Thematic Analysis of the COVID-19 related agendas by Pakistani English Newspapers

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Abstract

The world faces an extraordinary public health emergency and consequent massive socioeconomic impact due to the outbreak of novel type of coronavirus known as COVID-19. Literature suggests the significance of media, as this pandemic has forced a lot of people in lockdown, making masses dependent on media for vital information during this global crisis (Kumar, 2020). This study investigated the editorials of leading English newspapers, ‘The Dawn’ and ‘The Nation’ regarding COVID-19. This study explored the dominant editorial agendas of Pakistani newspapers and also drew comparison between The Dawn & The Nation in the editorial coverage of different agendas regarding this pandemic. To address research questions, this study conducted thematic analysis of the editorials of two Pakistani newspapers from February 27, 2020 to April 30th, 2020. It was found that Pakistani English press discussed the agendas related to health, criticism on government, government response, international impact, political issues, religious issues and the socioeconomic impact of the pandemic. It was noted that Pakistani newspapers discussed more or less similar agendas, as both newspapers highlighted government’s response, however The Dawn emphasized on government criticism, far more than The Nation.

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