



Portrayal of Pakistan's Image in the International Press before Operation Zarb-E-Azab

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ABSTRACT

The study “Portrayal of Pakistan image in the international press before operation Zarb-E-Azab.” The study given is an attribute to understand explore and contribute towards the impression of Pakistan conducted by the international community of press before Zarb-E-Azab (Z.E.A). The research done here did a collection of the data of International Elite Press from U.S.A, China and India. These international elite press (E-P) were New York Time (N-Y-T), Global Times (G-T), and Times of India (T-O-I). The researcher did utilization of framing theory to solidify the research work. For data collection and hypothesis testing, researcher took help from the content analysis method by using defined categories. The result shows, Pakistan's image negatively developed at the international level, and U.S.A security departments blamed the Pakistan military with terrorism. The T-O-I majorly criticized Pak attitude towards the terrorism. T-O-I also stated Pakistan to be safe haven for terrorism. These stories' statements undoubtedly hit the Pakistan Image at the global level, and the Indian press never ever recognize any hard work of Pakistan leadership as well as military, against the militant groups. Overall, the selected international press discussed and framed highly negative image of Pakistan about economy situation, military failure against terrorist activities.

Keywords: Pakistan's Image, Zarb-E-Azab, Portrayal, International Press,



INTRODUCTION

This study focuses on determining the portrayal of Pakistan's image in the selected international press before operation Zarb-E-Azab—a campaign against terrorists with in the region of Pakistan. Pakistan is a country with a very important geopolitical position on the world map (Kreft, 2008). The agenda is to investigate the representation of Pakistan's impression in the international press concerning operation Z.E.A. Prior to this operation in Pakistan, the horrible incidents of bombings and attacking in the name of terrorism were proliferating more than ever; the newspapers were filled with bombing attack news, the target killings, suicide attacks you can name them. The newspapers were a site of depression for the reader. Because of electronic media headlines and the newspaper, an embarrassing and alarming impression was prevailed all over the media. As media is undoubtedly one of the most vital sources to have a conversation with any individual, society, network and region pictures (Bryant and Oliver, 2009).

Operation Zarb-E-Azab

Zarb-E-Azab (Z.E.A) is an army campaign released by the Pak Army to refute different sorts of underground or emerging self-proclaimed militant groups like, Tahrika Taliban Pakistan (TTP), Al Quaida (A-Q), and all other hazardous groups causing a havoc in the nation. This campaign recognized with "Z.E.A, imparted as an exhaustive activity "for the absolute pounding abroad and ordinary radicals that are concealed in North Waziristan (N-W). "Z.E.A" has earned extensive help from the Pakistan. In this way, over the national security condition ended up being immeasurably improved, and the masochist assault on Pakistan decreased colossal when diverged from 2008 (Ghazanfar, 2016).

The Armed powers of Pakistan associated an earth-shattering fighting technique that rarely used, called "Search for, Destroy, Clear, Hold." The Pakistan Army will found the victim (Ghazanfar, 2016).



Media Framing

The framing methodology in mass exchanges is a touch of the plan set. It is an editorial thing, which introduced with the end goal that influences social events of people's discernment around an issue, to well-known evaluation or picture either constructive or pessimistic of explicit intrigue, Obad (2003). Framing the media is about the qualities and attributes of a thing or individuals in the news, Coleman and Banning (2006). Media specialists have long researched the framing of the news as a theory, Entman (1993). Obad (2003) describes that Tuchman 1978, that first applied the technique of news framing from now on, and soon, other media specialists have joined the hypothesis. Reese (2001) believes that framing -organizational conclusions that are socially shared and persist over time, working emblematically to structure the social world|| indeed.

Media Significance

The rapidly creating of mass media interchanges generally people are increasingly careful about the events and things happenings around them. Nowadays, the media practice gives off an impression of being fascinating to encounter the official courses of action of the unmistakable media relationship about explicit occasions, concerns, and scenes, etc. (Straubhaar and Larose, 2001).

Media's immensity can be chosen, a decision by the movement of media with the objective that it besides influences the choice and strategy production of the nations. Additionally media in like way have the action as an assistant in trim the remote courses of action of the nations on one hand while in uncovering the genuine factors before everybody on the far edge. As indicated by Soroka (2003), the substance of mass trades' is a fundamental wellspring of unpreventable changes in people's and what is more framework's inclinations about the outside blueprint and relations among countries. The mass correspondences are the leading channel among frameworks and legislators. The administrators' counsel, media content on standard inclination, and the media are everybody's real wellspring of data on what policy-makers are doing. Lippmann (1922) argued, "The press impacts the photographs of the outside world in the leaders of the individuals; they see the external world through the press."



