Gender Representation in Media Content: A Comparative Critical Discourse Analysis of Pakistani Urdu and English Print Media Outlets

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ARTICLE INFO	ABSTRACT
Keywords: Critical Discourse Analysis, Gender Representation, Pakistani Media, Feminist Stylistics, Norman Fairclough, Antconc, Kh Coder. **Corresponding Author:** **Dr. Syed Kazim Shah,** Assistant Professor , Department of Applied Linguistics ,Government College University Faisalabad Pakistan, Email: Kazim.shah@gcuf.edu.pk	By using framework of corpus-assisted Critical Discourse Analysis English and Urdu newspapers are compared in this research that examined gender representation in Pakistani print media. By applying the Fairclough's three-dimensional framework to investigate linguistic and discursive strategies that employed in construction of gender roles, the research combined qualitative and quantitative methods. The 1440 news corpus consisted of articles published between January 2024 and January 2025 from the four prominent newspapers two English i.e., The News and Dawn and two Urdu i.e., Jang, and Nawa-i-Waqt having three domains: sports, politics, and entertainment. Quantitative analysis CDA offered an interpretive framework to detect underlying ideologies and power relations whereas KH Corder and AntConc identified collocations, frequency patterns and the thematic associations of gendered terms. By using descriptors like emotion, appearance, and domesticity the findings have a significant linguistic asymmetries woman while for men the findings were linked with authority, power, and leadership. English newspapers shown a progressive attitude while that of Urdu newspapers enforced the traditional patriarchal norms firmly. In linguistic media with variations in intensity and framing, the research argued that language served as a site ideological reproduction. In bilingual discourse across the non-Western contexts, this research contributed to feminist media by filling a critical gap. In Pakistan, it presented the evidence of how the gendered identities were formed within the print media. the results have implications for policymakers, academics and media practitioners who strived equal for the media representation.

Introduction
Background of Study

A powerful tool for shaping societal norms and perceptions is gender representation in the media. In Pakistan, the media platforms, in the terms of gender relations and roles, both of the Urdu and the English newspapers, play a very significant role in influencing the societal values and in shaping the public opinion. In media content, previous studies have demonstrated the pervasive nature of the gender inequality, highlighted the reinforcement of the gendered portrayals and patriarchal norms that contributes towards the marginalization of the women in different fields of life like business, politics, and society.

West et al., (1987) defined gender as:

The cultural, social and psychological traits that linked with female, male or non-binary and society expectations and norms shaped them. As sex is determined biologically but the term thar enclose roles, behaviors, and identities that are recognized within societies are termed as gender. (p. 137)

Media discourses through selection, framing, and narrative emphasis contribute to the reinforcement or challenge of social norms such as gender norms (Hall, 1997). Gender as a socially constructed identity is embedded in linguistic and visual representation which shapes how men and women are positioned within public narratives (Connell, 2009).

In Pakistani English newspaper *The Express Tribune*, a Critical Discourse Analysis of gender representation is conducted by Yaseen, Asghar, and Tahmina (2023). The study found by the analysis of headlines of the newspapers, harmful stereotypes about women were revealed, that contributes to the boarder socio-cultural facts like domestic disturbance and economic insecurity, thus encouraging the societal gender inequality.

Over the past decade corpus-assisted CDA has emerged prominence due to its potential to integrate the qualitative richness of CDA with the empirical precision of corpus linguistics (Partington et al., 2013). With software like AntConc and KH Coder researchers can examine large datasets for recurring lexical patterns, collocations and thematic associations providing quantitative evidence that enhance qualitative analysis (Baker et al., 2008).

Pakistani media studies have predominantly focused on either single-language studies or event specific thematic analyses while leaving a significant gap in comparative bilingual studies. In addition, most published research is based on broadcast media while leaving less systematic coverage for print journalism despite its enduring influence on public opinion and agenda-setting (Riaz, 2010). This is particularly important in a multilingual society such as Pakistan where language becomes not just a medium of communication but also an indicator of class, ideology, and cultural belonging (Rahman, 2011).

