



Dependence of Pakistani English Press on International Press and News Agencies

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Abstract- This study is an effort to analyze the dependence of Pakistani English newspapers on international press and news agencies. Focus of the study is three different but related and consecutive events which changed the world scenario e.g., Iraq war, Afghan war and Iran's nuclear program. For analysis three Pakistani English newspapers, *Dawn*, the *News* and the *Nation* were selected. The results show high dependence on foreign content and there was not a significant difference among all three newspapers in terms of dependence.

Key words: Press, Agency France-Presse, Associated Press, Reuters, Washington Post, The New York Times, Los Angeles Times, global press, foreign press.

I. INTRODUCTION

Global press covered all events like; Afghan war, Iraq war and Iran's nuclear program. These media mostly portrayed one sided picture of all these events which was predominantly influenced by American stance on the issues. Though the events picked new heights after 9/11 and they damned portrayal but it is highly necessary to deal in all of the three issues separately that how they are portrayed by the foreign press through Pakistani national press. It is noteworthy that the global media have very wide network of journalists all over the world to cover everywhere the world happenings, especially the selected events. On the other hand, the print media of developing countries like Pakistan do not have sufficient sources for gathering information and not so wide networks of journalists to visit conflict areas.

As a result, the Pakistan media has been completely dependent on global print and electronic media and news agencies for collection and access to information. In this age of internet technology Pakistani journalists visit the websites of global print media and lift the news stories, reports, comments, analysis, photographs etc. Hence tracing the lines of global print media and in this way Pakistani print media is being influenced by global press.

This study encompasses a period of ten years of post 9/11 events to see the effects of international print media on Pakistan English newspapers. To analyze whether Pakistani national newspapers followed the same version of the stories as they were given in the foreign news media and how far, if at all, they have been able to justify their own position and point of view. At the same time, it will try to observe as to what extent they have been influenced by international media in terms of news contents and portrayal.

Bouchnak (2015) states that 'After the American invasion of Iraq in 2003 under the pretext of disarming Saddam, a war that represented one of the most controversial issues that mobilized the whole world and after the problem of Iranian Nuclear Program (from 2006 till now) and possible Iranian Nuclear Bomb, through all this American media followed the agenda of the US government.

II. LITERATURE REVIEW

Schwarz in his study conducted in (2006) examined the factors which influence the selection of news content from international/ foreign press the researcher selected three Mexican dailies on the basis of their circulation during the selected period November 3 to December 13. Six copies of each newspaper were selected during the period for analysis. All foreign news about politics and business were considered for analysis, the N was 610 news stories. By Applying the theory of newsworthiness, he concluded that certain factors influence the national press in the selection of international content i.e., aggression,

continuity, prominence, political proximity, economic proximity, cultural similarity, controversy, etc are important factors which influence the choice of the editors.

Another research by Wang(1992) analyzed the factors and concluded that four factors play important role in shaping the opinion of the editors regarding selection of international news i.e., political ideology, cultural affinity, diplomatic sensitivity and geographical proximity. But political ideology and diplomatic sensitivity are more influential factors as compared to the other two. Park & Hinnant(2010) analyzed the factors the influence journalist's perceptions and use of public relation material. He divided the factors into three levels, at first level the factors which were considered for analysis were related to journalist's i.e., personal health, interest experience and education, at the second level the factors which influence and included for analysis were media routines and at the third level of influence on media content is the structure of news to be presented. The findings suggested that all the factors influence the media content but with different intensity.

Study conducted by Ejaz & Ahmed (2011) addressed the implications of global information sources. The objectives of the study were to see that how the policies, politics and ideologies of foreign world affect the developing nations due to the one-sided flow of information and dependence on foreign media. Triangulation technique was used, which include content analysis, in-depth interviews and focus group technique. Two main conflicts i.e., Afghan war and Iraq war were taken. The results suggested that main source of political news were foreign news media whereas humanitarian issues were mostly covered by Pakistani national press. It also proposes that due to heavy reliance on global media, Pakistan played a role of facilitator in portraying the western agenda.

