



Volume & Issues Obtainable at The Women University Multan

International Journal of Linguistics and Culture

ISSN (P): 2707-6873, ISSN (O): 2788-8347

Volume 4, No 2, December 2023

Journal homepage: <http://ijlc.wum.edu.pk/index.php/ojs>

Taliban's Resurgence in Afghanistan: The Frame Analysis of Editorials from Selected Pakistani Newspapers

Hafsa Tanveer

M Phil in English, Fatima Jinnah Women University, Rawalpindi

Email: hafsatanveer96@gmail.com

Dr. Akifa Imtiaz

Associate Professor, Fatima Jinnah Women University, Rawalpindi.

Email: akifa.imtiaz@fjwu.edu.pk

Dr. Asma Kashif Shahzad

Associate Professor, Comsats University Islamabad Vehari Campus.

Abstract:

The resurgence of the Afghan Taliban on 15th August 2021 creates great tension in the whole world and made the topic debatable all over the world. The present research analyzes the discourse produced on this highly debatable topic. The study entails the frame analysis of the discourse produced in the selected Pakistani editorials. For this purpose, two Pakistani newspapers are selected i-e Dawn and The Express Tribune. The sample is purposive and comprises six editorials, three from each selected newspaper. The sample of the study is taken from 15th August 2021- 31st December 2021. The research is qualitative in nature and the data is analyzed using the Frame Analysis method given by Goffman (1974), and Entman (1993). The in-depth analysis of the study reveals that the Pakistani newspapers' editorials somehow talk in favor of the Taliban. They frame the event positively while giving recommendations to the Taliban for the bright future of their government. The research is therefore significant because it contributes to the field of linguistics and Frame Analysis.

Keywords: *Afghan Taliban, Identity Construction, Pakistani Newspapers, Editorials, Frame Analysis.*

Introduction:

The Afghan Taliban is the fundamentalist Islamic group that emerged as a force of social order in 1994 in Kandahar, the province of southern Afghanistan. It is the group that has promised the security of people and religious dedication. After many years of insurgence, the Taliban again came into power on the 15th of August 2021. The present research, in this way, incorporates the frame analysis of the discourse regarding the Afghan Taliban and their government produced in the selected Pakistani newspapers' editorials. The research in this era is mostly done while taking help through online sources so online version of the newspapers is

readily accessible in this regard. The editorials are the sort of article in a newspaper based on the ideas or opinions of editors on any particular topic of the present time. According to Van Dijk (1996), newspaper editorials have persuasive language that is used to interpret important events and communicate ideologies. The present research has taken editorials from the official websites of selected newspapers. The research aims to highlight the discourse produced in the selected editorials regarding the Taliban's resurgence in Afghanistan. The present research is qualitative in nature and the sample of the study is purposive, comprising six editorials taken from two selected Pakistani newspapers, where frame analysis of the data is done. The idea of frame analysis is adapted from Goffman's (1974) and Entman's (1993) frame analysis methods.

Significance of the Study:

The significance of the study lies in the fact that since it is a very recent and burning socio-political issue, therefore a dearth of studies has been conducted with this perspective so far in Pakistan. Hence this study can be considered a major contribution to the field of linguistics.

Research Question:

The study seeks an answer to the following research question:

1. What kind of framing perceptions do the editorials of selected Pakistani newspapers build about the Afghan Taliban?

For the current study, various relevant studies have been focused upon based on editorials and frame analysis. The following section discusses them in detail.

Literature Review:

This section comprises theoretical underpinnings and related previous studies.

Framing and Frame Analysis:

Framing or Frame analysis is also known as a theory of mass communication, related to the fact of how media portrays reality in front of the public. According to Framing, media points out certain events and places them in a specific context where people assume reality.

Many studies have given the idea of framing after Goffman 1974, such as Gamson and Modigliani 1989, Iyengar 1990, Edelman, 1993, Pan and Konicki 1993, Entman 1993, Semetko and Valkenburg 2000, and, Tankard Jr 2001. The present research adapts the concept of Goffman (1974) and Entman (1993).

