

The Portrayal of Violence against Women in Pakistani Electronic Media

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Abstract- The research aims at highlighting the violence against women that is portrayed by Pakistani electronic media. Recent studies have shown that the media portrays women as weak, subjugated deeply drowned in the patriarchal system. However, violence against women can take many forms such as domestic violence, rape, honor killing, etc. The research is qualitative in nature and the data type is secondary. The population includes different news related to the violence against women from different channels of Pakistani electronic media. The sample includes a total of four videos that depict how the media tends to portray violence against women. The research instrument employed in the current study is Lazar's feminist critical discourse analysis model of tabloidization (2014). The news highlighting the plight of violence against women is taken from various news channels i.e., GEO News, BOL News, City 42 News, and ARY News. The sampling procedure undertaken in this research is critical case sampling and the research design is cross-sectional. The data is analyzed on various levels i.e., lexical, syntactic, and paralinguistic level where Lazar's Model (2014) is applied to effectively evaluate how the media portrays violence against women. However, at the level of tabloidization, the suprasegmental features are considered in detail such as stress and intonation patterns of the news anchors while delivering the news regarding female gender-based violence. The results elucidate that the Pakistani media is extremely tabloid and tries to depict the women as weak, subjugated, suppressed, lacking freedom of movement, and prone to violence. Women are more prone to violence by men because of the patriarchal structure embedded in our society.

Key Words: Critical Discourse Analysis, Feminist Critical Discourse Analysis, Tabloidization, suprasegmental features, Electronic Media, News

I. BACKGROUND:

Throughout history, women's presence in the media has been suppressed. (Cabrera, 2011). More often, women were and are missing in this communication medium and women's representation is always concerning men. It is also frequent that media content violates the prestige of the women in the community (Tuchman, 1979, p. 531). Since the demonstration of men and women in the media has become a concerning issue to understand the power of the media in generating gender identities, therefore, media as a source of knowledge production must be questioned about the marginalization of women. Media discourse is a comprehensive term that can refer to the integrity of how reality is demonstrated in print and broadcast media from television to newspaper (Anne O' Keeffe, 2010). As an individual, by the exposure of media we are all affected; our opinions are molded, strengthened, and altered (McCarthy, 2013).

Violence against women is not restricted to one country, one city, one culture, and one area of the community or only one family. It is everywhere. Therefore, the issue got more importance in media and the public after the approval of the feminist movement and feminist ideology. There is no proper definition of violence against women. Violence is a term used for physical and mental torture that is intended to mutilate someone by sex. Every society of the world is affected by violence against women. In Pakistan, violence in the form of physical, sexual, economic, domestic, honor killing, bride burning, intimate partner violence, rape, acid throwing, women's exchange to settle disputes (Swara/Vanni), and denial of property are the most prominent form of violence. Therefore, the current study is established to investigate the portrayal of violence against women in different news channels concerning the Pakistani community for examining the language of the news channels. A comprehensive framework of Lazar's critical discourse analysis, CDA, and tabloidization (2014) is used. It also explores the degree of tabloidization taken place in the news. Tabloidization is an arising phenomenon in broadcasting. In this phenomenon, the news is offered in a more populist, simplistic, emotive format which contrasts with

formats that are trying to be more fact inclined and lacking emotion (Lazar, 2014). To comprehend tabloidization, it is essential to theorize the term “tabloid”. The word tabloid first comes from the pharmaceutical brand, which means “drugs such as pills or tablets that are easy to swallow” (see, Esser, 1999). When the 20th century is begun, the tabloid was skillful in broadcasting and was used as a word to label newspapers that are easier or more applied to read than newsletters (Esser, 1999). Recently, newspaper and tabloid news channels began to function within analogous formats (Bird, 2009: 41). As a result, the tabloid became less linked with the scope and more with the form and elegance of the news. Likewise, the ARY and Geo news channels adopted a tabloid format in 2017, but it is still considered a quality news channel. Additionally, feminist critical discourse analysis (FCDA) is a model which can be recognized by Lazar (2007). In FCDA texts are critically examined from the feministic perspective (Lazar 2007). Feminist CDA is a political stance. It studies the complex and different ways by which gender ideologies are established through power irregularities. It also focuses on how they may be confronted. It contains discursively continual inequalities and assumptions, fluctuating from obvious to gradually subtler forms of sexism. The goal of FCDA is to elucidate and challenge discourses that continue to support gendered social orders in various ways.

