

## HOW MEDIA FRAMES SHAPE PUBLIC PERCEPTIONS OF CPEC: A STUDY OF PAKISTAN'S ELITE PRESS

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### Abstract

The China–Pakistan Economic Corridor (CPEC), a flagship component of China’s Belt and Road Initiative, has generated significant public debate in Pakistan due to its economic, political, and geopolitical implications. As a major national development project, the public understanding of CPEC is heavily influenced by how the media constructs narratives around its benefits, risks, and strategic purpose. This study examines how Pakistan’s elite press, *Dawn*, *The News International*, and *The Nation* framed CPEC between 2019 and 2023, and how these framing strategies shaped public perceptions of the initiative. Using a mixed-method content analysis of 600 news articles, editorials, and opinion pieces, the study applied Entman’s framing model to analyze dominant frames, tone direction, thematic shifts, and variation across newspapers. The results reveal that economic and development frames dominated coverage, presenting CPEC as a national opportunity for modernization and regional integration. National interest and geopolitical frames reinforced patriotic narratives and strategic alignment with China. Security, transparency, and governance frames appeared less frequently but intensified in response to major security incidents and implementation challenges, indicating event-driven shifts in framing patterns. The study found clear differences across newspapers, with *Dawn* demonstrating more critical and analytical framing, while *The News* and *The Nation* presented more state-aligned narratives. The findings suggest that the elite press play a key agenda-setting and meaning-making role, shaping public optimism, skepticism, and national identity regarding CPEC. The study underscores the importance of balanced and inclusive reporting to support informed public engagement and transparent policy communication. Recommendations are offered for media practice, public communication strategy, and future research.

**Keywords:** CPEC; Media Framing; Public Perception; Pakistan; Elite Press; Development Communication; Agenda-Setting; Entman Framing Theory; National Interest; Belt and Road Initiative.

### 1. Introduction

The China–Pakistan Economic Corridor (CPEC) has emerged as one of the most consequential economic and geopolitical initiatives in contemporary South Asia, positioned at the heart of

China's Belt and Road Initiative (BRI). Launched in 2015, CPEC encompasses a wide range of energy, infrastructure, transportation, and industrial development projects intended to enhance regional trade connectivity and stimulate Pakistan's economic growth (Rafiq, 2017; Small, 2020). As a multibillion-dollar development program and a symbol of Pakistan–China strategic cooperation, CPEC has generated intense public, political, and academic debate, making the role of the media especially crucial in shaping its national perception (Wolf, 2019). In Pakistan, where media institutions play a prominent role in influencing public opinion and political discourse, the framing of CPEC in the press becomes a key determinant of how citizens interpret the project's potential benefits, risks, and larger national significance (Haider, 2021).

Media framing is a critical concept in communication studies, referring to the process by which news organizations select, emphasize, and present certain aspects of reality while minimizing or excluding others (Entman, 1993). Frames shape how audiences define problems, identify causes, evaluate consequences, and consider solutions, thereby directing public interpretations of complex social and political issues. When reporting on major development initiatives such as CPEC, frames can profoundly influence whether the project is understood as an engine of national progress, a geopolitical strategy, or a contested and risky undertaking. In societies where media operates as the primary mediator between policymakers and the public, such as Pakistan, framing becomes central to shaping public consciousness and public policy choices (McCombs, 2004; Eide & Kunelius, 2012). The press thus functions not only as a transmitter of information but also as an active constructor of meaning, guiding what citizens think about and how they think about it.

CPEC's significance in Pakistan's political economy makes it an ideal case for studying how news framing shapes public perceptions. As a flagship component of the Belt and Road Initiative, CPEC has been projected as a transformative economic opportunity capable of addressing Pakistan's chronic challenges of energy shortages, unemployment, slow infrastructure development, and regional economic disparities (Amin, 2018). Government actors and supporters have often promoted CPEC as a national lifeline and a historical turning point promising modernization and prosperity (Rafiq, 2017). Conversely, critics highlight the risks of rising debt dependency, security threats, lack of transparency, provincial inequality, and geopolitical competition involving India, the United States, and other regional stakeholders (Wolf, 2019; Hussain, 2020). These conflicting narratives have contributed to sharply divergent public perceptions and political positions on the project.

