



Breaking Barriers: The Representation of Pakistani Female Politicians in Media and Their Impact on Leadership and Empowerment

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ABSTRACT

This study investigates the representation of female politicians in Pakistani media, examining how print and electronic outlets shape public perceptions of women in leadership. Despite an increasing presence of women in the political landscape, their portrayal remains limited and gendered, often focusing on personal traits and family roles rather than their political achievements. Using Corpus-Assisted Discourse Analysis (CADA), the research highlights critical figures such as Benazir Bhutto, Fatima Jinnah, and Maryam Nawaz, analyzing themes of leadership, empowerment, and challenges. By quantifying gender disparities in media coverage, this study uncovers how these women are marginalized compared to their male counterparts, reinforcing traditional gender stereotypes. The findings emphasize the media's role in perpetuating and challenging societal norms, shedding light on the broader implications for gender equality and women's empowerment in Pakistani politics. This research provides critical insights into the evolving discourse of female leadership in a patriarchal society, calling for more inclusive and equitable media representation.

Keywords: Media Representation, Female Politicians, Leadership, Empowerment, Corpus-Assisted Discourse Analysis (CADA)

Introduction

Representation is important in media as it helps define people's attitudes and justify political leaders. The fight for women's representation in leadership positions is still ongoing, especially in Pakistan, which has very strict cultural practices on the importance of women in leadership practices. The treatment of female politicians in such a setting can influence not only their respective political future but also the surrounding discourse of women's competence and right to exercise power (Van Leeuwen, 2008).

Lately, there has been a visible upsurge in women's participation in Pakistan's politics. They are still marginalized and probably misinterpreted by both Print and Electronic media. Male politicians are highlighted mainly by their private lives, their roles in the family, or their physical appearance, which only masks the roles they play in the political realms and, in the process, fuels negative trends in gender bias (Kothari, 2013; Gorman, 2014). This has, in a way, erased the visibility of women as influential leaders, relegating them to regular conventional roles (Ross & Byerly, 2004). This study aims to fill this gap by employing Corpus-Assisted Discourse Analysis (CADA) to analyze the media representation of female politicians. This quantitative analysis of the media texts helps reveal how female politicians are sidelined and portrayed, unlike male politicians, because of the existing gender prejudice in Pakistani media (Ali, 2012; Hamid & Hashmi, 2016).

The Rationale of the Study

Pakistani media has a vital role in constructing the feminine image of political leaders in a society predominantly characterized by a patriarchal culture. In the past, female politicians have been marginalized or misrepresented, with the media paying much attention to their character and not the contributions they have made politically. To respond to these questions, this study aims to examine the representation of subjects such

as Benazir Bhutto, Fatima Jinnah, and Maryam Nawaz to see whether the media, particularly the print and electronic media, enhance gender stereotypes or empower the leadership of women. The study aims to establish the impact of media narratives on women's political representation and how the existing female narratives promote or undermine equity in leadership roles.

Moreover, the study is based on the requirement of empowering women and providing positive female examples in political leadership in light of the socio-political situation of Pakistan. Through the analysis of how media portray female politicians, the study discusses how media either encourage or discourage women from participating in politics. It also looks at the changes media bring about in society to understand if such portrayals indicate that society is changing for the better or if media merely perpetuates stereotype images. This analysis may be helpful to journalists, policymakers, and other gender activists, facilitate better gender-sensitive coverage, and help foster the discourse on gender balance in politics.

Furthermore, a similar type of research does not exist in the body of literature to the author's knowledge; this present study aims to investigate Pakistani female politicians empirically. Though there have been global debates on the representation of women in media, including politics, South Asia's experience is relatively unknown. Therefore, the practical implications of this research involve understanding specific grievances that have to form the basis of media reform to deal with particular biases and stereotypes. In addition, providing balanced media portrayals of female politicians to counteract the general theme of women's invisibility in politics makes female politicians' contributions more visible. It is a stepping stone to future research on media, politics, and gender equity in the South Asian context. Finally, the study seeks to enhance the political participation and representation of women politicians and, in effect, create a more representative political culture for women.

