



Investigating Discursive Gender Representation in Pakistani English Newspaper 'The Express Tribune's Headlines: A Critical Discourse Analysis

Afzala Yaseen ¹, Muhammad Asghar², Tahmina Sardar³

¹ Ph.D. Scholar, Department of English (Linguistics), Riphah International University Islamabad, Pakistan.

Email: afzalayaseen643@gmail.com

² Associate Professor, Government Associate College Painsra, Faisalabad, Pakistan. Email: malikasghar2018@gmail.com

³ Ph.D. Scholar, Department of English (Linguistics), Riphah International University Islamabad, Pakistan.

Email: tahminanaveed90@yahoo.com

ARTICLE INFO

Article History:

Received: July 14, 2023

Revised: August 29, 2023

Accepted: August 30, 2023

Available Online: September 03, 2023

Keywords:

Newspapers

Critical Discourse Analysis

Gender Discrimination

Women as Others

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

ABSTRACT

Researchers have spent a lot of time analysing how western media discursively represent gender roles in their audiences. The purpose of this research is to provide some insight on the current state of affairs regarding the portrayal of women in Pakistani entertainment print media. It seeks to explore the discursive methods for the formation of gender discourse, to analyse the language devices used for maintaining gender inequality, and to determine the socio-cultural consequences of gender discourse in the headlines of Pakistani English newspapers. These goals will be accomplished by looking at the headlines of Pakistani English newspapers. The approach taken in this investigation was qualitative. The information was gathered from the headlines of "The Express Tribune," a newspaper published in English in Pakistan. Applying Van Dijk's CDA model of media text to the analysis of the data that was obtained was done. After analysis, it was found that gendered discourse was constructed by employing discursive strategies like semantic macro structure, local meaning and coherence, global superstructure, social cognition and relation between discourse and society. The findings of analysis also revealed that words were manipulated to create negative image of women in society. The discourse also attempted to propagate feelings of insecurity and gender inequality. The socio-cultural implications of gender inequality may be resulted in economic insecurity, domestic disturbance and imbalance in society. This study may be very helpful for the newspaper readers to understand implications of gender discourse in national English newspapers. It may also motivate future researchers to employ the framework of CDA to explore gender representation in news discourses of distinct socio-cultural significance.

© 2023 The Authors, Published by iRASD. This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

Corresponding Author's Email: afzalayaseen643@gmail.com

1. Introduction

Newspapers are a significant source of social practices and interactions in any society. MacRitchie and Seedat (2008) argues that real motives behind every truth, ideology and reality can be addressed only through the method of critical discourse analysis. That is a widely accepted approach in the world of information and communication. The present study was conducted to analyze the gender discrimination in Pakistani English newspaper 'The Express Tribune'. The real purpose behind this study was to investigate the techniques that newspaper employed to manipulate words in the formation of the headlines. Generally, it is observed that all types of print media employed certain discursive strategies in reporting events to create hype among society. Application of critical discourse investigates the influence of intentional construction of thoughts and ideas on the minds of the readers. Among all other mass media, newspapers are considered an important source of information in society. It plays a very crucial role in imparting information and thus influences people's thoughts, ideas and beliefs. The study

of newspaper's language, facilitate its readers to recognize its role in the development of gender related issues in every field of life. The researchers adopted various methods and approaches to examine and understand the ideological perspectives of gender based text written in newspapers headlines. Further, conveying gendered information with the help of linguistic techniques are natural practice in discourse on gender. These approaches help in the establishment of gender identities and expanding our knowledge about abstract realities of lives. The term CDA emerged from Critical Linguistics (CL), which drew upon (M. Halliday, 1978; T. C. Halliday, 1985) systemic functional linguistics and theories of ideologies (Fairclough, 1993; Rogers, 2005). CDA is a method of illuminating the reasons behind why discourses are employed on a daily basis for the establishment of power relations, significations, and the development of new achievements. It is concerned with analysing words that are employed in discourses in order to expose the source of dominant power, power abuse, bias, and inequality. It also studies how these sources are begun, sustained, regenerated, and modified while taking into account the specific social, political, economic, and historical settings (Van Dijk, 1998). The phrase "critical" brought to light the necessity for analysts to unearth the ideological underpinnings and covert objectives that are present in the discourse. These concealed agendas and ideological layers have become so commonplace over the course of time that we have begun to view them as qualities of discourse that are easily accepted, typical, and routine. CDA was created with the goal of investigating how language is used as a social practise. The speakers are tied to the social context, and they investigate the connections that may be made between textual forms and the functions that they serve when brought into contact with society.

Newspapers are an important source that helps in reinforcing and fueling the gendered discourse in society. In this age of digitalization, electronic media especially television, are considered an important source for imparting information. Information gathered through TV had a great influence over human mind and nature. So, It is not meaningless of saying that newspapers contribute a lot in the development of various believes and ideologies. Various sources of communication are employed by the Print media for providing information to readers such as visual images, written text and advertisements etc. It is noticed that every day newspapers rarely popularize and publicize positive role of female in respect of their positive and successful participation in various fields of life. Instead, they like to highlight and prioritize on sexual harassment, rape, exploitation, obscenity and physical or verbal abuse of women prominently in their headlines.