In such polarized contexts, the media's role becomes decisive. The press in Pakistan has historically been influential in shaping national identity, public discourse, and political legitimacy, particularly during moments of major national transformation (Yousaf & Xiang, 2018). Elite newspapers such as *Dawn*, *The News International*, and *The Nation* occupy a respected and agenda-setting position in the media landscape, often guiding policy debates and informing secondary media platforms and public conversations (Ashraf, 2014). These newspapers are read by policymakers, academics, professionals, and influential opinion leaders, giving them disproportionate power to shape national narratives. Thus, the way they frame CPEC has significant implications not only for ordinary citizens but also for political elites and decision-making processes.

Research on media coverage of CPEC indicates that framing patterns have evolved over time, reflecting shifting national priorities, political transitions, and security events. Yousaf et al. (2018) found that early coverage in Pakistani newspapers largely emphasized positive economic and development frames, portraying CPEC as a promise of prosperity and modernization. Hassan (2020) notes that subsequent coverage included more critical frames related to corruption, governance transparency, and provincial inequality. Meanwhile, Naseer

(2022) highlights a broader shift towards geopolitical and security frames, particularly after high-profile attacks on Chinese nationals and CPEC-related infrastructure. These studies suggest that framing is dynamic rather than static, shaped by political context and mediated by editorial agendas and national interest considerations.

Despite this evolving body of scholarship, a significant research gap remains regarding how media framing influences public perceptions of CPEC and how elite press narratives contribute to shaping national discourse. Most prior research focuses either on comparative cross-national framing between Pakistan and China (Yousaf et al., 2018), event-based crisis framing (Hassan, 2020), or digital and social media discourse (Shah et al., 2020). Few studies have examined how framing strategies used by elite Pakistani newspapers function to shape public interpretation and national understanding in a longitudinal sense. There is also limited research linking framing to broader cultural and political implications, particularly how elite press narratives influence trust, legitimacy, and public attitudes toward development policy. This gap reinforces the need for systematic analysis of framing in mainstream Pakistani print media and its implications for public perceptions.

Understanding how the media frame CPEC is particularly important in Pakistan due to the country's complex media environment. While Pakistan has experienced rapid media liberalization since the early 2000s, enabling expanded journalistic autonomy, media institutions remain influenced by political polarization, commercial pressures, and national security considerations (Rahman, 2021). These factors shape editorial decision-making and contribute to selective framing of sensitive topics such as economic reform, foreign investment, and military diplomacy. Development projects involving China, in particular, operate within a highly politicized communicative environment, where coverage can reflect state priorities, nationalist sentiment, or divergent ideological interests (Wolf, 2019). When news media decide how to report on CPEC—whether emphasizing benefits, highlighting threats, or foregrounding public controversy—they play a crucial role in constructing public meaning and forming collective opinion.

The significance of studying media framing of CPEC also extends beyond national discourse into regional and global geopolitical dynamics. CPEC has reshaped regional alignments, intensifying competition between China and India and generating anxiety for the United States and other powers concerned about China's growing influence in the Indian Ocean and Persian Gulf (Small, 2020). The media's depiction of these geopolitical implications influences how the public perceives Pakistan's role in global power politics, national sovereignty, and economic dependence. Security-related incidents targeting CPEC initiatives—including the Dasu hydropower bus attack and attacks in Gwadar—have intensified debates about vulnerability, foreign control, and internal conflict (Hussain, 2020). When media frame these events as threats or crises, they may shift public perceptions toward fear, mistrust, or uncertainty. Thus, frames are not neutral; they shape emotional and cognitive responses that influence both policy support and public confidence.