Rational of Selected Countries

One out of three countries (USA) was actively involved against war on terror in Afghanistan. India the neighboring country of Pakistan frequently registers its compliance against cross boarder terrorism and enemy of Pakistan. China is the friendly country of Pakistan. Sometimes becomes the victim of terrorism. The goodwill of all these selected countries deeply matters in foreign policy of Pakistan. Z.E.A was the expanded the episode of war on terror. Hence, these countries were select.

Rationale of Study

The researcher focused on the E-P from four nations ----- USA, the China, and India, The N-Y-T, the Sun, G-T. Moreover, T-O-I, are acknowledged as E-P in their particular nations. Altschull (1984) explains the E-P as unbiased, autonomous, responsible, and enjoying massive circulation.

The rationale for choosing the selected E-P is that these dailies are metropolitan newspapers with a huge circulation and reader coverage, and play a key role in defining the general assumption on national and global issues. All the selected international E-P dailies published regularly between 1 January 2012 and 14 June 2014 (Before the start of Operation Z.E.A). In addition, these selected international presses play a key role in building a country's image on a given topic and have a strong influence on public opinions and policy-makers around the world.

Objectives of the Study

This research has intended to accomplish the following goals

1. To evaluate the treatment and amount of Pakistan's terrorism free image in the selected international E-P.
2. To examine distinct frames given by the selected international E-P on the Socio-economic issues of Pakistan



3. To document how selected international E-P used stance about the achievable target before operation Z.E.A.
4. To find out how the selected international E-P portrayed the relations of Pakistan with other countries.

Hypotheses of the Study

H1: Selected press of United Sate America portrayed Pakistan's destructive image before operation Z.E.A

H2: Selected press of China portrayed Pakistan's destructive image before operation Z.E.A

H3: Selected press of India portrayed Pakistan's destructive image before operation Z.E.A

LITERATURE REVIEW

Khan (2018) also examined the relationship between the restriction of Z.E.A activity in Pakistani daily newspapers and the general assumption about the activity. It is an extensive investigation into four Pakistani driving papers, two English ones (Dawn and The News) and two Urdu newspapers (Nawa-I-Waqt and Daily Express). There is a connection between how the media has framed Serbia's government-assisted activity as a positive development and how individuals viewed the issue. The findings show that there is a positive and credible link between the letter's motivation and Pakistan's open plan on this national issue (Z.E.A activity). The results confirm the hypothetical conflict of agenda setting that there is a relationship between the degree of evaluation of a specific issue in the media and the degree of substance given to that issue (Khan, 2018).

Khan and Akhtar (2016) led research on Z.E.A to an investigation involving media coverage. An investigation into Dawn, The News, and The Nation news during Z.E.A from June 15, 2014 to June 30, 2014, split. Investigation of the first three papers in Pakistan: Dawn, The News, and Nation covering 14 days of Z.E.A since it sent to glass the negative state of its involvement. By looking at the selected systems, it found that the leaves were not happy with the presentation of the systems.

Khalid and Roy (2016) look at the development, potential, and impact of Pakistan's counter-terrorism efforts and differentiate effectiveness. Pakistan's psychological repression approaches the period 2001-2013.



Pakistan has been in a very bad state of psychological militias in the state of 9/11, which loses more than 8500 militants, and nearly 40000 non-military people live. Pakistan has lost over 45 billion \$ in total due to the military operation and exercises conducted between the time of September 2001 and 2009 and the investigation done had a cost of 70 billion \$, which includes large number of customs and lose of military lives up to the 2012 target line. In the area, Pakistan also tolerated financial restrains, as trade and tourism faced security challenges (Khalid and Roy, 2016).

They added since Pakistan joined the worldwide alliance against the mental struggle as a non-NATO accomplice in 2001. The country has had to endure several pitfalls, such as money-related weakness, need and lack of security efforts. The emergence of the Durand Line as an eccentric periphery, the infiltration of the dissident and jihadist culture in China, Iran and India have abused Pakistan's close and global image (Khalid and Roy, 2016).

Siddiqa (2016) spoke of how in 2014, in the context of failed talks with the TTP and a savage attack on Karachi International Airport in June of that year, the Pakistani government and military authority made a unanimous decision to destroy the terror that was brewing in the country. On June 15, 2014, the military moved the ground exercises and airstrikes to the N-W Agency. The company's stated aim to attack all the enthusiasts put an end finally to the mental activities of the activists. Another centerpiece of Z.E.A was to track down and stop monetary aid to the people of fear considering this movement, Pakistan's image has upgraded astonishingly in the worldwide field. In the Heart of Asia assembling in December 2015, Prime Minister Nawaz Sharif communicated that the action has been incredibly productive and was achieving the pined for results. When all said in done, there has been a basic reduction in the number of dread monger attacks all through 2015 (Siddiqa. 2016).

