PORTRAYAL OF THE US PRESIDENTIAL ELECTION IN PAKISTANI AND INDIAN MAINSTREAM NEWSPAPERS: A CONTENT ANALYSIS OF DAILY DAWN AND THE HINDUSTAN TIMES

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ABSTRACT
This research paper primarily aimed to explore portrayal of the US presidential election through lenses of quantitative content analysis in the leading mainstream elite newspapers of Pakistan and India. This study has been theoretically linked with media conformity and agenda setting theories. It was found that the newspapers of both the countries published the presidential elections according to their national interest and government foreign policies as the Pakistani government and leaders was in the favor of Hillary Clinton and the Indian leaders and government was in the favor of Donald Trump during the campaign of presidential elections. The results also indicated that the Daily Hindustan Times has given more favorable coverage to the Republican Party candidate i.e. Donald Trump whereas Daily Dawn has published more favorable coverage to the Democratic Party candidate i.e. Hillary Clinton. We can conclude from the discussion that media conformity theory is very much supported according to the finding of the research.
Keywords: the US presidential election, Republican Political Party, Democratic Party, Donald Trump, Hillary Clinton, Daily Dawn, The Hindustan Times, Media Conformity Theory.

INTRODUCTION
Media is a major pillar of democratic states and it is impossible for these states to conduct elections in their states without any involvement of media. Media plays a critical role towards the precision and accuracy of elections in democratic states. Elections are very important for a democratic state so their smooth and fair conduction is very important, so media helps the state in this regard. It is necessary that all the people who are eligible for casting a vote must be registered in the election commission of that state and should have the proper right of choosing a candidate of their own choice. For all these there should be proper arrangements for election which should be properly monitored by media. It is necessary for the progress of the state that elections should be free and fair, free and fair elections means vote should be confidential and every participating candidate should have the proper and equal chance of meetings and rallies. Proper and smooth election also includes the actual and honest counting of votes and their compliance. In all this scenario responsibilities of media are enhanced to a greater extent and media persons should show highest level of professionalism. Professionalism of media persons means they should be neutral and free from any kind of political pressure

Presidential election of USA is a vast and unique election in which registered voters in 50 different states of America use their voting right and choose a common president and vice president for them all. All electoral or voters choose their direct right of choosing a president and the candidate who have majority of votes is elected as the "president of United States of America". If no candidate succeeds to achieve two third majority then residence representatives choose the president and vice president comes through senate election. Up till now there are 59 elections have been held in USA. Mostly each candidate has enjoyed the office of president for successively two times, in rare cases presidents had enjoyed the era of 3rd time

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presidency. There are two major parties who have won the election many times; these are democratic and republican parties.

Donald Trump is the 45th elected president of the United States of America, with a well-known business background. He was born in a grand city of America the Queens, in the beginning he was a TV actor then he started business of construction. His big project of Hayat made him famous and popular among people due to his revolutionary ideas. Soon after he introduced himself as a politician and got the ticket of Republican Party as a candidate of president of United States of America. He started a great campaign and defeated the strong candidate of Democratic Party to become the 45th president of United States of America.

Hillary Clinton was born in Chicago America in 1947; she was the first lady of United States of America in the presidency of his husband Bill Clinton. She was his class fellow and wife served him and country. Afterwards she was elected as a senator after his husband's presidency. Then she nominated herself as a candidate of president from the Democratic Party in the competition of Barak Obama. But Barak Obama was a successful candidate from the democratic side and afterwards elected as a president of America. Barak Obama elected Hillary as the deputy president of America. After era of Barak Obama she was nominated as the candidate of president from the democratic side in the first time in the history of America. Rich people should be under greater tax range as compared to people of middle or lower middle class. According to policy of republicans each and every people should be in tax net. Rights and justice for all is the responsibility of state.