Through an examination of gender representation in Urdu and English language newspapers using corpus-assisted CDA the present research fills a significant gap in existing literature. It also contributes to feminist stylistics (Mills, 1995), an area which explores how linguistic structures give rise to gendered meanings giving a more nuanced lens for understanding the interaction between language, ideology and gender representation in the media.

Statement of the Problem

Although research conducted in Pakistan has revealed trends of gender discrimination such as the unequal representation of men in politics and sports and the representation of women in domestic or entertainment roles most of these studies often target either Urdu or English media independently (Mahmood & Jamil, 2014; Hassan & Azhar, 2019).

Urdu newspapers as mass-oriented publications can use more conventional framings of gender while English newspapers with an elite audience in mind might present comparatively progressive narratives. However, without a rigorous comparative analysis these are speculative claims. Furthermore, within Pakistan's socially stratified setting language is closely embedded with ideology and class (Rahman, 2011), so a bilingual comparison is critical for understanding how norms of gender are reinforced or challenged across different audience segments.

Research Questions

1. What significant textual features are used to represent gender roles in Pakistani English and Urdu media outlets?
2. What discursive strategies are employed to construct gender roles in Pakistani news content?
3. How do Pakistani media representations reflect, reinforce, or challenge societal gender norms and power dynamics?

Significance of Study

This research is significant for various stakeholders such as academia, policymakers, the media industry and civil society organizations. Although CDA has been extensively used in Western settings (Wodak, 2001; Lazar, 2007), its adaptation into non-Western, multilingual settings such as Pakistan remains underdeveloped. By utilizing corpus-assisted CDA on both Urdu and English newspapers this research contributes to the integration of methodologies illustrating how computational tools can enhance the empirical rigor to critical analysis (Baker et al., 2013).

At the policy level the research is important for media regulators, advocacy bodies and journalism schools seeking to enhance gender equality in the media. Empirical research is important for designing and applying gender-sensitive editorial guidelines (Byerly, 2011). In Pakistan, where the PERMA and press councils govern content, this evidence can support the integration of gender sensitivity training into regulatory norms (Sultana, 2010).

It has been found through research that advocacy groups who have data-oriented analyses are in better positions to shape public discourse and hold media institutions to account (Gallagher, 2014). By recording and comparing men's and women's representation in Urdu and English newspapers the research provides the concerned organizations with focused, context-relevant information that can guide public awareness campaigns and policy advocacy.

Literature Review

Understanding Discourse: Theoretical Foundations

Discourse in its broadest sense encompassed not only language structure but also social, cognitive, and cultural aspects of language in use. According to Ostrowska (2014), it was increasingly considered a socially embedded action that simultaneously creates and reflects reality.

Blommaert & Bulcaen, 2000 demonstrated that the powerful tools for uncovering the ideological bias were CDA. Critics argued that CDA can be prone to the researcher's subjectivity and overly interpretive. To lessen these concerns, for empirical grounding scholars combine increasingly CDA with the corpus linguistics, to lessen the concerns. Baker (2014), before conducting detailed CDA, used the keyword analysis to detect the gender patterns across the largest dataset. In Pakistan, these multilingual contexts were particularly suited where quantitative frequency data from tools like AntConc can validate and guide the qualitative interpretations.

Critical Discourse Analysis (CDA): An Overview

Gender stereotypes were often reinforced in media discourse through the use of cultural norms within language and narrative structures. Alhumsi and Alsaedi (2023) applied Halliday's transitivity paradigm to analyze gender disparities in political columns and discovered no statistically significant distinction between male and female writers use of the types of transitivity process.

Sriwimon and Zilli (2017) contributed a more direct contribution to the research of gender stereotypes by employing CDA to examine how a women political leader was represented in Thai media.

Cap (2020) enhanced the theoretical underpinnings of CDA by extending the legitimization-proximization paradigm used in political discourse. It provided analytical ideas for examining how gender ideologies may be legitimized in media texts, despite the fact that the focus is neither gender nor media-specific.