Problem Statement

The critical analysis of the portrayal of violence against women in Pakistani electronic media news is conducted through the application of Lazar’s model of CDA and tabloidization (2014). No study has yet been carried out in the Pakistani context that is focused to analyze the news based on the aspects of sexual, physical, mental abuse of women.

Objectives of research

The research includes the following objectives:

- i. to conduct a linguistic analysis of the news highlighting women's abuse in Pakistani media.
- ii. to determine the ways by which media portrays the violence against women in electronic media.
- iii. To determine the applicability of the FCDA model of Lazar (2014) in analyzing the media news discourses relating to women abuse.
- iv. To highlight the role of tabloidization while portraying women in Pakistani media.

Research Questions:

In the light of the above-mentioned goals, the following research questions are designed.

1. How does the linguistic analysis highlight the violence against women?
2. How does tabloidization play a role in the portrayal of women in Pakistani electronic media?
3. In what ways do the media expose violence against women?
4. What is the applicability of the FCDA Model of Lazar (2014) in analyzing the news discourses relating to women abuse?

Delimitations of the Study:

The research is delimited on the following grounds.

- a. It only focuses on the news highlighting the women's abuse.
- b. It only investigates the four news channels as GEO News, BOL News, City 42 News, and ARY News.
- c. It chooses a total of four news clips to depict the representation of violence against women in media.
- d. It gathers the data in Roman Urdu because of the unavailability of Inpage but definitely, the Roman Urdu words are translated into English for global understanding.

II. LITERATURE REVIEW

To construct an adequate theoretical background of the research, an account of previous studies about the media’s portrayal of women through CDA is presented here.

i. Media discourse

The overwhelming power of media is irrefutable. It bears an all-pervasive and all-inclusive impact equally penetrating the fields of science, humanities, civic world, linguistics, politics, and everyday life events. Van Dijk, (1988), made an interesting comment on the power of media and its effectiveness by demonstrating that media increases our awareness about daily events happening to occur frequently. Different types of TV talk shows and discussion sessions provide access to news and events. Fowler (2013) investigates news as the collection of events on political, socio-economic, and cultural differences. He presents an exclusive interpretation of news as a product shaped and constructed by political, social, economic, and cultural forces. Therefore, according to his perspective, news may not be featured as a reflection of reality. It may be characterized as a frame through which the social world is routinely constructed.

Concept of power regarding gender in Pakistan

In the gender context commonly, women are considered subordinate to men in Pakistan. Overall, men are given a socially accepted superior position to control their subordinates. In Pakistani community, from birth, Pakistani women are socialized within the family, community, and broader society to be shy, timid, soft-spoken, not to make arguments, reliant on men, emotional, submissive, limited in the private sphere of home bearing, and rearing children and aiming to be a good home keeper. On the contrary, men are socialized to be rigid, rough, logical, controlling, political, technical, breadwinner, aiming to earn better livings for family. The logical result of this type of different socialization is to channel women and men into different social and hierarchical categories of human beings. The hierarchy established by this socialization makes men controlling and dominant over the submissive and obedient women. Consequently, Pakistan women mostly do not have the power even to take their own life decisions and control their own bodies. Their life decisions, for example, marriage, education, and access to health facilities, having a child or not, are mostly taken by their respective male patriarchs (Zubair, 2002).