Literature Review

Gender Representation in Media

This study focuses on gender discourses where women's representation in media, especially female politicians, is portrayed differently from their male counterparts. Studies have long established how women, in particular, are paraded through a lens of sexualization, which detracts from their professional persona with emphasis placed on attributes that include private existence, family responsibilities, or even appearance. Ross and Comrie (2012) report that, often in media, the familial relationships of a particular female politician or their ability to experience and demonstrate emotions are questioned regarding their suitability for political leadership. This framing is further from the portrayal of male politicians where they are (sometimes from the same party as the concern) described as competent leaders well endowed with policy knowledge.

In his research, Kahn (1994) and Trimble (2007), for instance, show that female politicians are likely to be bombarded with questions concerning personal decisions, not political accomplishments. This trend not only reduces the political role played by women but also keeps remodeling the old gender order, which puts women in a subordinate position. These depictions are crucial in constructing perceptions about female politicians and the assumptions given to such politicians, which influence their political authority.

Corpus-Assisted Discourse Analysis (CADA)

Corpus-Assisted Discourse Analysis (CADA) is one of the rising techniques for researching such a topic as gender representation in the media. As the name suggests, CADA coordinates quantitative corpora linguistics with qualitative discourse analysis and offers a rigorous and evidential one for significant media texts. Applying such software as AntConc and WordSmith, sexist language patterns, frequencies, collocations, and sentiments can be identified other than by using qualitative methods.

Baker et al. (2008) were the first to employ Critical Anti-Discrimination Analysis (CADA) in media studies, particularly in how the media portrays refugees and other discriminated groups and with far-reaching prejudices buried in news reports. Corpus linguistics allows researchers to analyze datasets with large linguistic corpora to understand the patterns of representation within the media, and the datasets can be critically understood through a discourse analytic lens. Altogether, these methods provide a sound research paradigm for examining systemic yet nuanced stereotyping processes in media and journalism.

Specifically, Pakistani female politicians used CADA to analyze the portrayal of the media regarding women's position in politics. There was also evidence of stereotyping in which female leaders were portrayed in terms of their roles as wives, mothers, and sexual objects, alongside being depicted as being emotional instead of presenting their policy or political abilities. Interestingly, print and electronic media can also corroborate the constant marginalization of women politicians in Pakistan as more evidence of the deep-rooted Pakistani culture of subjugation of women. As such, this method enables the measurement and documentation of how media discourse sustains gender inequalities at different times and is a powerful way of understanding the dynamics of media prejudice.

Media Representation of Female Politicians in Pakistan

Studies on the portrayal of female politicians in the media of Pakistan have been scarce but significant while exploring gender prejudice in politics and its impact in general. Rahman and Rizvi (2015) analyzed how Pakistan's female politicians are represented as rare political entities whose family roles are far more critical to the media than their political accomplishments. This framing de-politicizes women to self as wives, daughters, and mothers about male figures, erasing their separate, distinct political subjectivity.

Sexualization of women and their representation through the patriarchal lens is quite common, irrespective of the Pakistani media and the South Asian region as well. Khan (2017) concluded his findings by stating that the media portrays politicians, particularly women, as emotional, incapable of handling leadership positions, and less competent than male politicians. These media portrayals further enhance the perception that politics is a man's affair, with women being a mere interlopers. Such portrayals are behind prejudice that sees women being edged out of politics while also damaging the public's willingness to accept women leaders.

Global Context of Gender Representation in Media

The portrayal of women in leadership roles is another area that has been examined extensively in the global context, especially in the Western democracies where women in politics have begun to emerge. More significantly, it is possible to observe that even in conditions that scrupulously meet with the wave of feminist reforms, the media represents female leaders as conforming to traditional gender roles. According to Trimble (2007), female politicians are often caught in what has been described as the "double-bind" paradox. She is expected to assume a woman's demeanor that is too emotional and unreal, being too assertive and un-feminine. This gender stereotype puts women in a very awkward situation where they are expected to govern and, at the same time, emulate the typical feminine demeanor.

Internationally, authors like Baker et al. (2008) and Ross and Comrie (2012) stress the need to research gender, media, and power. Members suggested that female politicians' illustrations in media are essential in constructing leadership and authority. Hence, given that the construction of knowledge-competent and democratic power relations is a pivotal narrative activity of the press, it is crucial to decode how it becomes narrated.