In this research there will be comparison and discussion of all the Pros and Cons and how the print media of both countries is portraying this topic of Presidency and using it for their own country. Reasons and the grounds on the bases of which this election is making difference will be discussed and evaluated in the comparative study of two newspaper Dawn and Hindustan times.

REVIEW OF LITERATURE

The U.S Constitution has given certain powers to the national and federal governments and reserved others for the people. The Election system in America ensures that voters have a voice at all levels of government and everywhere in the states. The Election of 2016 has been a biggest event in the electoral history since there was a huge different of opinions and beliefs in all the parties and not to mention the people as well were divided in different sets. As challenging it was for the people of America, it had a huge impact on the media not only at national level but also internationally.

Pistekova (2008) explained that the American Elections are a very long term and complex process that takes up millions of dollars and requires a continuous effort of people. The media takes maximum part in promoting and communication between the candidates and the people. Murray Edelman author of American Politics in the Media political explains: "For most people most of the time politics is a series of pictures in the mind, placed there by television news, newspapers, magazines and discussion. The pictures create a moving panorama taking place in a world the mass public never quite touches, yet one its member come to fear and cheer, often with passion and sometimes with action. Politics for most of people is a passing parade of abstract symbols." In his thesis Pistekova proved that the media has great power and is growing speedily since the past few years and thus it plays a huge role in the Electorial Events. Using the tools newsmaking, persuasion, interpreting and propganda, the media play a very important role in the game called politics. It has those influential powers that can influence and in some cases even alter a public opinion.

As we all know the 2016 election created another category of peoples in America. Male dominants suporting the trump and Female Doinants supporting the Female Hillary Clinton. As Karol (2015) stated that majority of the voters are going to be from the women side supporting Hillary Clinton, For the first time, candidates who are not white and male are among the more plausible contenders in both parties. Super PACs will play a larger role than they did. The criteria and proess of nominees is same as it was in 1972.

Bai (2017) demonstrated how the tweets very the basic aid in Donald Trump winning the electio. Trump used the twitter to create awareness and to give his public promises for the campaign. Trump offered on that information on twitter which was related to promoting his advantages aand qualifications in winning the Presidency. The tweets enabled him to clarify his point quickly and directly. Although the twitter limitation is only 140 words but still he managed to talk on basic points and communicate with his audience all over the social media. Trump used emotional persuationto attract the people by criticizing the ex-Presidents Clinton, Obama and the candidate Hillary Clinton. He encouraged unethical and disrespectful behavior to raise fear and concern among the people, against the immigrants and refugees. What really distinguishes his unique message style is the significant number of dramatic emotive words he preferred to

utilize in his tweets, which were quite different from the crafted speeches that individuals have been familiar with from candidates seeking the 77 presidency.

Specifically, Trump's word choice was typically simple and conversational, which made it easier for all to understand, yet these words were also definitive and harsh enough to easily capture and retain people's attention and evoke emotions. Deichmann (2017) explained the climate of discussion during the US Presidential Election 2016. He demonstrated how the discussions were poorly unreasonable and not in line with the criteria of a healthy climate of discussion. Trump being the bold person used the 'dirty talk' quite frankly in the formal arena created an emotional campaign to get the audience attention. Hillary Clinton also did her best in making it a personal fight with Trump but was not that strong as Donald trump. Bothe Parties mad serious Personal attacks during the whole time of Campaign and thus resulting in a very heated climate during the Electoral Process of 2016.

Hwang (2016) stated that the Social Media is a platform that provides the Presidential candidates the tools to control their messaging and debates without filter of the press. It provides the candidates with a freedom of speech and a two way communication between candidates and the audience. Facebook, Twitter and all Social Media sites are updating their platforms with new and easier tools that can simplify and improve website usage. Before the advent of social media, campaigns relied on outside organizations to identify the public's perception and interests, and the traditional media to disseminate the results.

