

# **PORTRAYAL OF THE US IN LEADING PAKISTANI NEWSPAPERS: AN ANALYSIS**

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## **ABSTRACT**

The study aims to analyse the image of US in the Pakistani English press. The study tells; how Pakistani newspapers frame the US in their news stories. It determines whether Pakistani press portrays the American image positively or negatively, and to find out whether or not Pakistani media makes the US responsible for present scenario in Pakistan. For this inquiry, the analysis of the contents of three English newspapers of Pakistan The Dawn, The News and The Nation from November 01, 2009 to January 31, 2010 has been made by adopting a quantitative and descriptive approach. The findings maintain that overall these newspapers presented the US image negatively. The study explores that whenever the US shielded the Pakistan's interests, the Pakistani press framed the US image positively, whereas whenever the US adopted unfriendly policies towards Pakistan, at that time the newspapers of the study depicted the US image negatively.

**KEYWORDS:** Framing, Hard and Soft News, Pak-US Relations, U.S Image, War on Terror