Javaid (2016) considered that Operation Z.E.A is advancing its objectives by achieving great results. It has approached the Pak-Afghan strip. According to an explanation by ISPR, 2763 fear-based oppressors have killed, 837 burrows annihilated so far (Rahim, 2015). Pakistan's Prime Minister Nawaz Sharif, COAS General Raheel Shareef, and each of the nation's political powers made a consistent decision to defend them from the danger of psychological oppression on June 15, 2014.

He argued that the Z.E.A activity has proven to be a productive activity to decrease oppression based on fear, particularly in FATA areas. Following



the December 16 event, in a rare five-day activity, the security powers killed more than 178 people in airstrikes. The misfortune of ordinary citizens was not to be found in the activity. While the TTP organization had damaged, the security dangers remain in general due to the appearance of the ISIS factor, the essence of Al Qaeda in the Indian subcontinent, and the sleeper cells in the urban territories. The law-requirement offices effectively merge their benefits against fear-based oppression during the current military hostile and keep the weight on the aggressor gatherings (Javaid, 2016).

Another examination led an examination of the Z.E.A process and remembered the investigation of the substance of electronic media for Western nations by the Jamestown Foundation (2015). It had investigated that the media portray the Z.E.A process as "9/11 in Pakistan", and depicted it as a bombed procedure where the Pakistani military has not met the Afghan government to take an interest before the beginning up of the activity (Zahid, 2015).

Muhammed (2015) included that leading a point by point explores the Z.E.A process and utilized the specific way to deal with comprehending the treatment of the Pakistani military by the media. It was among the five most important English papers in Pakistan: Dawn, The Nation, The Express Tribune, The Frontier Post, and The Friday Times. The results infers that this procedure was not considered more value able by English-Pakistani papers, yet in actuality it got various perspectives and cruel analysis. As indicated by the idea of the article has been exceptionally huge in building the picture of Pakistani nation. The outer, just as inside wars that Pakistan is confronting as of now, are immediate damage to the ideological premise of the nation (Muhammad, 2015).

Sajjad (2015) expressed that religion has consistently been a significant piece of the nation's belief system. Its significance can dictate by the names allowed to the counter-fear mongering military activities like Operation Z.E.A. Strict fundamentalism in Pakistan has been a subject of extreme scholarly conversation in the previous barely any years. Activist's ability to control the religion-based account for their bit of leeway is their fundamental power. There must be an effective counterterrorism system to manage this quality of the aggressors and challenge them in ideological domains.

The article is enormous because it analyzes the ideological elements of the contention between the strict aggressors and the territory of Pakistan by utilizing a material valuable focal point. As at the time of war, fear was getting longer and the financial, political and social set up in Pakistan was



being crushed with time. State-funded training in Pakistan, for the most part, ignores the general topics of religion, because of various political components, which, whenever supported through instruction, could fill in as a critical device to determine the issue of radicalism in Pakistan (Sajjad, 2015).

There is a survey research coded by Gallup on Operation Z.E.A to understand the views of people about this military operation against militants. As reported by the Gilani Research Foundation (2015), the ongoing review completed among an example of 1867 people in provincial and urban zones of each of the four territories of the nation, from November 02 – November 09, 2015. A broadly delegate test of working people from over the four areas was asked. "To what degree do you believe that Operation Z.E.A completed by Pakistan Army is indicating constructive or contrary outcomes?" 82% Pakistanis accept that Operation Z.E.A is demonstrating positive outcomes; more than half accept that it is indicating extremely positive outcomes and 32% trust it is indicating reasonably positive outcomes. 10% said that it is demonstrating 'to some degree pessimistic outcomes' and 7% said that it is demonstrating 'exceptionally antagonistic outcomes.' One% did not react (Gilani Research Foundation, 2015).

Yousaf (2015) stated this investigation expects to welcome the relative media impression of Pakistan in China and the Joined States by methods for substance assessment of the reports in the specific packaging. I take a gander at the accounts' evaluative recommendations and play out an interpretive assessment. Maintaining an incredible remote methodology and extraordinary Political relations with the United States and China considered a requirement for most countries in the world. However, Pakistan has a kind of substitute relationship with each country. China seen by Pakistan as a general stabilizer in the United States and an increasingly strong accomplice as time goes by. In the U.S, Pakistan has belatedly begun to share wildly secluded relationships with typical and conflicting interests. Thus, a look at the media acknowledgments in China and the U.S should give a reasonable estimate of the characteristics of the Pakistani media represented in the two countries. The examination of Pakistan's inclusion in the Chinese media has not yet been investigated, and most assessments of Pakistan's inclusion in the U.S. media have focused on the events of 9/11 (Khan, 2008), the difficulties between Pakistan and India (Siraj, 2008).