A few studies though mismatched with the in-hand notion that international press affect the national coverage of the same issue, taken by the national press. In one of Fahmy's research papers highlights the same. The content she had taken as the visuals. She has challenged the well-known, basic and universal notion that international press effects the national press by taken as visuals only in the words "that decisions made by wire services dictate the visual coverage of a news event". At point that what were the previous studies "important to note that previous gate keeping research focused largely on the text of stories, not the photographs" (Fahmy, 2007).

Agenda building explains the course that "how does the outside sources influence the media agenda"? the same issue was discussed by Kiouisis that "The information gathering process of gatekeepers is influenced by the twenty-four-hour news cycle, downsizing of newsrooms, multiplicity of media channels, fragmentation of news audiences, and the quickening of journalistic work routines" (Kiouisis, 2012).

Blazhevsky (2013) is of the view that greater the reliance on international news agencies the greater they influence the national media. He conducted a study to see the relationship between online media and news agencies. He pointed out that sources of information for international news, disparity in their treatment of events from different countries and the themes they portray is troublesome. His main concern was to see the sources of information for world events in the Macedonian internet media. His hypothetical ground was that 'Global news agencies Reuters, Associated Press and AFP have large influence on the foreign policy columns of Macedonian internet media, impact which is present through the majority of text and photo content for actualities taken from international agencies'. Testing through content analysis, the results indicated that Macedonian online media is under high influence of international news agencies i.e., AFP, AP & Reuters, and additionally conformed that in case of articles portals "Kajgana" indirect major influence is seen.

Study conducted by Johnston (2009) analyzed the role of Australian single news agency Australian Associated Press (AAP). The paper concluded that over whelming dependence not only on APP but on international press have greater impacts on the type and the depth of news covered. Also, a study by Johnston & Forde(2011) researched the omnipresent vicinity of news wires (or wire administrations) in the day-to-day news. They selected only the Australian news agency APP and its predominance inside of the Australian news scene. The article exhibits the discoveries of two contextual investigations, following official statements via AAP and the everyday news of the world, while likewise breaking down the media culture that acknowledges duplicate from news organizations as "gospel"— "a product to be utilized and reused without checking exactness, and regularly without acknowledgment". They found that the elevated status of news organization duplicate, combined with the "not wrong for long" approach which saturates online news, is a blend which expands the potential for blunder and error.

"The international media depend on the US press to cover US and many of these, are global stories because of their worldwide repercussions, but international journalists also rely on the US press to report and comment on most world events" (Marthoz, 2013). It further highlights that worldwide control of US press is an impression of US power, yet its Worldwide repute is grounded in its boldness and its freedom to report on powers and consider them responsible "without fear & support," in the expressions of Adolph S. Ochs, establishing father of the cutting-edge New York Times. In reality, though the Obama

organization appears to consider the US press a potential danger to national interest, this idea of news coverage as a Fourth Estate categorically adds to US soft image around the world.

A research by Mitra (2015) on the dependence of Indian newspapers on foreign press concluded that, 'The 'discursive' and the 'symbolic' representation of certain underdeveloped countries through content analysis revealed "biased, stereotypical, sexist or racist images in texts, illustrations, and photos". All the news agencies represent the Middle East regime as incompetent, disorder, internal clashes, and in need of US intervention. "News reported in Africa was terror-centric".

Papers choose the most vital issues from many perhaps essential issues and continuous coverage of these events can guarantee that consideration would be given to it by people in general furthermore by the policy makers (Welch, 1972). The impact that news media gets, is due to their regularity, un-ambiguity and perseverance which makes them the most obvious contenders as image makers (Galtung & Ruge, 1965).