The Gap in Research on South Asia and Pakistan

Though there is an increased understanding of gender portrayal in the media across the world, there is relatively minimal information regarding this subject, particularly in the South Asian region and Pakistan in particular. Pakistan's socio-political environment has some dominant patriarchal structures, and whenever a woman enters the political domain, it becomes challenging. Society, through its media, continues to uphold these values by presenting female politicians negatively, subordinating them, and denying them any contribution to political processes.

This remains a blind spot in research because the representation of female politicians in the media of Pakistan holds dire consequences for gender equity and women's political empowerment. In light of the above points, Rahman and Rizvi (2015) stress the media coverage over the perceived public, which determines women politicians' legitimacy and success. While these media narratives appear harmless, failing to analyze them critically means that the prejudices that characterize the media today will continue to rigid women's progression to political leadership.

Need for a Comprehensive, Data-Driven Approach

As per the available literature on gender representation in media, there is a need to adopt a more systematic, extensive, and empirical study of how female politicians are portrayed in the respondent's country, particularly in patriarchal contexts like Pakistan. That is precisely why this study intends to fill this gap by using corpus-assisted discourse analysis to conduct quantitative and qualitative analyses to identify how media in Pakistan represent female politicians. This research will add to the existing literature on gender in media by identifying changes in the narratives portrayed by the different media categories, and it will provide recommendations on how media reform can enhance the portrayal and consideration of female leaders.

The existing literature review shows many imbalances in presenting political women candidates through media internationally and within Pakistan. Although there are earlier works, such as Rahman & Rizvi (2015) and Khan (2017), which discuss the gender bias found in the Pakistani media, employing Corpus Assisted Discourse Analysis provides a technique of bias analysis with higher efficiency. This research will extend the literature and scope of work that has already been done to present detailed findings of Pakistani female politicians' construction, with emphasis on cross-sectional gendered patterns in discourse. In doing so, it will provide preliminary ideas for scholars, policymakers, and media practitioners who want to increase women's representation in politics.

This literature review offers a detailed analysis of the existing literature on the construction of gendered media messages, with attention to Pakistani female politicians and CADA as the analysis tool.

Significance Of the Study

This study is essential as it focuses on a significant blind spot in the discourse of gender, media portrayal, and political authority in Pakistan. It does so by exploring the representations of established female politicians in

both print and electronic media, enhancing the understanding of media discourses that circulate in society regarding women in leadership positions. These representations need to be understood, as the media has a powerful influence over the masses and can either perpetuate or counter stereotypical attitudes, especially in a patriarchal nation like Pakistan.

The study is critical for several reasons:

1. Contribution to Gender and Media Studies: It contributes to the existing literature about how media constructs gender and leadership discussions, focusing on politics in Pakistan. Focusing on Benazir Bhutto, Fatima Jinnah, and Maryam Nawaz, the authors investigate how women in politics are depicted and how they cope with prejudices in a man's world.

2. Empowerment and Leadership Narratives: The study's themes of empowerment, leadership, and the issues faced by female politicians hold the potential for enlightening Pakistani politics all these years with the progressive status of women. Such stories may help future generations of women become leaders and overcome human limitations.

3. Impact on Gender Equality and Political Discourse: It may markedly affect the succeeding media practice in a way that makes the media's depiction of women in politics far less harmful. It can assist in increasing the population's awareness about the imbalances in political gender quotas and thus improve political discourse.

4. Policy and Social Implications: Thus, for policymakers and gender advocates, this research can inform the need to pursue policies that advance gender parity in politics and media. This is especially timely and relevant when more needs to be done to promote gender-sensitive media reporting and increase women's achievements in governance and leadership.

This study can contribute to deepening knowledge of fields such as the position of women in Pakistani politics, changing gender perceptions, and interrogating stereotyped media portrayals of female politicians.

Research Objectives

1. To analyze the representation of female political leaders in Pakistani print and electronic media.
2. To identify the key themes, terms, and discourses associated with female politicians in media coverage.
3. To explore the portrayal of leadership, empowerment, and challenges faced by prominent female political figures such as Benazir Bhutto, Fatima Jinnah, and Maryam Nawaz.
4. To examine how media coverage of female politicians influences societal perceptions of women's roles in governance and leadership.
5. To evaluate the impact of gender disparities in political discourse on the public's understanding of women's political contributions in Pakistan.