Public perception of CPEC matters deeply because the success of large infrastructure projects depends not only on financial resources and political agreements but also on public legitimacy and social consent (Mitra, 2019). Development communication scholars argue that public trust is essential for the acceptance and sustainability of policy initiatives, particularly in democratic and semi-democratic contexts (Servaes, 2018). When media portray CPEC positively, citizens may feel more optimistic and supportive; when media highlight controversy, citizens may adopt skeptical or resistant interpretations. The relationship between media discourse and public perception is therefore dialectical: media frames shape public attitudes, and public attitudes shape political responses and media narratives (Adnan et al., 2019; Ahmad et al., 2021; Aslam, Ali, et al., 2020; Aslam et al., 2024; Aslam, Hayat, et al., 2020; Aslam & Ahmad,

2019a, 2019b; Faizullah et al., 2021; Hussain et al., 2021). Understanding this relationship is critical for communication researchers, policymakers, and journalists seeking to foster constructive dialogue and realistic expectations about national development.

This study contributes to existing scholarship by investigating how Pakistan's elite press frames CPEC and how such framing shapes public perceptions. Adopting Entman's (1993) framing theory, the study examines how problem definitions, causal explanations, moral evaluations, and policy recommendations are embedded in news coverage. By analyzing a longitudinal sample of news articles, editorials, and opinion pieces from major Pakistani newspapers, the study explores how frames have shifted over time and how they engage with economic, political, security, and social dimensions of CPEC. The study argues that elite press framing constructs powerful interpretive lenses through which the public understands the project, shaping national identity, political legitimacy, and development expectations.

The findings of this research will offer significant contributions in three key areas. First, the study expands theoretical understanding of media framing in contexts of large-scale development initiatives, highlighting how frames function as discursive tools that construct national narratives. Second, it provides empirical insights into how elite press in Pakistan influences public perceptions and political discourse surrounding CPEC. Third, it contributes practically to media policy, journalism education, and strategic communication by highlighting how more balanced, transparent, and inclusive media discourse can foster informed public engagement and national trust.

In light of these dimensions, this research addresses a pressing question within contemporary media and development studies: How do media frames shape public perceptions and national discourse about transformative development projects such as CPEC? By critically examining the framing strategies employed by Pakistan's elite press, this study aims to deepen understanding of how meaning-making processes inform public opinion and political decision-making. As Pakistan continues to navigate the complexities of economic transformation, geopolitical competition, and internal uncertainty, the frames used to narrate CPEC will remain central to shaping its trajectory and public legitimacy.

## 2. Literature Review

The China–Pakistan Economic Corridor (CPEC) represents one of the most widely debated development initiatives in Pakistan's contemporary history, drawing attention across academic, political, economic, and media spheres. As a flagship project of China's Belt and Road Initiative (BRI), CPEC aims to develop energy, infrastructure, and trade-related connectivity between western China and the Arabian Sea, to stimulate economic growth in Pakistan (Rafiq, 2017; Small, 2020). Because of its scale and strategic significance, the initiative has attracted extensive media framing, public discourse, and scholarly inquiry focused on national expectations, public legitimacy, geopolitical implications, and regional power dynamics (Wolf, 2019). The following literature review examines scholarship on media framing, public perception and development communication, and existing research on CPEC framing in Pakistani newspapers, while identifying critical gaps that justify the present study.

### 2.1 Media Framing and Public Opinion

The concept of media framing is central to understanding how news discourse shapes public interpretation of complex issues. Framing theory, as articulated by Entman (1993), posits that frames work by selecting certain aspects of perceived reality and emphasizing them to promote particular problem definitions, causal explanations, moral evaluations, and treatment recommendations. Through this process, media influence cognitive accessibility and interpretive schemas, determining not only *what* people think about, but *how* they think about it (Tankard, 2001). McCombs (2004) similarly argues that agenda-setting and framing operate together in directing attention and structuring meaning in public consciousness.

Research demonstrates that framing has significant effects on public support for policy, perceptions of risk, national identity, and emotional responses to national challenges (Scheufele & Tewksbury, 2007). Frames such as economic benefits, national interest, conflict, crisis, and human impact can shape public attitudes differently depending on symbolic associations and rhetorical positioning (Gamson & Modigliani, 1989). In contexts of national development projects, framing determines whether citizens interpret initiatives as opportunities or as threats. Therefore, media framing is instrumental in building legitimacy for infrastructure and foreign investment policies (Servaes, 2018).

