Consensus Development on Poll Date Issue: Critical Analysis of Headline Discourse of Pakistani Print Media

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Abstract

Election is a very sensitive issue of every country because as a result of it, new political administration is elected by the people to run various matters of the state. In the developed countries, this democratic process is processed in a natural rhythm on proper time. But in the developing countries like Pakistan where democracy is not well rooted, election process is always uncertain due to unavoidable circumstances. Keeping in view the context, this study explores the role of media in representation of poll date issue for general elections 2013. In this respect, the headlines of three widely distributed English newspapers (DAWN, The News International and The Nation) have been selected by using Simple random sampling technique. The duration of the study ranges between July 2012 and December 2012 that is very significant pre-election period. Fairclough's (1989) three dimensional model of Critical Discourse Analysis has been used to analyse the obtained data in the form of headlines of English newspapers in order to investigate the phenomenon.

Keywords: Consensus development; Discourse Analysis; Headline discourse; Pakistani print media; Political ideology; Poll date issue.

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1. Introduction

Media in Pakistan is considered as a transparent mode of expression and means of communication to disseminate the information about the local and international events. Moreover, media is also believed as creating political awareness among the public. Various studies have been conducted in Pakistan which found that media plays an ideological role in construction of political discourse and manipulates the public opinion. Moreover, these studies also conclude that media supports some of the particular political figures and their parties. Scholars of international repute also have focused the issue of ideological representation of headline discourse, including Mustafa, Siposova, Duanprakhan and Ezeifeka [1,2,3,4]. Likewise, the studies conducted by Abid, Shafqat, Naqvi and Raza [5,6,7,8] claim that print media in Pakistan serves ideological purpose in construction of political discourse. However, these studies have certain limitations as these studies focus on the coverage given by print media to the politicians and political issues. Moreover, the collected data of these studies is analysed by simple interpretative method which is more a subjective approach of analysis of the text and discourse. On the other hand, the current study does not focus on the frequency of coverage given to the politicians or political issues, rather it focuses on the matter how the politicians, their political parties and selected Poll date issue are portrayed and highlighted. Moreover, Fairclough's three- dimensional model of Critical Discourse Analysis is used to analyse the collected data. Likewise, the other studies take a complete negative look towards print media of Pakistan in ideological representation of political issues. Moreover, these studies portray print media totally as the slave of its own wishes who prefer more to protect certain politicians and political parties instead of protecting the political interests which is an entry point to the present study. In other words, this study explores the reality that how print media of Pakistan creates ideological representation of particular political parties, but also constructs the discourse to protect national interests with respect to Poll date issue.

1.1. Research Objective

To explore the way Pakistani print media develops consensus on poll date issue through the construction of headline discourse of the selected English newspapers.

1.2. Research Question

How do print media of Pakistan develop consensus on poll date issue through the construction of headline discourse of the selected English newspapers?

2. Literature Review

Numerous theories have been presented so far to highlight the discursive strategies of powerful individuals and groups in order to maintain status-quo in their respective domains and media is one of the significant sources to legitimate their concerns. As the people in Pakistan consider media as a reliable source of disseminating information, therefore, reading the newspapers without a critical look can easily manipulate the ideas of the people. Moreover, the politicians always endeavour to keep themselves alive in the eyes of the public and it is their prime concern to popularise themselves. So, media is more suitable site for the politicians to get their

purpose served. Moreover, Foucault [9] the French postmodernist who is considered more influential figure in explicating the idea of power claims that regimes of truth deliberately attempt to portray themselves so that the subjects should believe them as the sources of truth, knowledge and reality. To him, the modern use of power has been changed and in spite of the ancient idea and strategy of coercion 'power is everywhere' diffused and embodied in discourse, knowledge and 'regimes of truth' [10]. Moreover, *'His work marks a radical departure from previous modes of conceiving power and cannot be easily integrated with previous ideas, as power is diffuse rather than concentrated, embodied and enacted rather than possessed, discursive rather than purely coercive, and constitutes agents rather than being deployed by them' [11].*