Research Questions

1. How are female political leaders represented in Pakistani print and electronic media?
2. What are the most frequently used terms and discourses associated with prominent female politicians in media coverage?
3. How do the themes of leadership, empowerment, and challenges manifest in portraying female political figures such as Benazir Bhutto, Fatima Jinnah, and Maryam Nawaz?
4. In what ways does media representation of female politicians influence societal perceptions of women in leadership roles in Pakistan?
5. What are the gender disparities in the political discourse surrounding female politicians, and how do these disparities impact the narrative of women's contributions to Pakistan?

Methodology

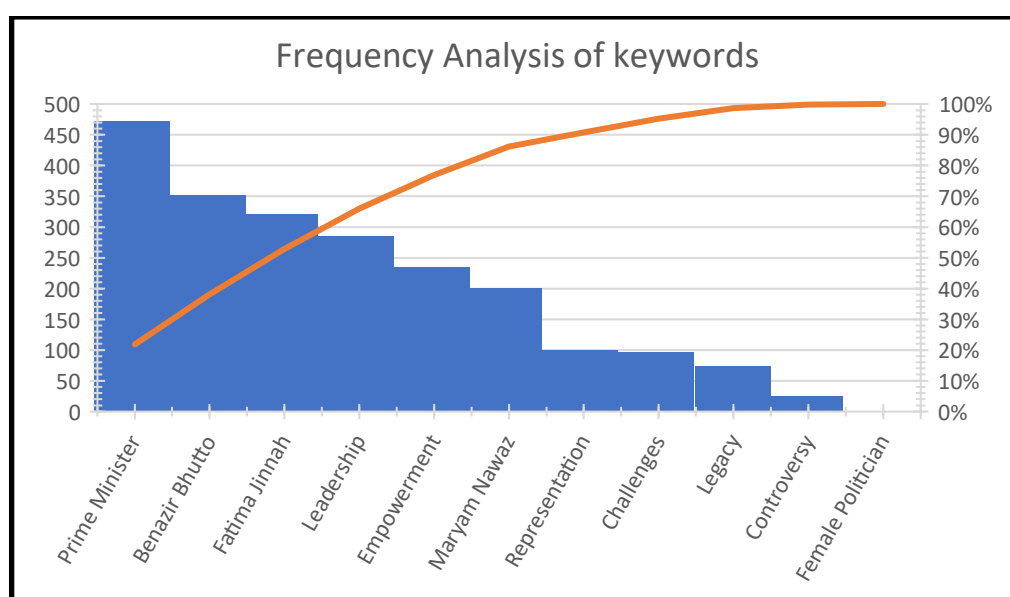
Corpus Construction

The first step involves constructing a comprehensive corpus using Sketch Engine Tool with many articles, blogs, and print and electronic media transcripts from leading Pakistani newspapers (Dawn, The News International) and electronic media outlets (Geo et al.). This corpus ensures a robust data set that reflects changes over time. Texts were selected based on their relevance to the representation of key figures such as Fatima Jinnah, Benazir Bhutto, and Maryam Nawaz. The corpus was then processed to remove non-relevant content, such as advertisements or unrelated sections, ensuring that the analysis focuses solely on the language used to describe these politicians. The quantitative study was conducted using Antconc software to support the interpretation of the data and achieve the research objectives.

Quantitative Analysis Using CADA

Corpus-assisted discourse Analysis (CADA) was employed using AntConc software to quantify gender disparities. The analysis focused on three primary metrics: In the frequency and collocation analysis, important terms that defined discourses on female politicians emerged: "Prime Minister," "leadership," "empowerment," and "challenges." The most informative search terms were names of Pakistan's political leaders of today and the past: Benazir Bhutto, Fatima Jinnah, and Maryam Nawaz. The term "Prime Minister" was generated 461

