NARRATIVES OF DISASTER AND PUBLIC PERCEPTION IN PAKISTANI PRINT MEDIA: A CRITICAL DISCOURSE ANALYSIS OF THE 2022 FLOODS AND GOVERNMENT RESPONSE

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Abstract
Pakistan suffered huge human and economic loss during 2022 due to one of the most devastating floods in history. This research relied on a critical discourse analysis (CDA) paradigm to examine three well-known Pakistani newspapers Dawn, The Express Tribune, and The News. This research examined the coverage of the floods and the government's reaction in Pakistani print media in 2022. Examining the origins, effects, and responses of the disaster through the lenses of surrounding narratives illuminated the public's perception of the situation and the question of government accountability. The research's theme analysis revealed important narratives and framing strategies used in the headlines. Results showed that Calamities caused by climate change and media coverage had a complicated interaction of ideologies. Climate change, insufficient infrastructure, human costs, social inequality, government responsibility, long-term resilience, and public engagement were major narratives established in the headlines of the news related to this natural disaster. The study also highlights the effects of media framing strategies such as analogies, juxtapositions, and emphasis on public perceptions regarding the reactions and Responsibilities of the government during natural disasters. During times of natural disasters, this study helps us better understand how the media shapes public discourse. It provides useful insights for future studies on government response and catastrophe communication, and it is in line with CDA, Agenda Setting Theory, and Framing Theory, among others.

keywords: Pakistan floods 2022, print media framing, critical discourse analysis, agenda setting, government accountability, climate change, social inequality, disaster relief.

Introduction

A devastating natural catastrophe struck Pakistan in 2022, the deadliest year on record for the country. In Pakistan, 1,739 individuals lost their lives, 3.2 trillion rupees ($14.8 billion) were damaged, and 3.3 trillion rupees ($15.2 billion) were lost economically due to floods that occurred between June 15, 2022, and October 15, 2022. Unprecedented floods caused by devastating monsoon rains swept a third of the nation under water, forcing millions to flee their homes and wreaking havoc on the landscape (BBC News, 2022). Although help came from throughout the world, the Pakistani government was mostly responsible for rescue efforts, relief, and rebuilding (Al Jazeera, 2022). The floods that hit Pakistan in 2022 were a complicated disaster with several underlying causes. Extreme weather events like the monsoons are becoming more common in the nation, and scientists think that climate change is a major contributor to this (The Nation, 2022). The effects of the floods were magnified due to deforestation and insufficient infrastructure (Dawn, 2022). Many felt differently about the government's handling of the tragedy. Opinions on its response to relief and rescue activities were mixed, with some praising its swiftness and others criticizing its seeming unreadiness (Al Jazeera, 2022). In order to comprehend how the narrative framing affected public perception of the tragedy and the government's reaction, this research explores the ways in which these events were reported in the print media.

This CDA looks at the how the Pakistani press portrayed the floods of 2022 and the government's reaction to them. For many people in Pakistan, especially those living in rural regions, print media is still very important (Ghauri, 2013). This research seeks to comprehend the media's narrative construction of the crisis and the government's responses by examining the language used in news items and editorials. CDA provides an excellent structure for that kind of study. Public perceptions of events are significantly influenced by speech, according to Van Dijk (2000). Media coverage's power dynamics and ideological viewpoints may be uncovered using critical discourse analysis (CDA) by examining metaphors, stories, and word choices (Fairclough, 2010). There is an increasing amount of literature (Aragon-Durand, 2009; Islam, 2014) that examines how the media affects public opinion in the aftermath of natural catastrophes. It examines the 2022 Pakistan floods to show how media portrayals of the crisis affected public opinion and the government's reaction, which in turn might affect disaster management and preparation plans in the future.

Scope of the Study

Critical discourse analysis (CDA) of Pakistani print media coverage of the floods and government reaction in 2022 is the subject of this work. This study will only cover a certain time period, the months after the first floods in August 2022. Articles and editorials from many prominent regional and national newspapers, covering a range of political opinions, will be analyzed in the research. The publications' linguistic choices, such as their metaphors, terminology, and event framing, will be the primary focus of the examination. Nor will it evaluate how well the government has responded on the ground or investigate the accuracy of the material that has been published.

Problem Statement

The devastating floods that hit Pakistan in 2022 were covered by several news outlets, which shed light on the complex dynamics of power, prejudice, and ideology. Examining how the media framed the floods and the government's reaction in particular, the proposed research explores the complex relationship between media framing and public perception. The media's critical role in influencing how society perceives crises makes this kind of study crucial. The goal of this study is to find hidden biases and power dynamics in the narratives of print media by analyzing the subtleties of language and context that may have influenced how the public understood the event. Therefore, our analysis sheds light on the complexities of media portrayal and prepares us to critically evaluate media narratives in the event of future disasters, leading to a better educated and more watchful public.

Research Questions

1)   How did Pakistani print media outlets frame the 2022 floods and the government's response to the disaster?

2)   What ideologies and narratives were constructed around the causes, impacts, and solutions to the floods?

3)   How did these media framings shape public understanding and potential government accountability for the disaster response?

Literature Review

The social and political ramifications of natural catastrophes are substantial and multi-faceted. The public's perception of these crises is greatly influenced by how they are covered in the media. The media's portrayal of natural catastrophes and their impact on public perception may be better understood via the use of Critical Discourse Analysis (CDA) (Aragon-Durand, 2009). News framing, attribution of blame, and the building of risk and vulnerability are the main areas of emphasis in this overview of previous CDA research on how the media portrays natural catastrophes.

Theoretical Framework

Disaster reporting and the ways in which ideologies and power dynamics impact public perception better understood via the perspective of Critical Discourse Analysis (CDA). Norman Fairclough's seminal model of social discourse analysis is the primary emphasis of this section as it delves into the theoretical underpinnings of CDA. According to Fairclough (2010), CDA is an interdisciplinary method that considers language as a social activity that has the capacity to build and portray reality. The following fundamental ideas are highlighted:

We can never use language in an impartial manner because language is not neutral. How events are interpreted may be impacted by choices made in terminology, grammar, and framing. Power relations are mirrored in discourse: The way people use language both reflects and perpetuates the power systems that already exist in society. In order to preserve their supremacy, powerful organizations may resort to language. Historical background, social institutions, and current social conflicts influence discourse. Discourse is both historical and social.