Moreover, Sara Mills states that thinking about discourse in terms of having effects is pertinent to think about the elements of truth, power and knowledge because these are the elements through which the discourse has effects [12]. It is important to note that for Foucault, truth is neither an abstract ideal qualities to which humans aspire, nor it is something intrinsic to an utterance. On the other hand, he looks truth as more a worldly thing than an abstract ideal quality or as something intrinsic to an utterance. He believes that truth is produced and each society has its regime of truth. Moreover, he calls the truth as a society's 'general politics' of truth: "….. that is the type of discourse it harbours and causes to function as true: the mechanisms and instances which enable one to distinguish true from false statements, the way in which each is sanctioned; the techniques and procedures which are valorised for obtaining truth: the status of those who are charged with saying that counts as true [13].

It denotes that truth is something that is produced by the societies rather than appearing in transcendental way. Foucault analyses the effort done to exclude certain forms of knowledge from these considerations as true. In this concern, an example given by Fairclough is useful to substantiate the same idea of exclusion of certain forms of knowledge, (about alternative knowledge of health). He states that alternative knowledge about health does not enjoy the same position as conventional medical science has. He further claims that strong effort and discursive work is expanded on ensuring that alternative medicine is considered inferior and amateurish and thus authority of the 'true' and 'scientific' is maintained for medical science [14]. It reveals the fact that discourses do not exist in vacuum but on ground and in constant conflict with other discourses and social practices. Foucault extends his intention to reveal the choice of truth which we have been entangled to, and also the ways through which the truth is repeated, renewed and displaced [15]. Mills explicates that Foucault is not interested in finding the discourse that is true representation of the 'real' and whether the alternative therapies are more effective than conventional medicine, rather, he is more concerned with the mechanics through which one gets produced by dominant discourse and is supported by institutional funding, by the provisions of the buildings, staff and by the state and is respected by the whole population the other is neglected and is treated with suspicion. Therefore, the existing study has been designed in line with the theories of discourse, power and discourse as a social practice in order to find out the discourse embedded in the headlines of selected Pakistani English newspapers on Poll date issue.

3. Research Methodology

The current study is based on postmodern qualitative research paradigm which determines that truth is not a

fixed entity nor it is invariant, rather, it considers the truth as a dynamic phenomenon which can be explored through multiple methods. Moreover, this research tradition believes that researcher is a participant observer rather than an individual keeping himself aloof from the phenomenon. Three Pakistani English newspapers are the sample of the study selected on the basis of purposive sampling technique because these are widely distributed newspapers and are read by large number of people in Pakistan. Headlines of these English newspapers have been selected on the basis of Simple random sampling technique giving equal chance of selection to all the headlines of the elected period on the issue under consideration. The obtained data has been analysed by using Fairclough's three- dimensional model of critical discourse analysis.

- **The Selected Headlines**

    i) Govt. ready for talks on caretaker set up: PM (HNI15Aug.2012)

    ii) Zardari gang can't escape election net, says Shahbaz (HNI21Nov.2012)

    iii) National Assembly may be dissolved by mid-January (HNI30Oct.2012)

    iv) Gilani wants elections on time (HN24Dec.2012)

    v) Opposition abandons talks on caretaker set up, new NAB law (HNI30Sep.2012)

    vi) PML-N wants polls held immediately (HD05Nov.2012)

    vii) President to give poll date in March 2013 (HN29Nov.2012)

    viii) Get ready for polls, Zardari tells party (HD03Sep.2012)

    ix) PPP will form govt. in all provinces: Zardari (HNI30July2012)

4. Description, Interpretation and Explanation of the Selected Data

Using Norman Fairlough's three-dimensional model of critical discourse analysis, the headline corpus from the selected English newspapers has been analysed by exploring the textual features of the headlines. Further, the textual features are interpreted. As the researchers belong to the Pakistani society, therefore, keeping in view, the social and cultural understanding, the description and interpretation have been connected to larger social, cultural and political context in order to find the phenomenon of under consideration. However, it is pertinent to explicate that any dimension of the model can be brought under consideration without considering its sequence [16].