times and used to stress that Benazir Bhutto was Pakistan's first female Prime Minister. Out of the total sources, Benazir Bhutto emerged to be the most mentioned female figure, with a total mention of 341 times, and the second most mentioned female was Fatima Jinnah, with a total of 296 mentions showing their essential role in the representation of women's leadership. The word "Leadership" was used in 284 and relates to the general theme and focus of leadership of these women breaking the barriers and the typical stereotypical roles of women. Medium-frequent terms, including 'empowerment' mentioned 235 times, were primarily associated with 'politics' and 'women.' Maryam Nawaz was most frequently mentioned 199 times, indicating her increasing political significance; Representation 101 and Challenges 96 suggested that the debate regarding women's representation and their problems in a patriarchal world continues (Van Leeuwen, 2008). Barely used high-frequency terms included 'legacy' (74) and 'controversy' (25), used in a dialogue on long-term consequences and contentious topics such as performance leadership and employee empowerment. As is the case with 'female politician,' which was used very rarely in the program and did not exceed three references, one could notice that the program did not focus on the mass representation of women in the spheres of politics and power but more on leading personalities and their success.



Concordance analysis revealed four core domains associated with Pakistani female politicians: leadership, empowering experience, and experience of various challenges. Benazir Bhutto was often associated with leadership and her fight against military rule. She is portrayed as a powerful female political icon whose rise to power was acclaimed and harshly criticized. Her accomplishments in democracy and social development are pretty impressive, but her term was marred with accusations of corruption. This analysis is not far from the fact that her legacy is not grey but black and white in equal measure, as she was a women's rights activist but a negative political figure.

Left Context	Hit	Right Context
p> <p> Nov 04, 2017 09:26am </p> <p> It is true that	Benazir Bhutto	was a gracious host when Rajiv Gandhi, her
ever female prime minister of Pakistan, Dr Qadri said, Mohtarma	Benazir Bhutto	was a clever political leader, and was considered
Islamic welfare state. </p> <p> PAT chief said assassination of	Benazir Bhutto	was a biggest blow for Pakistan. </p> <p>
world! </p> <p> Benazir Bhutto At 70 </p> <p> The late	Benazir Bhutto	was a leader of vision and determination. She
people, and she became a symbol of hope and resilience.	Benazir Bhutto	was a woman of many firsts. She was
exposure of women. After the death of Zulfikar Ali Bhutto,	Benazir Bhutto	was a ray of hope for political empowerment
and relied on her political capabilities and leadership skills. Therefore,	Benazir Bhutto	was a brave female political leader whose contributions
agenda of her father on the platform of PPP. (Bhutto, 8)	Benazir Bhutto	was the first Muslim head of the government
of dynastic politics," she added. </p> <p> A liberal secularist,	Benazir Bhutto	was the first woman to lead a democratic
article. </p> <p> Why was Benazir Bhutto important? </p> <p>	Benazir Bhutto	was the first woman leader of a Muslim
Islam; and a practical road map for bringing societies together.	Benazir Bhutto	was the bravest person I have ever known
two women reached the pinnacle of political power through inheritance.	Benazir Bhutto	was the daughter of Zulfikar Ali Bhutto who
taub, "Persuading Them," New York Times, November 25, 2007. About the Author	BENAZIR BHUTTO	was the prime minister of Pakistan from 1988 to 1990
England's Oxford University. </p> <p> At the age of 35,	Benazir Bhutto	was elected the Prime Minister of Pakistan after

Fatima Jinnah was an assertive political lady who challenged the status quo by stereotyping women when she contested the presidency against Ayub Khan. This concordance's portrayal of Fatima Jinnah especially

highlights her political metamorphosis from being the brother's political ally to a political power that fought a dictatorship. It also mentions AIML's work for Pakistani freedom and how she was unhappy with the post. Decoupling political culture and climate, especially her struggle against Ayub Khan's tyranny.