In the economic sphere, women are also far behind Pakistani men. Women have less power to control the socio-economic capital around them. At the communal level, traditional or formal decision-making is mostly done by men without women's participation. Rather, men considering women as their property that may exchange to settle the matters of communal nature (such as exchanges done in the name of Vani, Swara, etc.). Jirgas are the most common decision-making authority within the traditional structure at the communal level in Pakistan's tribal and feudal society. In this critical situation, if we look at the formal authorities or political institutions at the local level, women are almost absent from the local councils/ local bodies. For long it remained a male-dominated institution, in which the positions of local representative(s) are mostly occupied by the most influential men. Women are included extremely late, through the introduction of women reserved seats in local councils (Islam, 2004).

ii. Pakistan's ideology for female

Therefore, in Pakistan, outdated gender part ideologies propose that women should be caretakers and homemakers while men should be breadwinners. According to the dominant community and cultural philosophy in the country, Pakistani females are meant to be honor for their family's integrity. This title of honor is often accompanied if the woman is a virgin until marriage. Therefore, men in a country like Pakistan, are more concerned about their honor (Bari, 1998).

iii. Patriarchal system in Pakistan

Pakistan, being a patriarchal society and the literal sense of patriarchy is "the rule of father" basically, executes the male domination. In its traditional and conventional senses, patriarchy is a hierarchical association among men in pre-modern feudal societies. It has variously been defined by several scholars. Some explain patriarchy as a hierarchical system among men within the mode of production in feudal societies (Walby, 1990: 19). Some other scholars consider it as a rule of men as head of households (Barrett, 1988: 10; Walby, (1990). It is also defined as the family or tribe that is ruled by a male or father (Whelchan, 2004: 94). Kandiyoti (1998) also highlights the phenomenon as senior man's authority over everyone else including younger men. Male supremacy is implemented through restrictions on family members, especially on female members. This tradition goes back to the Indo-Pak subcontinent, where most of the people were ignorant and orthodox and that is the pre-season of the amoral and deleterious practices. There is a report by the Human Rights Commission of Pakistan, (2003), according to which the

most serious human rights problem in Pakistan is gender-based violence. Other major violence includes honor killing, sexual assault/rape, acid burned, kidnapping, dowry murder, forced marriages, domestic violence, and torture. It should also be noted that Thomson Reuters Foundation Poll had done a poll in 2011 and experts ranked Pakistan, the 3rd most dangerous country in the world for women. Even though, a large sum of rape cases is being unreported due to family honor. This gender-based violence is an utterance of the patriarchal social system. Walby (1990), regarded violence: as a social mechanism in the subordination of women by men. Some male members of society often use violent and harsh behavior towards women for their authority. The analysis on feminism states that patriarchal society is the direct cause of gender-based violence.

iv. Femininity and masculinity in Pakistan

In this country, masculinity is contextualized in the form of gender relations in the structure of patriarchy. In Pakistan, the study of masculinity has taken arguments from Rozan (International Centre for research on partners), for a prevention paper on understanding masculinities. It is also about the perceptions of people about masculinity. Pakistani male has control over his wife, he prioritizes the needs of his parents and used to make all the decisions of the family. He prohibits his wife to have freedom and he has violent behavior. Whereas Pakistani women are not so liberal, and they believe that men earn and have the right to control them according to their will. Masculinity for women also believes that females are responsible for children and men can blame women for infertility. Men can also easily behave violently to women. (Mumtaz and Salway (2007). Femininity in Pakistan is considered that women are not strong enough economically, physically, and emotionally and therefore they will be dependent on men throughout their lives. (Mumtaz and Salway (2007).

These are the reasons to establish the present study that how the Pakistani media is extremely tabloid and tries to depict the women as weak, subjugated, suppressed, lacking freedom of movement, and prone to violence and how these practices should be prevented.

III. RESEARCH METHODOLOGY

The present study is qualitative by nature and it involves the interpretation of Pakistani media examples through the framework of Critical discourse analysis (CDA) using Lazar's Model of Critical Discourse Analysis (2014). The research aims to analyze the ways of how violence against women portrays through the electronic media of Pakistan. Data were obtained from secondary sources such as the news from different TV channels focusing on the perspective of violence. The data is also secondary in nature.