4.1 Govt. ready for talks on caretaker set up: PM (HNI15Aug.2012)

The speaker of the selected headline is the prime minister of Pakistan whose statement indicates that the public should hold trust on the government as it is ready for caretaker set-up. The headline begins with the noun phrase 'govt.' that is a non-human entity, and functions as metonymy, instigating its willingness for dialogue without proclaiming an individual, group or party. The word, 'ready' is used to show a vigorous action of the subject, as well as, to represent his positive intentions downplaying any possible reservations. The headline describes the gravity of government intents and attempts to confiscate rumours and doubts created by the opposition parties concerning to the delay in elections. As stated above, the speaker of the headline is the prime minister himself. Yet, the statement is ideological showing the readiness of the government to take the compulsory action whose

eventual end is the transfer of power and appearance in the election contest. Thus, readiness is not sufficient to fulfil the demand of action because the action always comes next to the readiness.

The created context indicates that although the government is already facing charges of corruption, energy crisis and clash with judiciary, even then it is sincere in transfer of powers. Moreover, it shows that the government has accomplished its home work to confirm the caretaker set up and it has exchanged the matter with opposition parties and developed consensus on the issue. Besides, the government has a resilient position, due to which it has no fright of appearing in election contest. Nevertheless, the verb phrase, 'talks on' illustrates that the government is ready to eliminate the objections of the opposition parties on the caretaker set up and is keenly ready to resolve the dispute. Consequently, the headline endeavours to enchant the public regarding the intentions of the government and responds to the uncertainties of the opposition parties which have lack of trust on the government with the understanding that it is using suspending strategies and is not thoughtful to consolidate the elections. Therefore, the headline empowers the voice of the prime minister who believes in democratic decisions. Therefore, media issues clean chit to the government and highlights the attempts of the government for development of consensus on poll date issue.

4.2. Zardari gang can't escape election net, says Shahbaz (HNI21Nov.2012)

Although, the headline sets threatening tone of the speaker who is Chief Minister of the province of Punjab and is opponent of the government, yet it is used as a pressure to the government not to think otherwise the declaration of election date. In other words, it contextualizes the promising propositions concerning to the delay of upcoming general elections. There is a presupposition that Zardari government desired to escape from the elections but the conceivable ways have been locked to run it away. Yet, the headline is impotent to elucidate the reason of hampering the absconding tactic of Zardari government, nor does it mark clear that who had intertwined the election net to seize Zardari and his government. The word, 'gang' is a metaphoric expression stated for the group of robbers and the noun phrase 'Zardari gang' is referred to Zardari government labelling it with the identity of looters of national money. Model auxiliary verb, 'can' shows the capability of the actor to do something. So, negation of capability, 'can't do' designates the lack of certainty of doing. Likewise, the phrase, 'election net' is also a metaphor applied in hunting domain to capture the prey. Therefore, it is implied that election net has been woven for confinement of Zardari gang who desired to escape from the elections. The lexical item, 'escape' is extremely ideological. Everyone knows that someone is destined to escape in case of adverse circumstances or when he is holding weak position or if he has committed some bad thing.

With respect to the escape of politicians, the logic is given for illegal happenings that instigate them to evade facing the reality. Additionally, concerning to the Zardari government, corruption allegations, load shedding, and, law and order situation, sky rocketing prices and miserable condition of poor public are referred to authenticate the view that government is forecasting to escape from the upcoming elections, established on the intention that parties with moral support and public serving history or welfare slogans goes to shape public opinion to win their favour. On the other hand, no such strength is the possession of PPP government which transpires it not to appear in elections. Nevertheless, the speaker of the headline is granted the credit of bestowing the escape of Zardari government. Furthermore, with negative identity of Zardari government, and

the readiness of Shahbaz and his party, is positively in the favour of consensus development on poll date issue.