She explained that "The Internet, however, created a new world of polling, with the development of automated polls, Internet surveys, and interactive social media platforms to engage and survey voters online.168 Campaigns can now track their progress and survey the public on their own without the help of polling experts and the media. Social media, specifically, provides campaigns not only an online forum for public discussion on the political landscape, but also valuable analytics to track website traffic and user engagement from the online users. The number of followers, as well as the frequency and tone of response, gives campaign teams a relative guideline on the next steps of their campaign strategy, such as whether Trump should continue insulting his critics or whether Clinton should pose questions asking her followers to describe their emotions on student loan debt with emojis."

Fiorina (2017) wrote that the newspapers from the United States talk about the debate with more worthy words which Gives the texts a more dramatic layout. The Swedish texts are more careful in Word choice and generally hold a more value-neutral tone. The difference could be due to the national standards about how journalists express themselves in writing. A possible explanation is that it may be more accepted in the US to use value-added words in journalism and dramatize events while Swedish journalists are expected to relate more Neutral to the news according to the pressured rules prevailing in Sweden.

Allcott and Gentzkow (2017) that in the outcome of the 2016 US presidential election, it was claimed that fake news may have been pivotal in the election of President Trump. They didn't give an appraisal of this claim somehow. All things considered, the new proof they present clears up the level of overall exposure to fake news, and it can give some sense of how influential fake news would need to have been effective. They estimated that the average US adult read and recollected on the order of one or perhaps several fake news articles during the election period, with higher exposure to pro-Trump articles than pro-Clinton articles. Thus it concluded that the election results depend on the effectiveness of fake news exposure, and it can change the way people vote.

Lilleker et al. (2017) evaluated the US presidential Election held on 8th November, 2016. The election wasn't held between ordinary candidates but very strong parties. Hillary Clinton offered the potential to be the first woman President and whereas Donald Trump presented himself as the ultimate political outsider. Businessman, property magnate and reality TV host figured on his CV, but he had no experience of any form of political office. As the result of the 2016 election came in, the media and press in America and around the globe exhibited their powerlessness to adapt to the challenge of a President Trump inside the conventional paradigms of journalistic objectivity, balance and fairness; or rather, to adapt to it without normalizing the most conspicuously overt racism, sexism, and proto-fascism ever seen in a serious candidate for POTUS.

The cultural theorist Fredric Jameson famously declared "Someone once said that it is easier to imagine the end of the world than to imagine the end of capitalism". "On November 8th many Americans voted for the unthinkable after years of being told that their longing for a truly better future was little more than a naïve dream. The rest of the country now must wake up and confront our worst political nightmare."

Anter (2017) in the report explained that Donald Trump develops a restriction amongst "us" and "them" in view of religious connection and root, in which "them" – who are Muslim or outsiders from Latin America – are the issue. In view of this developed clash, the political requests to prevent migration from Muslim nations and expel a large number of migrants from Latin America, shows up as his logical solutions.

Solutions that has been presented by Donald Trump. This kind of strategy recommendations could prompt a further reinforcing of the social disruptiveness and an increase of xenophobia in USA.

Chou (2016) in its dissertation explained that the Internet and online networking have rapidly progressed toward becoming fight grounds in lieu of the coffee shops Habermas cited for a new era of political discussion and debate, satire and mockery. In the meantime, impact of conventional media and news-casting keeps on significantly affecting how voters gather the data about politics. Only two months into the election year, over 90% of Americans expressed that they had found out about the election from no less than one distribution in the earlier week when surveyed. In light of the rising significance of social media and in addition the proceeded with reach of media coverage, this proposal analyzed reader's view of political news in both exploratory and "natural" perceptions. They took both a "small data" and "big data" approach to deal with first examination factors affecting perceived media bias and news trust, and then examine what kind of political news becomes popular on Twitter.