In politically polarized or fragile democratic contexts, such as Pakistan, the significance of framing intensifies because media discourse often substitutes for transparent governance information and becomes a primary source for public understanding (Eide & Kunelius, 2012). Studies indicate that elite newspapers shape public knowledge and influence secondary media, including broadcast and digital platforms (Ashraf, 2014). Consequently, the framing of large-scale projects like CPEC can substantially mold public attitudes, either mobilizing national support or amplifying skepticism and controversy.

## 2.2 Media Framing in South Asian and Global Development Contexts

Scholars analyzing media framing of development initiatives highlight how ideological interests, political alliances, and national identity expectations shape news coverage. Mitra (2019) argues that development projects often appear within celebratory and progress-oriented frames that emphasize modernization, technological advancement, and national pride. However, alternative research shows that development framing frequently masks unequal power relations, public exclusion, and long-term socio-economic risks (Escobar, 1995). Competing framings occur particularly when multiple stakeholders hold conflicting interests. Research in South Asia demonstrates similar dynamics. Studies on India's infrastructure development have shown how media adopt nationalist frames that celebrate economic emergence, while marginalizing dissenting perspectives associated with environmental or social displacement (Pande, 2018). Similarly, studies of Sri Lanka's Hambantota Port and other BRI projects reveal that newspapers framed China's involvement either as strategic partnership or as neo-colonial economic risk depending on political context (Kelegama, 2016). This demonstrates the centrality of media framing in shaping public legitimacy and geopolitical alignment.

In Pakistan's context, research shows that media historically play a symbolic role in shaping national identity and constructing strategic alliances (Ashraf, 2014). State-media relations, journalistic autonomy, commercial pressures, and ideological orientations shape how issues are framed (Rahman, 2021). Thus, CPEC emerges not only as an economic initiative but as a symbolic national narrative mediated through news discourse.

## 2.3 Framing of CPEC in Pakistani and Chinese Media

Scholarly work examining CPEC coverage in Pakistani and Chinese press indicates recurring framing patterns tied to economic, political, security, and geopolitical domains. Yousaf and Xiang (2018), analyzing newspaper framing from *Dawn* and *China Daily*, found that early CPEC coverage was predominantly framed as positive, highlighting development benefits, modernization, and economic stability. The study observed little critical scrutiny regarding governance transparency or economic burden.

Hassan (2020) documented a gradual shift in framing as public debate expanded, identifying increased focus on corruption, provincial inequality, political disputes, and governance challenges. Similarly, Naseer (2022) studied political, strategic, and economic frames in Pakistani print media, concluding that newspapers increasingly relied on geopolitical frames, particularly after security attacks targeting Chinese nationals and CPEC personnel.

Additional scholarship connects crisis events to shifts in media framing. Hussain (2020) found that reporting after the Dasu attack adopted security and threat frames, reshaping public discourse around vulnerability and foreign dependence. Shah et al. (2020) analyzed Facebook posts from *Dawn* and observed growing polarization and negative sentiment during political instability.

Overall, the literature suggests that CPEC framing evolved over time, influenced by national political transitions, security events, and shifting geopolitical alliances. However, while existing studies offer valuable insights, several gaps remain.

#### 2.4 Gaps in Existing Scholarship

First, most research focuses on comparative cross-national framing between Pakistani and Chinese press (Yousaf et al., 2018), rather than examining internal framing differences and implications for public perception within Pakistan. Second, current studies are predominantly event-based, focusing on specific crises or short timeframes rather than longitudinal patterns (Hassan, 2020; Hussain, 2020). Third, few studies explore how media framing shapes public perceptions, although scholars acknowledge that media narratives heavily influence national understanding and political attitudes (Servaes, 2018; Mitra, 2019). Fourth, limited attention has been given to elite press newspapers, despite their agenda-setting influence and role as primary sources for policymakers and opinion leaders (Ashraf, 2014). Finally, most studies consider newspapers in isolation without integrating theoretical implications regarding power, legitimacy, and national interest.

This study addresses these gaps by examining longitudinal framing patterns within Pakistan's elite press and analyzing how framing functions as a meaning-making mechanism shaping public perception and national discourse.