4.3. National Assembly may be dissolved by mid-January (HNI30Oct.2012)

The headline presupposes that government is serious to dissolve the national assembly and deciding caretaker set up to deliver the responsibilities to them. The tone of the headline is passive while the agency is disappeared. Model auxiliary verb 'may' is used as expectation or option for the termination of the national assembly. The headline has been fabricated in context to the termination of assembly to eliminate the gossips of the government's delaying tactics to conduct the forthcoming elections. In fact, in developed democratic countries, there are no such suspicions concerning the termination of the authorized assemblies on accomplishment of their constitutional occupancy. However, in the countries like Pakistan, political system is in emerging stage and most of the time it has been taken by non-political governments, there is permanently a state of uncertainty.

However, this is fascinating to note that media is displaying its position as objective one leaving the source hidden because the headline is silent to entitle that who is going to disband the national assembly, to form caretaker set up and has framed the roadmap for elections. In other words, it means that either the news organization is not certain about the termination of the national assembly or intentionally defending the source from the headline. Similarly, suggestion of time 'mid-January' might have stimulated the text producer to use the word 'may' to substantiate the fact that though, he/she is not certain about the exact date, even then there is larger probability to anticipate the general elections on time. Thus, it seems that in an objective way, the headline is shielding the governments' plans and promoting their standing in front of public in a premeditated way concerning poll date.

4.4. Gilani wants elections on time (HN24Dec.2012)

The headline is designed in reaction to the doubts predominant in certain spheres of the country concerning the elections of 2013 on time and growing terrorist attacks in the country. The cause of this uncertainty dates back to the electoral history of the past, and the substantial spread of terrorist attacks. 'Gelani' on the subject position gave his proclamation in context to Bashir Bilour's murder in a identical attack which also enhanced the already existing indeterminate notion about the conduct of the polls. It is presupposed that Syed Yousaf Raza Gelani who is the former prime minister of Pakistan is in favour of conduct of elections on time on the commencement of suggestion that he deliberates it the right of the nation. It is so because the title 'Gelani' that is his family name has been presented on the subject position.

Correspondingly, the use of verb 'wants' also supports the newly presented idea which is referred to the 'wishes' of the subject of the headline. The position and intention of Gilani demonstrates that he is not speaking as his party's spokesman, relatively, he speaks as citizen and his proclamation cannot cast the uncertain state away from the minds of the people. Still, if we see his declaration with another viewpoint under the terror conditions, then it means that Gelani is very much sure about the conduct of the polls on time, but due to the presence of some hidden forces to disassemble the democratic procedure, his voice gets debilitated and he is just desiring instead of pledging the nation about the inevitability in the conduct of the forthcoming elections or he

has no access to the present authorities or their intentions are not very much clear to him. Even then, his 'desire' of electoral process on time is reasonable and promising for the people of Pakistan, whose assemblies were going to complete their authorized tenure very magnificently.

4.5. Opposition abandons talks on caretaker set up, new NAB law (HNI30Sep.2012)

The headline starts with nominalization which functions as metonymy on the subject position and gives direction to the rest of its part. Nominalization is the alteration of verb into noun or noun phrase and using it in the opening of a sentence, statement or headline, as in the present case. Moreover, the noun, 'opposition' takes part-whole relationship where in spite of declaring the names of politicians, party or parties, an abstract entity has been applied to it that in other words functions as metonymic expression. The use of verb 'abandons' is very important which is used as the metonymy 'opposition' comprising almost all the political parties in opposition which have developed consensus on the issue of ongoing talks between the government and the other political parties. This is apposite to discover the role of opposition in the headline, whether it stays positive or negative. It is a well-known fact that the image of the predicate regulates the role of the subject.