Research Population & Sample

The population comprises the group of individuals known to have similar characteristics. All entities or objects within a population usually have a shared, necessary characteristic or trait. The sample in this research is four news clips focusing on ferocity against women from different leading news channels of Pakistan such as Geo News, ARY News, Dunia News, Bol News, and City 42 News. Different perspectives of violence against women are taken into consideration such as rape, domestic violence, sexual harassment, and harassment at the workplace, honor killing (Karo Kari). It is based on cross-sectional data.

Data Analysis

The data analysis procedure involved a total of three stages. In the first stage data from the news was transcribed and translated into English. In the second stage of CDA, the gender-specific lexical items or the syntactic structures elucidating the representation of the violence against women by the electronic media were highlighted in the transcribed text. Then, the aspect of tabloidization while delivering the news. In the third stage, the lexical items and the syntactic aspects focusing on highlighting the male gender-specific themes were analyzed using Lazar's Model of FCDA and tabloidization (2014).

Media Video 1

Linguistics analysis of reporting a rape case

In this first video, taken from the Geo news channel, the rape case is reported in which a student came to Lahore for her study purpose and was raped by the police officers.

Table 1: Linguistic analysis of the rape case

Words	Meaning	Representation
/Zabardasti/	Something was done forcefully	It is the dominating behavior of male and suppressed behavior of female and showing the ideology of a male as he is superior so he can do whatever he desires.
/Hawas/	Desire/lust for something	It is the sense of desire for something. In this context it is the physical desire or lust. This word in this society is mostly associated with male.
/Zayadati/	Rape	The cruel act is related to the physical abuse of a person.
/Nishana/	Victimize someone	This word appeals to the emotions of the people by showing the male as assertive and powerful and women as passive and seeking for help.

New Media 2**Domestic violence case**

Domestic violence is that type of violence in which the practice of exploitation is taking place within the heterosexual or homosexual relationship. In this case, a male performs domestic violence against his wife because she has not followed his instructions.

Table 2: Domestic violence in Asma Aziz (A girl was victimized)

Words	Meaning	Representation
/afsos nak wakiya/	Something happened bad or miserable.	This statement is used by the newscaster in the beginning of the news to represent an unexpected event.
/insaniyat- soz/	Means to behave like an animal and media use this word as an expression of opinion.	This word shows gender power which highlights the inferior behavior/status of the women.
/motasara khawtun na moqa ka waqe notice krwa diya/	Legal action is done by women.	This statement highlights the value which women has got from the judicial system.
/shohar k zulim ka shekaar/	Means the victim of its own husband.	The word /shohar/ itself a powerful and worthy in the patriarchal society that means the males (shohar) have cultural and societal rights to do anything with his wife. The word /zulim/ represents considering others inferior. The word /shikaar/ depicts hurting someone either physically or mentally.

/Hawa k ibeti/	The first woman on the earth and this analogy is used here as powerless.	The ideological setup regarding gender power is delivered using such words and this conveys the oppressed status of women in a patriarchal society.
/bebasi ki misaal/	Means trait for something associated with the women.	These words explained the women status in a patriarchal society that she had lived dependently, and she could not do anything for making her status better.

Media news 3

Table 3: Lahore murder case of women and her child on Bol news channel

In this case, the murder of two females has happened and this murder is done by his husband showing brutally the power of gender and the ideology of being superior.

Words	Meaning	Representation
/tashadud/	Violence was done.	It shows as something has done that creates a harmful effect on another body
/Taizab dal kar/	This act is unbearable as well as hazardous.	The ideology of the current system usually shapes the boys in an aggressive way therefore when they get some reasonable power from different fields of life, it brings into a male having the power of being a superior gender who is even allowed to do hazardous tasks.
/Qatal kiya gaya/	The wife is murdered by her husband.	When the objective of male fulfilled, men started hurting, beating, and sometimes murdering her as in this case.
/ghar lock mila/	It means she even does not have the right to stay free in his life.	This statement highlights the situation that there was something in between both husband and wife, and the issue could not resolve.
/bahen ka kisi bilal name larky sy lain dain chal rha tha/	It shows the character assassination of a girl even after her death.	Through these words, the reporter is trying to provide the character explanation of a girl and creating a bad image of her.