For this study, Critical Discourse Analysis was used to study the strategies and devices of linguistic manipulation to understand the relationship of dominance and power for the depiction of gender based beliefs in print media. It was investigated how restrained and rigid stereotypes help in inflaming the gender based beliefs and ideologies in society. (Wodak, 1997) had defined discourse as "a form of social practice where the discursive event is not only shaped by situations, institutions and social structures, but it also shapes them'.

Historically, sexuality and gender is represented in print media through the shade of biased ideologies and gender based stereotypes prevalent in any society. They also help in building public opinion. (Conboy, 2010) argues that because of the advancement in all areas of life, gender relations also went through considerable changes and improvements in print media. It is evident that Advertisement and publications on print and electronic media have always had a remarkable impact on the society. Mass and print media use gender relations as a powerful instrument for manipulating public ideas and beliefs and also help in constituting the relationship between power and dominance.

The history of the modern "Women's movement" is brief but significant. This movement started at the end of the twentieth century and is widely recognized as one of the most important social developments. In the identification of the importance of movement, the year 1975 was proclaimed as "International Women's Year". This movement started in 1960's but it is still evolving as one of the most important social and intellectual movement and is giving rise to new vocabulary and discourse. The term "gender" was derived and came into notice in 1964 issue of *Daedalus* during the examining of the "The Women of America". From that time to present era it has undergone many intellectual exploration and investigation. With the gradual progress and success the old fashioned name of this movement was superseded by new and more sophisticated vocabulary and expressions. Basic ideas of women empowerment and freedom

are rooted from that social movement that had long lasting impact on women status and ideology concerning the theory and practice of marketing and advertising.

The history of the study of gender representation in newspaper and advertisement is a newly emerged idea rooted back to the early seventies and it transcend a great diversity of instructions together with critical theory/social criticism, sociology, feminist theory and mass communications research etc.

Historically, gender and sexuality is represented in print media under the dominant public opinion of gender-related stereotypes and biased ideologies. With the passage of time, due to advancement in every field of life, gender relations also went through considerable changes and improvements in print media (Conboy, 2010). Advertisement and publications have always had a significant impact on the society. Mass and all other media used gender relations as powerful tool for manipulating public opinion and idea for representing the relationship between power and dominance.

In short, the current study applied the (Van Dijk, 1993) CDA model on the randomly selected headlines related to gender representation to investigate the use of discursive strategies that influence the minds of their readers. The CDA is considered the most important and relevant approach for the current study because it explored the way discourses are organized and shaped by a great number of social factors.

Men dominance and supremacy in society is supported by employing various gender based stereotypes throughout print media. This study presents a critical review of all the strategies and techniques used by media for the discursive gender representation in relations to modern society. Therefore, it is very important and significant to investigate gender representation in Pakistani English newspaper "The *Express Tribune*" for the purpose of examining all the techniques that are adopted for framing people's thinking in order to understand actuality and truth.

The present research is helpful for potential reader to explore and understand the unrevealed motives of simple texts of newspapers regarding gender discrimination in Pakistani society. It is also significant in recognizing those ideologies and attitudes that play a continuous role in fueling certain stereotypes. The future researcher can get help from this study to examine the headlines of any newspaper dealing with gender based discrimination in a particular society. It provides them with understanding how the minds of the readers could be controlled by using different discursive strategies and to construct realities resembling their objectives. The study is also beneficial in enhancing peoples understanding about 'polarized discourse' an approach used in gendered discourse to spread social disorder by exploiting people's emotions and feelings. By enhancing awareness about the particular problem, the existing extremism in society can surely be controlled and managed.

This study was conducted to assess the following key objectives:

- I. To identify discursive strategies used for the establishment of gender discourse in headlines of Pakistani English newspaper.
- II. To investigate the socio-cultural implications of gender discourse in headlines of Pakistani English newspaper.

In this study these two research questions were answered with the help of the acquired data:

- 1) What discursive strategies are used for the establishment of gender discourse in headlines of Pakistani English newspapers?
- 2) What are the socio-cultural implications of gender discourse in headlines of Pakistani English newspaper?

The current was based on qualitative approach of research. It attempted to critically examine the selected gender based headlines in Pakistani English newspapers. This research investigated the discursive gender representation in different newspapers by employing van

Dijk's modal of media analysis (1993). According to nature of the study, objectives and type of data qualitative research design was used.

The current study revealed that words were manipulated to create negative image of women in society. The strategies applied to the data were: semantic macro structure, local meaning and coherence, global superstructure, social cognition and relation between discourse and society. The discourse in headlines identified prejudiced and derogatory words that arouse feelings of insecurity among female in society. Social peculiarities and engraved ideologies were a core factor that feeds gender inequality in society. Women were victimized and harassed by men verbally as well as physically. All their efforts for equal rights were discouraged. They were portrayed as weak and submissive creatures. From the analysis of socio-cultural implications of gendered discourse it was observed that Moreover, the exploration of the discursive strategies used, and the gender representation in the newspapers revealed the socio-cultural implication of the discourse that the headlines aimed to stimulate insecurity, imbalance, depression and anxiety among the women of our country. The Delimitation of the study is;

- Pakistani leading newspaper of English language i.e. The Express Tribune was selected for the collection of data.
- The duration of time for selected data was from March 2017 to March 2021.
- Headlines representing gender discrimination were selected from leading newspaper.