Thus, in case of the action associated to the subject has positive connotation, it will eventually be deliberated positive or the other way round. In case of issue under discussion, the predicate brings positive connotation while the action linked to the subject takes negative understanding, eventually, it would hold negative role. On the other hand, keeping talks on the formation of caretaker government and introducing new NAB law are appreciative due to the long term interests of the nation. In this respect, caretaker set up is indispensable in order to confirm fair and transparent elections without any bias. Likewise, new NAB law has its own importance to encounter the corruption from the state. In this way, both the issues require meaningful dialogue to serve the country and nation. However, opposition works against the issue of nation's interests, so its role turns into negative one. This is presupposed that there are no more dialogues on the above stated issue whose decisive effect will be the opinionated and biased caretaker set-up. The reason of this prejudice and biasness in both the cases is due to the 'opposition' not by the government. On the other hand, government demonstrates lack of solemnity on the issue of dialogues which is the cause of deadlock between the government and opposition. Conversely, the headline entirely shifts the burden of discontinuity of dialogue on two key issues from government to opposition that encounters its translucent and reasonable role in providing the rigorous information to public.

4.6. PML-N wants polls held immediately (HD05Nov.2012)

PML-N plays two different political roles in the country. It is a coalition partner of the government in Punjab province and also opposition party in the central government. The headline is crafted with reference to the general elections supposed to be delayed. In the advance countries, the elections are held on a specified time when the present elected institutions complete their tenure and the same should be happened in Pakistan, as it is a democratic country. Yet, the practices in the past had been unanticipated which have created suspicions in the intentions of the ruling forces. Due to this reason, the word 'immediately' has been used. In this concern, PML-N's secretary for information, Mushahdullah's statement for instant elections has been shifted to the whole

party's intention but has missed his demand of caretaker government in session with opposition leader. This is a common understanding that an individual, group or party demands poll contest as a result of its complete readiness for it. In other words, these demands are avoided.

In the same way, the headline presupposes that PML-N is ready for polls. Likewise, it is implied that the said party has satisfied the requirements of holding contest. The headline has silenced the voice of other political parties including the government. Keeping in view, the support to democracy, the attempts have been made to portray the positive face of PML-N as a supporter of democracy which believes in electoral process. With respect to the use of word, 'wants' one more repercussion can be prophesied. Need of something activates our feeling to elevate the claim of that thing which we required. Therefore, the headline focuses on the contextual circumstances of PML-N into deliberation where it has been ruling Punjab province for last five years. In spite of this position, it remained out of the central politics of power for last decade and this position also supports its longing for urgency of general elections. However, the people are well aware of the fact that only desire is not enough for the demand of something. Hence, it results in a weak proposition for the demand of elections. The discussion accomplishes that the news item favours PML-N and portrays its strong positioning which intends to ensure the electoral process in the country.

4.7. President to give poll date in March 2013 (HN29Nov.2012)

The headline represents that the speaker of the discourse is backgrounded for an action to be taken for giving poll date that is a proposed date in March 2013. The word "give" is chosen to designate a claim of something 'taken'. The head of the state "president" is a passive actor and the demand makers are kept hidden and the power in discourse is exerted on president to act. Presupposition is entailed that president is the most powerful and persuasive figure in present Pakistani political arena, therefore he can announce poll date. Moreover, it is also supposed that the other upper political authorities together with prime minister even, occupy no power to decide about the poll date within the said time. The headline is constructed in context to the uncertain circumstances which facilitate the ruling forces to delay the elections and it has been happening most of the times in past. Consequently, effort has been made to confirm the public concerning the upcoming polls in time. Several other headlines from the selected corpus also promote the voice in favour of poll date. Likewise, the top government officials have also been found affirming about the approaching elections, yet, no fixed date has been proclaimed so far, due to which we find suspicions concerning the issue.