Media news 4

Table 4: Woman tortured by the shopkeeper/trader

In this video, a woman is tortured by a trader.

Words	Meaning	Representation
/Tamsha ban gayi/	It shows she does not have any respect in the eye of male	It represents that she is beaten to such an extent that people came together to investigate the event.
/La qanuniyat ha/	Lawlessness	It represents that man took the law in his hand and started to beat her considering himself superior in society.
/Zulm-o-zitab/	Cruelty	In this case, the male is beating female to display his power of gender and as well depicting his ideology.
/Tashadud/	Violence	This word is self-explanatory means the act which is happened with cruelty and in a non-human way.
/Ghairinsani/	Non-human behavior	It represents that men in society either belong to the upper, middle or lower can beat or create violence against women.

News media and Tabloidization

Tabloidization is the way how media produces sensational and emotional effects in their news reporting, so the audience got attached to it (Bob et. al, 1981). They tend to make severe cases to report as entertainment (Sam, 1995).

i. Sensationalism (modality)

The music at the start of the video is used to make the news a piece of entertainment and more sensational for getting more ratings for their channels even though it is a piece of sad news.

ii. Speech act (phonological change):

The style of the news delivery is showing some high and low pitch in their sounds. It gives stress to some words and provides a litter tone to convey the different meanings to the audience.

iii. Syntax complexity:

During news reports, the newscasters select the sentences in such a way to attract the audience and emerge the emotions of the audience.

iv. Lexical structure:

As dialect use and selection is a complex task for the newscaster, therefore, they choose proper use of dialect that will capture maximum viewers.

v. Pictorial analysis:

The media uses violent pictures to represent the miserable condition to picture the victim subjugated, dependent, and not having the right to freedom.

vi. Suggestion:

The new channels also produce opinion based on the previous cases those were broadcasted through their channels previously.

News media 1 and Tabloidization

Table 5: Tabloidization in media reporting about rape case:

Techniques	Context	Representation
Sensationalism(modality)	Music (sad sound)	It shows a miserable news that captures the audience by hitting their emotions.
Speech Act (Phonological change)	The high pitch of the sound -Accuser's statement -When the reporter said about the students' action -Reporting about the girls' rape -Low Pitch -When she was along with her friend	These statements are produced with high pitch and show that the reporter requires the audience's attention. It also portrays that male considered himself as powerful and female as subordinate.

Lexical structure	The use of lexical like /shitan sift darida/ /Chehro par nadamat k asaarnahe/ /Moqadama darjkarwya/ /Zabardasti gari ma bthya/	It shows the violence against women in lexical categories used for the purpose of tabloidization. For example, the word /chehro par nadamat nahe/, it provides the image of man's superiority in patriarchal society. The word /Zayadati/ shows tyranny and it is used for the women to show her suppressed.
Syntax	The composition of words in the news is according to the understanding of the average person so that everyone could get it. For example, /shaitan sift darida/ /Chehro par nadamat k asaar nahe/ /zayadati kr di/	All the sentences used in this video are delivering the message that violence has happened against women and the criminals are not ashamed of this incident. He just considered it only a mistake.
Pictorial analysis	Women's appearance is not provided in this video sample and criminals' faces are disclosed in this video.	Some accusers try to hide their faces so that no one can recognize them, and some are with the naked face that shows their expression. These expressions are free of any guilt. As far as the female representations is concerned, a girl is raped and could not even take a stand for justice.
Suggestion	/Mulzaman ko kafaarey kirdar tak punchayegi/	Analysis of these lines shows the picture of the injustice system of Pakistan and it seems that there are many cases in Pakistan which are not being persuaded quickly.