2. Literature Review

Language, is a fundamental instrument used for control and power. Actions are also carried out with the use of the language and transmission of thoughts and beliefs through language is called, discourse. The world, the society, the participants, communication and the aim of communication all are interconnected with the help of discourse; that's why; it forms the context and is formed by them. Discourses are presented throughout a society and culture such as in literature and media. Discourse exemplify to a relational and systematic set of significant expressions such as text and speech, behaviors and viewpoint of social groups, and some elements of semiotic such as symbols and signs that influence actions and describe the values. The work of Michel Foucault and Ferdinand de Saussure elaborate the term of discourse in social sciences. It can be observed that Ferdinand de Saussure focuses on internal structure of the language, On the other hand, Michel Foucault deals with the external relations of language such as analyzing the influence of language in society, culture, ideology and politics (Munif, 2011).

In CDA language, power and ideology are the key concepts that are interrelated with each other. CDA mainly concerns itself with the study of language that helps in maintaining, legitimizing, (re)enacting, reinforcing, resisting and (re)producing power and ideology in society. A discourse cannot become strong only with the use of language as "language is not powerful on its own – it gains power when the powerful people make use of it" (Weiss & Wodak, 2003). Thus discourse becomes powerful by the social practices that produce the very discourse. (Rogers, 2005) discussed that power might take up oppressive as well as liberating forms. However, Power highlights social difference in the construction of society and elaborates the outcomes of these differences (Wodak & Meyer, 2009).

Language plays a significant role in the expression of power and authority. And power is questioned or resisted only through the expression of language. According to (Wodak & Meyer, 2009) Language is not only concerned to exercise power, but it is also used to question, challenge and to resist the power status as well. Discourse event is used to reveal social inequalities and differences among the participants in a society. Discourse also uncovers unequal trends of development among particular socio-cultural contexts.

Newspaper headlines are defined as the texts written at the top of the articles of newspapers. Theses headlines highlight and give short information about the nature of the body of the article below. It facilitates the potential readers to take a quick view at them and go for the detailed information according to their interest. (Busa, 2013) describe the structure of headline that it is normally one or two long lines and is written down in large and bold attractive telegraphic style in order to make it catchy. It is a strategy that newspapers usually adopt to attract readers' attention and make them aware of the idea of the news article's tone and content for the purpose of its selection for reading.

2.1. Gender Discrimination in Print Media

Women representation and their role in news and other mass media has been the subject of research over the last 25 years (Meyers, 1999). Studies showed how language became a tool in producing an image of a person being powerless and sexiest language has a capability to sustain and augment the power relations in a society (Spender, 1980). Previous research included investigation of language use in terms of convention of naming (Spender, 1980), titles, terms of address and vocabulary lacking equivalence, use of generic "he" and "man" to disregard females and semantic derogation of the terms related to females more often than those of males.

Deirdre O'Neill, Heather Savigny & Victoria Cann (2016) in an article "Women Politicians in the UK Press: Not seen and not heard?" Asks questions about the ways in which female politicians are depicted in press coverage. Previous research has explored the ways in which female politicians are constructed as 'other' from the male politician norm (Van Zoonen, 2006), where 'men were taken to stand for the whole human population' (Gill, 2007). Other work has shown that coverage emphasizes their appearance (Garcia-Blanco & Wahl-Jorgensen, 2012) or femininity (Harmer & Wring, 2013). Research on women athletes exhibits issues of underrepresentation, an emphasis on femininity and negative aspects and focusing on their physical appearance more than of their competence.

A critical discourse analysis of the American business press displayed the image of women executives quite fractured as compared to their male counterpart (Krefting, 2002). A similar representation of women was observed in crime reporting. Despite the seriousness of genre, studies found a gender-specific reporting. (Rasool & Irshad, 2006) analysed headlines of crime reports of Pakistani newspapers and their findings supported the prevalent scenario. Women victims have no self-identity as they were labeled as "women", "mothers", "wives", "brides" and reference to their age and marital status was made reporting the news (pp: 33-35).

Another study "A Critical Discourse Analysis of Online News Headlines Around the Case of Ksenia Sobchak" by (Rabo, 2018) was a critical analysis of the discourses used in online news headlines to report two events that took place during 2018 Russian Presidential debates (on February 14, 2018 and March 14, 2018) and focused on Ksenia Sobchak, the only female presidential candidate of the 2018 election. By analyzing 52 headlines published in Russia's most popular and most read online news outlets, the purpose of this study was to investigate whether there were any gender stereotypes used by the journalists to create a particular representation of Sobchak, and to understand if, through this representation, a particular ideology is put forward.

Using CDA as a resource, (Dragaš, 2012) carried out research with the goal of addressing social and gender-related concerns. The investigation focuses on the front pages of a number of well-known daily newspapers published in the United States. This research article's primary objective is to provide a critical analysis of some of the fundamental tactics of media discourse that are utilised in the discursive reproduction of social power that is mirrored in the headlines of various newspapers.