Fairclough's Model of Social Discourse Analysis

A framework for carrying out CDA is provided by Fairclough's model. Three important layers of analysis are highlighted:

Text. Examining the discourse's surface structure at this level entails examining language elements such as metaphors, syntax, and word choices.

Discourse Practice. Producing and disseminating the text is the focus of this stage. Production details, the publication's intended readers, and the author's history are all taken into account.

Social Practice. At this stage, we go into the larger social setting where the discourse is embedded. In doing so, it takes into account the ideologies, power relations, and social structures that impact the text's creation and reception.

By delving into all three levels, critical discourse analysis seeks to reveal the hidden ideologies and power relations within a certain discourse.

By using Critical Discourse Analysis (CDA), the complex web of power relations and media portrayal in catastrophe reporting may be uncovered. From this vantage point, we may examine the disaster's portrayal as a natural occurrence, the result of human error, or the product of institutional flaws (Aragon-

Durand, 2009). Equally important in molding public views of authority is the depiction of the government's reaction, which CDA seeks to analyze by looking at whether it is depicted as proactive and efficient or criticized as sluggish and insufficient (Islam, 2014). In addition, CDA investigates the disaster's media coverage to determine whose narratives are prioritized and which perspectives are given more airtime, illuminating the privileged and marginalised experiences of those involved. By delving into these aspects, CDA demonstrates how media portrayals of disasters shape public perceptions and, by extension, how society as a whole assigns blame and shows compassion for those impacted.

Applying CDA to catastrophe reporting is made easier with Fairclough's approach of social discourse analysis. Critical discourse analysis (CDA) provides useful insights into how media portrayals impact public comprehension of these multi-faceted events by investigating the relationship between language, power, and social environment. A more sophisticated view of catastrophe narratives and the promotion of critical media literacy depend on this understanding.
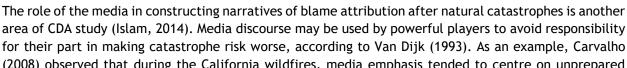
Agenda Setting Theory and Disaster Reporting
The media's impact on the public's prioritization of problems is the subject of this hypothesis (McCombs & Shaw, 1972). The media does not directly instruct viewers on how to think, but rather the topics on which to reflect, according to Agenda Setting Theory (McCombs, 2004). The media has the power to influence public opinion by highlighting certain problems and events in its coverage. The reporting of disasters is greatly affected by this. According to Iyengar and Kinder (1987), the public's impression of a disaster's severity and urgency may be influenced by how prominent it is, how much media it gets, and how it is presented.

By using Agenda Setting Theory to the news coverage of the floods in Pakistan in 2022, we may better understand how the media shapes public opinion. To start, the idea has us think about how much attention the floods received in the media and whether or not it made them more prominent than other important concerns in people's minds. Furthermore, according to Agenda Setting Theory, the public's comprehension and emotional reaction were shaped by the media's framing of the disaster's qualities, such as the extent of destruction, the number of casualties, or the government's response. In addition, the hypothesis makes us wonder whether the media influenced public priorities in any way, whether it was by drawing attention to the plight of flood victims, calling for more government transparency, or calling for better disaster preparation. Agenda Setting Theory sheds light on the complex interplay between media portrayal, public opinion, and social action via this critical examination, demonstrating the media's outsized impact on how communities react to emergencies.

Disaster journalism from the viewpoints of Agenda Setting Theory and Critical Discourse Analysis (CDA) are complimentary. Agenda Setting Theory emphasizes the influence of media on public perception of certain topics, in contrast to Critical Discourse Analysis (CDA), which examines the ideologies contained in language usage. We can learn more about how media coverage affects public opinion and, by extension, the response and recovery from natural disasters if we combine these methods.

News Framing and Disaster Narratives
Media portrayals of natural catastrophes are shaped by the way they are framed, according to CDA study (Aragon-Durand, 2009). Research by Shan et al. (2017) and Carvalho (2008) shows that the way media portray natural catastrophe risks might influence how the public perceives such risks. Take the 2015 Nepal earthquake as an example. Shan et al. (2017) examined the media's portrayal of the disaster and found that portraying it as a national catastrophe helped rally support for the government's response. Carvalho (2008), on the other hand, looked at how the media portrayed the 2007 California wildfires as an outcome of human error and how it affected how people blamed the government.

The role of the media in constructing narratives of blame attribution after natural catastrophes is another area of CDA study (Islam, 2014). Media discourse may be used by powerful players to avoid responsibility for their part in making catastrophe risk worse, according to Van Dijk (1993). As an example, Carvalho (2008) observed that during the California wildfires, media emphasis tended to centre on unprepared households rather than systemic problems such as insufficient infrastructure and wildfire control procedures.

Construction of Risk and Vulnerability

According to Norris et al. (2008), CDA research delves into the ways in which media portrayals of natural catastrophes shape our perceptions of risk and vulnerability. Tierney et al. (2006) and Lin et al. (2019) have investigated the ways in which media representations might amplify preexisting socioeconomic disparities. According to Tierney et al. (2006), who studied the American media's portrayal of Hurricane Katrina, storylines centered on violence and looting in areas that were mostly black? This served to reinforce racial stereotypes and obscure the structural problems that had a disproportionate effect on already-vulnerable groups. Similarly, Lin et al. (2019) looked at how the media in Hong Kong covered Typhoon Mangkhut in 2018 and how they framed stories that put the onus of preparation on individuals while perhaps downplaying the government's involvement in reducing danger.

Media Coverage of Natural Disasters in Pakistan and South Asia

Pakistan and South Asia are always at risk from natural catastrophes, with floods being an especially common and severe menace. To better understand the construction of narratives and the potential evolution of these representations over time, it is instructive to review media coverage of previous catastrophes. In this part, we'll look at how the media covered the Pakistani floods of 2010, comparing and contrasting how they framed the story with more current news. Devastating floods in Pakistan in 2010 displaced millions of people and caused extensive damage. Media coverage during this time was examined by Hasan and Pervez (2011) and Ahmed (2013). Images showing displaced people's suffering and the devastation of houses and infrastructure dominated media coverage of the disaster's human cost (Hasan & Pervez, 2011). The media has been critical of the government's reaction, which they have portrayed as inadequate and tardy (Ahmed, 2013). On the other hand, some people were more concerned with official assistance initiatives and demonstrations of sympathy (Hasan & Pervez, 2011). The fundamental causes of the floods, including insufficient infrastructure and deforestation, have received little attention in terms of pre-disaster preparation measures and research (Ahmed, 2013).