Press portrayal of an event can influence the importance of an occasion to the policy producers and can in a roundabout way influence needs of consideration (Elliott & Golding 1973). Schiltz, et al. (1974) observe that "journalists themselves perceive newspapers as the most influential of the media in foreign policy making with 43% of the newspapers editors citing decision makers as receptors of this influence".

Elliott & Golding (1973) reported that the British government on certain events, picked not to use political resources but to depend on news wires.

Peterson (1980) observed the factors which can affect the choice of the editors in the case of international news for publication in the national press. She took data from the Time London for two different periods during January and February 1975, and for analysis purposes events, dates, source were taken as variables. She concluded that the main factors which can influence the editor's choices are; un-ambiguity, meaningfulness, national elitism, frequency, threshold interest of readers & negativity.

Chang & Lee (1992) studied the criteria for selection of news by the newspaper editors and concluded that the choices made by the editors are based on the factors i.e., news related to the "threat to the United States and world peace, readers interest, US involvement and timeliness". And "editors perceptions of foreign news factors are determined by individual differences and organizational constraints in the newsroom" (ibid). Media reliance over foreign news wires affects the contents, their formation, presentation, ultimately the public and the decision makers.

Murdock's analysis suggests that the "ways in which news organizations are financed and organized have an impact on content or discourses and representations in the public domain and accessibility to audiences" (Murdock, 1989).

The selection of news by different countries presses of the same news stories but with different effects and sometimes biased is addressed by Fahmy (2005) pointed out that "while news selection is *produced* by the biased world we live in; news selection also *produces* the biased world we see in the news". She conducted a comparative content analysis of "picturing 9/11 and Afghanistan war in *The International Herald Tribune* and the Arabic-language newspaper *Al-Hayat*", and also conducted interviews with the newspapers editors to further explain her results. She concluded that both newspapers published different images related with both the events. Though the main source of these two newspapers was the three leading news agencies but the selection criteria was different. The themes and the topics of both the newspapers were dissimilar. The study purposes that the use of available news is vital in framing of news. That which factor influence & which types of news would find the coverage in national press.

Wu (1998) investigated the influence of systematic deterrents on international news in 38 countries, the results show that international news coverage in national newspapers is decided by different factors like economic development, economic resources and economic interaction of a country is a major determinant of international news selection by national media. Another major important motive behind is the availability of news sources. In another important study conducted by Fahmy in (2005) highlights that "news sources determine the basic nature of news and the news persons select the news frames from the already available resources". Findings of the study conducted on international news agencies, supported the argument that Reuters, AFP, & AP are the major news providers. The amplified use of these news wires is related to the financial position of the newspapers. These newspapers do not need to hire international correspondents due to the continuous supply of news from these news providers but this over reliance is making these news services stronger and stronger (Djosef, 2011).

"Information still streams mostly from developed nations to whatever remains of the world from a journalistic point of view, the expert duty regarding an educated citizenry is insufficiently met" (Himmelboim, Chang & McCreery, 2010).

Chang & Lee's (1992) Canonical correlation examination demonstrates that editors' view of remote news elements are controlled by singular contrasts and authoritative requirements in the newsroom. Sarabia-Panol's essay titled "The 9/11 Terrorist Attacks on America: Media Frames from the Far East". The

research shows a core investigation of an English-dialect day by day over the time of September 12 / 2001 from “China, India, Indonesia, Japan, Malaysia, Pakistan & Philippines”. The creator contends that “when all is said in done”, the examination bolsters the desire that a paper's scope of 9/11 mirrors the political relationship between the United States and the other countries, furthermore the paper's country' the more positive the connection, the more positive the scope and the other way around (Płodowski, 2007).

Ros Business Consulting (RBC) had a tendency to take after US outlines in exhibiting 9/11 and highlights a report stated that, 9/11 was a significant incident ever i.e., the ambush changed the course of action of forces in the world. Russia's outside technique moved toward the West firmly. “Russian President Vladimir Putin was the first to call US President George W. Bush and offer condolences and backing”. The creator presumes that “in general the Russian media has been supporter of the American reaction” (Kellner, 2007).