In addition, there is another study that has been carried out at the national level and is also taken into consideration for a better understanding of Pakistani print media discourse. This study's objective is to undertake an in-depth analysis of how men and women are portrayed in Pakistani print media. *It is a collective study of (Ullah, Khan, Khan, & Ibrahim, 2016) Ibrahim* under the title

"A Critical Analysis of Gender Representation in Pakistani Print Media" (Gender Representation in Pakistan's Print Media). Because written communication and contents still have a significant presence in today's digital environment, gender role stereotyping and sexism in the media are not low-profile gender issues despite the fact that they occur in print. This study looked at gender stereotyping and sexism in the print media in Pakistan. Keeping in mind the significance of newspapers as the primary source of trustworthy material and messaging, the study aimed to determine whether or not the print media reproduces gender stereotypes and sexism, as well as whether or not it opposes these attitudes. The intricacy of sexism in print

media was taken into consideration when conducting content and discourse studies on four highly circulated national newspapers in the United States.

The findings have been placed within the socio-cultural context of Pakistani society and feminists theories. The study's findings indicated that print media in Pakistan reinforces gender stereotypes and provide little challenge to gender stereotyped imagery of males and females. As a linguistic learner, critical thinking is necessary to understand the manipulation in a language and language sensitivity. After going through all above-mentioned studies in critical discourse analysis and its implementation through different models and on different texts, this study aims to apply (Van Dijk, 1993) model on the investigating discursive gender representation in Pakistani English newspaper headlines. The existing literature on media and women's exploitation has predominantly focused on various aspects of media representation and gender bias. However, there is a notable research gap in the specific context of Pakistan, where no comprehensive study has been conducted to exclusively investigate women's exploitation in print media, particularly in newspaper headlines. This gap is significant because newspapers are a primary source of information for a vast portion of the population in Pakistan, and headlines play a pivotal role in shaping public perception and discourse.

3. Research Methodology

The present study was a qualitative research that attempted to critically analyze the gender representation discursively in different newspapers by employing the parameters of Van Dijk's modal of media text (1993). The objectives and type of data require qualitative research method. Research design includes population, sampling, research process and collection of data that are explained in detail as under:

3.1. Population and Sampling

All English language newspapers (dealing with gender discrimination) published in Pakistan was the population of this research. Only one well known newspaper such as "The Express Tribune" was selected by the researcher for present research. Non-randomly selected headlines dealing with discursive gender representation were selected. The reason for selecting this newspaper was their growing circulation and easy access to any citizen of country.

3.2. Data Collection

Gender based headlines belonging to every field of life were used as data for the present research. These headlines were collected from leading Pakistani English newspapers i.e., "The Express Tribune". The population of this research was headlines representing women exploitation from all fields of life. Duration of time for the selection of headlines vary from March 2017 to March 2021. Online website was used for the collection of headlines i.e., 'The Express Tribune' was collected from <http://www.thenews.com.pk/> today paper-archive/.

3.3. Research Procedure

Qualitative research method was adopted for this study. According to nature of research Van Dijk's model of media analysis (1993) was employed to fulfill the desired objectives. The framework of this model provided a great help to answer the research questions. The process of data analysis is discussed below:

3.4. Data Analysis

Selected headlines were arranged chronologically in descending order. Data were analyzed by selecting some parameters from (Van Dijk, 1993) model of discourse analysis of media text. Headlines were analyzed at five levels of news discourse by adopting parameters according the demand of objectives. The following levels of discourse analysis are discussed below in great detail:

3.4.1. Semantic Macro Structures

The collected data of the headlines were analyzed at the level of semantic macrostructure. The semantic macro structure was used to examine overall meanings of content of headlines. Analysis of individual or collective words or phrases of any text contributes to the overall meanings of secondary macro structure. This level of model of media discourse helps in revealing the underlying ideology of the body of texts. Semantic macro structures also allows for effect and manipulation.

3.4.2. Global Superstructure (News Schemata)

At this level of discourse analysis formal structure of sentence, use of key words, use of tenses and slangs are examined for proper understanding of the headlines. Structural construction of headlines is given great importance in because it enhances potential reader's actual understanding about the whole story of the text.

3.4.3. Local Meaning and Coherence

At local level only connotative meanings of words are analyzed. But surface structure is used to examine the relation between words, phrases, clauses and sentences. At this level expressions of words are observed along with their meanings. Following points from headlines were evaluated at this level of news discourse analysis:

- a) Local coherence
- b) Perspective
- c) Level of specificity
- d) Implicitness
- e) Degree of completeness

3.4.4. Social Cognition

Main area of interest for CDA is groups, organizations and institutions that share collective knowledge, attitudes, ideologies, norms and values. At this level data were analyzed by keeping in view the abstract notion about any knowledge or attitude in common sentences. Socially shared gender representation was expressed through mental models by using specific data.

- a) Existed knowledge
- b) Attitude
- c) Ideologies

3.4.5. The Relation between Discourse and Society

At macro level CDA focuses in power and domination and at micro level in discourse and social practices. In order to analyze the relation between discourse and society, collected data were analyzed from following perspectives:

- a) Social situations
- b) Actions
- c) Societal structure

4. Data Analysis

In this section selected headlines dealing with gender discrimination were analysed by employing framework of (Van Dijk, 1993) model of media analysis. The purpose of this analysis was to investigate the discursive strategies used for the construction of gender discourse in headlines of English newspaper "The Express Tribune".