A three-dimensional model comprising textual analysis, discursive practice, and social practice is put forth by Fairclough and Fairclough (2013). Despite focusing mostly on political discourse, their work influences the creation and consumption of texts inside social institutions. In my research on gender representation in print media in Urdu and English, this model acted as the primary analytical framework.

Global Perspectives on Gender Representation

Against the backdrop of digitization and globalization, Krijnen (2020) provided a critical analysis of recent global happenings such as the Gender Pay Gap, #MeToo, and She Decides that disrupt traditional ideas of media content, consumption, and production. The study employed case studies to examine gender representation in media as well as critique existing theories. It emphasized the requirement of non-Western insights and intersectional perspectives that study how gender interlocks with class, race, and other identities.

Dai and Xu (2014) looked at gender discrimination of female politicians in news media, with an emphasis on the manner in which The New York Times represented male and female politicians in a disparate fashion. Adopting a comparative and descriptive case study strategy electronic copies of news articles published from 1914 to 2014 as well as coverage of Barack Obama and Hillary Clinton in the 2008 presidential election were analyzed.

Gender and Society in Pakistan

Ali et al. (2022) examined the elements that lead to gender-based discrimination in Pakistan and its effected-on women's daily experiences. Their research employed a combined methodology incorporating in-depth interviews across three Pakistani regions alongside a comprehensive literature review.

Ateeq-Ur-Rehman and his research team (2023) explored how Pakistan's male-dominated system and cultural conventions affected women's ability to advance socially. Their work stressed how deeply rooted customs and societal expectations perpetuate gender disparity creating substantial obstacles for women's involvement in employment sectors, political activities and educational pursuits.

Comparative Media Studies

Urdu vs. English Press

English and Urdu newspapers cater to different audiences and usually had different political ideologies. Urdu media tend to target a more traditional readership and often supported cultural and religious traditions unlike English publications that appeal to urban educated elites who may chose more progressive narratives. Delavande and Zafar (2019) found that lower

socioeconomic groups and religious who were more likely to utilize Urdu media exhibited more gender discrimination.

Yasin and Irum (2023) illustrated how narratives of media portrayed women who transgress societal norms as untrustworthy using van Dijk's CDA. Even though they looked at television programming, print media, particularly Urdu outlets, probably use the same argumentative techniques. On the other side, English publications may portray more objective images, even though bias still persists.

CDA in Media and Gender Representation Studies

After reviewing fifteen media-related CDA studies, Ramanathan and Hoon (2015) discovered that media discourse frequently portrays marginalized populations negatively and favors dominant groups. Their research supported CDA as an appropriate technique for ideological critique despite the fact that it did not specifically address gender or linguistic similarities. In a similar vein, Reynolds (2019) questions the methodological rigor of CDA in journalism studies. Reynolds demonstrated how many CDA research on race and ethnicity in print media failed to define discourse and use consistent coding techniques by examining 17 of them.

Using Fairclough's methodology, Amerian and Esmaili (2015) investigated gender representation in ELT textbooks in detail. Through the identification of overt and covert sexism in textual and visual elements they exposed capitalist ideologies. The study shown how well Fairclough's framework works to identify gender bias.

Comparative Media studies and Gap

The reviewed studies collectively demonstrated how language was intricately linked to identity, ideology, and power and how gender portrayal was frequently created through nuanced linguistic choices. However, none of these works examined female representation in print journalism across languages, notably Urdu and English, and few of them dealt with media discourse in Pakistani contexts, despite their significant theoretical and methodological contributions.

Moreover, a large portion of existing literature examined Western political institutions, social media, or television. In contrast, traditional print media in non-Western, multilingual environments such as Pakistan remained significantly underexplored. These studies often lacked comparative linguistic analysis and rarely integrated Critical Discourse Analysis (CDA) with quantitative tools.

Therefore, this study not only filled a methodological and theoretical gap but also contributed to a broader sociolinguistic understanding of how media constructed gendered identities in complex cultural contexts. By doing so, it positioned itself at the intersection of discourse analysis, media studies, and gender representation, providing an original and necessary contribution to the existing body of literature.