Goffman's (1974) Frame Analysis:

After Bateson, the idea or the theory of framing was put forward by Ervin Goffman (1974). According to Goffman (1974), frames allow people to “identify”, “perceive”, “label”, and “locate” any occurrences or events in the text. The notion on which Goffman’s (1974) idea of frame analysis depended is the question “What is it that’s going on here?” (Goffman, 1974, p. 8). The question is clear about what is present in the context framed by the researcher. According to Goffman (1974), the writer sets the frames under which they write about anything.

The present research, therefore, focuses on Goffman’s (1974) and Entman’s (1993) notion of framing. Based on Goffman’s (1974) idea of framing, it is done by pre-setting three frames under which the data of the editorials is analyzed. The three identified frames are positive, negative, and neutral.

1. **Positive Frames.** The positive frames investigated how the discourse of editorials is produced in a positive manner or the favor of subjects, i-e. the Afghan Taliban and their resurgence in Afghanistan in the case of the present research.
2. **Negative Frames.** The negative frames highlighted how the discourse of editorials portrays the entities in a negative manner or against their characters, against the Taliban in the present research.
3. **Neutral Frames.** Such types of frames comprised the discourse that speaks neither positively nor negatively but in a neutral manner while giving suggestions/recommendations.

Entman’s (1993) Frame Analysis:

Entman (1993) has given the concept of framing in his work “*Framing: toward a clarification of a fractured paradigm*”. Entman’s (1993) work on frame analysis later became an important methodology used as an analytical tool in qualitative research. Entman (1993) defines frame analysis as “To frame means to select some elements while perceiving them as a reality and then make them important in the selected text. It is related to identifying problems, interpretation of causal agents, moral assessment and recommendations” (Entman, 1993, p.52). By this definition, Entman has proposed four functions of frame analysis.

According to Entman (1993), it happens that sometimes a single sentence may contain all four functions of frames and sometimes the whole selected text may contain just a single function. Framing also plays an important role in political news. They portray the exertion of political power and talk about the identity of actors, which dominates the whole text of the news.

Entman (1993) has proposed four functions of his frame analysis method. The following table presents the four frame functions given by him.

Table 1: *Entman's Functions of Frame Analysis (1993)*

Defining the Problem	The first function of frames, also known as master framing in which we identify the meaning or the purpose of news or an event. It also tells whether the news is positive or negative.
Diagnose Causes	This dimension diagnoses the cause of any problem or event. It also indicates the source of the problem. It tells about how a particular event occurs.
Make Moral Judgement	This function of frames talks about the evaluation of moral values and the actions or ideas being given or being made that are used to argue or legitimize things.
Treatment Recommendation	This is the last function of the four proposed frames/functions. It deals with what solutions are given to resolve any issue or problem or what efforts could be made.

Previous Studies:

Different studies have been conducted while employing various ideas of framing. Similarly, Carter (2013) studied how media conveys information and construct the reality of any news that can be interpreted via framing or frame analysis. The author is of the view that the discourse of print media, radio, and television addresses frames about how media creates or re-creates reality. The study further examines the evolution by using Berger and Luckman's (1966) frame analysis method. Reese (2001, as cited in Carter, 2013) explains the notion of Goffman (1974), that frames in analysis categorize any particular phenomena which allow the researcher to perceive, locate and identify the reality of discourse. The author, therefore, concluded the study with the point that different sorts of media discourses can be framed in different ways. Likewise, the news in print media is produced in different ways as compared to television. So, their interpretation and framing can differentiate it properly. Carter's (2013) findings are related to the objectives of the present research where the data has been analyzed using Goffman's (1974) and Entman's (1993) idea of frame analysis.

The News produced by the mass media is consumed by the audience according to their needs. It is a two-way process, people need information and newspapers deliver the news according to the interest of the people based on hidden ideologies, hence becoming popular. Likewise, Anggraeni (2018) has conducted a study based on the frame analysis by following Entman (1993) to highlight the realities, present inside online media discourse. The purpose of collecting data from online media is to see, how online media produces news texts. The descriptive method is used for data analysis in this research and it is truly based on the four

functions of frames such as Defining a Problem or an event, Diagnosis of the Cause, Moral Judgements, and Recommendations by Entman (1993). However, the findings of the study indicate that both online media sources such as kompass.com and sindonews.com have different ideologies and they present their news in different ways but the ultimate agenda of both sources are the same. As they both talk in favor of the government but in different styles, either by giving suggestions or by criticizing positively. Their ideologies and arguments actively persuade the audience to think in favor of the government.