4.1. Analysis of the Headline Published on 2March, 2021

4.1.1. 'Young Girl forced out of home naked by husband' (The Express Tribune)

At the level of semantic macro structure, use of intense vocabulary is observed in order to create sensation and curiosity among readers. Words are arranged artistically to create emotional and sensational picture of the whole situation. Such as, use of 'naked' and 'forced' words leaves negative impression upon readers that how women are treated inhumanly in this so called modern society. It is a well structured headline that conveys complete idea about the main news story. A very pathetic picture of the whole situation is constructed by using a clause 'Young Girl forced out of home'. This clause is sufficient to arouse curiosity and get everybody's attention to go abruptly in detail in order to understand the complete situation. Passive sentence is used in order to show neutral role of newspaper in the coverage of headlines.

Social cognitive level of the model reveals traditional attitude of men towards females of our society. It reveals the real face of today's society, where females are not secure and protected. According to the norms of our religion and society husbands are considered as the symbols of security and protection. By analyzing this headline from this perspective it is quite

ironic in nature that this epitome of love and respect ignore his responsibilities and acts like a beast, which tear apart the clothes of his wife and forced her to get out of the house nakedly.

The discourse of this text clarifies the ideology of this patriarchal society. Such brutal acts are very common in society because of many false beliefs that are associated with our social structure and the declining norms that regulate social behavior. Such inhuman acts are increasing day by day because of the lack of education regarding fundamental laws. Majority of females in Pakistan are deprived of the right of education and are restricted to stay at home for domestic chores. That's the reason that women are helpless and are forced to obey their male guardian without questioning. This situation leads to great depression and anxiety and also increases the ratio of domestic violence in society.

The analysis shows that instead of having appropriate rules and laws in our country females still feel insecure and helpless. The performance of all institutions that are responsible for providing fundamental laws to every member of society is not satisfactory. They didn't use their authority to provide legal rights to females that result in declining the social status of women. That's why, violence against women is not decreasing in our society and they are forced to live as oppressed creatures.

4.2. Analysis of the Headline Published on May 20, 2021

4.2.1. 'Girls are taught to choose death over happiness' (The Express Tribune) (Saba Qamar recalls being in an abusive relationship for eight years)

It is a simple statement with deep meanings that describe a stereotype belief. Words like 'Death' and 'happiness' illustrate contrasting realities of life. Deep meanings are conveyed by presenting two opposite concepts of life and death. Life is associated with happiness. Happiness is not considered important rather death is given preference over it. This headline is quite symbolic and attractive. Message is conveyed indirectly without unusual ornamentation of language.

Girls are the subjects or agents of action who are desired to act as passive members of society having no rights and freedom of action. In most of the families girls are brought up with distorted happiness and individuality. They are believed to be a submissive creature with no personal opinion or will. A thorough analysis shows that complete information is tried to be provided to the readers by giving subheading of the headline. The agent is a female that belongs to entertainment industry. She describes her personal opinion that how females are demanded to act in any situation even the torturing one.

A deep rooted ideology works behind this headline. It is a general belief that women are only born to bear pains and make sacrifices for others even over their happiness. An ideal female is the one who acts passively in every matter of life and should obey that others think better for her.

It is observed that in our society, if a girl tries to use her fundamental right of getting married according to her choice, she is not permitted and destined to death forcefully. Instead men are supported fully from their families to choose what they consider best for them. Discourse analysis helps in revealing power relations among societies and individuals. This situation reveals the intensity of gendered discrimination in society.

The attitude that is illustrated through this headline is not just for the sake of information but is representative of the emotions of major population in the country. Girls are brought up with such deep rooted norms that they have no right of decision making and empowerment if it is related to their own lives. Women are expected to work as passive agents of society with no choice and free will.

4.3. Analysis of the Headline Published on March 7, 2020

4.3.1. "Mera Jism Meri Marzi" supports making prostitution legal" Ahmad Ali Butt. (Express Tribune)

It is a highly gendered headline in the sense that it relates feminist slogan with an objectionable profession. It shows how female efforts for equal rights are considered unimportant and baseless. All tactics are employed to make this headline catchy and attractive

by capitalizing the first letters of all the words that are enclosed within inverted commas. At first the phrase '*Mera jism meri marzi*' looks like a sexual advancement such as 'jism' and 'marzi' makes headline very sensitive and aggressive.

The analysis of the global superstructure of the headline shows that it conveys quite implicit meanings without any suspicion. It clearly shows how female's struggles for freedom are discouraged and repressed. Agent of action is not present there because females are not described directly with any name. Present tense is used to make the discourse meaningful as it clearly illustrates the present scenario of female in this male dominated society. The surface structure of the slogan '*Mera Jism Meri Marzi*' shows western feminist thought behind it but in reality it is not the case. Here *Mera jism, meri marzi* gives the message that females want bodily sovereignty and authority to take independent decisions regarding their body and will.

Aurat March movement is degraded by using phrase '*making prostitution legal*'. It shows how women's struggle for equality is related to 'moral indecency'. Analysis of the headline at socio cognitive level reveals deep rooted ideology that do not allow women from any kind of protest for equality and freedom. In this patriarchal society any liberal woman who goes against traditional norms and values is considered as morally weak and corrupted. It is a common practice among society that women are treated inferior physically as well as intellectually as compared to men. They are not provided with equal opportunities of education, freedom of speech and health. So '*Mera Jism Meri Marzi*' is a very strong slogan against forced marriages marital rape and female abortion laws etc. Discourse analysis of this headline reveals gender based societal norms and values that help in fueling of women.

