

on negative stories about the pandemic in the US related to the lack of testing kits and medical supplies. Moreover, people in the US reported anger and restlessness due to the moderate reaction of the government and costly medical services (Abbas, 2020).

Frames for the Chinese outbreak, social effect, and health crisis found noticeable differences among anglophone and francophone media. Divergence in received information amidst anglophone mass audience than between francophone mass audience. Despite the fact that we live in an era of global information, different nations nevertheless present the same news item in a variety of ways (William Poirier et al., 2020). Furthermore, political and economic-oriented frames related to pandemics reported in Nigerian newspapers (Daily Trust and Vanguard) are based on cardinal points of the country. The tone of the news stories between both newspapers covered with negative frames compared to positive and neutral by using framing theory while minimize significant frames like health, safety, and quality of life (Mshuhter & Philips, 2020).

Sentiments, the risk presented attribution of blame; shock and outrage were significantly different among 600 tweets related to the outbreak of COVID-19 between February and March 2020. In particular, the risk was more significantly reported in February than in March. Most of the Tweets observed not note any specific risk, but the majority of tweets related to the COVID-19 crisis did not present particular blame; more blame was extended in February than March while outrage fluctuated in different ways with hazards for the most part being higher in February and outrage being more adverse in March 2020 during Pandemic (Damino, Jennifer & Cattellier, 2020). So that, 357 news stories format among Nigerian two TV stations, newspapers, and radio station.

In order to compare the news coverage of Ebola with that of other infections during the Ebola outbreak, Ballester and Villafranca (2016) examined two newspapers. Ebola news

headlines regularly use the word "Terror," which increases fear about the disease more than it does with other illnesses. Similar to how the "Conflict" frame affects the gateway of the two newspapers, which confirms worrisome messages for the general public even as the total amount of visual material rapidly increased during the first two days of the COVID-19 crisis and decreased starting on day five. Overall, it portrayed the first two days of the Covid-19 outbreak as the "High Risk" phase and the fifth day in advance of the "Less Severe" phase (Catalan et al., 2020). Another empirical study was carried out in 2013 by Lee and Basnyat on Straits Time, a Singapore newspaper, to analyse news coverage of the H1N1 pandemic. They identified nine recurring frames using manual coding, including information, preventive information, clinical exploration, social setting, economic context, financial context, political context, and a personal context. In comparison to other news frames, the H1N1 information updates and presentations received more attention in this newspaper.

Q2: How did media attention shift over time of Pandemic COVID-19?

Issue Attention Cycle and Media Coverage

The issue in the public agenda goes back and forth, and they follow fixed dynamics of attention for intensity and coherence of communication. Likewise, the sub-topics of the issue essentially show how the stories of the issue are constructed throughout the time (McGillivray, 2013). The issue attention cycle in media changes with time (Toukhy, 2017).

According to Waldherr (2014), the majority of journalists report a point; the more closely related the subject, the more valuable it becomes; the journalists sense one another and adapt their reporting; and the attention given to the specific issue grows daily. An crucial factor in this is proximity. According to Fond, Gaman, Brunel, Haffen, and Llorca (2015), news reports mentioned Catherine Zeta-Jones' bipolar disorder therapy. In a similar vein, public opinion appears to be more influenced by media events than by actual occurrences (Fond et al., 2015).

Actual realities and mediated realities frequently diverge. The episodic structure of media coverage draws attention for a brief period before shifting to a different topic (Cacciatore, Nowak, and Evans, 2018).

