kind of agenda setting was developed in their media logic?
- How the agenda/rundown of the news does is developed for the television, internet, mobile and newspaper? What is the fundamental point to reflect on the news-worthiness and news value?
- How was the political clout adapted to the messages during the first one of the event? What was the role of the government, opposition parties, civil society and general public response?
- The government’s ban on the foreign media regarding the coverage of the event had increased the importance of the media houses like Jang Group, what kind of information sharing process took place regarding the event?
- What type of journalistic features television, newspaper, internet and mobile were used in the event? Why was it used? What changes they would have liked to make in their reporting? What purposes or aims the journalists had in reporting the event (given the uncertainty, complexity and complicated the event was)?

Occupational data of the respondents

Respondents	Age/Gender	Tenure	Attribution
Respondent 1	42/M	10 years	Copy Editor
Respondent 2	36/M	7 years	Reporter
Respondent 3	39/M	6 years	News Editor
Respondent 4	33/F	7 years	Producer
Respondent 5	28/F	4 years	Web Editor

7.3 Reliability Coefficient for Non-Parametric Statistics

Pearson Correlation Significance tests (2-tailed)

.893**	.263**	-.017	-.012	.021	-.183**	.060	.041	-.077	.079	-.049
.000	.000	.746	.819	.694	.001	.264	.444	.156	.145	.361
345	345	345	345	345	345	345	345	345	345	345
1	.257**	-.007	-.073	.062	-.054	-.027	-.004	-.143**	.113*	-.070
	.000	.900	.176	.249	.321	.617	.947	.008	.035	.192
345	345	345	345	345	345	345	345	345	345	345
.257**	1	-.063	.028	.011	.011	.111*	.002	-.087	-.011	.005
.000		.241	.603	.835	.841	.039	.968	.105	.835	.931
345	345	345	345	345	345	345	345	345	345	345
-.007	-.063	1	-.081	-.086	-.036	-.072	.046	-.045	.136*	-.011
.900	.241		.133	.112	.508	.183	.393	.406	.011	.845
345	345	345	345	345	345	345	345	345	345	345
-.073	.028	-.081	1	-.015	-.042	.177**	.096	.025	-.027	.014
.176	.603	.133		.779	.435	.001	.075	.637	.622	.796
345	345	345	345	345	345	345	345	345	345	345
.062	.011	-.086	-.015	1	.183**	.100	-.161**	-.068	-.053	-.051
.249	.835	.112	.779		.001	.064	.003	.208	.324	.349
345	345	345	345	345	345	345	345	345	345	345
-.054	.011	-.036	-.042	.183**	1	.179**	-.028	-.042	.021	.043
.321	.841	.508	.435	.001		.001	.607	.432	.698	.429
345	345	345	345	345	345	345	345	345	345	345
-.027	.111*	-.072	.177**	.100	.179**	1	.091	.073	-.045	-.036
.617	.039	.183	.001	.064	.001		.092	.176	.407	.500
345	345	345	345	345	345	345	345	345	345	345
-.004	.002	.046	.096	-.161**	-.028	.091	1	.067	.049	-.028
.947	.968	.393	.075	.003	.607	.092		.212	.363	.601
345	345	345	345	345	345	345	345	345	345	345
-.143**	-.087	-.045	.025	-.068	-.042	.073	.067	1	-.069	.046
.008	.105	.406	.637	.208	.432	.176	.212		.199	.392
345	345	345	345	345	345	345	345	345	345	345
.113*	-.011	.136*	-.027	-.053	.021	-.045	.049	-.069	1	-.111*
.035	.835	.011	.622	.324	.698	.407	.363	.199		.040
345	345	345	345	345	345	345	345	345	345	345
-.070	.005	-.011	.014	-.051	.043	-.036	-.028	.046	-.111*	1
.192	.931	.845	.796	.349	.429	.500	.601	.392	.040	
345	345	345	345	345	345	345	345	345	345	345

Spearman's rho Correlation Coefficient

1.000	.884**	.266**	-.015	-.013	-.042	-.224**	.123	.040	-.075	.077	-.070
.000	.000	.000	.785	.807	.435	.000	.023	.464	.164	.151	.198
345	345	345	345	345	345	345	345	345	345	345	345
.884**	1.000	.257**	-.008	-.073	.045	-.044	-.010	-.008	-.158**	.122	-.085
.000	.000	.000	.883	.176	.400	.420	.860	.880	.003	.023	.116
345	345	345	345	345	345	345	345	345	345	345	345
.266**	.257**	1.000	-.064	.028	.001	-.022	.115	.003	-.089	-.030	.000
.000	.000	.000	.238	.603	.991	.688	.032	.957	.098	.573	.998
345	345	345	345	345	345	345	345	345	345	345	345
-.015	-.008	-.064	1.000	-.065	-.079	-.047	-.094	.063	-.042	.134	.017
.785	.883	.238	.000	.232	.143	.380	.081	.242	.441	.012	.749
345	345	345	345	345	345	345	345	345	345	345	345
-.013	-.073	.028	-.065	1.000	-.052	-.088	.225**	.100	.040	-.029	-.002
.807	.176	.603	.232	.000	.335	.104	.000	.063	.455	.596	.964
345	345	345	345	345	345	345	345	345	345	345	345
-.042	.045	.001	-.079	-.052	1.000	.285**	-.005	-.187**	-.102	-.038	-.038
.435	.400	.991	.143	.335	.000	.931	.000	.059	.484	.484	.484
345	345	345	345	345	345	345	345	345	345	345	345
-.224**	-.044	-.022	-.047	-.088	.285**	1.000	-.166**	-.061	-.108	.052	.042
.000	.420	.688	.380	.104	.000	.002	.262	.045	.339	.437	.437
345	345	345	345	345	345	345	345	345	345	345	345
.123	-.010	.115	-.094	.225**	-.005	-.166**	1.000	.083	.082	-.072	-.047
.023	.860	.032	.081	.000	.931	.002	.000	.123	.126	.183	.384
345	345	345	345	345	345	345	345	345	345	345	345
.040	-.008	.003	.063	.100	-.187**	-.061	.083	1.000	.099	.065	-.026
.464	.880	.957	.242	.063	.000	.262	.123	.000	.065	.228	.625
345	345	345	345	345	345	345	345	345	345	345	345
-.075	-.158**	-.089	-.042	.040	-.102	-.108	.082	.099	1.000	-.068	.064
.164	.003	.098	.441	.455	.059	.045	.126	.065	.000	.211	.235
345	345	345	345	345	345	345	345	345	345	345	345
.077	.122	-.030	.134	-.029	-.038	.052	-.072	.065	-.068	1.000	-.114
.151	.023	.573	.012	.596	.484	.339	.183	.228	.211	.000	.034
345	345	345	345	345	345	345	345	345	345	345	345
-.070	-.085	.000	.017	-.002	-.038	.042	-.047	-.026	.064	-.114	1.000
.198	.116	.998	.749	.964	.484	.437	.384	.625	.235	.034	.000
345	345	345	345	345	345	345	345	345	345	345	345

Chi-Square Tests

	Dateline	Medium	Pictures	Size	Relatedness	Headings	Sources	Voices	EP	PE	IV	SV
Chi-Square	2.830	8.142	4.786	2.591	7.012	2.290	3.180	3.119	7.243	6.939	7.548	9.200
df	3	1	1	2	1	4	4	12	2	2	2	2
Asp. Sig.	.000	.004	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

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Drone strike to jeopardize Pak-US ties: Awan - GEO.tv
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