Larsson & Hellström (2017) in their study told that the US presidential election in 2016 has been a least interesting choice and are assured that many studies on this choice will be made in the future. A study could investigate Donald Trump's way until he became the United States 45th President, from that he decided to apply for his standing as a winner on the eighth of November 2016. It would be very interesting to study the newspapers' attitude to him during the roadtime when he initially did not have any political experience in comparison with the other candidates. Then it would be interesting to see if the magazines' attitude towards him changed over time. It would be interesting to make a qualitative content analysis of articles, instead of our quantitative content analysis. Then you could also study pictures closer and see how Donald Trump and Hillary Clinton were formed in them. In the same election campaign, one could investigate how much space the other candidates got in comparison With Donald Trump and Hillary Clinton, before the two were elected to their party presidential candidates.

Nessvi (2016) pointed out that Donald Trump's presidential candidacy has given rise to extensive debate, as well Within the Republican Party as in the media. The purpose of the study was that with the help of one Two-dimensional analysis model consisting of the right-left scale and the GAL-TAN scale, Account for the conflict that Donald Trump's candidacy gave rise to Within the Republican Party. Qualitative content analysis has a number of statements from Republican politicians Analyzed, with the purpose of answering the questions how to argue the respective ones against Donald Trump's candidacy? He shows that the conflict that arose from Donald Trump's candidacy within the party can essentially be placed within the post-maternal conflict dimension, although some right-left arguments are also found in the material.

Wallén & Nylander (2016) concluded in his research that Donald Trump has more visually been shown more negatively in the news coverage of the Swedish newspapers prior to the election. In addition to being made more angry and therefore - according to the theory - a more agnostic person, he is also regarded as an evil figure. As we mentioned earlier, there are some pictures where he is portrayed as a dictator. Several things in these images characterize what we think is also common in images on dictators: the person in the speech talks to people; Clear hand gestures including, among other things, fully extended arms.

Carlo & Dickson (2010) stated that political marketing is an area of research that is gaining increasing attention. There are those who believe that policies can be equated with products and that the messages must therefore be marketed in more productive ways. They argue that voter's act as consumers and those politicians have to adapt their campaigns and make them more commercial. There are shared opinions about whether social media is credible Communication channel in the electoral movement in 2010. Some believe it is the message that counts Rather than the communication channel. Others believe that the communication channel has less Credibility and that there is still television and daily pressures that are most reliable.

Among other things, Clinton was made with feelings of sex stereotypical for women, such as sadness and disappointment, but also pride that is gender stereotypical for men. Trump was produced as aggressive in some articles, but also calm and numb in others. This meant that our analysis came to similar results as previous research on gender stereotypes. Among other things it was researched on the stereotype that women express more emotions than men, with the exception of the masculine feelings of anger and pride.

This was concluded that the US Election 2016 was the most powerful and influential election in the History of US because firstly it was between a man and woman with a totally different perspective Lilleker et al. (2017). One being the peacemaker and other was a prejudice candidate. The Personality and ideals of both parties was so prominent that it literally creates two categories of people all around the globe.

One Group of people supporting Donald Trump and his racism with Muslims and Immigrants while the other group supporting Hillary Clinton was welcoming and offering peace to Muslims and Immigrants. As Stromback & Dimitrova (2006) in their journal differentiated between the reporting coverage of Sweden and United States and he concluded that the media holds the key of brainwashing the minds of audience and viewers by showing a highly fractured coverage. Similarly Deuze (2002) and Jessica & Louise (2016) focused on media and the journalists. Media creates a storyline or news that occupies the mind of general public which in turn effect their political decision. Journalists and columnist similarly offers the readers different form of views and ideals with respect to political and economic aspects.

Statement of the Problem
Pakistan and India had always been under the spotlight for multiple issues and challenges. They both have a long history behind that. People are still thinking which of the two is supporting what in the US Presidential Election. Although the majority were selecting Hillary Clinton in Pakistan but at the same time India people are supporting Donald Trump. Keeping this recent Us Presidential Election there is going to be a comparative study of The Daily Dawn and the Hindustan Times

Theoretical Framework
This research study is theoretically linked with agenda setting and Media Conformity theories.