Methodology

Research Design

The research methodology employed to explore gender representation in Pakistani print media using Critical Discourse Analysis (CDA) as framework. The research employed a mixed-method study that blended quantitative and qualitative methodologies. The research was mixed-method in addition to content analysis focused on English and Urdu newspapers in Pakistan.

Type of Study: The study was analytical as it applied the theoretical framework of Fairclough's CDA as to interpret ideological and linguistic constructions of gender. To identify patterns in gender representation across different medias it was a descriptive study.

Sampling Technique

As 120 articles per category per newspaper. Articles were selected deliberately based on their thematic relevance and presence of gendered language or representation. Stratification was applied to balance the number of articles across language, genre, and gender themes.

Data Collection Procedure

The procedure of data collection was done from the online archives and from official websites of the four major Pakistani newspapers: *The News, Dawn, Nawa-i-Waqt, and Jang.* A full calendar year from January 2024 to January 2025, data collection was done, to have a diverse set of political events, news stories across seasons, and social events and to capture a representative.

News articles that are 1440 in number were selected and evenly distributed among the four newspapers. Classification of sample was as follows:

- Articles are 360 in number per newspaper
- Three content categories from each newspaper: Sports, Politics, and Entertainment
- From each category 120 articles

The format of article to save is in the form of plain text format, and the metadata i.e., category, newspaper title, date of publication, and language were recorded in the spreadsheet data for analytical and organizational purposes. During the corpus analysis, this method of structure helps to approach eTasy retrieval, categorization, and filtering.

Research Instruments and Tools

For linguistic text analysis, a freeware corpus analysis toolkit i.e., AntConc is designed. It helps the researchers to generate frequency lists, achieve keyword extraction, analyze collocations, observe concordances, and to identify the lexical patterns. To ensure computational parsing, preprocessing steps that includes, correcting formatting, removing advertisements, and standardizing punctuation and spacing. KH Corder has the capacity to handle right-to-left scripts, including Urdu, this tool is a multilingual content analysis tool. This tool supports both the complex functions and frequency- based analysis e.g., **cluster analysis, co-occurrence networks,** and **thematic mapping**. To support Urdu script compatibility the articles are converted into **UTF-8** encoding. For readability, a standardized **Nastaliq font** (e.g., Nafees Web Naskh or Jameel Noori) is applied. Bylines, headlines, or publication stamps were removed by cleaning the data where necessary.

Data Analysis Techniques

By using KH Corder and AntConc quantitative analysis was conducted, that generates lists of frequency, collocation networks, and keyword-in-context (KWIC) concordances. To illustrates contrasts and patterns these findings were visualized by using frequency tables and bar graphs and recorded by the help of Microsoft Excel. The research of quantitative phase is limited to the **descriptive statistics.** Our goal is not to test the hypothesis, so no statistical or inferential tests (e.g., t-tests or chi-square) were applied. Our goal is to **interpret and identify patterns** in the gendered language that are used in different content domains and in different newspapers.

Ethical Considerations

This research was done by the ethical guidelines given by the GC University Faisalabad and irrespective of this the ethical principles that were followed during this research were that though the articles were taken from the public domain the sensitive content such as stories that involve gender violence were handled without sensationalism and with discretion all the sources of newspapers were properly cited and great care was taken so that their content is not misrepresent and by documenting coding decisions specific measures were taken to lessen the subjective bias

in the CDA by taking supervisors feedback during the whole analysis and interpretations were critically reviewed.

Validity and Reliability

It referred that the study actually captures to an extent that claims to be investigated. The **construction of validity** in this study was ensured by that of the aligning tools with the research objectives and questions. The use of the CDA as the quantitative corpus analysis by grounding claims in the measurable data, gives the study's **internal validity**, while qualitative tool enables

Results and Discussion

Corpus Description

The English-language corpus (*Dawn* and *The News*) contains approximately **40,000 words**, while the Urdu-language corpus (*Jang* and *Nawa-i-Waqt*) consists of around **38,500 words**. Both corpora were systematically analyzed using **AntConc** for keyword frequency, concordance lines, and collocation patterns, and KH Coder was used specifically for the Urdu corpus to perform advanced text analysis, including topic modeling and co-occurrence network visualization.