Down (1972) proposed five stages of the "issue Attention Cycle. The pre-problem stage is termed the first stage. The second stage deals with awareness of the issue. When the public understands the pros and cons of the issues, it is termed the third stage. When the public diverts attention from the issues, it is termed the fourth stage. During the last stage, the issues are replaced by other issues. Nisbet & Huges (2007) observed that the prominence of frames differs across different stages of issue development. Keeping this literature in view, we proposed *Q3: Is there any difference in frames prominence between the different stages of the issue attention cycle of the COVID-19 pandemic?*

Research Design

This study used a cross-sectional design vis-à-vis a content analysis method to examine how the fatal COVID-19 illness was presented in Pakistan's top media. The content analysis method deals with the written communication text (Wimmer & Dominick, 1994). Four prominent Pakistani newspapers, including "The Nation," "Dawn," "Jang," and "Naw-e-Waqt," were chosen for investigation in this study. These publications were chosen with consideration for a recent survey of the general public's media consumption (Yousaf, 2018). According to this survey, the Dawn and The nation among the English, Jang, and Nawa-i-Waqt are widely circulated and read newspapers.

Moreover, the results of our piloting indicated that media outlets used different frames to frame the Pandemic (COVID-19) in Urdu and English newspapers. Media frames can influence inter-media agenda-setting (Malek, 1997). The most comprehensive online collection of news sources available from LexisNexis was utilized to search for certain terms in selected newspapers' news articles. We chose the time period between March 2020 and August 2020 for

the news stories that appeared in the top publications. Each story was the unit of analysis for this research. There are different techniques used to identify frames (for example see, Cappella & Jamieson, 1997; Nisbet & Huges, 2006). However, this paper followed the method developed by (Shih, Wijaya & Brossard, 2008).

Results

This study analyzed 1,145 editors to answer the research question. The Chi-Square Test of difference showed (hereafter χ^2) shows that there is a significant difference among six frames published in English and Urdu press (5, N=1145) =141.367, $p < .000$; Cramer's $V=0.345$, $p < .005$. Table 1 indicates that the proportion of editorials published in Urdu Press differs significantly compared to the English press.

Table 1 Comparison between the six News Frames and Urdu and English Press

Press	Frames						Total
	Consequence	Uncertainty	Action	Reassurance	Conflict	New Evidence	
Urdu Press	100	400	40	18	140	9	707
English Press	97	108	67	43	95	28	438
Total	197	508	107	61	235	37	1145

Table 2 shows the month-wise comparison of the six frames used by the Pakistani media to cover the COVID-19 pandemic. Among the six frames, uncertainty frames received extensive coverage, followed by conflict, action, and consequence frames. The other two frames, i.e., Reassurance and new evidence, get the least coverage. The novel nature of COVID-19 gets

media attention. We analyzed the Urdu and English newspapers separately to determine which gave more coverage to selected frames. It was found that Urdu newspapers gave more coverage to uncertainty and conflict frames than the English press. However, consequence frames get similar coverage in Urdu and English newspapers (Table 1).

Table 2: Month-wise Comparison between the six News Frames in the Pakistani Press

Months	Frames in Pakistani Press						Total
	Consequence	Uncertainty	Action	Reassurance	Conflict	New Evidence	
March	10	53	4	0	13	0	80
April	27	72	14	12	40	5	170
May	35	91	37	17	40	7	227
June	64	181	39	14	78	15	391
July	61	111	13	18	64	10	277
Total	197	508	107	61	235	37	1145

Discussion

Drawing upon the theory “Media Framing” and Issue Attention concept, the current study was aimed to understand what types of frames are used by leading Urdu and English print Pakistani media (Jang, Nawe-Waqt, The Nation and Dawn) and how the media attention shift over time of period. Few frames emerged during the coverage of disease reproduces with the reasoning that journalists tend to utilize similar topics for stories of similar nature (Bennett, 2001). By analyzing 1,145 news stories published in Jang, Naw-e-Waqt, Dawn, and The Nation over a five-month (March-July, 2021), the Chi-Square test of difference showed that the difference significant difference among six frames in English and Urdu press. The Fisher Exact test indicated, as shown in Table 1, differences among six frames in four newspapers, including two English and two Urdu. Although, Urdu newspapers (Jang and Naw e Waqt) have published more news stories during the selected period of the Pandemic as compared to English newspapers (Dawn, The Nation).