Mass-mediated terrorism basically and the latest techniques of information and communication instigate people with violent agendas and messages of hatred which are limitless, unconstrained, and cheap provide chances to reach audiences all over the world. The general population relies upon the media to provide them with information about the Middle East, the war on terror, and different occasions that happen in the other countries of the world which influence us here at home. Individuals who don't experience those occasions and remote nations direct have just "the mental pictures" made by the media to shape conclusion about those nations. Undeniably, studies on foreign news coverage suggest a close link between media coverage and public opinion (Besova, 2009).

All information sources create arrangements and schedules to guarantee fast process for the production of news. Media organizations are moderately firm institutional courses of action for the accumulation of data. Media schedules allude to those journalistic routines that direct how columnists develop news on continuous episodes and occasions. Article choices around there have a noteworthy impact on the gathering of data and the development of the news stories (Avraham, 2002). Studies have demonstrated that the “allocation of permanent reporters to cover a group, place, or particular subject have a significant effect on the extent of the coverage” (Avraham 2002).

Objectives of the Study

- To identify the effects of global press coverage regarding US war against terrorism on Pakistani elite English press in the post 9/11 scenario.
- To observe the two levels of agenda building process via global press.
- To analyze the factors which cause effects on national media?
- To analyze the trend of dependence of Pakistani English newspapers on global press and in framing of news about, Afghan war, Iraq war and Iran's nuclear program.

This study analyzes level of dependency of English newspapers of Pakistan on the foreign press and foreign news agencies in terms of contents of news items especially in the backdrop of accusations by the elite media belonging to economically strong countries for causing destruction and terrorist activities in the west.

III. METHODOLOGY

To measure the effects on national press, the factors/reasons/influence would be analyzed to determine the possible effects of foreign coverage in the national press.

H1. US Elitism was given more coverage among all the news factors.

H2. Negative image of Muslim countries was given high prominence among all Categories.

H3. At second level of agenda building the stories which have more than one factors are Played up.

H4. Pakistani English newspapers are highly dependent on foreign news Agencies.

H5. There is no significant difference between the frequencies of information taken from global news agencies among the three English dailies of Pakistan.

H6. Among all categories, news stories related to Afghanistan war were played up.

H7. There is a significant relationship between all categories and factors.

Hypotheses Testing

H1. US Elitism was given more coverage among all categories.

Category Afghanistan

Table 1.1 US Elitism vs Sub-categories of Afghan war

	US Elitism		Total	Pearson Chi Squared Test		
	Other than Elitism	USUS Elitism		χ^2	df	p
Other than Cat Afghanistan	669	416	1085	12.833	5	.025
Taliban, US and Afghanistan, war on terror, Osama, Mulla Omar	230	133	363			
ISAF, NATO, Allies	54	34	88			
Aid, Citizens, Refugees	40	16	56			
Afghan Government	77	21	98			
Al-Qaeda	41	24	65			
Total	1111	644	1755			

Table 1.1 showed that there was a statistically significant association between US Elitism and sub-categories of Afghan war ($p < .025$). It means US Elitism was given more coverage in sub-categories of Afghan war.

Category Iraq

Table 1.2 US Elitism vs Sub-categories of Iraq war

	US Elitism		Total	Chi Squared Test		
	Other than Elitism	USUS Elitism		χ^2	df	p
Other than Cat Iraq	630	367	997	9.583	4	0.048
WMD, US Invasion, Inspectors	314	162	476			
Saddam Hussein	82	59	141			
US and UN	52	45	97			
Humanitarian efforts	33	11	44			
Total	1111	644	1755			

Table 1.2 showed that there was a significant association between US Elitism vs Sub-categories of Iraq war ($p < .048$). It means US Elitism was given more coverage in sub-categories of Iraq war.