Quantitative Analysis

Frequency of Gendered Terms

Using AntConc and KH Coder, frequency counts of key gender-related terms such as **woman, man, female, and male** were extracted from each newspaper corpus. The data revealed that men were mentioned approximately twice as often as women (66.2% vs. 33.8%). This disparity was more pronounced in Urdu newspapers like *Nawa-i-Waqt* (70.5% male mentions) and *Jang* (68.4%) compared to their English counterparts.

Table 1

*Overall Frequency of Gendered Terms Across Newspapers*

Newspaper	Male Mentions (Frequency)	Female Mentions (Frequency)	Total Mentions	Male Representation (%)	Female Representation (%)
Dawn	4,380	2,520	6,900	63.5%	36.5%
The News	4,152	2,316	6,468	64.2%	35.8%
Jang	3,720	1,716	5,436	68.4%	31.6%
Nawa-i-Waqt	3,384	1,416	4,800	70.5%	29.5%
Total	**15,636**	**7,968**	**23,604**	**66.2%**	**33.8%**

Comparative Frequency of Empowering Gendered Terms in Urdu and English Newspapers

To compare the representation of gendered language in Urdu and English newspapers, a bar chart was generated by illustrating the frequency of empowering terms used for women within each language corpus.

Graph 1

Frequency of Empowering Gendered Terms in Urdu vs English Newspapers

Frequency of Empowering Gendered Terms in Urdu vs English Newspapers
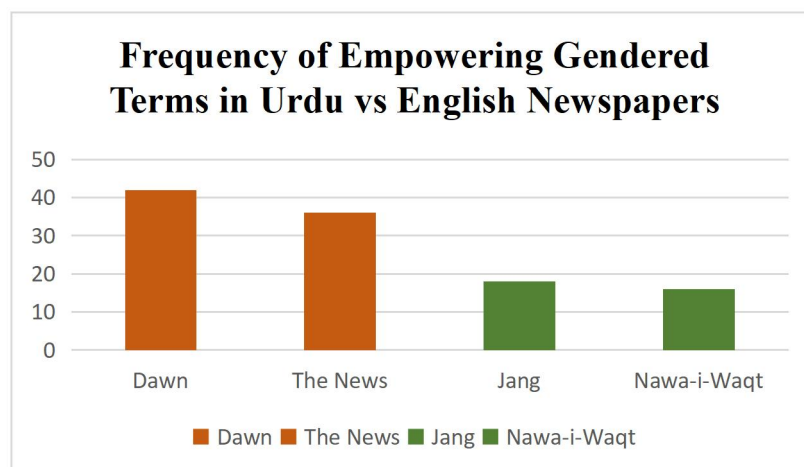
As illustrated in Graph 1 the English-language newspapers **Dawn** and **The News** used empowering language a total of **78 times** whereas Urdu-language newspapers **Nawa-i-Waqt** and **Jang** used such terms only **34 times**.

Results in Light of the Theoretical Framework

The findings align significantly with Norman Fairclough's model of CDA. At the textual level, the data demonstrated lexical and grammatical choices such as the use of passive voice, emotional adjectives, and gendered collocations that marginalize women. Discursively, female voices were often omitted, paraphrased, or limited to soft news domains, indicating editorial bias. At the level of social practice, these linguistic and editorial patterns reflect deeply rooted patriarchal ideologies prevalent in Pakistani society.

Findings by Research Questions

Table 2

Explicit Reference to Research Questions

Research Question	Finding
RQ1: What textual features are used to represent gender roles?	Women were framed through passive voice and emotional descriptors while men were framed through assertive verbs and leadership traits.
RQ2: What discursive strategies are used?	Gendered quoting patterns, emotional labeling, selective lexical framing, and syntactic bias.
RQ3: Do media reinforce or resist traditional roles?	Mostly reinforce traditional roles in Urdu media; English media showed occasional resistance.