In response to the first research question, the following results show that uncertainty frames among coverage have received extensive coverage followed by conflict, action, and consequence frames. As discussed in growing literature, media covering infection diseases tend to concentrate on their consideration of substantive aspects of epidemic hazards" (Shih, Wijaya, & Bossard, 2008). Looking at the content analysis, Urdu newspapers gave more attention to uncertainty and conflict frame as compared to the English press as shown in Tables 1 and 2. On the other hand, Reassurance and New Evidence frames get the least coverage during selected time frames. According to Shih & Bossard (2009), framing is the coverage dependent on action and considered the sources. Besides, the consequence is another prominent frame in the coverage of deadly diseases. Similarly, the amount of coverage a deadly infected disease received extensive influenced by the number of infected cases and sort of government actions taken" (Shih et al., 2008). In addition to the literature on framing of coverage of inflammation diseases, news stories on pandemics are often accompanied by uncertainty and urgency due to individuals heavily depending on the news to get information regarding infectious diseases (Lee, 2014).

Furthermore, the second question is about media attention shift over time to the outbreak of COVID-19 under study. The following results showed that Urdu and English newspapers separately determined which gave more coverage and attention shift over time. Coverage of infectious COVID-19 gets more coverage with different frames gets extensively reported. An analysis of the shift in frames across the time frame of March to July was taken into account when the intensity of frames was more likely high based on the month. Interestingly, for four newspapers (two English and two Urdu), the number of news stories written about the intensity of COVID-19 increased as the month progressed. However, most of the stories were under the uncertainty and conflict frame analyzed in June for Urdu newspapers. Another significant frame of "conflict" covered by the Urdu press was progressed with the passage of the month. For the English press, the majority were stories about the most prominent frames that were told in June.

However, for both press, news stories were the greatest in number in May, and June. As expected, depending on the content analysis, not all outbreaks yield similar outcomes (Ophir, 2018).

Furthermore, differences and similarities in frame prominence between selected different months of issue attention cycle of disease. Frames like conflict and consequence are more frequent appeared during five selected months of COVID-19. The shift of frames in news stories about deadly viruses revealed a different pattern. Media covered the disease more frequently as uncertainty and action from May to July 2021. The current study was also compared the frames that appeared during the months (March-July) when the virus was active. The media's intensity of attention to the disease can be shown in terms of the prominence of news stories. It refers to the hierarchy of editorial importance offered by a journalist (Graber, 1988). In addition to this, the findings also support the issue attention cycle, the issue of COVID-19 was at its peak in the June and July months, therefore, the media gave extensive coverage during these months to the COVID-19 related frames. These findings are also consistent with the existing literature (Cacciatore, Nowak, and Evans, 2018; Down, 1972; Fond, Gaman, Brunel, Haffen, and Llorca, 2015; Gillivray, 2013; Toukhy, 2017; Waldherr, 2014).

Conclusion

The following result of this study showed that news media framed infectious diseases from a different angle. In case, the media might be focused on a substantive aspect of the issue (Cappella & Jamieson, 1997). Sometimes journalists play with the stories about risks related to the hazardous issue when these risks affect their community (Griffin, Dunwoody, & Gehrman, 1995). The novel nature of COVID-19 gets media attention. There is a significant relationship between the adopted six frames in English and Urdu English media.

Interestingly, the time frame was the most significant focus on COVID-19 virus coverage was from March 2021 to July 2021, when the virus is active worldwide. In addition, it has been observed that shift of frames among the different stages of the issue attention cycle for the virus. Regarding the novel,

COVID-19 drew little media attention in the starting month, like March 2020. The amount of coverage progressed when the intensity of the virus occurred. Through the comparison of English and Urdu newspapers, it is highlighted that Urdu newspapers gave more coverage to selected frames than English Press. On the contrary. The consequence frame gets similar coverage in both English and Urdu newspapers.

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