Another study found is also based on Semetko and Valkenburg's (2000) frame analysis concept. The study is conducted by Aman, et al (2021) based on the political discourse analysis of the discourse produced in the speeches of the United Nations General Assembly. It is the framing of Pakistani and Indian discourse. Frames like morality, conflict, economics, and responsibility are identified. The study entails the projection of an issue in political discourse and its impact on readers. Two Indian and two Pakistani speeches of the 70th and 71st sessions of UNGA are taken in order to do a comparative analysis. The study reveals that the human-interest HI frame is found in abundance as compared to others in the speeches of both speakers and specifically in Pakistani speeches. Hence, the study concluded that framing is very helpful in highlighting the political agenda about a particular issue. In their study data is taken from the speeches in UNGA, whereas in the present research data has been collected from online print media and uses the lens of Goffman's (1974) and Entman's (1993) frame analysis.

Therefore, by the review of previous literature, it has been noticed that till now there is a dearth of scholarly studies on the Taliban's resurgence in Afghanistan as it is quite recent, so it is the uniqueness of the present research. The present research would act as a huge contribution to the field of linguistics, where the frame analysis of selected Pakistani newspapers' editorials by Goffman (1974) and Entman (1993) is done.

Research Methodology:

The research paradigm adopted for the present research is qualitative in nature. Denizen and Lincoln (2000, p.3) define qualitative research as "it is an interpretative method in which the researcher studies things by making their sense and interpreting phenomenon in terms of its meaning". The current research focuses on the analysis of discourse produced for the Afghan Taliban in the selected newspapers' editorials and the constructions of subjects' identities.

Sample of the Study:

The sample of the present research comprises six editorials, three from each selected Pakistani newspaper. The two Pakistani newspapers are Dawn and The Express Tribune selected due to their popularity and vast readership. The selected newspapers are in English language and daily

published newspapers. The data is collected between the time period of 15th August to 31st December 2021 and the editorials are taken from the official websites of the selected newspapers. Since the resurgence of the Taliban took place on the 15th of August, hence the editorials written on and after the 15th of August 2021 are taken. As the selected editorials are related to the Afghan Taliban and their government in Afghanistan, therefore the sampling of the study is purposive. The details of the selected sample are given in the table below.

Table 2: Details about the Selected Sample

Newspaper No.	Name of Newspaper	Country of Newspaper	Editorial Publication Date	Titles of Editorials	Coding of Editorials
1	Dawn	Pakistan	August 21st, 2021	Anti-Taliban Protests	D Ed 1
2	Dawn	Pakistan	September 5th, 2021	Taliban Recognition	D Ed 2
3	Dawn	Pakistan	November 24th, 2021	Taliban's Skewed Priorities	D Ed 3
4	The Express Tribune	Pakistan	August 19th, 2021	New Taliban?	E Ed 1
5	The Express Tribune	Pakistan	October 13th, 2021	Engage with Taliban, now	E Ed 2
6	The Express Tribune	Pakistan	December 5th, 2021	Afghan Women's Right	E Ed 3

Theoretical Framework of the Study:

While conducting research, theory plays an important role, as it provides the conceptual understanding of the phenomenon. Therefore, the current research employs the methods of frame analysis given by Goffman (1974) and Entman (1993) (c.f. sections 2.1.1 & 2.1.2) to find the answer to the designed research question. In the light of Goffman's (1974) frame analysis method, three frames are pre-designed whereas the four frame functions (c.f. table 1) given by Entman (1993) are adapted along with it for data analysis.