In South Asia, natural catastrophes are a major concern, and how the media portrays these events greatly influences how the populace reacts. But how each country's media portrays these events is shaped by its own unique sociopolitical climate. Media portrayals of Indian catastrophes have been the subject of research from Gupta et al. (2013) to Nair (2018). Their shared focus on human suffering is one example of how they align with Pakistan. Nevertheless, as pointed out by Gupta et al. (2013), Indian media outlets often highlight relief efforts by the government and present the state in a positive light when calamities strike. This framing represent an effort to keep the country together and is in line with India's strong central government. Media coverage of the 2015 Nepal earthquake was examined by Carruthers (2016). Along with critiques of the government's reaction, it emphasizes the emergence of narratives of national independence and strength. This framing, according to Carruthers (2016), is reflective of the complicated political environment of Nepal, where ideas of self-sufficiency and national identity are interwoven, even in the midst of catastrophic calamity.

Coverage of Sri Lanka's 2017 floods and landslides in the media has been examined in studies by Gunaratne (2018) and Mylonas et al. (2018). Compared to other South Asian nations, they have a media climate that is more restricted. According to Gunaratne (2018), public accountability might be hampered

if critical examination of the response is restricted due to government censorship. Disaster coverage in South Asian media is impacted by the region's different socio-political circumstances, according to comparative studies. While there are some similarities in bringing attention to human suffering, there are also some differences in how the government is portrayed, the importance placed on national unity, and the amount of critical analysis that is permitted. These variations mirror the intricate political systems and past events of every nation.

This study is focused on historical events, but by comparing it to media coverage of the Pakistan floods of 2022, we may learn a lot. Pakistani and neighboring media coverage of the crisis sheds light on the ways in which political regimes, media freedom, and historical events shape disaster narratives.

Political Economy of Media in Pakistan and Shaping Disaster Reporting
The way natural catastrophes are covered in Pakistan is heavily impacted by the political economics of the media. In this part, we will look at how the media may either support government objectives or criticize disaster planning and response efforts, as well as the impact of commercial pressures, political influence, and media ownership on catastrophe coverage. Few influential organizations in Pakistan hold a disproportionate number of media channels, creating a concentrated ownership structure in the country's media landscape (Ghauri, 2013). Editorial judgments may be skewed due to ownership interests, which might result in media bias (Aslam, 2021). For example, media organizations controlled by wealthy individuals may be reluctant to voice their disapproval of government policies or bring attention to the ways in which corporate carelessness might heighten the likelihood of disasters.

Direct censorship, narrative-driven press briefings, and financial pressure on media organizations are all examples of this kind of influence (Rahman, 2018). Limiting critical reporting on catastrophe preparation and response may be hindered by such influence, which in turn hinders public accountability. Aspects of catastrophe reporting are also influenced by commercial considerations. Instead of providing in-depth analyses of the root causes or long-term remedies, sensationalized coverage may concentrate on dramatic pictures of suffering as media sources compete for audience share (Rashid, 2016). The public's attention should be directed towards catastrophe preparation and risk reduction methods, not towards sensationalism.

Media coverage of disaster planning and response activities or government goals may result from the interaction of media ownership, government influence, and commercial pressures. Aligning with the government's intention to create a competent image during a crisis, media outlets may minimize government inadequacies and promote official relief efforts (Rahman, 2018). When governments fail to adequately plan for or respond quickly to disasters, independent media sources that are not controlled by strong interests may be essential in bringing them to account (Ghauri, 2013). They look into the infrastructural problems that contributed to the tragedy and call out the administration for their inaction.

Complex approaches are shaped by the political economics of media in Pakistan when it comes to catastrophe reporting. If we want to know how reliable and impartial catastrophe coverage is, we need to know how media ownership, government influence, and economic pressures interact with one another. The media, in an ideal world, would do their best to both promote public awareness of the need of disaster planning and response and to critically examine relevant stories.

The Evolving Media Landscape and Framing of the 2022 Pakistan Floods
A dramatic shift is taking place in Pakistan's media environment. Print media's changing function, the growth of digital platforms, and how these factors may shape narratives around catastrophes such as the floods in Pakistan in 2022 are all topics covered in this section. And we'll take a look at how the world's media have shaped stories about this incident. Especially in rural regions, print media continues to play

an important role in Pakistani society as a whole (Ghauri, 2013). But with the proliferation of digital channels, its hegemony is eroding. Because of the accessibility and timeliness of internet sources, print media may find it difficult to cover disasters.

Online news websites, social media, and other digital channels are quickly changing the way people in Pakistan consume media (Jessup, 2018). Some worry that biased reporting and the spread of false information might occur on these platforms, despite the fact that they provide more instantaneous access to a variety of viewpoints (Ahmad & Imran, 2021). The way catastrophes are framed by internet platforms may have a big impact on how the public views them. As an example, platforms might highlight user-generated material and citizen journalism, which could provide an uncensored portrayal of the human cost of the crisis. On the other side, it's possible that critical examination of disaster preparation and long-term solutions may be overlooked in favor of official relief operations and government narratives.

The worldwide media paid close attention to the floods in Pakistan in 2022. According to Einwiller (2009), this worldwide attention has the potential to greatly assist in gathering international assistance and cultivating a sense of unity among areas affected by disasters. The local context and the intricacies of a disaster's effect may not always be fully reflected in foreign media portrayals. Media outlets throughout the world have a power to frame stories about Pakistan in a way that perpetuates certain stereotypes, such as the country's reliance on foreign assistance or its failure to address internal weaknesses. To convey the tragedy and its aftermath in a more fair and nuanced light, it is essential for Pakistani print and online media to participate in the global media arena. When it comes to constructing narratives surrounding catastrophes, the changing media environment in Pakistan has both difficulties and possibilities. Digital channels are booming, but print media is still very much there. Critical media literacy and well-informed public debate depend on our ability to comprehend the decision-making process behind media framing across various platforms. Also, in order for the world to fully grasp the intricacies of catastrophes like the floods of 2022, Pakistani media must collaborate with foreign media.