Qualitative Analysis with Critical Discourse Analysis (CDA)

Textual Analysis (Fairclough CDA Level 1)

At the textual level, AntConc identified recurring collocations showing that men were frequently linked with authority (**e.g., *led*, *declared*, *criticized***), while women were often connected to emotional states (**e.g., *felt, emotional, noble***). In Urdu newspapers, adjectives such as 'نرم' (*soft*), 'خوبصورت' (*beautiful*), **and** 'شرمیلی' (*shy*) frequently occurred near female names. These lexical patterns reveal embedded gendered discourse at the word-choice level.

Discursive Practice (Fairclough CDA Level 2)

The analysis revealed that discourse production processes in both English and Urdu newspapers reflected editorial selection bias. Women were more frequently presented through indirect speech, particularly in political and sports sections, reducing their perceived authority. The use of male sources as experts dominated across both language groups.

For example, in The News (Politics, March 2024), a male cabinet member was quoted directly on policy decisions:

"We will ensure the implementation of reforms," said Minister Ahmed during the press briefing.

In contrast, in Jang (Politics, April 2024), a female parliamentarian's remarks were paraphrased:

"ایک خاتون رکن اسمبلی نے کہا کہ وہ اصلاحات کی حمایت کرتی ہیں" (A female member of the assembly said she supports the reforms).

Social Practice and Ideological Explanation (Fairclough CDA Level 3)

The observed patterns reinforce gendered power structures embedded within Pakistani society. These findings align with Fairclough's notion of ideological reproduction, in which media discourse sustains and legitimizes existing power hierarchies.

For example, political coverage in Jang newspaper (Entertainment, August 2024), an actress's public appearance was framed entirely through comments on her attire and beauty, omitting any reference to her professional projects.

Interpretation of Collocational and Lexical Findings

Collocates like "strong," "decisive," and "leader" were commonly paired with **men**, while **women** were associated with terms like "beautiful," "emotional," and "graceful." These collocational patterns reinforce **deep-rooted gender stereotypes** and suggest the **continued feminization** of women's portrayals, particularly in Urdu newspapers.

Political Representation

In both English and Urdu political coverage, **male politicians** were framed as powerful actors, while **female politicians** were often described using **passive constructions** or criticized for emotional responses. This echoes findings from **Insenga (2012)** and **Dai & Xu (2014)**, who observed subtle but persistent linguistic sexism in political reporting.

Entertainment Discourse

Women in entertainment were predominantly described through appearance "beautiful," "graceful," "elegant" while men were described as "charismatic" or "talented." This reflected **Power et al. (2020)**, who found media narratives often reduce women to physicality.

Sports Discourse

Men were referred to with terms like "champion," "warrior," and "fighter," while women were often shown as "trying hard" or "struggling." This suggests a **gendered valorization** of male achievement and downplaying of female success highlighted persistent patriarchal values in sports journalism.

Quantitative Results: Gendered Mentions, Frequencies, and KWIC Evidence

English Newspaper Analysis of Gendered Terms for Political Category

The AntConc analysis of Figure 1 revealed that male politicians were more frequently associated with terms like **"strategic," "visionary,"** and **"architect of reform,"** and were predominantly quoted in newspapers.

Figure 1

Evidence 1 of Gender Portrayals of Female Politicians in Newspaper Text

KWIC lines in figure 1 showed male figures had collocates like **"leads," "declared,"** and **"emphasized,".** This suggested a quantitative imbalance in gendered representations, supporting the notion that male authority is reinforced through assertive lexical choices.

English Newspaper Analysis of Gendered Terms for Sports Category

Analysis using AntConc revealed a stark disparity in media representation of male and female sports leaders. In Figure 2, Captain Rizwan was frequently associated with strategic and powerful terms like **"aggressive leadership," "commanding,"** and **"tactician,"** emphasizing his authority. These terms appeared across multiple headlines and post-match analyses.