Objectives of the study
1. To explore nature of treatment of US presidential election in the selected newspaper of Pakistan and India
2. To investigate overall representation of republican and democrat presidential candidate in daily Dawn and the Hindustan times

Research Question
1. How did the selected Pakistani newspaper portray the Democratic and Republican candidate?
2. What was the stance of the Hindustan Times towards the Republican and Demarcate candidate in the selected opinion articles?
3. How did the selected Pakistani and Indian newspaper portray both the presidential candidates?

Hypothesis
1. Portrayal of Democratic presidential candidate would be positive in comparison of the Republican candidate in the selected Pakistani newspaper.
2. Overall representation of Republican candidate Donald trump would be more favorable in the comparison of Hillary Clinton.
3. Overall coverage of Republican candidate would be more unfavorable in the Pakistani selected newspaper in comparison of the Indian newspaper.

Research Design, Population and Sample
This research is conducted through content analysis. While Content analysis is a research tool used to find out the existence of certain concepts and words within the texts. Both quantitative and qualitative methods are used in the research for analyzing of data. The population for this study measured all editorials using the words; US presidential elections, Donald Trump, Hillary Clinton, Democratic Party, Republican Party, Pakistan, India in the headline of editorials and all paragraphs of editorials of selected newspapers. This research is conducted through Celsius Study as whole population is used in analysis. Categories related to the topic. The categories are given as under with their operational definitions.

DATA ANALYSIS AND RESULT
The description of all tables presented to simplify the data for the readers. The simple percentage method is used for analysis of data. Detail presentation and analysis of gathered data is given ahead;

Table 1. Portrayal of Democrat Presidential candidate would be positive in comparison of the Republican candidate in the selected Pakistani newspaper

Slant	Democrat Candidate	Republican Candidate	Total
Positive	17 (19.76%)	15 (17.44%)	32 (37.20%)
Negative	0	43 (50.00%)	43 (50.00%)
Neutral	02 (2.32%)	09 (10.46%)	11 (12.79%)
Total	19 (22.09%)	67 (77.90%)	86 (100%)

Table 1 and graphical representation of data shows slant wise comparison of democratic and republican candidate coverage in Pakistani newspaper (Daily Dawn). It showed that 20.73% positive coverage has been given to democratic candidate Hillary Clinton and 18.29% to republican candidate Donald Trump. The data prove H1.

Table 2. Overall representation of Republican candidate Donald trump would be more favorable in the comparison of Hillary Clinton

Newspaper	Donald Trump	Hillary Clinton	Total
Daily Hindustan Times	114 (63.68%)	33 (18.43%)	147 (82.12%)
Daily Dawn	15 (8.37%)	17 (9.49%)	32 (17.87%)
Total	129 (72.06%)	50 (27.93%)	179 (100%)

Table 2 & graphical representation of data shows that overall representation of Donald Trump remained more favorable than the Hillary Clinton, as both newspapers published 129 (72.06%) favorable paragraphs for Donald Trump and 50 (27.93%) paragraphs for Hillary Clinton. It proved H2.

Table 3. Overall coverage of Republican candidate would be more unfavorable in the Pakistani selected newspaper in comparison of the Indian newspaper

Country	Republican Candidate	Democratic Candidate	Total
Pakistani Newspaper	43	0	43
Indian Newspaper	68 (55.73%)	11 (9.01%)	79 (64.75%)
Total	111 (90.98%)	11 (9.01%)	122 (100%)

Table 3 showed the overall unfavorable coverage regarding both candidates. It showed that Pakistani newspaper (Daily Dawn) given 43 (35.24%) unfavorable coverage to Donald Trump and zero percent to Hillary Clinton, while Indian newspaper (Daily Hindustan Times) given 68 (55.73%) unfavorable coverage to Donald Trump which is 20.49% more than Daily Dawn's unfavorable coverage. However Daily Hindustan Times also given more unfavorable coverage to Democratic candidate Hillary Clinton than the Daily Dawn as it give 9.01% more unfavorable coverage. Thus data disproved H3.