Procedure of Data Analysis and Presentation of Data:

In terms of data presentation and its analysis, the present research is based on frame analysis where three frames are pre-designed according to Goffman's (1974) frame analysis method such as positive, negative, and neutral frames, and four frame functions given by Entman (1993) i-e Defining the Problem, Diagnose Cause, Make Moral Judgement and Treatment Recommendation are focused upon. These frame functions are highlighted in the selected editorials. As the editorials are large chunks of data that cannot be analyzed as a whole in one

go, therefore we have quoted the important text in the analysis side by side. The quoted text is given in bold, italics, and inverted commas with proper in-text citations. The identified linguistic features and frames inside the analysis are also italicized and bold. The summarized view of each analyzed section is given in tabular form. For the identification of the respective editorials, we have done coding of all selected editorials (c.f. Table 2). In this way, the editorials from Dawn newspaper are coded as D Ed 1, D Ed 2, and D Ed 3. The editorials from The Express Tribune are represented as E Ed 1, E Ed 2, and E Ed 3.

Data Analysis:

This section entails a detailed analysis of selected Pakistani editorials.

Analysis of Editorials from Dawn Newspaper:

The Dawn is one of the most popular newspapers in Pakistan, this section entails the stance of Dawn newspaper in its editorials regarding the resurgence of the Afghan Taliban.

Frame Analysis: Dawn:

This section deals with the frame analysis of editorials from Dawn Newspaper.

- ***Defining the Problem***

Since all the selected editorials from the Dawn newspaper are related to the Afghan Taliban and their resurgence in Afghanistan, therefore, the function of ***“Defining the Problem”*** (c.f. Table 1) remains the same because all the editorials are based on the same agenda having news regarding the same subjects. However, further information on the editorials differs with respect to their titles.

The first editorial ***D Ed 1*** is related to the international world which is against the Taliban and it talks about their protest against the Taliban. It specifically highlights the reservations of the West in welcoming the government of the Taliban in Afghanistan and also discusses the prevailing situation in Afghanistan. The second editorial ***D Ed 2*** is related to the recognition of the Taliban’s government, especially by the Western community, and the last editorial ***D Ed 3*** talks about the Taliban’s duties that need to be tackled promptly to have a fruitful government.

- ***Diagnose Cause***

The function of ***“Diagnose Cause”*** (c.f. Table 1) given by Entman (1993) is seen in ***D Ed 1*** where a cause as to why the international community dislikes the Taliban is discussed. For this purpose, the statement of Amnesty International is being quoted as proof of their disliking, ***“Amnesty International has said that the Taliban “massacred” members of the Hazara community in Ghazni in July” (Dawn, August 2021)***. Such kinds of statements are given considering them as a reason behind the disliking of the Afghan Taliban.

Similarly, in *D Ed 2*, the frame function of **“Diagnose Cause”** is seen, where the Western community has given the cause of not recognizing the Taliban’s government. **“We do not want to recognise the Taliban as a government”** (*Dawn, September 2021*). It is further said that they will recognize them only if the Taliban will give fundamental rights to women and minorities as well. However, no **“Diagnose Cause”** frame function is evident in *D Ed 3*.

- **Make Moral Judgement:**

The **“Make Moral Judgement”** (c.f. Table 1) dimension of Entman (1993) is also seen in selected editorials. In *D Ed 1*, along with the view of the international world and their rejection of the Afghan Taliban, the editorial proceeds with a few positive frames while talking about the Taliban’s efforts. It states that the Taliban will give proper rights to everyone including women according to Islamic norms. Here the **“Make Moral Judgement”** dimension is seen which shows that the Pakistani media is favoring the Taliban and ensures that they are capable enough to give proper rights to everyone.

In *D Ed 2*, **“Make Moral Judgement”** is evident where the Taliban are asked to form an inclusive rule so that they would not face any problem or hurdle on their way. It is stated, **“if the Taliban truly commit themselves to inclusive rule, there should be no problem with recognizing them”** (*Dawn, September 2021*). The said editorial gives the idea that the Taliban could get recognition if they would commit to forming a good and inclusive government and focus hard on the fundamental rights of everyone and if they also create good ties with the international world.