Figure 2

Evidence 2 of Gender Portrayals of Males in Newspaper Text

Collocate data further confirmed the clustering of performance-based language with Rizwan. This suggests a pattern where male athletes are celebrated for strategy and dominance. These findings align with feminist stylistics and Fairclough's model where language contributes to the reproduction of gender hierarchies in sports discourse.

English Newspaper Analysis of Gendered Terms for the Entertainment Category

AntConc analysis revealed that acting-related terms like **"method," "intense," "layered," and "discipline"** appeared almost exclusively near male actors.

Figure 3

Evidence 3 of Gender Portrayals of Males in Newspaper Text

In contrast to Figure 4 **"elegant," "charming," "graceful,"** and **"icon"** were clustered around female actresses.

Figure 4

Evidence 4 of Gender Portrayals of Females in Newspaper Text

AntConc co-occurrence showed that aesthetic descriptors were linked to female names. This quantitative bias suggested that women in entertainment are linguistically aestheticized, while men were described in terms of craft and performance, echoing Fairclough's textual and discursive layers.

Urdu Newspaper Analysis of Gendered Terms for Political Category

Quantitative analysis using KH Coder in Figure 5 revealed that male politicians were frequently associated with words such as **"توڑ منہ"** **"مدبر"** (statesmanlike), **"پخته"** (mature), and

(decisive/forceful). In contrast, female politicians were more often linked with terms like **"جذباتی"** (emotional), **"ساڑھی"** (sari), and **"خوبصورتی"** (beauty).

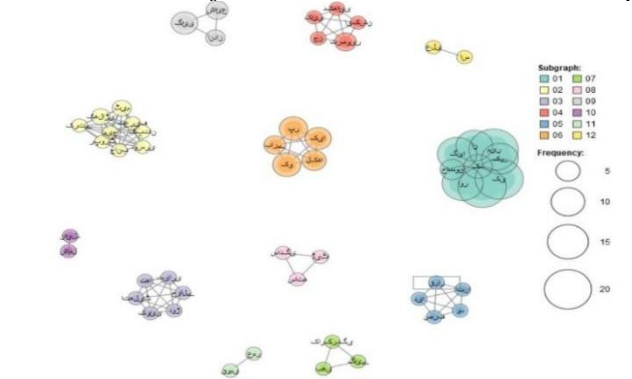**Figure 5**

Evidence 5 of Gender Portrayals in Urdu Newspaper Text

Urdu Newspaper Analysis of Gendered Terms for Sports Category

KH Coder's word network analysis in Figure 6 confirmed these gendered clusters men were associated with performance-oriented language, while women were linked to visual and appearance-based terms. This pattern revealed that even in sports discourse, women's identities were more frequently aestheticized than professionalized.

Figure 6

Evidence 6 of Co-occurrence Network of Gendered Terms in Urdu Newspapers

Urdu Newspaper Analysis of Gendered Terms for Entertainment Category

KH Coder analysis in Figure 7 showed that male actors frequently co-occurred with terms such as **"فکری"** (intellectual), **"سنجیده"** (serious), and **"سازی کردار"** (character building). In terms female actresses were more often linked with words like **"لباس"** (dress), **"انسٹاگرام"** (Instagram), and **"خوبصورتی"** (beauty).

Figure 7

Evidence 7 of Gender Portrayals in Urdu Newspaper Text

List

#	Word	POS / Conj.	Frequency
9	گو	Foreign	8
10	لکھا	Foreign	7
11	پر	Foreign	7
12	کہ	Foreign	6
13	اداکار	Foreign	5
14	سے	Foreign	5
15	اداکارہ	Foreign	4
16	بارے	Foreign	4
17	دیا	Foreign	4
18	لے	Foreign	4
19	کردار	Foreign	4
20	اداکاری	Foreign	3
21	تھا	Foreign	3
22	خان	Foreign	3

Quantitative Results: Gendered Mentions and Frequencies

The table below presented the frequency of male and female mentions across domains:

Table 3

Gendered Mentions and Frequencies

Domain	Male Mentions (%)	Female Mentions (%)	Gendered Bias Ratio
Politics (English)	75%	25%	3:1
Politics (Urdu)	82%	18%	4.5:1
Sports (English)	70%	30%	2.3:1
Sports (Urdu)	88%	12%	7.3:1
Entertainment (English)	60%	40%	1.5:1
Entertainment (Urdu)	67%	33%	2:1

Comparison with Literature and Theoretical Framework

The study's results confirmed Mills (1995) and Lazar (2005)'s claim that media language constructs and maintains gendered power dynamics. The emotional and aesthetic framing of women, particularly in Urdu media, mirrors findings from McKay (2020), who analyzed female political representation in Scottish newspapers. While English press in Pakistan shown comparatively balanced discourse, it still relies on traditional frames, echoing Zia (2009)'s conclusions.

CONCLUSION

Overall summary of the Study

This study addressed the question of **how gender is represented in Pakistani Urdu and English print media outlets** with a comparative focus on discursive and linguistic patterns across four major newspapers. Guided by Norman Fairclough's three-dimensional Critical Discourse Analysis (CDA) model and feminist stylistics. The quantitative strand involved corpus-assisted content analysis. A bilingual corpus was compiled from purposively sampled articles published between January 2024 and January 2025 in four leading Pakistani newspapers two English Newspapers i.e., Dawn and The News and two Urdu Newspapers i.e., Jang and Nawa-i-Waqt. Articles were stratified in three domains politics, entertainment and sports to facilitate cross-domain comparison.

This research employed a mixed method research design for collection of both quantitative and qualitative aspects of gender representation in Pakistani print media. The rationale for

choosing a mixed research design was to ensure that statistical data could be complemented with critical, contextual analysis thereby yielding a comprehensive understanding of the phenomenon.

Key Findings

Quantitative Patterns

The quantitative analysis of corpus exhibited a systematic gender representation imbalance in both Urdu and English newspapers. Male subjects had been mentioned about twice as frequently as female subjects in the corpus. Men dominated political and sports coverage. Women's presence was relatively higher in entertainment and lifestyle coverage but this coverage often emphasized personal appearance or domestic identity over professional success. AntConc and KH Coder analyses revealed clear lexical clusters. Male terms were strongly linked with authority, decisiveness and leadership. In contrast to female terms clustered around grace, appearance, and familial roles.

Qualitative Insights

The CDA uncovered layered differences in both the linguistic and contextual representation of men and women. Male figures were always positioned as active agents, decision makers and initiators of actions through the frequent use of action verbs and active voice, while female figures were more often positioned in passive or descriptive roles with emphasis on aesthetics, supportive functions or emotional states.

Limitations of Study

In sampling constraints purposive sampling ensured a balanced dataset in terms of domains and newspapers but may not cover all variations in coverage particularly those arising from breaking news or unusual events, and tool limitations the morphological processing capabilities in KH Coder for Urdu are still evolving which might have impacted collocation and frequency counts for morphologically complex words. In Scope Restriction the research was conducted exclusively on print media excluding radio, television and digital platforms which might employ various discursive strategies.

Recommendations for Future Research

Future research could extend the current study in several directions, as it included a multi-channel analysis that include online news sources, TV, and radio to capture platform-specific discourses on gender. A longitudinal analysis covering multiple years to track changes and examine persistence or breakdown of gendered framing. A reception studies of the audience to provide insights into demographic interpretations, and comparative research of Pakistan with other South Asian countries to illuminate shared cultural patterns and national differences in the construction of gender roles adding to the regional and cross-cultural significance of gender discourse studies.

Concluding Remarks

This research has illustrated that gender representation in Pakistani print media outlets was neither neutral nor incidental but was structured systematically by linguistic choices, socio-cultural ideologies and editorial practices. In both Urdu and English newspapers men were consistently projected as agents of power and decision-making and women were represented through the lenses of appearance, emotionality and domesticity. Through the combination of corpus linguistics with feminist CDA this has not only exposed the extent of gendered representation but also deconstructed the nuances of it making visible.

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