4.4. Analysis of the Headline Published on March 17, 2020

4.4.1. Female rapper makes '*Mera Jism Meri Marzi*' song; (Express Tribune)

Aurat March (Women's March) is a current feminist movement in Pakistan. It signifies equality of rights of women in society. This movement has undergone a continuous development and change from the last four years. '*Mera Jism Meri Marzi*' is the most representative slogan of Aurat March movement. But due to the male supremacy in our society it is not taken positively and is considered as a rebellion against the societal norms and values.

The analysis of the sematic macro structure of the headline shows its negative impact on readers. It is made attractive with the use of interesting vocabulary and capitalized letters. Newspapers employ such techniques to attract reader's focus and attention. Words like 'song' and 'rapper' give melodious tone to the whole line. Through this march all women efforts for freedom are ridiculed and humiliated severely.

Analysis of the global superstructure of this headline shows that present tense is used to highlight the aim of this march. Starting headline from the word '*female*' make it biased and suspicious. Gender discrimination is quite obvious as Aurat March is considered as female's efforts to free themselves from their domestic responsibilities on the name of liberalism.

At local level it is analyzed that meanings are conveyed implicitly. Arrangement of words is quite harmonious but its hidden meanings describe the harsh realities of society. It doesn't convey complete thought as surface meanings cannot help in understanding complete thought, so far as, someone is not aware with the real motive of that movement. This headline is quite cohesive and couched as it clearly reveals the true reality of patriarchy on our print media.

Analysis of the headline at cognitive level explores the role of ideology, existing knowledge and attitude behind this movement. We live in a male dominated society where females are not allowed to take their own decisions. From birth to death their fathers or their husbands decided their destinies. They spend their whole life in fulfilling their responsibilities as a wife, daughter, mother and sister. Despite all their sacrifices they are not appreciated rather are treated as slaves. Gender discrimination is not a new concept even before the arrival of Islam birth of girls was not welcomed and were buried alive. Islam devised equal rights for men and women and all efforts were made to give them prestigious position in society.

Critical discourse analysis exposes this gendered concept accurately. Submission and obedience is demanded from women just by keeping them restricted to domestic duties like knitting and cooking etc. This chanting slogan of '*Mera Jism, Meri Marzi*' (my body, my choice), is

quite representative of gender-based inequality and injustice. Basically it is symbolic of the fact that women are forced to spend their lives according to set patterns devised by the male members of the society. But this headline manipulates these efforts negatively to support male domination and supremacy.

4.5. Analysis of the Headline Published on May 13, 2020

4.5.1 'Women getting blamed for their husband's failures in the sub-continent': Sania Mirza (The Express Tribune)

This headline is encapsulated with prejudice concept towards women. It is very well structured and informative piece of writing. The analysis of its semantic macrostructure shows the bulk of information about gendered discourse. Gender discrimination or women subjugation is a very controversial topic. Words are arranged quite skillfully and attractively. Monopoly of the newspaper is quite obvious through word play technique that helps in gaining commercial benefits.

Headline is written in passive tense that shows its neutral approach towards gender representation. It illustrates its passive role in expanding gender disparity among society. Agents of action are women shown as source of loss and disrespect for men. Its local meanings convey general norm of society that often women are blamed for their husband's bad luck if they are unable to achieve desired aims and objectives.

Social cognitive parameter of Ven Dijk's model exposes the deep rooted thought and ideology of Pakistani society. Even if male members are fail in some matters and cannot fulfill house-hold responsibilities, in such cases only women are scorned and blamed for this. This is not only a word play technique adopted by newspaper but it unveils existing trends of female subjugation. It is believed that there is a lady behind every successful man that's why they are also accused for their failures. The main causes behind gender inequality are some patriarchal values and settled norms. That helps in broadening this attitude towards females.

4.6. Analysis of the Headline Published on January 14, 2020

4.6.1. "I don't want to be associated with such second rate women" Khalil ur Rehman Qamar (Express Tribune)

This headline is truly representative of gender inequality. At semantic level it does not convey complete meanings of the story. At first sight one cannot catch the idea that why a women is targeted in an indecent way. Patriarchal mentality could be seen through the phrase, '*second rate women*'. It gives the idea that women are second grade members of society and therefore deserve the same status and standard. It could be seen how female are treated and abused publically without any fear of guilt. It shows the sick mindedness of the males' community. It was not first times that a renowned and well known personality Khalil ur Rahman remarked disgracefully on a TV for a female co-actor but it had happened multiple times. He had used these derogatory remarks about an activist Marvi Sarmad during a discussion on the Aurat March.

It is a very simple and attractive headline. Complete idea and meanings are conveyed explicitly by using present tense without any confusion. Selection of words such as '*I don't want to be associated*' shows that there are no boundaries and limitations and anything can be said about alady they want to degrade. Broader analysis of this headline clearly defines that victim blaming, marginalization of women and human rights violations are happening regularly around the world. It is quite symbolic of the hate discourse and reveals how females belonging from all classes and groups experiences harassment on daily basis. If anybody dares to take action against such abusive behavior, they are tried to be suppressed and warned by creating security issues, stigma and feelings of shame.

4.7. Analysis of the Headline Published on March 8, 2021

4.7.1. There are laws, but women await justice (Express Tribune)

It is a short but very catchy headline. It is true representative of the present scenario that women are deprived of all their basic rights in society. Many NGOs with the collaboration of different institutions are struggling hard for improving the status of women in society. But it is purely useless and their entire struggle is just an eye wash because NGOs use these tactics

to gain popularity in country. It is also a strategy to achieve foreign funds and attention by publicizing such sensitive issues at a higher level.