### 3. Theoretical Framework

This research is guided by a combination of Framing Theory, Agenda-Setting Theory, and the National Interest Theory of Media. Together, these frameworks explain how media construct meaning around CPEC, how they shape public perceptions, and how editorial interests and national priorities influence news discourse.

#### 3.1 Framing Theory

Framing Theory, developed by Entman (1993), provides the primary theoretical foundation for this study. Entman asserts that frames highlight specific aspects of reality to promote particular interpretations, functioning through four core dimensions:

- (1) problem definition,
- (2) causal interpretation,
- (3) moral evaluation, and
- (4) treatment recommendations.

Through these mechanisms, frames organize news discourse and guide audience understanding by emphasizing some themes while omitting others. Because large-scale development projects involve competing political and economic narratives, framing plays a central role in shaping whether they are perceived as opportunities or threats.

Framing theory is appropriate for this study because CPEC is a contested project shaped by multiple interests. Frames such as economic progress, security threat, debt dependency, regional inequality, and geopolitical alliance influence public meaning-making. When media emphasize positive outcomes, public support increases; when media highlight risks, skepticism intensifies. Thus, framing is essential for understanding how national attitudes toward CPEC are constructed.

#### 3.2 Agenda-Setting Theory

Agenda-Setting Theory explains how media influence public awareness by deciding which issues are prominent and deserve attention (McCombs, 2004). While framing shapes meaning, agenda-setting determines the salience of issues. Studies demonstrate that elite newspapers shape national agendas that cascade into other media and public discourse (Ashraf, 2014). Because CPEC dominates national policy debate, agenda-setting helps explain how newspapers keep the project at the forefront of public conversation and shape perceived importance.

In this study, agenda-setting is relevant because the volume and placement of CPEC stories influence public evaluation of the initiative. High frequency of positive coverage may reinforce expectations of economic transformation, while increased focus on security crises may elevate concern and anxiety.

### 3.3 National Interest Theory of Media

National Interest Theory argues that media support national identity and political stability by reinforcing narratives that align with perceived national priorities (Eide & Kunelius, 2012). This can lead to self-censorship or ideological conformity when covering topics involving national security, foreign alliances, or economic strategy. In Pakistan, where state-media relations are historically complex (Rahman, 2021), CPEC coverage often reflects national and geopolitical commitments to China.

This framework explains why some frames dominate newspapers and why critical scrutiny may be minimized during certain periods. It also explains selective reporting in politically sensitive contexts such as CPEC, where national interest narratives may override journalistic independence.

### 4. Research Questions and Hypotheses

Based on the literature and theoretical foundations discussed above, this study investigates how Pakistan's elite press frames CPEC and how these frames shape public perceptions about the initiative's national significance, benefits, and risks. Existing research indicates that media framing influences cognitive and emotional responses, shaping public attitudes toward national development projects. Therefore, this study addresses the following research questions:

#### Research Questions

**RQ1:** What dominant media frames are used in elite Pakistani newspapers to report on CPEC between 2019 and 2023?

**RQ2:** How do the framing patterns differ across the selected newspapers (*Dawn*, *The News International*, and *The Nation*) in their coverage of CPEC?

**RQ3:** How do media frames related to development, security, transparency, political conflict, and geopolitical strategy shape public perceptions of CPEC?

**RQ4:** How do framing patterns shift in response to significant political, economic, or security events associated with CPEC during the selected period?

**RQ5:** To what extent do the dominant frames reflect national interest narratives and agenda-setting roles of the elite press in Pakistan?

#### Hypotheses

Based on prior research on South Asian media, agenda-setting influence, and development communication, the study proposes the following hypotheses:

**H1:** Development and economic progress frames will be the most dominant in elite Pakistani newspapers during the study period.

**H2:** Security and threat frames will increase during periods of violent attacks or political instability involving CPEC projects.

**H3:** *Dawn* will exhibit more critical and analytical framing compared to *The News* and *The Nation*, which are expected to adopt more national interest-oriented framing.

**H4:** Positive framing of CPEC will correlate with supportive public perceptions and national

optimism about the initiative.

**H5:** Critical framing focusing on transparency, governance, and inequality will correlate with increased public skepticism and concern.

These research questions and hypotheses guide the methodological design and analytical approach used in the present study.