In *D Ed 3*, besides the discussion of the hurdles that are present in the way of the Taliban, the editorial has framed the text positively and constructed the Taliban’s identity in a positive manner by mentioning that the Taliban are working for the betterment of their media and the solution to other crises in the country. In this way, there is a **“Make Moral Judgement”** dimension that invites the reader to build up their positive perception of the Taliban. The editorial talks about the productivity of the Taliban and said, **“The Taliban leadership, that previously shied away from being photographed, now love to be on camera giving interviews, and some of them to women journalists”** (*Dawn, November 2021*). This endorses that by now the Taliban are giving equal importance to both genders and not segregating them which, increasingly, negates the myth about them that they do not equalize both genders.

Treatment Recommendation:

The last frame function, given by Entman (1993) known as **“Treatment Recommendation”** (c.f. Table 1) is found at various stages in the selected editorials. The editorials have given suggestions to the Taliban to have an effective and friendly regime.

In *D Ed 1*, it is seen that the use of “*need to*” and “*must*” frames the Taliban neutrally while giving suggestions that the Taliban need to consider all the groups to end the bloodshed in their country. The statement, “*The Taliban need to take along all groups in the country if they are sincere in wanting to end the bloodshed*” (*Dawn, August 2021*) clearly illustrates that the Pakistani media is recommending the Taliban that they need to work sincerely in order to get a good chance of governing their country. This shows that the Taliban are given good ideas and cues for their better future, hence discourse frames them positively and neutrally.

In *D Ed 2*, the frame function, “*Treatment Recommendation*” is seen where the suggestions and recommendations are given to the Taliban for their better future, hence stating, “*The Taliban must prove through their actions... respects human rights...ensuring that Afghan soil is not used for terrorism*” (*Dawn, September 2021*). It is seen that the paper is giving recommendations to the Taliban for their better setup. The editorial also addresses the Western Union at the end that they must not force the Taliban to remake their image as the Taliban have their own cultural, social, and religious values. This again frames the Taliban positively.

In *D Ed 3*, there is an element of “*Treatment Recommendation*” where the Taliban are advised to realize the serious issues their country might face in terms of financial crises. It is said, “*They must also realise that they have far more serious issues at hand to tackle*” (*Dawn, November 2021*). This shows that the Taliban are advised to work seriously on the issues they might face on their way, apart from the skewed priorities they are thinking about.

The following table briefly discusses the frame perceptions in selected editorials.

Table 3: Frame Analysis: Dawn

Frame Analysis

Goffman (1974) & Entman (1993).

Defining the Problem

The first frame function “Defining the Problem” is the same in all three editorials as they are related to the same subjects i-e The Afghan Taliban, depending upon the content of each editorial.

Diagnose Cause

The frame function of “Diagnose cause” is present in D Ed 1 and D Ed 2 but no such frame is found in D Ed 3.

Make Moral Judgement and Treatment Recommendation

The last two frame functions i-e “Make Moral Judgement” and “Treatment Recommendation” are present in all three editorials, D Ed1, D Ed 2, and D Ed 3.

The overall discourse of the editorials frames the Taliban positively and neutrally. However, no such negative frame is identified in the Dawn newspaper.

Analysis of Editorials from The Express Tribune:

The Express Tribune is considered the first internationally affiliated newspaper in Pakistan. It is one of the most famous daily published newspapers in Pakistan. In this section, the editorials taken from The Express Tribune are analyzed.

Frame Analysis: The Express Tribune:

This section highlights the framing perception build in these selected editorials of the Express Tribune with respect to Goffman's (1974) and Entman's (1993) frame analysis methods (c.f. sections 2.1.1 & 2.1.2).

- ***Defining the Problem.***

The frame "***Defining the Problem***" of the three editorials is the same depending on the Taliban and their government. The first editorial, ***E Ed 1*** explains the agenda of the new Taliban that will be implemented during their regime. The title of the editorial "New Taliban?" and the first line of the text, "***Mujahid insisted, even before the press conference, that women's education and right to work would be uninterrupted***" (*The Express Tribune, August 2021*), frames the discourse positively.