The important contributions of CDA to analyzing media portrayals of natural catastrophes are highlighted in this literature review. Many studies have investigated the impact of media framing on public perception of catastrophes, specifically in relation to government response, risk creation, and blame attribution (Aragon-Durand, 2009; Carvalho, 2008; Tierney et al., 2006). A thorough examination of framing techniques pertaining to the 2022 floods and the government's reaction is absent, despite the fact that studies on media coverage of previous floods in Pakistan do exist (Hasan & Pervez, 2011; Ahmed, 2013). Gupta et al. (2013) and Carruthers (2016) are two examples of comparative studies that look at how different South Asian nations' media covered previous catastrophes. There has not been a comparative study that places the floods in Pakistan in 2022 in the perspective of the area. It is important to have a detailed grasp of how framing is formed across various channels in Pakistani media due to the changing media environment brought about by the emergence of digital platforms simultaneously with print media. In light of the importance of print media in influencing public discourse and drawing comparisons to media coverage of floods in neighboring South Asian nations, this research seeks to fill these gaps by using CDA to a corpus of coverage of the 2022 Pakistan floods.

Methodology

This research utilizes a Critical Discourse Analysis (CDA) guided by Agenda Setting Theory (McCombs & Shaw, 1972) to examine the framing of the 2022 floods and the government's reaction in Pakistani print media. Three prominent Pakistani print media outlets—Dawn, The Express Tribune, and The News—have their news headlines examined.

Data Collection
The three chosen news sites will be surveyed using a purposive sampling technique to get a cross-section of the headlines published during the 2022 floods, when coverage was heavily focused. A total of thirty headlines will be gathered, with a minimum of ten headlines from each establishment.

Data Analysis Procedure
Headlines on the floods in Pakistan in 2022 will be analyzed using Critical Discourse Analysis (CDA) and Agenda Setting Theory to see how they frame the story and create the agenda. The narratives surrounding the causes, effects, and government reaction to the floods will be examined via the application of Fairclough's three-dimensional framework for critical discourse analysis (CDA). This will include analyzing linguistic elements such as word choice, metaphors, and passive voice constructions. Examining the possible impact of media ownership and delving into the discursive processes at work, the investigation will also probe the headlines' underlying social and political beliefs. In addition, considering the Pakistani sociopolitical landscape, which encompasses talks about climate change and the responsiveness of the government, we will use Agenda Setting Theory to analyze which issues are trending and classify them in order to find possible agenda-setting strategies. By taking a holistic view, we want to unearth the complex forces at work in how the media has portrayed the floods and the social effects they had.

Data Analysis
The media's framing of the Pakistan floods of 2022 better understood by examining the headlines of the Dawn, The Express Tribune, and The News.

Table 1

Analyzing Dawn Newspaper Headlines: 2022 Pakistan Floods

Headline (Dawn Newspaper)	Cause of Floods	Impact of Floods	Government Response	CDA Techniques	Agenda Setting
Millions Displaced as Monsoon Rains Batter Pakistan	Mentions Monsoon Rains (Climate Change not explicitly mentioned)	Displacement	Relief Efforts Mentioned	- Passive Voice ("displaced") emphasizes impact	Focuses on human cost (displacement)
Death Toll Rises as Floods Ravage Southern Pakistan	Focuses on Natural Disaster ("Floods Ravage")	Loss of Life	Evacuation Efforts Highlighted	- Metaphor ("Ravage") emphasizes severity	Highlights human cost (death toll)
Infrastructure Crumbles as Floods Expose Decades of Neglect	Blames Infrastructure Failure	Infrastructure Damage	Mentions Need for Rehabilitation	- Focuses on a specific cause ("infrastructure crumbles")	Raises question of government accountability
Government Launches Relief Efforts	Mentions Natural Disaster	Indirectly implies impact (recede	Focuses on Relief Efforts	- Passive Voice ("launched")	Focuses on government response

Headline (Dawn Newspaper)	Cause of Floods	Impact of Floods	Government Response	CDA Techniques	Agenda Setting
as Floodwaters Recede	("Floodwaters Recede")	suggests prior flooding)		downplays urgency	
Nation Faces Long Road to Recovery After Devastating Floods	Mentions Natural Disaster ("Devastating Floods")	Long-Term Consequences	Recovery Efforts Highlighted	- Metaphor ("Long Road") emphasizes challenges	Raises awareness of long-term needs
Calls Grow for International Aid as Pakistan Struggles with Floods	Mentions Natural Disaster ("Floods")	Implies Severity (need for international aid)	Indirectly implies response (struggles suggest ongoing efforts)	- Focuses on Need for International Aid	Highlights severity and potential for insufficient response
Farmers Count Losses as Floods Destroy Crops Across Sindh	Focuses on Specific Impact (Loss of Crops)	Economic Impact on Livelihoods	Silent on Government Response	- Mentions specific affected group ("Farmers")	Highlights economic consequences
Climate Scientists Warn of Increased Risk of Floods in Future	Focuses on Cause (Climate Change)	Future Threat	No mention of government response	- Raises awareness of long-term risk	Shifts focus to future preparedness
Families Reunited After Days of Separation Due to Floods	Implies Impact (Separation)	Human Cost (displacement, emotional distress)	Silent on Government Response	- Focuses on human cost (reunion)	Highlights emotional impact
Experts Urge Government to Prioritize Flood Risk Reduction Strategies	Indirectly implies cause (frequent floods)	Future Threat	Policy Recommendations	- Highlights expert advice	Pushes for long-term solutions