Ali and Wazir (2014) investigated the treatment of Pakistan's military in western media, for example, the N-Y-T and Washington Post. The accounts from these papers join all areas beforehand two months beginning of the movement, From April 14, 2014, to June 14, 2014, and June 15, 2014, to August 15, 2014. It found that the general image of Pakistan equipped power stayed negative in both ordinary papers before the beginning of undertaking Z.E.A and in the wake of the beginning of movement Z.E.A. Both daily papers incorporated Pakistan military distinctly.

They further stated that the investigation depended upon the speculation that "the general degrees of positive, the negative and the unbiased degree about Pakistan military and a short time later in this way beginning of movement Z.E.A in N-Y-T and Washington Post" and endeavored through substance assessment and deductive methodology was related. Going before the beginning of errand Z.E.A, the Washington Post passed on 56 stories, while 76% of them depicted Pakistan military as negative, and after the beginning of the action, Z.E.A the Washington Post scattered 52 stories, and 94% of them depicted Pakistan military as positive. Before beginning errand Z.E.A the N-Y-T dispersed 33 stories, and 64% of them depicted Pakistan military as negative while after the beginning of action Z.E.A, the N-Y-T flowed 22 stories and 77% of them incorporated Pakistan military as positive (Ali and Wazir, 2014).

Shah et al. (2015) in the article titled as "Pakistan in 2014: Democracy under the Military's Shadow" talk about that A year after assumptive government, Prime Minister Nawaz Sharif's guideline alcoholic political emergency empower by the bit of leeway soldiery resistance pioneer Imran Khan, who activated his supporters to proclaim claimed appointive handle in the 2013 survey. Khan needed to cancel the fights after the Pakistani Taliban's horrible fear monger assault on a military-run school as an end-result of the military's hostile against them in N-W.

Sareen (2014), in his paper, analyzed how fear-based oppression has been synonymous with Pakistan for quite a long time. Post 9/11, Pakistan had a chance to take a break with its utilization of jihadist fear-based oppression as an instrument of state arrangement. In any case, despite all the universal weight and despite every one of its cases of turning into a bleeding-edge accomplice in the Global War on Terror, Pakistan kept on supporting and give asylum to jihadists, particularly the individuals who got away from the US-drove hostile in Afghanistan. In media guidelines on June 26, 2014, the ISPR boss inspected the clarification behind impelling the action. He said



that N-W-A had transformed into "a fortress of TTP, and a middle purpose of dread monger works out." Nevertheless, this was not so much a divulgence considering the way that for a significant long time the entire world had been expressing a comparative thing, however then Pakistan furnished power declined to move and restore the 'writ of the organization,' which the ISPR boss stated, was the objective of Operation Z.E.A (Sareen, 2014).

Additional Khan (2013) stated since 2001, the Pakistani armed force has taken an interest in ensuring interior security and solidness through the battle against the insurrection and militancy in the Tribal Areas under FATA and the innate regions managed by regions PATA in the nation. He further included that FATA has seven organizations, to be specific Bajaur, Mohmand, Orakzai, Khyber, Kurram, N-W, and S-W. KPK Paw incorporates the areas of Swat, Upper and Upper Dir, Bonaire, and Shangla. The insurrection is one of the huge difficulties of confronting the security, socio-political steadiness, and monetary thriving of Pakistan. The Pakistani armed force has chosen to make in its course, inspiration, thinking, and technique over the most recent ten years to confront this test. In such a manner, the military propelled five principle activities and some little tasks against agitators and fear-based oppressors. The militant psychological exercises of the TTP and the TNSM fundamental strict associations, and other important components of outsiders and is a wellspring of extraordinary worry for Pakistan. These gatherings force serious security challenges for Pakistan (Khan, 2013)

Jan et al. (2013) proposes that the occupants of FATA have gotten used to the uproar and monetary sufferers actuated by the activists and other aggressor gatherings. They additionally achieve that the military activity to counter-fear mongering and the extreme gatherings are a horrendous need to save the friendship in any case; the settlers require preeminent regulatory sponsorship for their money related fatalities (Jan et al. 2013).