Likewise, the second selected editorial ***E Ed 2***, is in line with the first one that highlights the perspective of the then PM of Pakistan, Imran Khan, on the Taliban's resurgence. This editorial again starts with the positive frame where it is stated, "***The best way to help Afghanistan is through a policy of engagement***" (*The Express Tribune, October 2021*).

The last editorial ***E Ed 3***, talks about the Afghan women's rights declared via a decree issued by the Afghan Taliban. Just like the other two editorials, it again initiates with the positive frame where in the very first line it is stated, "***by issuing the decree on women's rights, the Taliban have upheld their declaration***" (*The Express Tribune, December 2021*). In this way, the entire editorial throws light upon all the basic rights announced in the decree.

- ***Diagnose Cause:***

The second frame function "***Diagnose Cause***" is visible in one place in ***E Ed 1***, where the plan of the Taliban is elaborated which states, "***Mujahid also promised on behalf of the Taliban that Afghanistan would be made drug-free and that Afghan soil would not be used to attack other countries... as the TTP, Baloch separatists, and other regional terrorist groups had a relatively free hand in Hamid Karzai's and Ashraf Ghani's Afghanistan***" (*The Express Tribune, August 2021*). This statement clearly illustrates that the new Taliban, who take over the land of Afghanistan are eager this time to take proper care of their people and save their land from all wrong means. In this way, the Mujahid has quoted other terrorist groups who attacked various regions free-handedly during their time period which is why people did not

like them. Here the spokesperson justified that the new Taliban are very different and have no wrong intentions of such type.

The second editorial, *E Ed 2* has the frame function of “**Diagnose Cause**”, visible in various places. The then PM of Pakistan, Imran Khan, has given his stance regarding the Afghan Taliban where the main focus is to help the Taliban in their difficult time. Besides, talking about the help, Khan has given the reason why this help is very necessary as it will act as a two-way process. It is stated, “...that the advent of Taliban in Afghanistan should be embraced, and the militia be given a fair chance to help rebuild the country. War-mongering hasn’t worked in the mountainous terrain, and the disgraced exit of the Soviets and the Americans is current history” (*The Express Tribune, August 2021*). It is evident here that the then Pakistani PM, Khan, on one hand, announced that we should embrace the resurgence of the Taliban, and the discourse is framed positively, side by side he also gives the reason or the cause that previously the era of war-mongering by Americans and Soviets did not last good results for everyone, hence this situation should not occur this time. Likewise, various other instances highlight this frame in the entire editorial.

In the last editorial, *E Ed 3*, there is a discussion about the decree given by the Taliban regarding women’s and girls’ rights. The decree addresses the whole world while presenting the agenda of the Taliban, that they are aware of the proper rights of women and girls and they will work hard on it. This is said to wipe out the old impression about the Taliban that they are too conservative for women and always create discrimination among both genders. This bad impression of the Taliban in the eye of people is the source of disliking the Taliban. It is stated, “This decree serves to clear the haze surrounding women’s rights under the new dispensation and shows that the Taliban leadership is aware of the rights of women. (*The Express Tribune, December 2021*).

- **Make Moral Judgement:**

The editorial *E Ed 1* is full of the moral values of the Afghan Taliban. The Taliban’s spokesperson highlights the basic agenda of their regime. The editorial uses positive frames to catch the attention of the audience and readers. The very first line of the editorial exemplifies the frame of “**Make Moral Judgement**” where it is stated, “The ‘new’ Taliban are different from the old” (*The Express Tribune, August 2021*). This shows that this time the Taliban would act as very helpful leaders for the Afghans. Also, in various other places, the element of “**Make Moral Judgement**” are identified.

In *E Ed 2*, the frame function of “**Make Moral Judgement**” is visible at the point where the editorial discusses the opinion of the then Pakistani Prime Minister and said, “...that the advent

of Taliban in Afghanistan should be embraced, and the militia be given a fair chance to help rebuild the country” (The Express Tribune, October 2021). It is important to notice that there is an externalization of objectivities and some constructions or ideas are offered, where positive and neutral frames are present. Henceforth, it is said by the PM Imran Khan that the Taliban should be welcomed and they should be given a fair chance to rebuild their country. He raised his voice at the world forum and states that instead of neglecting and rejecting the Taliban, everyone should walk and talk and help them to build an **“inclusive government”**.