Category Iran

Table 1.3 US Elitism vs Sub-categories of Iran Nuclear Program

	US Elitism		Total	Chi Squared Test		
	Other than Elitism	USUS Elitism		χ^2	df	p
Other than Cat Iran	920	505	1425	5.166	3	0.160
Nuclear Enrichment, Sanctions	145	106	251			
World Powers	20	14	34			
IAEA	26	19	45			
Total	1111	644	1755			

Table 1.3 showed that there was not a significant association between US Elitism vs Sub-categories of Iran Nuclear Program ($p < .160$). It means US Elitism was not given prominence in sub-categories of Iran Nuclear Program.

Portrayal of US on Iran was quite different to the image building of the United States. Here the nuclear enrichment and were heavily portrayed in negative direction as compared to sanctions by the US in the national press. In the same category the world powers were also least portrayed. Whereas the role of IAEA was concerned a major portion of coverage was given to such news as compared to world powers. It may be concluded that the US didn't go for a real war but the purpose was to halt Iran's nuclear program.

H2. Negative image of Muslim countries (Afghanistan, Iraq and Iran) was given high prominence among all Categories.

Table 1.4 Sub-categories of Afghan war vs tone of news stories

	Tone			Total	Chi Squared Test		
	Positive	Neutral	Negative		χ^2	df	p
Other than Cat Afghanistan Taliban, US and Afghanistan, war on terror, Osama, Mullah Omar	195	455	435	1085	42.73	10	<.001**
ISAF, NATO, Allies	12	41	35	88			
Aid, Citizens, Refugees	13	34	9	56			
Afghan Government	15	61	22	98			
Al-Qaeda	3	28	34	65			
Total	286	798	671	1755			

Table 1.4 showed that there was a highly significant association between sub-categories of Afghan war and tone of news stories ($p < .001$)

Table 1.5 Sub-categories of Iraq war vs tone of news stories

	Tone			Total	Chi Squared Test		
	Positive	Neutral	Negative		χ^2	df	p
Other than Cat Iraq WMD, US Invasion, Inspectors	148	456	393	997	47.572	8	<.001**
Saddam Hussein	11	61	69	141			
US and UN	16	39	42	97			
Humanitarian efforts	20	16	8	44			
Total	286	798	671	1755			

Table 1.5 showed that there was a highly significant association between sub-categories of Iraq war and tone of news stories ($p < .001$).

Table 1.6 Sub-categories of Iran's nuclear program vs tone of news stories

	Tone			Total	Chi Squared Test		
	Positive	Neutral	Negative		χ^2	df	p
Other than Cat Iran Nuclear Enrichment, Sanctions	227	684	514	1425	22.260	6	0.001
World Powers	5	10	19	34			
IAEA	7	15	23	45			
Total	286	798	671	1755			

Table 1.6 showed that there was a highly significant association between sub-categories of Iran's nuclear program and tone of news stories ($p < 0.001$).

In Table 1.4 showed that there was a highly statistically significant association between sub-categories of Afghan war and tone of news stories ($p < 0.000$).

Whereas the negative and positive portrayal of Muslim countries is concerned it can be concluded easily through accumulated chi-square that the p values for all categories are respectively $p < .000$, $p < .000$ and $p < .001$ respectively.

It is pertinent to note that in Afghan and Iraq category the role of ISAF, NATO and US allies in Afghan category and the role of US and UN was given least but negative coverage. It seems that the global press

wanted to crush the respective regimes, of Taliban and Saddam. Each of Afghanistan and Iraq category are highly associated through chi-square, the p value is less than 0.000 which is much less than 0.05. The chi-square among all Iran sub categories the association is high i.e., $p < .001$

Addressing the second hypothesis and the result show the chi-square among Muslim countries and their entire sub categories are highly significant it is $p < .000$ in each of the three case which leads to the acceptance of hypothesis and negative image of all the three Muslim countries was given high prominence among all the three cats.

H3. At second level of agenda building the stories with more factors are played up.