It is analyzed that institutions, made for female progress are itself responsible for their violation and subjugation. Usually, these departments are headed by men and they do not pay much attention to female rights and responsibilities. Programs that are developed for female protection suffer delay and failure of execution. Conjunction 'but' after comma highlights such delayed tactics and strategies in Pakistani society. Although, there are many laws on gender equality in our constitution but nobody pays attention to their execution.

Attitudes and ideologies play a very fundamental role in any society. According to Billig (1995) ideologies help for the development of common sense. These ideologies involve dialogic discussions. Critical discourse analysis helps in disclosing such attitudes and also questions power relations in society.

In order to understand the impact of every incident keenly, it is important to understand it through the lens of existing attitudes and ideologies in society. Van Dijk's model of media text, examine Social cognitive process that is the source of exploitation of women rights. It could be noticed that some brutal acts of women subjugation such as forced marriages and wani are still witnessed in our urban and rural areas. Its main reason is lack of education and awareness of fundamental rights. Many NGO's are working in Pakistan endlessly to raise voice against such brutalities, nationally and internationally. In Pakistani society females are symbolized as a token of honor and integrity and should suffer all kinds of discrimination without raising questions. But, if anybody tries to challenge such injustices they are treated severely without any sympathy.

It is a general practice that women face difficulty in getting justice because of lower social status, poverty and traditional gender roles. Males are dominant in all law enforcing agencies. Major community of women are illiterate in our country, that's why, there is lack of female representation in all institutions that are responsible for providing justice. Assigned gender roles help a lot in broadening this gap. Women are only restricted to domestic responsibilities and have no awareness about their rights.

5. Discussion

In this study, headlines of 'The Express Tribune' newspaper were analyzed to reveal the gender discourse by following some strategies from the framework of (Van Dijk, 1993) model of media text. The analysis shows how negative image of women was created through the manipulation of words in society. Different parameters adopted for the study were: global superstructure, semantic macro structure, local meaning and coherence, social cognition and relation between discourse and society.

Various events were studied to understand the main idea behind the text that helps in fueling stereotypes in society. Semantic macro structure of the model examined very complex and gloomy vocabulary in order to highlight women subjugation in all areas of life. For example, words in headlines such as '*second rate women*' and '*blamed for their husband's failures*' points to women subjugation in various situations. Many derogatory terms such as *prostitution*, *black mailed* and *domestic violence* arouse the feelings of insecurity and terror among females. It also shows patriarchal ideology and gender-based discrimination of woman. Wordplay technique is adopted to criticize and mock women by using inappropriate words such as '*Mera Jism Meri Marzi a song*', '*choose death over happiness*' and '*blamed for husband failure*' etc. Gendered discourse exposes deep rooted ideology behind female exploitation and victimization.

In establishing media text model, Van Dijk' differentiate between "global" and "local" discourse structure. Collectively, it is termed as global superstructure. Global superstructure exposes "formal relations between clauses and sentences in sequences". It was observed that simple past and passive tenses were used in most of the headlines. The basic purpose of using passive tense was to show unbiased and neutral attitude role in representing such controversial topics. Use of simple present tense in headlines was meant to convey direct and clear information to the readers.

Local meanings in discourse analysis, refers to the general meanings of words established by the society. This parameter is used to create coherence and relation between provided information and personal perception. Analysis of the headlines through local level's parameter revealed prejudiced terms used to describe masculine attitude towards the objectification of women. Underlying discourse of these headlines identify the stereotypical belief of masculinity that men are more valuable and superior as compared to females. The headline '*Mera Jism Meri Marzi supports prostitution*' men are displayed as passive actors and innocent creatures. These techniques are employed to normalize the hatred against women and to show their neutral approach. Mostly, sensational topics are adopted to attract the attention of the readers.

Discriminating someone on the basis of gender is quite unlawful treatment. Print media play a great role in influencing the ideologies and perceptions of the people about any topic. Newspapers propagate gender discrimination and underestimate females in all areas of life. Such as rape, honor killings, sexual violence and domestic violence etc are some of the incidents. Analysis of this newspaper reveals that print media play a very important role to perpetuate gender inequality.

Women are generally supposed to be led but not to lead. Cultural boundaries are established for the marginalization of women. Forced marriage and physical violence are an example of women victimization. They are not given permission to choose their soul mate with their own choice. When someone tries to go against this norm they are tortured severely.

All efforts for equal rights are discouraged and humiliated by male members of the society. Its best example is '*Aurat March*'. This movement was started by some liberal female activists at national level, to raise their voice against gendered inequality. But it caused severe unrest among secular and religious groups of the country. The representative slogan of Aurat march '*Mera Jism Meri Marzi*' is misinterpreted by the print media. It gives the idea that it is a western agenda to promote vulgarity and prostitution in society. This particular attitude towards women help in broadening the disparities in society and by blaming female they continue to feel themselves unsafe and insecure. Gender discrimination is a global phenomena even developed countries of the world are unable to maintain equality in society.

From the analysis it becomes clear that newspapers give a helping hand in broadening the gender inequality and portray female as weak and submissive creatures. Whereas, men are displayed as strong figures that are free in their choice to exploit woman. Analysis of the media text shows deep rooted ideology as the motivating factor in portraying women negatively in society.