Although some reports have hinted at climate change as a possible impact, the majority of headlines focus on the monsoon rains as the immediate reason. Some are questioning the government's responsibility after seeing a headline that directly attributes infrastructure failure to them. The headlines vividly portray the human toll of the tragedy by using phrases such as "displacement," "death

toll," "families separated," and "long road to recovery." We also talk about the monetary effects, namely how farmers' incomes could take a hit due to crop failure. Coverage of family reunions delicately conveys the emotional suffering caused by the floods.
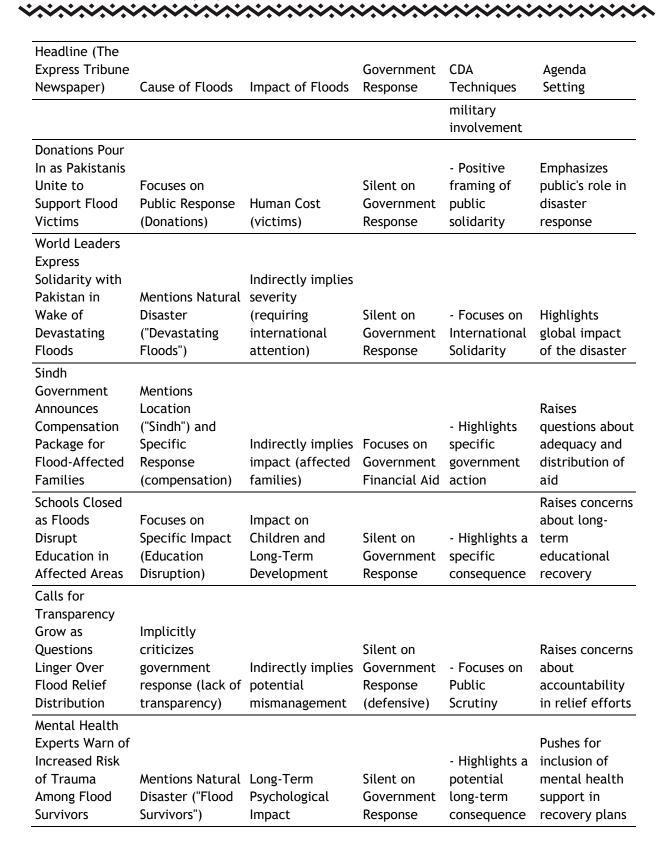
Opinions on the government's reaction are divided. However, some headlines use passive voice phrasing like "struggles with floods" or "launched" to suggest a slow or insufficient reaction, while others highlight rescue operations and preparations to restore infrastructure. One CDA strategy that the research successfully finds is passive voice, which reduces the importance of the government's activity ("launched"). Seriousness is emphasized using metaphors ("ravage," "long road"). Highlights particular reasons and prompts inquiries on the responsibility of the government ("infrastructure crumbles"). Highlight particular effects and facets of the catastrophe (e.g., the financial toll on farmers and the psychological toll of separation).

By focusing on the casualties, the headlines successfully direct public attention and debate. Potential repercussions and the need of rehabilitation in the future. The possibility that the government's reaction will be inadequate. Foreign assistance is necessary. Proactive measures to lessen the likelihood of flooding in the future are crucial. In sum, the results of this investigation point to the fact that the headlines of Dawn had a major impact on how the people saw the floods in Pakistan in 2022. In addition to calling for permanent fixes, they brought attention to the tragedy's human toll, the government's possible failures in reaction, and the gravity of the situation.

Table 2

Analyzing The Express Tribune Newspaper Headlines: 2022 Pakistan Floods

Headline (The Express Tribune Newspaper)	Cause of Floods	Impact of Floods	Government Response	CDA Techniques	Agenda Setting
NGOs Step Up to Fill Gaps in Government Flood Relief Efforts	Implicitly criticizes government response (gaps)	Indirectly implies inadequate response	Focuses on NGO role	- Juxtaposes government and NGO efforts	Raises questions about government effectiveness
Floods Expose Social Inequalities as Vulnerable Communities Suffer Most	Mentions Natural Disaster ("Floods Expose")	Focuses on Social Impact (inequalities)	Silent on Government Response	- Metaphor ("Expose") highlights underlying issues	Pushes for discourse on social justice during disaster response
Death Toll Mounts in Flood-Ravaged Balochistan	Mentions Natural Disaster ("Flood-Ravaged")	Loss of Life	Evacuation Efforts Highlighted	- Active Voice ("Mounts") emphasizes urgency	Keeps human cost at the forefront
Pakistan Army Called In to Assist Rescue Efforts in Flood Zones	Mentions Severity (requiring military intervention)	Indirectly implies widespread impact	Focuses on Military Response	- Highlights scale of disaster needing	Raises questions about civilian response capacity

Headline (The Express Tribune Newspaper)	Cause of Floods	Impact of Floods	Government Response	CDA Techniques	Agenda Setting
				military involvement	
Donations Pour In as Pakistanis Unite to Support Flood Victims	Focuses on Public Response (Donations)	Human Cost (victims)	Silent on Government Response	- Positive framing of public solidarity	Emphasizes public's role in disaster response
World Leaders Express Solidarity with Pakistan in Wake of Devastating Floods	Mentions Natural Disaster ("Devastating Floods")	Indirectly implies severity (requiring international attention)	Silent on Government Response	- Focuses on International Solidarity	Highlights global impact of the disaster
Sindh Government Announces Compensation Package for Flood-Affected Families	Mentions Location ("Sindh") and Specific Response (compensation)	Indirectly implies impact (affected families)	Focuses on Government Financial Aid	- Highlights specific government action	Raises questions about adequacy and distribution of aid
Schools Closed as Floods Disrupt Education in Affected Areas	Focuses on Specific Impact (Education Disruption)	Impact on Children and Long-Term Development	Silent on Government Response	- Highlights a specific consequence	Raises concerns about long-term educational recovery
Calls for Transparency Grow as Questions Linger Over Flood Relief Distribution	Implicitly criticizes government response (lack of transparency)	Indirectly implies potential mismanagement	Silent on Government Response (defensive)	- Focuses on Public Scrutiny	Raises concerns about accountability in relief efforts
Mental Health Experts Warn of Increased Risk of Trauma Among Flood Survivors	Mentions Natural Disaster ("Flood Survivors")	Long-Term Psychological Impact	Silent on Government Response	- Highlights a potential long-term consequence	Pushes for inclusion of mental health support in recovery plans