Lastly, in *E Ed 3*, the frame function of **“Make Moral Judgement”** is seen where the decree talks about the rights the Taliban will give to women and girls and hence give an idea to the readers. Therefore, it has been declared that **“The Taliban leadership is aware of the rights of women, that they would ensure that mistakes of the previous Taliban government would not be repeated” (The Express Tribune, December 2021).** In this way, the ideas made by the Taliban in order to legitimize things come under the **“Make Moral Judgement”** frame.

- **Treatment Recommendation:**

In the editorial *E Ed 1*, the Taliban’s spokesperson, Mujahid where gives the stance of the Taliban, also gives suggestions to them that they should deal peacefully and friendly with their nation and should not work against someone, hence said, **“he did say that the press should not work against ‘national interests” (The Express Tribune, August 2021).** The press here is the media of Afghanistan whom the spokesperson is addressing. This editorial highlight the suggestions given to the Afghan Taliban by their spokesperson in his first press conference after the Taliban’s resurgence in Afghanistan.

In the second editorial *E Ed 2*, the then PM, Imran Khan gives suggestions that the best way to involve in their struggle is to engage with them, hence stating, **“The best way to help Afghanistan is through a policy of engagement. This will settle many of the irritants, and usher in perpetual peace in the region for the first time in four decades” (The Express Tribune, October 2021).** Therefore, here the element of **“Treatment Recommendation”** can be seen when PM Khan recommended his government and his nation to have a good relationship with the Afghan Taliban.

It has been noticed that the last editorial, i.e. *E Ed 3*, contains no such frame function of **“Treatment Recommendation”**. Entman (1993) evaluates that sometimes a single sentence has all four frame functions and sometimes a whole text has just one frame (c.f. section 2.1.2). The findings of Entman (1993) support *E Ed 3* which is based on the Taliban’s declaration regarding women’s rights where there is a discussion about how the Taliban in their tenure will help and

facilitates women and girls of their country along with men and no suggestion or recommendations are given.

The following table briefly discusses the frame perceptions in the editorials of Express Tribune.

Table 4: Frame Analysis: The Express Tribune

Frame Analysis Goffman (1974) & Entman (1993).

Defining the Problem

The first frame function “Defining the Problem” is again the same in all three editorials as they are related to the same subjects i-e The Afghan Taliban depending upon the content of each editorial.

Diagnose Cause

The frame function of “Diagnose cause” is found once in E Ed 1 and E Ed 3, whereas it is present at various places in E Ed 2.

Make Moral Judgement

The frame function of “Make Moral Judgement” is evident in various spots in three selected editorials where ideas are being given or being made by the newspaper.

Treatment Recommendation

The last frame function “Treatment Recommendation” is found in E Ed 1 and E Ed2.

Various suggestions are given for the fruitful regime of the Afghan Taliban. Whereas no such frame is present in the last editorial i-e E Ed 3.

It is also seen that the three selected editorials are mostly based on positive frames and a few neutral frames where the Taliban are given suggestions for their future endeavors.

However, no negative frame is overtly highlighted throughout the text.

Discussion on Findings:

In the light of opted frame functions given by Goffman (1974) and Entman (1993), the findings of the study state that in the editorials from selected Pakistani newspapers, some frame functions are present in greater numbers and others in lesser numbers. It is found that the Pakistani newspapers’ editorials have given ideas and recommendations to the Taliban for their better setup and effective government, which leads to the frame function of “*Make Moral Judgement*” and “*Treatment Recommendation*” (c.f. Table 1). However, no bad or discriminatory frame is being used for the Taliban that could degrade them nor any wrong cause is disseminated behind their takeover of Afghanistan.

