

## **Comparative Study of Urdu and English Newspaper Headlines of Pakistan: Different Representation, Same News**

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### **Abstract**

*This study evaluates the reporting of major bomb blasts in Pakistan within few months of the inception of the present government. It's important to comprehend how the print news media, is handling and reporting certain events. Since news media has a powerful role to play in modern world, it's vital to understand how media portrays same events in different perspective. Essentially, this paper analyzes the news headlines through critical discourse analysis, from 2 daily English and Urdu newspapers respectively from June to September 2013. It also expounds how a same event is reported differently based on the respective news media ideology, thus focusing on the agenda-setting aspect of the news. Urdu newspapers, which enjoy a larger readership, mostly sensationalize the news, whereas English newspapers adopt a milder tone. Through Critical Discourse Analysis it has become clearer that even the headlines have varied interpretations based on the newspaper.*

**Key Words:** news headlines, bomb blasts, ideologies, terrorism, sensationalize, milder tone, specific agenda

### **1. Introduction**

As the history shows, that different parts of the world have witnessed terrorist incidents for various reasons, committed by various groups. The nature of terrorism has changed with the changing world and technology has played a major role in these changes. This has even created a whole new range of terminologies and the widely used one is "war on terrorism". This phrase was coined after the incident of 9/11, which has literally changed the face of the world and the perception of the word "terrorism". The basic aim of these activities is to instill fear among masses and hold the control on their minds.

This article discusses the role of media in using, manipulating and employing this term in the context of Pakistan that is faced by worst kind of terrorist activities after 9/11. The main focus of this study is to understand and evaluate the reporting of major bomb blasts, which are directly related to the terrorist activities inside the country; after the inception of the present government till date. The need of this analysis was raised due to the fact that the current government's manifesto also included the promise to curb the terroristic activities in the country, in which it failed miserably. Amid these perturbing circumstances, ethically; the media is supposed to play a constructive role in boosting the morale of the nation. But how successful Pakistani media is, in its endeavor, is questionable. In the light of this background, the principal objective of this research paper is to analyze the news headlines through critical discourse analysis. There will be a comparison between English and Urdu newspapers, where English ones adopt a milder tone in narrating events whereas Urdu newspapers sensationalize the whole event. How ethical such reporting is and if the respective newspapers are working on a specific agenda; will be discussed in this paper.

### **2. Objective**

In today's advanced world of modern communication, media is playing its role as an informer and ideology framer. The public is being informed but at the same time it is getting affected by different perspectives shown by different news agencies. So the mass media maneuver and manipulate simple social events in the form of news and most of the time it manipulates information according to its own interest.