6. Conclusion

The study investigates gendered discourse in the headlines of Pakistani English newspaper "The Express Tribune" and its socio-cultural implications. It uses Van Dijk's model to examine the strategies used to construct gender discourse and how words are manipulated to create a negative image of women in society. The analysis reveals that ideologies and communicative situations in all headlines are similar, including feminism, gender-based stereotypes, masculinity, and women exploitation.

The study highlights the socio-cultural implications of gendered discourse on cultural and society. It reveals that many people still consider men superior to women, leading to a lack of equal opportunities in various fields. Women are not given the right to education, leading to poverty and a lack of independence. Economic dependency on men is also a significant issue, making women passive members of society and weakening their social and psychological position.

Gender discourse also results in discrimination against girls, who are considered property and are expected to live with their husbands. Child marriage is a devastating example of gender inequality, as it limits women's opportunities and their ability to reach their full potential. Men in Pakistan believe that working women may lead to dishonor and shame, and they should stay at home and care for their children. In Pakistan, women suffer from poverty and limited opportunities throughout their lives. Gender discourse explores the norms and attitudes of victimization and causes chaos in society.

5.1. Limitations

This study is limited to the critical discourse analysis of gender representation in leading Pakistani English newspapers. Headlines were randomly selected during time period of March 2017 to March 2021. Moreover, the study is limited to the newspapers publishing in Pakistan in English language.

5.2. Recommendations

In the light of the findings of the study, the following recommendations are made:

- As the discourse in newspaper has significant impact on public opinion, all newspapers should avoid biased headlines to discourage the promotion of negative gender stereotypes in newspaper publications.
- PEMBRA should set parameters to discourage gender discrimination in newspaper publications for discussing sensitive issues of gender stereotypes.
- In order to promote positive image of women, newspapers should play role to break gender stereotypes.
- Future researchers should devise methodologies regarding gender based research.

References

- Busa, M. G. (2013). *Introducing the language of the news: a student's guide*: Routledge.
- Conboy, M. (2010). The language of newspapers. *The Language of Newspapers*, 1-192.
- Dragaš, M. (2012). Gender relations in daily newspaper headlines: The Representation of gender inequality with respect to the media representation of women (Critical Discourse Analysis). *discourse (interdiscursivity)*, 6, 104.
- Garcia-Blanco, I., & Wahl-Jorgensen, K. (2012). The discursive construction of women politicians in the European press. *Feminist Media Studies*, 12(3), 422-441.
- Gill, R., & Gill, R. M. . (2007). Gender and the Media. *Polity. Cambridge*.
- Halliday, M. (1978). Language as Social Semiotics. London: Edward Aronld Ltd. Hamilton. *The handbook of discourse analysis*.
- Halliday, T. C. (1985). Knowledge mandates: collective influence by scientific, normative and syncretic professions. *British Journal of Sociology*, 421-447.
- Harmer, E., & Wring, D. (2013). Julie and the Cybermums: marketing and women voters in the UK 2010 General Election. *Journal of Political Marketing*, 12(2-3), 262-273.
- Krefting, L. A. (2002). Re-presenting women executives: valorization and devalorization in US business press. *Women in Management Review*, 17(3/4), 104-119. doi:<https://doi.org/10.1108/09649420210425255>
- MacRitchie, V., & Seedat, M. (2008). Headlines and discourses in newspaper reports on traffic accidents. *South African Journal of Psychology*, 38(2), 337-354.
- Meyers, M. (1999). Mediated women: Representations in popular culture. (No Title).
- Munif, Y. A. (2011). *French postcolonial nationalism and Afro-French subjectivities*: University of Massachusetts Amherst.
- Rabo, O. (2018). Gender Stereotypes in Online News Headlines: A Critical Discourse Analysis of Online News Headlines Around the Case of Ksenia Sobchak. In: Malmö universitet/Kultur och samhälle.
- Rasool, S., & Irshad, S. (2006). Use of gender specific language in crime reporting. *Journal of Gender and Social Issues*, 5(1), 15-37.
- Rogers, B. (2005). *The domestication of women: Discrimination in developing societies*: Routledge.
- Spender, D. (1980). Learning to create our own knowledge. *Convergence*, 13(1), 14.
- Ullah, H., Khan, A. N., Khan, H. N., & Ibrahim, A. (2016). Gender representation in Pakistani print media-a critical analysis. *Pakistan Journal of Gender Studies*, 12, 53-70.
- Van Dijk, T. A. (1993). Principles of critical discourse analysis. *Discourse & society*, 4(2), 249-283. doi:<https://doi.org/10.1177/0957926593004002006>
- Van Dijk, T. A. (1998). Opinions and ideologies in the press. *Approaches to media discourse*, 21(63).
- Weiss, G., & Wodak, R. (2003). Introduction: Theory, interdisciplinarity and critical discourse analysis. In *Critical discourse analysis: Theory and interdisciplinarity* (pp. 1-32): Springer.
- Wodak, R. (1997). Critical discourse analysis and the study of doctor-patient interaction. *The construction of professional discourse*, 19(6), 173-200.

Wodak, R., & Meyer, M. (2009). Critical discourse analysis: History, agenda, theory and methodology. *Methods of critical discourse analysis*, 2, 1-33.