Table 4. Comparative analysis of the Daily Dawn & the Hindustan Times

News category	Editorial	Column	Article	Total
Muslims	0	0	20 (2.67%)	20 (2.67%)
Terrorism	0	0	07 (0.93%)	07 (0.93%)
Relationship	01 (0.13%)	01 (0.13%)	24 (3.20%)	26 (3.48%)
Foreign affairs	0	0	09 (1.20%)	09 (1.20%)
Portrayed issues	01 (0.13%)	06 (0.80%)	44 (5.88%)	51 (6.82%)
Donald Trump	10 (1.32%)	06 (0.80%)	275 (36.80%)	291 (38.95%)
Hillary Clinton	03 (0.39%)	03 (0.40%)	84 (11.23%)	90 (12.02%)
Pakistan portrayal	03 (0.40%)	0	32 (4.28%)	35 (4.68%)
Indian portrayal	02 (0.26%)	01 (0.13%)	35 (4.69%)	38 (5.08%)
US election debate	0	03 (0.40%)	103 (13.78%)	106 (14.19%)
Miscellaneous	0	08 (1.07%)	66 (6.83%)	74 (7.90%)
Total	20 (2.66%)	28 (3.74%)	699 (91.43%)	**747 (100%)**

Table 4 shows the comparative analysis of Daily Dawn and Daily Hindustan Times coverage regarding US elections. It showed that The Daily Dawn given 239(32%) paragraphs in editorials, columns & articles on the issues while The Hindustan Times given 508 (68%) paragraphs which shows that The Hindustan Times given 36% more coverage on the issue. Table also showed that the coverage of Donald Trump category remained more in both newspapers. However, the Hindustan Times given more coverage on it as well than the Daily Dawn.

Table 5. Overall coverage analysis

News category	Positive	Negative	Neutral	Total
Muslims	02 (0.26%)	13 (1.74%)	05 (0.66%)	20 (2.67%)
Terrorism	02 (0.26%)	03 (0.40%)	02 (0.26%	07 (0.93%)
Relationship	14 (1.87%)	04 (0.53%)	08 (1.06%	26 (3.48%)
Foreign affairs	06 (0.80%)	02 (0.26%)	01 (0.13%)	09 (1.20%)
Portrayed issues	17 (2.26%)	23 (3.07%)	11 (1.46%)	51 (6.82%)
Donald Trump	129 (17.20%)	111 (14.84%)	51 (6.81%)	291 (38.95%)
Hillary Clinton	50 (6.68%)	11 (1.46%)	29 (3.38%)	90 (12.04%)
Pakistan portrayal	14 (1.87%)	15 (2.00%)	06 (0.80%)	35 (4.68%)
Indian portrayal	29 (3.87%)	05 (0.66%)	04 (0.53%)	38 (5.08%)
US election debate	09 (1.20%)	14 (1.87%)	83 (11.1%)	106 (14.19%)
Miscellaneous	07 (0.93%)	09 (1.20%)	58 (7.75%)	74 (9.20%)
Total	**279 (37.20%)**	**210 (28.03%)**	**258 (33.94%)**	**747 (100%)**

Table 5 shows the overall analysis of coverage given by the both newspapers on the issue during purposed period of research. It showed that both newspapers given 747 paragraphs on the issue while overall coverage remained positive with 55% in both newspapers than the negative and neutral.