In terms of Goffman’s (1974) frame analysis, it is revealed that the Pakistani newspapers’ editorials have used positive frames for the Taliban and sometimes neutral frames while talking about the agenda of the Taliban’s government, whereas no negative frame is being used for the construction of Taliban’s identities (c.f. sections 4.1 and 4.2). Hence the findings of the research question are in line with the framing ideas of Goffman (1974) and Entman (1993).

Conclusion:

It is usually seen that any kind of information is presented by the media in different ways. The manipulation and persuasiveness of the discourse control the minds of people and they perceive reality in the same way as disseminated by the media. Qadeer et al (2017) are of the view that media has the power to produce information according to/for the concerned audiences in which the legitimate authorities are involved behind it. In this way, the findings of the frame analysis in the present research revealed that the discourse produced by the six Pakistani editorials depicted the Taliban peace stance. The editorials have shown solidarity with the government of the Taliban and they are seen giving them suggestions and recommendations for their fruitful regime. Hence it would not be wrong to say that the findings of the present research follow the functions of frame analysis given by Goffman (1974) and Entman (1993), where the Taliban are mostly framed in a positive light and Taliban resurgence in the Afghanistan has been taken as favorable for the geo-political scene of the area.

References:

- Aman, A., Imtiaz, A., & Shahzad, A. K. (2021). Framing in Pakistani and Indian discourse at the United Nations General Assembly: A political discourse analysis. *International Journal of Disaster Recovery and Business Continuity*, 12(1), 633-648. <https://www.researchgate.net/publication/354696395>
- Anggraeni, D. (2018). Entman framing analysis of food governance in online media. *Journal: The Messenger*, 10(1), 113-123. <https://doi.org/10.26623/themessenger.v10i1.711>
- Ayodeji-Falade, M. B., & Osunkunle, O. O. (2021). Framing of FeeMustFall students' protest by daily dispatch newspaper and the effect on readers' perceptions. *Heliyon*, 7(8), <https://doi.org/10.1016/j.heliyon.2021.e07782>
- Carter, J. M. (2013). The hermeneutics of frames and framing: An examination of the media's construction of reality. *SAGE Open*, (1-12). <https://doi.org/10.1177/2158244013487915>
- Denzin, N. and Lincoln, Y. (2000) The discipline and practice of qualitative research. In: Norman, D and Yvonna, Lincoln. (Eds), *Handbook of qualitative research* (pp. 1-32). Sage, Thousand Oaks.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51-58. <https://doi.org/10.1111/j.1460-2466.1993.tb01304.x>
- Goffman, E. (1974). *Frame analysis: An essay on the organization of experience*. New York, NY et al.: Harper & Row.

- Qadeer, A., Shehzad, W., & Chishti, I. M., (2017). Print media practices in the representation of political discourse in Pakistan. *NUML Journal of Critical Inquiry*, 15(II), <https://www.numl.edu.pk/journals/subjects/1566301148article%2011.pdf>
- The Editorial Board. (2021, August 19). New Taliban? [Editorial]. *The Express Tribune*. <https://tribune.com.pk/story/2316257/new-taliban>
- The Editorial Board. (2021, August 21). Anti-Taliban protests [Editorial]. *Dawn*. <https://www.dawn.com/news/1641752/anti-taliban-protests>
- The Editorial Board. (2021, December 5). Afghan women's rights [Editorial]. *The Express Tribune*. <https://tribune.com.pk/story/2332471/afghan-womens-rights>
- The Editorial Board. (2021, November 24). Taliban's skewed priorities [Editorial]. *Dawn*. <https://www.dawn.com/news/1659939/talibans-skewed-priorities>
- The Editorial Board. (2021, October 13). Engage with Taliban, now [Editorial]. *The Express Tribune*. <https://tribune.com.pk/story/2324492/engage-with-taliban-now>
- The Editorial Board. (2021, September 5). Taliban recognition [Editorial]. *Dawn*. <https://www.dawn.com/news/1644580/taliban-recognition>
- Van Dijk, T. A. (1996). Opinions and ideologies in editorials, *International Symposium of Critical Discourse Analysis. Language, Social Life, and Critical Thought. Athens*. <http://www.discourses.org/OldArticles/Opinions%20and%20Ideologies%20in%20the%20Press.pdf>