This study of the headlines published by The Express Tribune on the floods in Pakistan in 2022 sheds light on the framing decisions made by the newspaper. Without mentioning the reasons directly, the headlines

mostly discuss the effects of the floods and the government's reaction. Several human cost repercussions, including death toll, flood-ravaged communities, and flood survivors, are successfully highlighted in the headlines. Disparities in social status and uneven hardship experienced by marginalised groups. Educational disruption psychological effects that persist over time. There are conflicting accounts of the government's reaction. Some headlines focus on particular measures, such as compensation packages and military engagement, while others use phrases like "gaps," "lack of transparency," and "questions linger" to criticize the reaction in an indirect way.
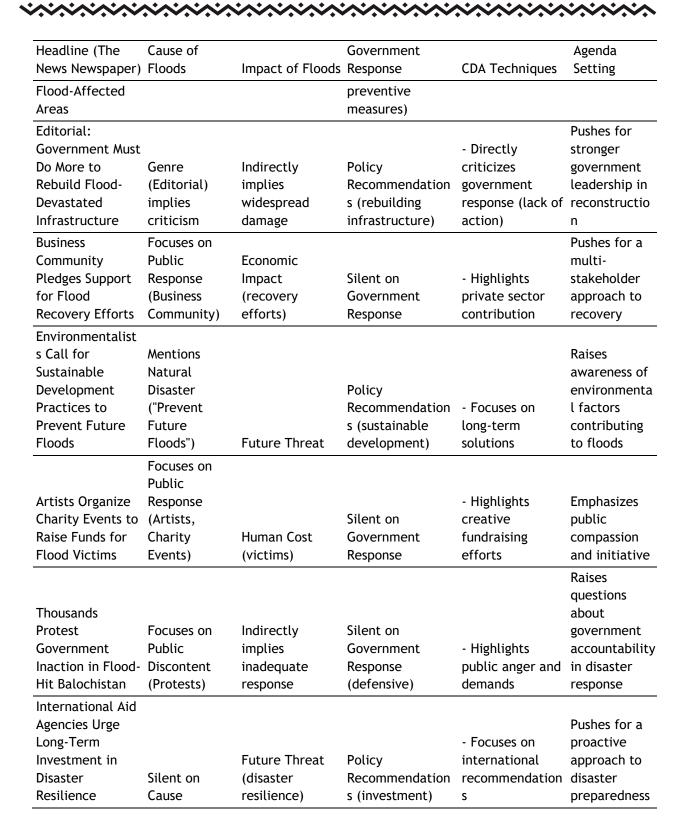
Several CDA strategies that were mentioned in the headlines are successfully identified by the study. Compares and contrasts governmental and non-governmental organization (NGO) initiatives, calling into question the efficacy of the government. Underlying societal disparities are brought to light by the metaphor ("Floods Expose"). The human cost is emphasized with an active voice ("Mounts"). It brings attention to several facets of the tragedy (disruption to schooling, mental health) and focuses on particular impacts.

By focusing on the societal effect and human cost of the calamity, the headlines shaped the public conversation agenda. Relief operations must be open and accountable. Mental health and other long-term effects of the floods. Public and international backing is crucial. In general, the headlines of The Express Tribune seem to be more concerned with the social concerns brought about by the floods and the government's reaction to the tragedy.

Table 3

Analyzing The News Newspaper *Headlines: 2022 Pakistan Floods*

Headline (The News Newspaper)	Cause of Floods	Impact of Floods	Government Response	CDA Techniques	Agenda Setting
Scientists Link Unprecedented Monsoon Rains to Climate Change	Explicitly blames Climate Change	Indirectly implies severity (unprecedented)	Silent on Government Response	- Focuses on scientific evidence	Raises awareness of climate change as a root cause
Floods Put Spotlight on Urgent Need for Dam Infrastructure Development	Indirectly implies cause (lack of proper infrastructure)	Future Threat (urgency)	Policy Recommendations (infrastructure development)	- Focuses on a solution (dam infrastructure)	Promotes specific disaster risk reduction strategy
Displaced Families Face Food Shortages in Overcrowded Relief Camps	Focuses on Specific Impact (Food Shortages)	Living Conditions in Relief Camps	Silent on Government Response (may imply inadequate provisions)	- Juxtaposes displacement and living conditions	Highlights potential shortcomings in relief efforts
Doctors Warn of Outbreak of Waterborne Diseases in	Mentions Natural Disaster ("Flood-Affected")	Health Risks (waterborne diseases)	Silent on Government Response (may imply lack of	- Focuses on potential health crisis	Raises concerns about public health preparedness

Headline (The News Newspaper)	Cause of Floods	Impact of Floods	Government Response	CDA Techniques	Agenda Setting
Flood-Affected Areas			preventive measures)		
Editorial: Government Must Do More to Rebuild Flood-Devastated Infrastructure	Genre (Editorial) implies criticism	Indirectly implies widespread damage	Policy Recommendations (rebuilding infrastructure)	- Directly criticizes government response (lack of action)	Pushes for stronger government leadership in reconstruction
Business Community Pledges Support for Flood Recovery Efforts	Focuses on Public Response (Business Community)	Economic Impact (recovery efforts)	Silent on Government Response	- Highlights private sector contribution	Pushes for a multi-stakeholder approach to recovery
Environmentalists Call for Sustainable Development Practices to Prevent Future Floods	Mentions Natural Disaster ("Prevent Future Floods")	Future Threat	Policy Recommendations (sustainable development)	- Focuses on long-term solutions	Raises awareness of environmental factors contributing to floods
Artists Organize Charity Events to Raise Funds for Flood Victims	Focuses on Public Response (Artists, Charity Events)	Human Cost (victims)	Silent on Government Response	- Highlights creative fundraising efforts	Emphasizes public compassion and initiative
Thousands Protest Government Inaction in Flood-Hit Balochistan	Focuses on Public Discontent (Protests)	Indirectly implies inadequate response	Silent on Government Response (defensive)	- Highlights public anger and demands	Raises questions about government accountability in disaster response
International Aid Agencies Urge Long-Term Investment in Disaster Resilience	Silent on Cause	Future Threat (disaster resilience)	Policy Recommendations (investment)	- Focuses on international recommendations	Pushes for a proactive approach to disaster preparedness

This study of the headlines published by The News in 2022 about the floods in Pakistan sheds light on the choices they made while presenting the story. Headlines like "Scientists Link Unprecedented Monsoon Rains to Climate Change" clearly blame the rising temperatures for the devastating floods. ("Floods Put

Spotlight on Urgent Need for Dam Infrastructure Development"). Some even go so far as to suggest that flawed infrastructure is to blame. News reports vividly depict a range of consequences related to displaced people and their living circumstances in relief camps, including food shortages, overcrowding, health hazards from waterborne infections, and extensive infrastructure damage. Recovering from this will need economic action.