	Left Context	Hit	Right Context
txt	composed version of the life of Mather-e- Millat Mohterma	Fatima Jinnah	is nicely written but her contributions are much
txt	Khan's murder is still veiled. Conclusion The story of	Fatima Jinnah	is no doubt a story of courage, humanity,
txt	should be appointed to inquire into the death of Miss	Fatima Jinnah	and her great brother. </p> <p> Recommend 0 </p> <
txt	overnmentcontrolled newspapers, there were numerous newspapers who admired	Fatima Jinnah	and her democratic, social and political efforts but
txt	husband of Raffia Pirzada. Raffia Pirzada was very close to	Fatima Jinnah	and also a member of Pakistan Resolution Women
txt	tradition: Indira Gandhi in India; Sirimavo Bandaranaike in Sri Lanka;	Fatima Jinnah	and my own mother in Pakistan. I just
txt	Azam. He was a very loving and caring brother to	Fatima Jinnah	and played a great role in her upbringing.
txt	Election campaign </p> <p> There were four candidates: Ayub Khan,	Fatima Jinnah	and two independent candidates, K.M. Kamal and
txt	to the conduct of the affairs of the state. Mohtarma	Fatima Jinnah	had devoted her life in a verbal duel
txt	even he might become a minister." </p> <p> In 1958, Ms	Fatima Jinnah	had expressed satisfaction over the dismissal of the
txt	the election of the president in accordance with the 1962 constitution.	Fatima Jinnah	had generally kept herself aloof from politics and
txt	nation with your faith, unity and discipline. </p> <p> Surely,	Fatima Jinnah	had no idea at the time that she
txt	November 18, 1964) Of course, the Pakistan that the Quaid and Mohtarma	Fatima Jinnah	had visualised is still not complete. Today, the
txt	having failed to attract any national figure while awarding tickets.75	Fatima Jinnah	had votes from the professional and middle classes

Maryam Nawaz is another befitting modern representation, representing the suffering leaders of political and legal turmoil, demanding a safe future for women and their education. She, politically, is a strong and enduring political leader who has had to overcome a couple of hurdles, including legal and societal ones. Her rise within PMLN and her fight for Women's Empowerment is underlined, but her political career is associated with the controversies of the Panama Papers and her family's political involvement.

	Left Context	Hit	Right Context
txt	article </p> <p> Twitter and politics: a framing analysis of	Maryam Nawaz	and Imran Khan's social media discourse </p> <
txt	question: </p> <p> RQ 1: How and in what ways do	Maryam Nawaz	and Imran Khan utilize framing techniques on Twitter
txt	in Pakistan, coupled with the active engagement of leaders like	Maryam Nawaz	and Imran Khan, underscores the need for comprehensive
txt	Furthermore, by focusing on the specific framing techniques employed by	Maryam Nawaz	and Imran Khan, this study addresses a lacuna
txt	the research focus. </p> <p> Furthermore, the rationale behind choosing	Maryam Nawaz	and Imran Khan for this study is supported
txt	and Salam S (2023) Twitter and politics: a framing analysis of	Maryam Nawaz	and Imran Khan's social media discourse. Front.
txt	PML-N leaders and family members of Nawaz Sharif including	Maryam Nawaz	and Captain (R) Safdar met him at Kot
txt	PML-N leaders and family members of Nawaz Sharif including	Maryam Nawaz	and Captain (R) Safdar met him at Kot
txt	r, and solidarity. This emotional engagement strengthens the connection between	Maryam Nawaz	and her followers, fostering a sense of shared
txt	September 2022, Islamabad High Court overturned the corruption conviction of	Maryam Nawaz	and her husband Muhammad Safdar. Maryam Nawaz is
txt	continued to play leadership roles from jail or abroad, and	Maryam Nawaz	and Bilawal Bhutto Zardari represented the PML-N
txt	Canadian High Commissioner to Pakistan Leslie Scanlon met Chief Minister	Maryam Nawaz	and congratulated her on becoming the first woman
txt	and jailed. It is on record that Nisar also demanded	Maryam Nawaz	and myself to be imprisoned while bringing Imran
txt	N workers awaiting outside the Kot Lakhpat jail warmed welcomed	Maryam Nawaz	and raised slogans in her support. </p> <p>

Based on this study, four significant concepts were identified and analyzed. The analysis of the representation of women in Pakistani politics presented here showed that it has shifted qualitatively, as demonstrated in the diachronic analysis from the pre-2000s patronizing portrayal to a progressive representation of women and power, inclusive of women, especially in the recent period, which encapsulates transformation in the social perception and beginning of recognition of women in a leadership role. Reoccurring terms like 'Prime Minister,' 'leadership,' and 'empowerment' especially highlight the political victories of some of the female figures like Benazir Bhutto and Fatima Jinnah with a focus on struggles for women's rights and the fight against gender prejudice. Consequently, the analysis suggests that these women experienced a fair amount of opposition from the Patriarchy and legal systems; however, they position these as less important than the women's accomplishments. The discussions, therefore, are less inclined towards the secondary issues of legacy and controversies that might surround some of these figures and more on the generational effects that these women leaders will bequeath.