Table 1.7 News factors with number of columns in news stories

Newspaper		Column				Total	Chi Squared Test			
		one column	two columns	three columns	four columns		χ^2	df	p	
Dawn	Factors	1	42	136	96	283	5.5	9	.788	
		2	49	154	112	331				
		3	14	29	16	63				
		4	1	2	1	4				
	Total	106	321	225	29	681				
The Nation	Factors	1	32	32	59	142	23.8	9	.004**	
		2	93	98	129	345				
		3	13	11	7	11				42
		4	1	0	1	0				2
	Total	139	141	196	55	531				
The News	Factors	1	33	90	89	222	15.24	12	.228	
		2	40	78	82	22				222
		3	20	33	30	6				89
		4	0	6	2	0				8
	5	0	1	0	0	1				
Total	93	208	203	38	542					

In The Nation the chi square test is significant at $p < .004$ among all three Pakistani elite newspapers, as has been described that the two indicators for play up position of news stories were defined. Hence the researching hypothesis is partially accepted in column wise play up. All three newspapers though followed the pattern of two and three columns in most of their stories as compared with one column. Based on one of the literature reviews studies the same hypothesis was also tested without mentioning the indicators of playing up position (Peterson, 1981; Sande, 1971).

Table 1.7 News factors with placement in news stories

		Position		Total	Chi Squared Test			
		UH	LH		χ^2	df	p	
Dawn	Factors	1	176	107	283	1.048	3	0.790
		2	201	130	331			
		3	42	21	63			
		4	2	2	4			
	Total	421	260	681				
The Nation	Factors	1	76	66	142	.876	3	0.831
		2	198	147	345			
		3	22	20	42			
		4	1	1	2			
	Total	297	234	531				
The News	Factors	1	130	92	222			
		2	121	101	222			
		3	42	47	89			
		4	4	4	8			

	5	0	1	1			
Total		297	245	542	4.641	4	0.326

Table 1.8 Placement of news stories in all newspapers

Newspapers	Position	
	Play up/UH	play down/LH
Dawn	421	260
The Nation	297	234
The News	297	245

In each of three Pakistani national elite English newspapers, the positions of news stories show a prominent increase in number at play up position. Dawn has given high proportion to all categories news at upper half portion almost double in number as compared with lower half portion. The rest of two newspapers show an interesting result i.e., 297 each at play up position. The overall results show that play up position was higher in numbers among all three newspapers. Though, there is no statistically significant association between factors and position of the news story.

In both the indicators, columns were remained significant but stories at upper half position were in high in numbers. It has also been observed that The Nation changed the title of its international page at special events e.g., terrorists strike US (immediately after 9/11), Iraq faces attack (immediately after invasion of Iraq).

H4. Pakistani English newspapers are highly dependent on global press.

Table 1.9 National press dependence on global press

	Source		Total	Chi Squared Test		
	Global Press	Correspondent		χ^2	df	p
Dawn	673	8	681	45.319	3	0.001**
The Nation	486	45	531			
The News	527	15	542			
	1687	68	1755			

In case of this H4 value is $p < .001$ and that the percentage of foreign new resources is greater than the percentage of news stories covered by staff correspondents.

The purpose of the quantitative analysis was to assess the dependency of Pakistani English newspapers on the foreign news wires and global press. Here, global press included, LAT, WP, CM, and other international news wire. The results of chi-square ($p < .001$) showed heavy dependency of national English press on global press. Among three newspapers, Dawn showed highest reliance on the global press.

H5. There is no significant difference between the frequencies of information taken from global news agencies among the three English dailies of Pakistan.

Table 1.10 Frequency of information among three newspapers

Newspaper	Dawn	The News	The Nation	χ^2 value	p-value
Total number of stories	681	542	531	24	$p < .001$
Lifted from foreign resources	673	528	486	34	$p < .001$
Difference	8	15	45	34	$p < .001$

The p-value is less than $< .001$, and can be said that in there is statistically no difference among the frequencies of content taken from international news agencies in all the selected newspapers of Pakistan. The number of news stories covered by staff reporters was 8, 15 and 45 in Dawn, The Nation and the

News respectively.