Lindström and Zetterlund (2012) focused on the decision-making process that led to military intervention in Libya in 2011. The report analyzes whether there are implications for military intervention in Libya or the future capabilities of the EU and NATO act according to militarily. Special attention paid to the positions of some key NATO member states, such as France, Germany, the United Kingdom and the United States. The analysis considers the period from the start of the uprisings in Libya (February 17, 2011) until NATO decides to take full command of military operations



(March 31, 2011). The report identifies new and existing trends in international relations, for example, with regard to the cohesion of international defense collaborations and the role of European member states vis-à-vis the US in future crises (Lindström and Zetterlund, 2012)

Khan (2011) investigated the radical activities of TTP and TNSM, the fundamental strict madrasas, and some other outsider units are subjects of the significant concern for Pakistan. Because of this, the military has started five primary moves to manage the aggressors and fanatics. The Pakistan Military has utilized generous land and air arms for the moves, which have caused gigantic security hurt. The neighborhood social-political arrangement and the monetary circumstances FATA and PATA have named as fragile; because of killing non-labile occupants, including youngsters and women, notwithstanding the misfortunes brought about by suicide besieging and the destruction of enlightening associations, have broad products on inward security.

This article discussed the military moves joined by the Arm forces of Pakistan, with the help of the police and the edges constabulary in the various zones of the state, unequivocally in FATA and PATA. Further, it intends to appreciate the costs of moves and their impact on the country's contact with the nation. In conclusion, it may be said that the examination will be in general explore the legislative, budgetary, and cultural inductions of such moves on Pakistan (Khan, 2011).

Moreover, Shams (2011) explained that Pakistani state propelled a significant military activity against nearby Taliban contenders in May 2009 in Swat, which situated in the KPK region, northwest Pakistan, on the fringe with Afghanistan. The state all the while propelled a purposeful publicity battle against the Taliban to make authenticity and agreement simultaneously. This investigation examined the talk of against Taliban stories in the Pakistani state and intervened in purposeful publicity. The examination dissects the account against the Taliban in media writings, where it has interceded.

The report utilizes media provides details regarding Dawn and Nawa-I-Waqt, the fundamental Pakistani papers, and attempts lead, an essential money investigation to look at the social change of government promulgation. The examination presumes that the nation's enemy of Taliban books slams into the nation's general philosophy, which has never experienced any extreme change in the post-September 11. The philosophy



of the state is "Islamic" and rotates around the talk of national security wherein the Indian danger, both genuine and nonexistent, assumes an imperative job. Although the counter Taliban books in the Swat promulgation crusade served the state's immediate goals of vilifying the guerillas, they are naturally insufficient in opposing the talk of fanaticism in Pakistan. The examination contends that Pakistan's endeavors in the war on fear can be better researched in its correspondence rehearses (Shams, 2011).

Hussain and Munawar (2017) investigation analyzed the hypothetical structure for this examination has decided by harmony news coverage and surrounding hypotheses, while the example was chosen by applying the deliberate irregular inspecting technique. The Findings, because of a substance examination of 821 stories from the four papers, demonstrate that the Pakistani media slanted more towards war news coverage confining than harmony news coverage surrounding in their inclusion of the Taliban strife. The two Urdu dailies, in particular Nawa-I-Waqt and Express, have a more grounded inclination for war than harmony contrasted with the two English dailies, specifically Dawn and The News International. With the help of current harmony news coverage grant it is find through the investigation and additionally it shows that the papers not just toed and upheld the official form of this homegrown clash but also underestimated and sabotaged elective voices requiring a serene goal of this current yearlong clash (Hussain and Munawar, 2017)

Shabbir (2012), in his article, examines that A consolidates quantitative and subjective assessment to explore the detailing of the Taliban war in Pakistan media and uncovers the protection elevator and elitist from the harmony news-casting point of view. While the security-related components of the fight featured, the issues of sufferers are unnoticed. The data for these views had gathered through substance material investigation, talk assessment, and meetings with battle Newshounds and examiners. The significant thing Findings of this investigation are very consistent with the current harmony reporting grant that in the battle where national side interests are stressed, the media end up being nationalistic and devoted, leaving in the rear of the worries of top-notch and top news coverage (Shabbir, 2012).

Another research on the framing of Afghanistan war by Safdar et al. (2014) analyzed What edges were used by the daily papers of these two countries in the revealing of the Afghanistan attack? Hence, four daily papers were investigated Britain and Pakistan to be explicit The Dawn, The Nation, The



Independent, and The Guardian. It was Determined that Pakistani and British press generally encompassed the extent of the Afghanistan war in a negative position anyway at certain centers British press grasped a positive or fair-minded position. Pakistani daily papers overwhelmingly used threatening to war packaging; anyway philanthropic and patching up edges viewed. In like way, the British press generally made sure about Afghanistan under against war diagram, yet at some centers, pro-war packaging furthermore viewed (Safdar et al, 2014).

It seen that the Pakistani press was more administered by oppositional and essential subjects than British daily papers. Daily Times (The News Report Dated August 11, 2014) "The Media and Operation Z.E.A" The military activity, Z.E.A, to target knaves in N-W and annihilate and dispose of the danger presented by fear-based oppressors, testing the writ of the legislature and upsetting the lawfulness circumstance in the nation, was long past due (Safdar et al, 2014).