The government's reaction is shown in a manner that is both positive and negative. While many headlines may not explicitly mention the reaction, they indirectly suggest deficiencies by using language such as "insufficient provisions" and "absence of preventive measures." Some individuals express their disapproval of the government by explicitly criticizing it via editorials, while others bring attention to widespread dissatisfaction by participating in rallies. Some headlines indicate particular initiatives but may suggest a need for further efforts ("Government Must Increase its Efforts").

The headlines shape the direction of public discussion by emphasizing climate change as the fundamental reason for the floods. The need for making enduring investments in catastrophe resilience and sustainable development. The deficiencies in the government's reaction and the need for holding individuals accountable. The significance of cooperation between the public and commercial sectors in recovery efforts. In general, The News' headlines seem to be disapproving of the government's reaction, while highlighting the need of research, sustainable solutions, and citizen involvement in dealing with the catastrophe and averting similar incidents.

Discussion

This research analyses the framing of the 2022 floods and the government's reaction by Pakistani print media publications, namely Dawn, The Express Tribune, and The News. Although not all headlines specifically referenced climate change, several ones, notably from The News ("Scientists Link Unprecedented Monsoon Rains to Climate Change"), emphasized its significance as a fundamental factor. Several headlines, notably from The News, obliquely suggested that insufficient infrastructure had a role in the floods and emphasized the urgent need for the development of dam capacity. The human cost was successfully communicated by all three publications using language like "displacement," "death toll," and "families separated." The economic effects were also discussed, particularly the agricultural failures that threatened farmers' incomes (Dawn). "Floods Expose Social Inequalities as Vulnerable Communities Suffer Most" highlights how the floods exacerbate social inequities. Educational disruption (Dawn, The Express Tribune) and psychological hazards (Dawn, The News) were among the long-term effects that were highlighted.

There were conflicting accounts of the government's reaction. Dawn, The Express Tribune, and The News were among the headlines that highlighted certain initiatives, such as relief operations, evacuation plans, and compensation packages. "Inadequate provisions" (The News), "gaps" (Dawn), "lack of transparency" (The Express Tribune), and "Government Must Do More" (The News) were some of the ways in which other publications implied criticism of the reaction. Protest coverage in The Express Tribune and The News reflected public dissatisfaction with the government's reaction. The three newspapers in question all made use of different CDA methods. Relative positions Official responses may have been lacking when compared to non-governmental organizations' (NGOs') (Dawn) efforts. Comparative expressions The Express Tribune's "Floods Expose" highlighted systemic societal injustices. "Long Road" (Dawn) brought attention to the difficulties of getting well. The multi-faceted effect of the tragedy was brought to light by publications that focused on various impacts, such as food shortages, waterborne infections, and interrupted schooling. Putting the emphasis on long-term solutions and advocating for particular techniques, such as the construction of dam infrastructure (in The News) and sustainable development practices (in all media), provided opportunities for such solutions.

By giving more or less weight to certain parts of a narrative, media organizations may affect how the public views particular topics. The public's conversation on the floods is shaped by the headlines that are examined here. Media portrayals influence viewers' perceptions of a topic by highlighting certain features while minimizing others. Several framing strategies were used by the press to influence how the public saw the floods and the government's reaction to them. Press sources in Pakistan covered the 2022 floods extensively, drawing attention to the casualties, societal effects, and future ramifications. Some news stories made note of the government's reaction, while others made subtle criticisms about its openness and adequacy. Public discussion around the tragedy was shaped by media framing choices, which in turn increased climate change awareness, advocated for long-term solutions, and called for government responsibility.

Pakistani newspapers covered the floods of 2022 from a variety of ideological and narrative perspectives. The News headline "Scientists Link Unprecedented Monsoon Rains to Climate Change" draws attention to the increasing number of people who hold environmentalist views. The story stresses how quickly we need to fix the climate problem because of human activity. One might infer a worldview that supports massive infrastructure projects from headlines such as "Floods Put Spotlight on Urgent Need for Dam Infrastructure Development" (The News). According to this line of thinking, building up our infrastructure is the best way to prevent floods in the future. The humanitarian worldview is promoted by headlines that emphasize terms like "displacement," "death toll," and "families separated" (all outlets). The tale highlights the toll that the crisis had on individuals, instilling empathy and a feeling of urgency for rescue operations. A social justice worldview is highlighted by headlines such as "Floods Expose Social Inequalities as Vulnerable Communities Suffer Most" (The Express Tribune). This story highlights the disparate effects of calamities and emphasizes the need to address society's fundamental weaknesses.

Public trust in government is bolstered by articles such as "Editorial: Government Must Do More to Rebuild Flood-Devastated Infrastructure" in The News and "Calls for Transparency Grow as Questions Linger over Flood Relief Distribution" in The Express Tribune. The story stresses how important it is for the government to respond to disasters in an open and efficient manner. A long-term resilience mindset is promoted by headlines such as "International Aid Agencies Urge Long-Term Investment in Disaster Resilience" (The News) and "Environmentalists Call for Sustainable Development Practices to Prevent Future Floods" (all outlets). In order to lessen the impact of future catastrophes, this story stresses the need of being proactive via actions like disaster preparation and sustainable development practices. Public engagement is promoted via headlines that showcase reactions from the public, such as "Artists Organize Charity Events to Raise Funds for Flood Victims" (The News) and "Business Community Pledges Support for Flood Recovery Efforts" (The News). The significance of collective action and the part played by civil society are highlighted in this story as they pertain to catastrophe recovery.

Prioritizing specific storylines allows media outlets to affect public perception. This analysis of news headlines reveals how certain ideologies on the floods' origins, effects, and potential remedies shaped public debate on the disaster. Through the presentation of some storylines and the exclusion of others, media frames influence the way people see a certain problem. To promote certain narratives on the floods, the headlines used a variety of framing strategies. In order to uncover the media narratives' implicit beliefs and ideals, this approach utilizes ideology criticism. The floods of 2022 were depicted in Pakistani print media via a web of competing ideas and stories. Overarching themes included problems of social fairness, environmental protection, government transparency and accountability, long-term sustainability, and citizen engagement. Both the general public's and lawmakers' perspectives on the accident and its aftermath were shaped by the media's coverage of the event.