H6. Among all categories, news stories related to Afghanistan war were played up.

Table 1.11 *Category vs Placement*

Cat Afghanistan	Column one column	two columns	three columns	four columns	Total	Chi Squared Test		
						χ^2	df	p
Other than Afghanistan	205	380	421	79	1085	36.6315		.001
Taliban, US and Afghanistan, war on terror, Osama, Mullah Omar	65	168	112	18	363			
ISAF, NATO, Allies	25	35	21	7	88			
Aid, Citizens, Refugees	8	19	22	7	56			
Afghan Government	23	46	22	7	98			
Al-Qaeda	13	22	26	4	65			
	339	670	624	122	1755			

The chi-square is statistically associated. The reason is that Afghanistan war is one of the longest waged wars by the ISAF forces. Afghanistan had been considered as Taliban den and the war is still going on and there seems no end to this war. Taliban and Al Qaeda are still considered to be a real threat to the world peace especially the US.

H7. There is a significant relationship between all categories and factors.

Afghanistan war Category

Table 1.12 *Category vs factors*

Factors	Chi Squared Test		
	χ^2	df	p
Frequency	20.846	5	.001
Threshold	12.783	5	.025
Similarity	11.702	5	.039
US elitism	12.833	5	.025
Un-ambiguity	29.741	5	.000

Iraq category

Table 1.13 *Category vs factors*

Factors	Chi Squared Test		
	χ^2	df	p
Frequency	19.227	4	.001
Threshold	20.802	4	.000
Similarity	10.793	4	.029
US elitism	9.583	4	.048
Un-ambiguity	3.618	4	.460

Iran category

Table 1.14 *Category vs factors*

Factors	Chi Squared Test

	χ^2	df	p
Frequency	92.332	3	.000
Threshold	52.715	3	.000
Similarity	9.873	3	.020
US elitism	5.166	3	.160
Un-ambiguity	5.775	3	.123

There is statistically significant association between categories and factors. Un-ambiguity remained unassociated in Iraq and Iran categories, and in Iran Category US elitism was also not associated statistically. US elitism especially in one of the tested hypotheses above failed to be associated in Iran category. The reason behind may be that multiple events in Iraq category were reported in a single news item e.g., one US soldier among 70 killed in three different incidents. As in Iran case the reason could be that Iran's nuclear program to which this category was based was the biggest ever issue for the US to be addressed rather than Afghanistan and Iraq. It is found that Iran was still facing the sizable sanctions but not real war as compared with Afghanistan and Iraq so the definition US elitism has been suggested here that it could not make reality for the US to be waged war against Iran. In the recent scenario it has been seen that the reports from UK that the war in Iraq was not fought on real grounds. And conversely it can be seen in Iran scene that the US and allies had come to the negotiation table that the sanctions were imposed instead of waging a long war.

IV. CONCLUSION

In order to measure the effects of global press at the second level of agenda building, five factors were taken which included; frequency, threshold, cultural similarity, US Elitism and un-ambiguity. Regarding first factor, the data showed that the most frequent news were given more space and were played up, thus received much prominence. The second factor of cultural similarity observed a very small frequency. The third factor concerning the threshold of news stories appeared more frequent. Likewise, the fourth factor of US Elitism, and the fifth factor of un-ambiguity were given maximum coverage. In essence the local press followed the patterns of the dominant global press. Dependence on global sources of information and relying on "ready-made" material is a complex phenomenon. When a country's press blindly follows the news patterns of another country it undermines and undercuts the abilities of local population to make an honest analysis of the emerging events. As result when the selection and presentation choices are in the hands of the global press the vision and exposure of Pakistani public is limited. Based on the empirical findings of this research offers recommendations for academic researchers, policy makers and working journalists.

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