This is a fact that a political party happily likes to appear in the contest which is out of power, or which has public reputation, nevertheless, that political party which is in clash with the highest court of the country and facing corruption charges, would never desire to appear in the election contest. On the other hand, the ruling party of the country has low popularity graph that is obligatory to be developed to win the election contest. Yet, the expected time is very short and the government is going to complete its five year tenure. Although, it is not clear whether it is a claim or dissatisfaction signified in the headline because the infinitive 'to' and the preposition 'in' generate indistinctness, and one feature of the decoded meaning is referred to the fact that president is not ready and will give poll date in March 2013. If it happensso, then the headline is ironical which means that government is not serious for elections on time. However, if it is demand, then the preposition 'in' is

referred to the election date which desires to be given now as soon as possible. Consequently, it seems neither demand nor doubt, yet it is a conviction and expectancy about the readiness of the president who intends to give poll date now or in near future which would be held in March 2013.

4.8. Get ready for polls, Zardari tells party (HD03Sep.2012)

Like other headlines, the current headline also focuses on the poll date issue and it is presupposed that the president of the country, Asif Ali Zardai is has very positive concern for polls in the situation when misty political conditions were going on for the conduct of general elections and the other political parties were demanding him for the announcement of poll date. This headline underlines three significant implications: Firstly, satisfaction of the poll demanding forces for the conduct of elections, secondly, exhibition of his readiness for elections, thirdly, to confirm the voters and supporters to launch campaigns and win the goodwill of the concerned quarters. The headline encompasses the name of the speaker, 'Zardari' in spite of his party or official title. In this manner, the attempt has been made to reinforce the fact that in his restricted personal capacity, that in the existence of his current executive position, he cannot partake in politics as he is the president of the country. On the other hand, due to the Supreme Court orders concerning the engrossment of president in politics, he counsels them to be ready for the polls.

The choice of verb 'tells' designate an unceremonious relationship between Zardari and his party members who are supposed to be the senior party members. The word 'party' functions as a metonymy. Obviously, there were some party members whom Zardari told about readiness for the elections but they have been silenced under the umbrella of the metonymy, 'party' and are back-grounded from the headline about the readiness of polls instead of party itself. Carrying imperative mode, reported speech without commas "Get ready for polls" can better be comprehended with the help of its context. Actually, the above statement was stated in a summit held at Karachi planned on multiple issues, the most favourite one was the law and order situation in Sindh province where target killing was on its climax. Fabricated the headline in this state, it is struggled to focus the notion of strong command and control of the government in the country and its amputation of any threat to restrict the democratic process of change of power. Besides, it is also shown that law and order situation in the country is not so grimed to affect on the delay in polls. Furthermore, PPP would fight the elections with its complete power because it is playing on a strong wicket to win the elections. Consequently, credit goes to media to give space to this headline that is related to poll date issue because stating the conviction of the head of state is enough to authenticate the claim.

Additionally, the use of commanding mood ' Get ready' by the head of the party verifies our point that PPP is ready and has no issues on the conduct of elections and negates any kind of reluctance on the part of government to step into the elections. With this technique of headline creation, the writer has endeavoured to figure out a positive face of Zardari. Likewise, instead of nurturing the matter of surpassing of Zardari from his constitutional limits, he has directed his party only to prepare for polls. This shows his engrossment in politics and constitution does not license him doing so. Thus, it is concluded that media builds up positive from negative and negative from positive image of anyone it likes. However, the president's political involvement of directing to his party regarding poll date issue, it has been substituted with his considerable positive image.