News media 2 and Tabloidization

Table 6: Tabloidization in domestic violence on wife by her husband:

Techniques	Context	Representation
Sensationalism(modality)	Music and the use of vocabulary made this news as entertainment instead of representing a miserable situation.	The background sound is produced in such a tone that has given the idea that some miserable event is happened the audience are being hit by their emotions.
Speech act	The stress on the words like/ bivi sy insaniyat-soz salook/ /Ulta latka kar tashadud b kiya r baal b noch diya/, /hawa ki beti bebasi ki missal ban gyi/, /shohar taish ma a gya/, Similarly, the low pitch Statements are such as, /husband k hatho sy katputli bany sy inqar/	These declarations are produced with high pitch and showed to grab the audience's attention. Gender portrayal of the male is considered here as being powerful and female as being subordinate, pessimistic, and dependent. It shows that women cannot even negate their husbands from something unethical.

Lexical structure	/afsos nak /, /shohar ki bat na many par/, /insaniyat-soz/, The way husband abused his wife, / hawa ki beti/,/ ba basi ki missal/ katputli ban'ny sy inqaar/	It shows the violence against women in these lexical structures and the language used for the tabloidization has also portrayed the ideology of the person.
Syntax	The arrangement of the sentence in the news is according to the average person understanding.	For example, all the sentences used in this video deliver the message of domestic violence.

News media 3 and Tabloidization

Table 7: Murder case of women and her child on Bol news channel

Techniques	Context	Representation
Modality	Background sound makes this video attract the maximum audience.	The sound structure happened to be normal even though the mournful event had occurred.
Phonological changes	High pitch sentence is /Panch saala bachi ko b qatal kiya/ /Dono ko tashadud k bad taizaab daal karqatal kiya gaya/	These statements in the video are reported with a high tone to grab viewers' attention although it must be an eye-opener for the audience to make the aware of the cruelest incident of murders.
Lexical structure	/afsos nak/ /tashadud/ /taizaab/ qaatal/ /jagra/ Bahen/ /bilal/ /laina dyna/	All these words depict the violence against women and are also used for the purpose of tabloidization. Every word gives its own meaning and explanation. For example/Taizaab/ these things must be banned. The words, /Behan ka Bilal sy lyna dyn/ are humiliating for the victim.
Syntax	Average language is used so that, everyone can understand.	Most of the sentences demonstrating that unethical activity has happened, and a woman is murdered in his husband's home that is unfortunately not safe for her.
Pictorial Analysis	In this video, most pictures are blurred because the face of the victim is burned using acid.	In this technique, it is observed that the face of the woman and her kids is burned by her husband It shows women are extremely and male can brutally exploit their powers.

News media 8 3 and Tabloidization

Table 8: Tabloidization while women were brutally tortured by trader

Techniques	Context	Representation
Speech Act	High pitch was put on the following sentences such as, /chori ka ilzam/, /Hawa ki beti/, /tamsha ban gyi/, /lag to mazhabi rahain hain//raham nam ki koi cheaz nh/, /barbariyat / /la qanooniyat hai/. Low pitch phrase are such as, /Kia laga/, /daska k bazar/, /sar e bazar beizat kiya gaya/	High pitch means where reporter produces some intonation and stress to make the news more influential. The portrayal of the women's status is not given any respect even as a human being and it show her helpless. These statements just produce in a liter tone because these are not seemed to be influential for others although their usage must be different.
Lexical structure	/chori ka ilzam kia laga/, /hawa ki beti tamsha ban gyi/, / sar-e-bazar tamsha	These lines show the miserable and painful incident that has happened and to a woman

	aor tashadud ka nishana banya/, /zara b raham na aya/	during the blame of theft. It shows the cruelty of men who are beating her in front of everyone in the market.
Syntax	Electronic media mostly design the news in such a way that an average person can understand it.	The video is started to describe the event that how it has happened and what was the reason behind the scenes. It shows typical male behavior, which is dominated.
Pictorial Analysis	There is no clear-cut face appearance present in the video. It is based on the pictorial context. The woman was in the market and accused of theft when the trader started to beat her. in a very non-human way	In this technique, it is observed how violently a man is beating the woman and the media is presenting it openly in front of viewers.