Additionally, Rohan and Iqbal (2011), in their book, explained why tribal Pakistan has transformed into the focal point of overall mental fighting. The subsequent area covers the Pakistani Taliban, their associations abroad, financing, and points. The third segment sees dread based mistreatment, its establishments, and recommendations in Karachi, the key city of Pakistan. Area four assesses the key fear-based oppressor bundles working in the country. Section five discusses the risks to the region, especially to India and Iran. Segment six highlights the pointless examples in Pakistan. Finally, the completing segment makes a supplication for worldwide assistance for Pakistan, counterterrorism tries, alerted that failure would have tremendous ramifications.

Raza et al. (2012) examined Johan Galtung's model of peace journalism has been associated with exploring the serene consideration of the news in two Pakistani newspapers that run the British newspapers, the Nation, and the Business Recorder. This examination intends to find the consideration case of "war on fear" by Pakistani print media in harmony diagram. The gist of 998 reports from two Pakistani newspapers that run the daily newspapers reveals that a detailed diagram of harmony has overwhelmed the incorporation of the war on fear into the news. Each story has coded for the incorporation of harmony news as practiced and realized by Johan Galtung. The three remarkable pointers of harmony news inclusion viewed are fair procedure, a multi-party presentation, and evading of trashing vernacular. Both the daily papers were expressed goal and gave the news in their full



set. All the more frequently, than not, their strategy was bargain rather difficult presentation. The explanation period for the data collection is from March 2008 to March 2009, the peak of newspaper coverage of the activities of mental attackers these days (Raza et al. 2012).

Framing Theory

The framing speculations have provided a solid basis for calling in specialists and have used them as an essential tool to explain reports of both war and peace (Scheufele, 1999). Tankard et al. (1991), "the framing comes from a procedure of 'decision, termination, dismissal, and elaboration.' The reason for the theory of framing is that media circles think about specific events and then see them in the field from which they arise. Framing is a fundamental issue because it can have a significant impact, just as framing extends to affiliations. Framing is both macro- and micro-scale (Scheufele, 1999). As a macro-scale development, the term "framing" refers to the input methods that columnists and various communicators use to enter data that reflects the hidden compositions among their crowds (Shoemaker and Reese, 1996). This does not mean that most writers try to turn the story upside down or mislead their audiences. An environment is an essential tool for them to reduce the complexity of the problem, taking into account the imperatives of their media associated with the openness of news and the allocation of programs (Gans, 1979). In a way, Shields become essential tools to introduce moderately complex issues; for example, an undifferentiated body examines, expertly, and in a way that makes them accessible to secular crowds because they play with existing subjective constructs. As the micro-scale develops, it merely describes how individuals use data, and the introduction highlights visualization issues as they structure impressions (Scheufele and Tewksbury 2007).

MATERIALS AND METHODS

The research used content analysis as an investigation technique to analyze selected press contents with valid implications by interpreting and coding textual materials. In content, the analysis researcher developed a coding sheet with the help of defined categories for data collection and assessed all relevant news and editorial page stories on this coding sheet. The selected categories are 1) Control of Terrorism, 2) Economic Growth, 3) Political Situation, 4) Social Issues, 5) Achievements of Military Operation and 6) Development in International Relation in the selected International E-P.

The entire International, national and local press, USA, China, and India are the universe of the study. In this study, the selected international press is the target population. The selected press is following



- N-Y-T (U.S.A)
- G-T (China)
- The T-O-I (India)

According to the nature of the research, researchers used the convenient sampling to assess the editorial page story treatment and news framing. While the selected time period is January 1st, 2012 to June 14th, 2014 of this study.

The contents of all the editorial page stories and news regarding the selected issues analyzed by the researcher and after coding of these contents identify in selected newspapers of the U.S.A, China, and India. There are two significant independent and dependent variables in this study. The independent variable is International Press and dependent variable is Pakistan's Image.

DATA ANALYSIS AND INTERPRETATIONS

News Stories and Editorial Page Items

		Selected E-P				
			N-Y-T	G-T	T-O-I	
Unit of Editorial Analysis	Page	Count	0	1	0	1
		% of Total	.0%	2.5%	.0%	2.5%
News		Count	21	8	10	39
		% of Total	52.5%	20.0%	25.0%	97.5%
Total		Count	21	9	10	40
		% of Total	52.5%	22.5%	25.0%	100.0%

Table 4.1 demonstrates that there was one story published on the editorial page in G-T (China). This story is about the situation before Operation Z.E.A in Pakistan from 1st January 2012 to 14th June 2014. Meanwhile, 21, 8 and 10 news stories published in the N-Y-T (USA), G-T (China) and T-O-I (India) respectively regarding the situation before the Operation Z.E.A in Pakistan