The collocation analysis of terms such as "legacy," "leadership," "challenges," "controversy," "empowerment," and "representation" shows trends for discourses about Pakistani female politicians. In focus, the analysis draws attention to how these women are portrayed as driving forces in leadership and women's empowerment while simultaneously experiencing the tests and probes aspiring their political contributions.

These frequent connections between key terms and words such as 'her,' 'women,' and 'political' indicate the role of Muslim women's political leadership in the new trends of gender and politics in Pakistan. The way women continue to fight for their rights, especially in leadership, will remain vital in defining the language for women in leadership positions to change perceptions towards women in governance.

Focus on Leadership, Empowerment, and Challenges

This involves a frequency analysis of the words to give an insight into the type of text in the newspaper, with the findings showing that the newspaper was obsessed with prominent female political leaders in Pakistan, particularly Benazir Bhutto and Fatima Jinnah, their leadership challenges, and Empowerment. The use of such words and phrases as 'Prime Minister,' 'leadership,' and 'empowerment' shows that these themes are significant in the text, given that the Discourse of Pakistani women's role in the political history of the country is related to their leadership positions and contribution to the country's governance to this day.

Besides, though it has been noted that some issues entail controversies, such discussions are considered in the context of leadership and people's enablement; this implies that the author of the text may wish to focus on the accomplishments of these women in the face of the hardships that surrounded them rather than providing controversies about their careers.

Focus on Women as Political Actors

Thus, analyzing the text by the frequency of these critical terms confirms the interest and deep involvement with women's political roles and leadership, such as Benazir Bhutto, Fatima Jinnah, and Maryam Nawaz. The use of terms such as "Prime Minister," "leadership," and "empowerment" creates more political concern and depicts that these highlighted women have made significant political feats that have put a mark on the political dynamics of Pakistan. That is why, beyond the challenge and controversy, these messages reflect the historical achievements of the portrayed characters, their fighting for women's rights, and opportunities to get into leadership positions in Pakistani history.

Conclusion

This study conducted on gender discourse using Corpus assisted Discourse Analysis (CADA) shows the concern of the print and electronic media press regarding Pakistani female politicians. Traditional political figures like Benazir Bhutto and Fatima Jinnah and contemporary provincial characters like Maryam Nawaz are seen as crucial women's leaders in the nation's political map. The signs of woman, Prime Minister, leadership, and empowerment are frequently repeated in the media, pointing to the researcher's achievement and, generally, the established theme of female representation in politics.

Pakistani media depicts these women as struggling leaders, focusing on their accomplishments while simultaneously portraying them as agents of change in a patriarchal society. Benazir Bhutto is one of the most prominent females in Pakistani history, and she was the first female Prime Minister of Pakistan; however, she has quite an unsavory political past. Substantive challenges to dictatorship by Fatima Jinnah and Maryam Nawaz's entering contemporary politics show the changing trends in women's politics.

Where the media continue to excel, their focus is on this aspect. It also shows changes from inconsequential portrayals of women to more actualities in the new age. While conducting a concordance analysis, the researcher determines the repeated difficulties those women experienced. Still, at the same time, their substantial contributions to Pakistan's political development are underlined. There is always an endeavor made to downplay controversies like alleged corruption charges and political upheavals related to their political careers in favor of revealing that they are great symbols of women's rights and leadership.

In the totality of this analysis, it can be concluded that Pakistani print and electronic media are participating in the general social change regarding the elevation of women in leadership positions. Not only are these women leaders depicted as political players, but they are depicted as pioneers in the struggle for women, empowering them to take the mantle of leadership to lead the nation. They are remembered and continue to pave the way for young generations of women to fight for their rights and take the political positions due to them.

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