IV. RESULTS AND DISCUSSION

The News channels incline to custom a specific kind of language for the binary genders. The optimal language, especially the words used obviously depicts gender discrimination. The words used in reports are not appropriate that can be faced in front of family. They demoralize the women's character and show them powerless. Hassan (1999) reported that some of the media custom to the words show the positive side of males as energetic, enigmatic, and competent, who can achieve everything in the world, whereas they degrade the character of women openly. According to the first news report, the accuser said that they had raped the girls because she looked nice to them and the weather was pleased. By applying Lazar's model of FCDA (2014) for highlighting the words, it was inferred that the techniques of tabloidization were used. In Critical Discourse Analysis, analysts are particularly interested in issues of inequality, sometimes keeping in mind the question "who benefits?" when carrying out analysis. In this news media the usage of the word "larki achi lagi" shows a girl's physical appearance and the subjugated thing as in a patriarchal society. The word, "zabardasti" represents the level of power. The girl has taken into the car forcefully. That forceful behavior by males shows the dominating supremacy of the male and helplessness of the female. The third word, "Or galti ho gyi" means they consider it as only their mistake not even embarrassed about their crime or sin. And the way media is using these words shows the patriarchal notion. According to FCDA, this shows how one social group getting an advantage which shows the sustainability of the patriarchal social order. The words, "Chehro par door door tak nadamat k asaar nahi" explain the miserable condition of the girl in its hidden meaning which shows violence against women also. The use of the word "Nadamat" portraying the picture that women are in a miserable condition. As well as the ideology of the males that they did not do something wrong. The words, "Hawas ka nishana bnaya" are used by media to focus on the power trait. 'Hawas' is a word that gives the meaning of that act which is brutal and brutal things always happened by those people who are considered powerful in the society. Likewise, "Shitan sift Daridao" word basically gives the idea of power because the word 'darinda' in our society is linked with extra power and in a hegemonic personality in a patriarchal society. The words used by the media "Mulziman na riwaeti gadi ka istamal" depict the social status of the male that accuser has used his social status to imposing power upon the girl and has not realized the cruelty. It shows the gender power as well ideology of being superior. The critically analyzed discourse represents a patriarchal social order in which men are privileged and women are underprivileged.

Gender ideology words are spoken often in media and it is also observed that the opposite gender seemed to have the right to use it in either way they desire, for example, /ghalti ho gyi/, /zayadati/ etc. The word, /zayadati/ illustrates the violent act done by the authoritative class, and this word itself explains the power of one class upon the other class. It portrays that male behavior is superior to the female. This word represents men as assertive and powerful and women as passive and seeking help. Likewise, the word /Hawas/ is used in the video and has an ideology that the concerned society has the usual aspect to show male desire to capture the girl for their physical need either with the consent of female or by forcefully. This model again applies to another video in which the words depict ideology, power, and gender in the same way. The words, /shohar k hatho katputli ban'ny sy inqaar/, show the behavior of male as he considered himself dominant among other genders. According to Lazer (2014), this practice starts creating the notion of power, the status of omnipotence, and creating violence against others. The use of words by electronic media provides a clear picture of the women in Pakistan society and it delivers the message that women are not living according to the basic rights of life. The word, /insaniyat-soz/ is delivering the message that women are beating in a very inhumane way. Likewise, /hawa ki beti/, /bebasi

ki missal ban gyi/, and many other words are clearly a portrayal of the violence against women. Another commonly used sentence, /motasara khawtun na moqadamy ki darkhast jama karwa di/, these lines produce an image for the woman that she has some right to get registered against her husband and waited along to get justices.