Control of Terrorism

Control of Terrorism		Selected E-P			Total
		N-Y-T	G-T	T-O-I	
Positive	Unit of Editorials	Count	1		1
	Analysis	% of	11.1%		11.1%
	News	Count	8		8
		% of	88.9%		88.9%
	Total	Count	9		9
		% of	100.0%		100.0%
Negative	Unit of News	Count	21	10	31
	Analysis	% of	67.7%	32.3%	100.0%
	Total	Count	21	10	31
		% of	67.7%	32.3%	100.0%

Table 4.2 indicates that there was one editorial published in G-T (China) in which portrayed terrorism controlled in Pakistan, also 8 news published in the same press in favor of terrorism controlled before the operation Zarb-E-Azab. Meanwhile, in the N-Y-T (USA) and T-O-I Published news stories 21 and 10 respectively in which depicted that terrorism is not controlled in Pakistan before the Operation Z.E.A.

Economic Growth

Economic Growth		Selected E-P			Total
		G-T (China)			
Positive	Unit of News	Count	1		1
	Analysis	% of Total	100.0%		100.0%
	Total	Count	1		1
		% of Total	100.0%		100.0%

Table. 4.3 Depicts that one news story published in G-T (China) which point out Pakistan's economy is stable before Operation Z.E.A.



Political Issues

Political Issues		Selected E-P			Total
		N-Y-T (USA)	G-T (China)	T-O-I (India)	
Positive Unit of Editoria ls Analysis 1 Page News	Count	0	1		1
	% of Total	0.0%	8.3%		8.3%
	Count	3	8		11
	% of Total	25.0%	66.7%		91.7%
Total	Count	3	9		12
	% of Total	25.0%	75.0%		100.0%
Negative Unit of News Analysis	Count	5		2	7
	% of Total	71.4%		28.6%	100.0%
	Total	Count	5		2
	% of Total	71.4%		28.6%	100.0%

Table 4.4 explains that one editorial page story published in G-T (China), discussed the political situation and stability issue in the positive mode of Pakistan before operation Z.E.A. While 8 news stories published, in the same press that covered political situation and stability issues in positive mode of Pakistan before operation Z.E.A. However, 5 and 2 news stories published in the N-Y-T (USA) and T-O-I (India) respectively, which conferred political situation and stability issues in the negative approach of Pakistan before operation Z.E.A.



Social Issues

Social Issues		Selected E-P		Total		
				N-Y-T (USA)	G-T (China)	T-O-I (India)
Positive Unit of Analy sis	Editorial	Count	1		1	
	Page	% of Total	16.7%		16.7%	
	News	Count	5		5	
		% of Total	83.3%		83.3%	
Total		Count	6		6	
		% of Total	100.0%		100.0%	
Negative Unit of Analy sis	News	Count	5	6	11	
		% of Total	45.5%	54.5%	100.0%	
	Total		Count	5	6	11
			% of Total	45.5%	54.5%	100.0%

Table 4.5 shows that 1 editorial page story and 5 news stories published in G-T (China), which discussed that the social situation is peaceful of Pakistan in Positive way before Operation Z.E.A. While 5 and 6 news stories published in the N-Y-T (USA) and T-O-I (India) respectively. These stories explained the Pakistan social situation in a negative way before operation Z.E.A



Achievements of Military Operation

Achievements of Military Operation	Unit of Editori Analys al Page is	Count % of Total	Selected E-P			Total
			N-Y-T (USA)	G-T (China)	T-O-I (India)	
Positive	Editorial Page	1	1			1
	News	8		8		8
	Total	9	9			9
		11.1%	100.0%			11.1%
		88.9%				88.9%
Negative	Unit of News Analys is	Count 21	21		10	31
		% of Total	67.7%		32.3%	100.0%
	Total	Count 21	21		10	31
		% of Total	67.7%		32.3%	100.0%

Table 4.6 reveals that 21 news stories published in the N-Y-T (USA) and 10 news stories published in the T-O-I (India). Both press news stories disclosed that Pakistan's military did not take any action against militants before operation Z.E.A. However, 1 editorial page story and 8 news stories published in G-T (China) which disclosed Pakistan military took action against militants before the operation Z.E.A.