4.9. PPP will form govt. in all provinces: Zardari (HNI30July2012)

The headline tailors the willpower of the president of the country recognized as a person to cast an effect on the popularity of his party that can form the government after completion of its tenure as a result of the upcoming general elections. Presupposition is entailed that Pakistan Peoples Party (PPP) positions in a better situation to compete the elections and assumed to be the leading party of the country. So, the headline endeavours to eliminate the uncertainties of the opponent political parties concerning the adjourning tactics of the governing party, PPP. The fundamental motive is related with a shared comprehension of the people that an individual, group or a party partaking power to challenge never likes to vacillate appearing in the competition and constantly desires to fight the contest. Similarly, it is redirected in the headline that being in a strong political position, Pakistan Peoples Party will never adopt deferring strategies and is ready to handover the powers before the general elections.

The subject position, 'PPP' works the function of metonymy because instead of demonstrating it non-physical entity, it has been incarnated as physical entity that retains the capacity to accomplish the action of government formation. Model auxiliary verb, 'will' determines the conviction of the fortitude articulated by an individual keeping the most liable position of the country. The use of the word, 'all' is greatly ideological eliminating every conceivable reservation concerning the efficiency of the ruling party. Moreover, it is implied that the all-inclusive necessities indispensable to clean sweep the other parties are ensured by PPP and it can win the elections on the grounds of merit. As a result, the other political parties are presented deficient of the precise essentialities to contend with PPP in general elections. This is a widely known fact that the headline is not in line with ground realities and the said party is already running the state matters under the blackmailing of some of its coalition partners.

In addition, it is also a fact that PPP persisted impotent to achieve land slide victory in the preceding elections in the presence of public empathy as a result of the assassination of its extremely popular leader, Mohtarma Bainazir Bhutto. Subsequently, how is it promising that a government charged with corruption allegations and launching hostilities with the other significant national institutions can be in a position to establish the government in all the four provinces. Correspondingly, the president is meant for the representative of the entire country and needs to be impersonal in political matters. Nonetheless, the headline indicates that he is demonstrating a political party which is straightforward desecration of his non-political positioning. Consequently, being an imperative state pillar, it is the responsibility of media to avoid sanctioning such provocative proclamations in a manipulated way. However, media has attempted to raise the voice of the president of the country which is indirectly in favour of the intentions of the government to settle the matter of upcoming general elections with positive sense.

5. Conclusion

The study concludes that print media of Pakistan portrays the politicians and their political parties in a manipulative way. It presents some of the politicians and parties negatively and others as negatively in order to serve its vested interests. Using Fairclough's (1989) three- dimensional model of critical discourse analysis, it

has been revealed that print media also develops consensus on the significant national and political matters, particularly on poll date issue. This issue may not be so significant or alarming for the developed and democratic countries, however, for Pakistan, this issue is very sensitive because almost more than half of its political history is consisted of Martial laws (non-democratic governments. Moreover, the public of Pakistan is very subtle due to this reason also that the military dictators of this country violated their own statements of conducting the elections on time and they deliberately used delaying tactics. Therefore, this study is highly significant to bring positive image of the print media of Pakistan on the poll date issue.

6. Recommendations

On the basis of the conclusion drawn, it is strongly recommended that the responses of the readership of the selected English newspapers should be obtained through interviews or questionnaires whatever procedure and technique is suitable. Moreover, it is pertinent to obtain the views of the discourse producers (journalists) which will substantiate the findings of the qualitative studies. Similarly, the English newspapers published and widely circulated, including or other than those selected for the current study can be added to explore the reality of the related phenomenon for more elaborated and effective way. In addition, adopting and incorporating these recommendations in the future studies, the research endeavors related to the headlines of the newspapers can be organized in more detailed, refined and ample manner.

7. Limitations of the Study

Along with its strengths, the study holds some limitations. Firstly, it lacks the opinions of the readership as well as the views of the discourse producers (journalists) regarding the issue which could be obtained through questionnaire or interviews in order to explore the impact of the language of print media on public. Secondly, the sample of the study is based upon three English newspapers only whereas more English newspapers could be selected as a sample to form the study more comprehensive and generalizable. Finally, the data selected for the analysis is limited due to the space constraints which could be further extended.

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