Table 6. Category wise paragraph's analysis (Miscellaneous)

Slant	Daily Dawn	The Hindustan Times	Total
Favorable	04 (5.40%)	03 (4.05%)	07 (9.45%)
Unfavorable	02 (2.70%)	07 (9.45%)	09 (12.15%)
Neutral	13 (17.56%)	45 (60.80%)	58 (78.36%)
Total	19 (25.67%)	55 (74.30%)	74 (100%)

Table 6 shows the category wise analysis of paragraphs of editorials, columns and articles. The data showed that both newspapers published 57 paragraphs on constructed category "Miscellaneous" in which 19 (25.67%) published by The Daily Dawn and 55 (74.32%) paragraphs published by The Hindustan Times. It shows that The Hindustan Times published approximately 49% more content on miscellaneous. The table highlights the slant of constructed categories as well.

Table 7. Category wise paragraph's analysis (US elections debate)

Slant	Daily Dawn	The Hindustan Times	Total
Favorable	07 (6.60%)	02 (1.88%)	09 (8.49%)
Unfavorable	07 (6.60%)	07 (6.60%)	14 (13.20%)
Neutral	14 (13.20%)	69 (65.09%)	83 (78.30%)
Total	28 (26.41%)	78 (73.58%)	106 (100%)

Table 7 shows the category wise analysis of paragraphs of editorials, columns and articles. The data showed that both newspapers published 106 paragraphs on constructed category "US elections debate" in which 28 (26.41%) published by Daily Dawn and 78 (73.58%) paragraphs published by The Hindustan Times. It shows that The Hindustan Times published approximately 47% more content on US elections debate. The table highlights the slant of constructed categories as well.

DISCUSSION & CONCLUSION

The research started on the base of different research questions. One of the questions was "How did the selected Pakistani newspaper portray the democratic and republican candidate?" The gathered data showed that Daily Dawn published 03 editorials (10 paragraphs) & 17 articles (229 paragraphs) regarding US presidential elections in which 67 paragraphs were about republican candidate Donald Trump (15 favorable, 43 unfavorable & 09 neutral) while only 19 paragraphs published about democratic candidate Hillary Clinton (17 favorable & 02 neutral). The data clearly indicates that the Pakistani newspapers given more positive coverage to Hillary Clinton.

Another research question was "What was the stance of the Hindustan Times towards the republican and democratic candidate in selected opinion articles?" The gathered data showed that Daily Hindustan Times published 224 paragraphs (114 favorable, 68 unfavorable & 42 neutral) about republican candidate and 71 paragraphs (33 favorable, 11 unfavorable & 27 neutral) published about democratic candidate, which shows that Daily Hindustan Times given more favorable coverage to the republican candidate Donald Trump. The Hindustan times mostly repeated some sentences attributed with Donald trump as I love India, India is a powerful country, India US would be best friends, Modi is a great man while it praised trump as well on many occasions as it called him best choice for India, great business man and best for world economy.

The positive coverage of US Presidential election in Pakistani and Indian newspapers showed that the media of both countries support the America. In the light of findings, it can be assumed that the newspapers of both countries given coverage according to their national interest and government foreign policies as the Pakistani government and leaders was in the favor of Hillary Clinton and the Indian leaders and government was in the favor of Donald Trump during the campaign of Presidential elections. The gathered data indicates that newspaper of both countries given coverage according to their government and leaders support, as The Hindustan Times given more favorable coverage to Donald Trump and The Daily Dawn given more favorable coverage to Hillary Clinton.

It is also indicates that the newspapers of both countries discussed US presidential elections in their contents as the newspapers published a huge amount of paragraphs regarding US elections debate which shows that the countries and the media of the world was very much concerning about the world super power 'America's' future as America decided the future of the world. We can conclude from the discussion that media conformity theory is very much supported according to the finding of research. However, the

researcher used agenda setting & framing theory in this research which is reflects in the results of the research as the overall frame of coverage regarding US Presidential elections remained favorable which shows the agenda of newspapers in the favor of American Presidential elections. In the light of the finding of the research it is concluded that the coverage of US presidential elections in Daily Dawn & the Hindustan Times during proposed period of research remained favorable.

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