4.7 Development in International Relation

Development in International Relation			Selected E-P			Total
			N-Y-T (USA)	G-T (China)	T-O-I (India)	
Positive	Unit of Editori	Count	0	1		1
	Analys al Page	% of Total	.0%	14.3%		14.3%
	News	Count	1	5		6
		% of Total	14.3%	71.4%		85.7%
	Total	Count	1	6		7
		% of Total	14.3%	85.7%		100.0%
Neutral	Unit of News	Count		2		2
	Analys	% of Total		100.0%		100.0%
	Total	Count		2		2
		% of Total		100.0%		100.0%
Negative	Unit of News	Count	10	1	5	16
	Analys	% of Total	62.5%	6.2%	31.2%	100.0%
	Total	Count	10	1	5	16
		% of Total	62.5%	6.2%	31.2%	100.0%

Table 4.7 enlightens that 10 news stories published in the N-Y-T (USA), 5 news stories published in T-O-I (India), and 1 news story published in G-T (China). These news stories indicated that Pakistan's international relations did not improve with other countries before operation Z.E.A. However, 2 news stories published in G-T (China) which adopted a neutral stance regarding Pakistan international relation improvement with other countries before operation Z.E.A. While one editorial page story and 5 news stories published in G-T, (China) and 1 news story published in the N-Y-T (USA). These stories addressed that Pakistan's international relations improved with other countries before operation Z.E.A.



DISCUSSION AND CONCLUSION

Overall coverage is given by selected international E-P (The N-Y-T, the Sun, G-T., and T-O-I) total 98 editorial page stories as well as news stories related to Operation Z.E.A. The foremost part of this research discusses the Image of Pakistan before Operation Z.E.A in selected E-P the selected international E-P covered 40 stories (including news and editorial page stories) regarding the Image of Pakistan before the Operation Z.E.A. Both N-Y-T (U.S.A) and T-O-I Published 31 news stories, depicting that terrorism are not controlled. While on the same phenomena, G-T (China) published nine stories, which presented the situation of controlled terrorism in Pakistan. As the economic growth issue of Pakistan, only one story published in G-T. (China). Therefore, the researcher cannot assume any result in this category. Seven news stories published in both N-Y-T (USA) and T-O-I (India), respectively, which conferred political situation and stability issues in the negative approach of Pakistan before Operation Z.E.A. whereas, nine stories published in G-T. (China) covered political situation and stability issue of Pakistan in positive mode.

On social matters of Pakistan 11 news stories published in the N-Y-T (USA) and T-O-I (India), these stories explained the Pakistan social situation negatively before Operation Z.E.A. Although six stories published in G-T (China), which discussed that, Pakistan's social situation is peaceful in the Positive way before Operation Z.E.A. Thirty-one news stories published in the N-Y-T (USA) and T-O-I (India). Both press news stories disclosed that Pakistan's military did not take any action against militants before Operation Z.E.A. However, nine stories published in G-T. (China), which disclosed that the Pakistan military took action against militants before Operation Z.E.A. However, on the International Relationship Improvement of Pakistan with other countries, 15 news stories published in the N-Y-T (USA) and T-O-I (India). These stories enlighten that Pakistan's international relations did not improve with other countries before Operation Z.E.A. Meanwhile, six stories published in G-T. (China) that portrayed Pakistan international relations improved with other countries before Operation Z.E.A.

Conclusion

The study reveals the Pre era of the Z.E.A, U.S.A press and U.S.A State Department highly criticized Pakistan and blamed Pakistan for not taking any action against the militants. In some news, the USA press also highlighted that Pakistan's military has hidden links with the rebels.



Pakistan is the alliance of the USA in the war on terror and has a friendly relationship. Meanwhile, Pakistan's friendly relationship with the USA is not like China because the Pak-USA relationship fluctuates in different situations and times.

The G-T, Chinese press framed supportive and favorable Image of Pakistan at the international level before the Operation Z.E.A. The main reason behind this China is Pakistan's friend, and it supports Pakistan in every critical situation. Secondly, China has invested in commercial projects such as CPEC and many more. Many Chinese engineers suffered tragedies in Pakistan due to militants, but Pakistan leadership and the military took timely action against the militants and safely rescued Chinese workers. Besides, the Pakistan army smashed the militants in many areas of Pakistan like Shawal, N-W, and made these areas safe for everyone.

While, T-O-I majorly criticized Pak attitude towards the terrorism. T-O-I also stated Pakistan to be safe haven for terrorism. These stories' statements undoubtedly hit the Pakistan Image at the global level, and the Indian press never ever recognize any hard work of Pakistan leadership as well as military, against the militant groups. After the partition, India and Pakistan had many clashes on different issues like boundary lines, Kashmir, water, and terrorist issue. Meanwhile, both countries faced three wars. Therefore, the Indian press did not support Pakistan's efforts against the terrorist groups.

Overall, the selected international press discussed and framed highly negative image of Pakistan about economy situation, military failure against terrorist activities. The fearful atmosphere and no peace specially bomb blasting situation throughout Pakistani society and civil military clashes about terrorist issues. The security threats issue also influence and harmfully hit the Pakistan international relation with other countries. While the Chinese press remain framed a positive image of Pakistan.

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