Dawn, The Express Tribune, and The News all had a role in how the people understood and maybe held the government to account for the reaction to the floods in Pakistan in 2022. Public sympathy and a feeling of urgency for relief operations were sparked by news stories that highlighted relocation, death toll, and misery in all forms of media. The public's demand that the government respond quickly and effectively was probably amplified by this framing. The Express Tribune's headline, "Floods Expose Social Inequalities..." brought attention to the fact that underprivileged populations were the ones hit the worst. This perspective may have prompted people to seek a more fair government response to disasters by drawing attention to societal inequities. A more complex picture of the disaster's effects emerged from news stories that covered topics including waterborne infections, food shortages, and interrupted schooling. Because of this framing, the government may have felt pressured to respond to a broader variety of demands. Climate change was brought to the public's attention as a root cause of the floods by news headlines that directly linked the two. The public may have been more motivated to push for action on climate change adaptation and mitigation measures as a result of this framing.

Express Tribune's "lack of transparency" and Dawn's "gaps in government flood relief efforts" were two headlines that implied criticism of the government's reaction. People may have lost faith in the government and called for more accountability because of this framing. News articles such as "Editorial: Government Must Do More..." emphasized potential remedies while subtly drawing attention to problems. It is possible that the government was prompted to enhance its reaction and make investments in catastrophe resilience measures with this perspective. Public outcry about the government's reaction was reflected in headlines that included protests (The Express Tribune, The News). It is possible that this framing prompted the administration to respond to popular concerns and strengthen its accountability measures.

Media portrayals influence viewers' perceptions of a topic by highlighting certain features while minimizing others. Media coverage of the floods emphasized certain storylines, which in turn shaped how the public saw the government's reaction and its responsibility. By giving more or less weight to certain parts of a narrative, media organizations may affect how the public views particular topics. This analysis of news articles focuses on how the floods prompted discussions about government responsibility for disaster response and other related topics. The way the media presented the floods in Pakistan in 2022 was critical in influencing public perception and encouraging possible responsibility on the part of the government. The media gave the people the authority to demand better from their government by drawing attention to the human cost, social inequities, and response deficiencies. It is possible that future policy choices concerning catastrophe management were impacted by narratives around climate change and long-term resilience.

This research incorporates Critical Discourse Analysis (CDA) and corresponds with known theories like Agenda Setting and Framing Theory. It also dives further into the topic. It shows how the media uses language choices and silences to influence public perception by analyzing headlines and how particular factors are prioritized (human cost, climate impact). Media narrative construction may strengthen or marginalize particular ideas; CDA tactics like juxtaposition, analogies, and attention on specific affects highlight this. For example, "Floods Expose" socioeconomic disparities, and "education disruption" is a prime example of this. This is in line with the fundamental principles of the CDA, which aim to reveal the ideologies and power dynamics that are present in media discourse. The media's ability to minimize certain parts of a crisis such as possible government mistakes while emphasizing other parts infrastructure development is emphasized in this study, which is similar to other CDA-informed disaster response research. Using CDA helps us get a fuller picture of how the media frames disasters, how the public understands them, and how the government responds.

Findings of the Study

A number of important conclusions were drawn from the research that examined how newspapers like Dawn, The Express Tribune, and The News covered the Pakistan floods of 2022. Climate change and infrastructure deficiencies were among the many factors depicted as contributing to the tragedy. The effects, which revealed social disparities, were convincingly communicated and included personal pain as well as long-term socioeconomic consequences. In its coverage of the government's reaction, the media sent conflicting messages, veering between demands for further action and subtle critiques. To influence how people saw the problem and encourage certain solutions, the authors used framing strategies including metaphor and juxtaposition. The media portray a complex web of ideas and narratives, which Agenda Setting Theory argues is responsible for shaping public debate on climate change, government transparency, and long-term resilience. There was probably more public pressure on the government to respond quickly and effectively because of the way the media framed it. People may have been more aware of the problems and called for a fairer solution after seeing the human cost and socioeconomic disparities brought to light. The government's reaction and emphasis on solutions were met with implicit criticism, which encouraged public scrutiny and the possibility of responsibility. In sum, the media was crucial in establishing public perception of the floods in Pakistan in 2022 and encouraging possible governmental responsibility for the response to the crisis. Public discourse and, by extension, policy decisions in the future are impacted by the media's framing choices, which emphasize certain narratives and ideologies.

Limitations of the Study

Despite its useful insights on how the media framed the Pakistan floods of 2022, this research does have a few caveats. Specifically, three newspapers' headlines were the subject of the investigation. It is possible that the selected media outlets' political leanings or intended readers' perspectives impacted the framing decisions made by Dawn, The Express Tribune, and The News. Only print media were included in this research. There are a lot of communication outlets that impact public discourse, such as social media and television news.

Conclusion

The 2022 Pakistan floods were a catastrophic event, and the Pakistani print media had a vital role in molding public perception and perhaps impacting the government's responsibility for the disaster response. This research examined the headlines of Dawn, The Express Tribune, and The News to uncover the intricate interaction between ideologies and narratives related to the floods. Prominent themes that emerged include climate change, infrastructure, human cost, socioeconomic disparities, government accountability, long-term resilience, and public involvement. The media's use of framing strategies, such as emphasizing the human toll, revealing socioeconomic disparities, and concentrating on particular consequences, probably intensified public demands for the government to respond promptly and efficiently. In addition, the reaction was implicitly criticized and remedies such as transparency and long-term resilience narratives were promoted, which perhaps led to increased public scrutiny and put pressure on the government to be more accountable. This research is consistent with the frameworks of Agenda Setting, Framing Theory, and Critical Discourse Analysis. This illustrates how the media selectively emphasizes certain elements of a catastrophe and influences public opinion by carefully selecting terminology and omitting important information. Nevertheless, constraints such as a restricted sample size and absence of public opinion data emphasize the need for more study.

In summary, our research indicates that the Pakistani print media had a substantial impact on shaping public perception of the 2022 floods and the government's actions in reaction to them. The media's emphasis on the human toll, underlying disparities, and possible deficiencies in the response has given

the people a stronger voice and may have impacted future policy choices about disaster management and government responsibility.

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