From above these video analyses by using Lazar's model of CDA (2014), it is concluded that ideology, gender, and power are interlinked. The authoritarian class is the male class. While using tabloidization, another tool of violence portrayal, such as modality, phonological change, syntax structure, pictorial analysis, and sometimes suggestion, it seems that in Pakistan, different tabloids are also used. The media personnel attempts to include their emotions, feelings as well views into the news while delivering them. The tabloid nature can be understood from the kind of linguistic and Para-linguistic traits employed and by using segmental and suprasegmental features. The stress, pitch, intonation, and tone of the newscasters played a very essential role in producing tabloids. For instance, in the first video, which is related to the gang rape of the girl by policemen, phonological change included the high and low pitch during the report of the news and the reporter highlighted the student's action with stress and high pitch also. Syntax structure also aroused the target audience's emotions. Lexical structures and sentences like /shitan sift darinda/, /Chehro par nadamat k asaar nahe/, /Moqadama darj karwya/, /Zabardast ti ghari ma bethya r whin zayadati kr di/, These words essentially show the violence against women. The most important technique was the pictorial representation as the criminals' faces were disclosed in the video. Some criminals were hiding their faces by using their hands. It was represented that their expression was free of any guilt. Female representations had not happened in this video. Moreover, the media left the news with open-ended questions, like /Mulzaman ko kafaarey kirdar tak punchayegi/. In the second video, the domestic violence case of Asma Aziz, the use of music and use of vocabulary made that event miserable and the background sound produced in such a tone that gave the idea of a pitiful event. Phonological change, high pitch, stress on the words like /bivi sy insaniyat-soz salook/, /Ulta latka kar tashadud b kiya r pal b noch diya/, /hawa ki beti bebasi ki missal ban gyi/, /shohar taish ma a gya/, these declarations were produced with a high pitch. It showed those statements were produced to grab the audience's attention. Statements with a low pitch for example, /husband k hatho sy kat putli ban'ny sy inqaar/ showed that women could not raise their voice against their husband. Likewise, the lexical structure /afsos nak /, /shohar ki bat na many par/, /insaniyat soz/, / hawa ki beti/, / babasi ki missal/ kat putli ban'ny sy inqaar/ basically showed the violence against women. It is concluded that language used for the tabloidization purpose also affected the ideology of the person. Syntactic structures in all videos also carried the message that violence had happened against women. The appearance of women as dull-faced was also evidence of the cruelty. whereas the male picture was highlighted. All the remaining sample of videos provided the devastating and humiliating status of women in Pakistan. No doubt media used these videos for their financial gain and high ratings of the viewers. Additionally, these media productions seem to promote extreme commercialization, biased coverage, and the absence of self-regulation in the community.

V. CONCLUSION AND RECOMMENDATION

Present study aimed at highlighting the violence against women that is portrayed by Pakistani electronic media. The sample included four videos which depict how the media tends to portray violence against women. The research instrument employed in the current study is Lazar's feminist critical discourse analysis model of tabloidization (2014).

The study inferred that women are depicted as help-seekers, inferiors, submissive, and dependents. The media portrays women in a negative light in order to boost ratings by presenting a depressing image and wording about miserable plight of women. Pakistan's media is dominated by tabloids. The newscasters try to integrate their own emotions and feelings into the information they provide. The type of linguistic and paralinguistic features they use, as well as segmental and suprasegmental features clearly reflect their tabloid essence. The majority of tabloid news depicts abuse against women. The tone and intonation of news anchors when reporting on rape, sexual assault, and domestic violence, for example, clearly demonstrate tabloidization. Furthermore, the media seeks to incorporate its own feelings and monitors the feelings of both the viewer and the victim.

According to article 25 of the 1973 constitution, "all people are equal before the law and are entitled to equal protection of the law". Article 27 also notes that "no discrimination will be made solely on the basis

of sex". In view of these explicit declarations, there should be no discrimination in media portrayal of violence against women. And echoing the perspective of Khan (2001), steps should be taken to ensure elimination of gender discrimination and active participation of women in all aspects of national life. In addition, higher authorities should pay attention to crimes and injustices against women, especially abuse. Law enforcement and the media are two wheels that should work together to improve society. The better the nation's institutions, the better the country will be to live in.

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