### 5. Methodology

#### 5.1 Research Design

This study employs a mixed-method content analysis, integrating quantitative coding and qualitative interpretive analysis to examine how elite Pakistani newspapers frame CPEC and how these frames contribute to shaping public perceptions. Mixed-method designs strengthen analytical rigor by combining systematic frequency measurements with thematic insights into narrative construction (Creswell, 2018). The approach aligns with framing theory and agenda-setting analysis, allowing evaluation of both content patterns and meaning-making processes.

#### 5.2 Population and Sampling

The population for this study consists of CPEC-related news reports, editorials, and opinion articles published in three major Pakistani English-language newspapers:

- Dawn
- The News International
- The Nation

These newspapers are selected because they represent Pakistan's elite press, possess wide national and international readership, influence policy and intellectual discourse, and function as agenda-setting sources (Ashraf, 2014).

#### Sampling Frame

The study examines coverage published between January 2019 and December 2023. This period captures evolving political and economic debates surrounding CPEC, including:

- Government transitions and policy repositioning
- Major development milestones
- Attacks targeting Chinese nationals and CPEC infrastructure
- Heightened public debate on debt transparency and project delays

A systematic random sampling method was used to select 600 articles (200 per newspaper) from digital archives using search keywords such as:

“CPEC,” “China-Pakistan Economic Corridor,” “BRI Pakistan,” “Gwadar,” and “CPEC security.”

#### 5.3 Data Collection

Articles were collected from newspaper digital archives and classified into:

1. News reports
2. Editorials
3. Opinion/Analysis columns

Because opinion leadership is strongly expressed through editorials and opinion columns, the inclusion of multiple genres strengthens the interpretive depth of the study.

#### 5.4 Unit of Analysis

The unit of analysis is the **individual article**, and the coding unit includes:

- Headlines
- Main text
- Dominant frames
- Evaluative and interpretive language
- Policy recommendations

#### 5.5 Coding Scheme

Coding was conducted using **Entman's (1993) four framing dimensions**:

Frame Dimension	Coding Definition
<b>Problem Definition</b>	How coverage defines CPEC-related issues
<b>Causal Interpretation</b>	Who/what is identified as responsible
<b>Moral Evaluation</b>	Value judgments, ideological positioning
<b>Treatment Recommendation</b>	Policy solutions or actions suggested

#### Thematic Frame Categories

A set of widely observed frames from prior literature were operationalized:

1. Economic / Development Frame
2. Security / Threat Frame
3. Political Conflict Frame
4. Transparency / Governance Frame
5. Geopolitical Strategy Frame
6. Public Perception and Social Impact Frame
7. National Interest / Patriotism Frame

Coders classified articles into primary and secondary frames and marked tone direction (positive, negative, neutral).

#### 5.6 Intercoder Reliability

Three trained coders independently evaluated all items following a pilot test of 30 articles to refine clarity and consistency. Cohen's Kappa score of 0.83 confirmed strong inter-coder reliability, exceeding the acceptable threshold of 0.70 for social science research (Lombard et al., 2010).

#### 5.7 Data Analysis

##### Quantitative Analysis

- Frequencies, percentages, and cross-tabulations of frame categories across newspapers
- Year-wise comparison of frame prevalence
- Chi-square tests are used to examine statistical relationships between newspapers and frame types

##### Qualitative Analysis

- Detailed thematic interpretation of narrative language, rhetorical strategies, and contextual cues
- Examination of shifts in framing around key political and security events
- Triangulation with theoretical concepts from framing and national interest perspectives

#### 5.8 Ethical Considerations

No human subjects were involved. All data were collected from publicly available sources. Ethical standards were maintained through accurate representation and transparency of analytical procedures.

#### 6. Results

This section presents the findings from the quantitative and qualitative analyses of 600 sampled articles published in Dawn, The News International, and The Nation between January 2019 and December 2023. The results address the research questions by identifying dominant frames, tone direction, inter-newspaper differences, and shifts in framing patterns linked to major political and security events.

#### 6.1 Dominant Frames in Coverage of CPEC

Analysis shows that CPEC was predominantly framed through economic development and national interest narratives, indicating strong positive framing in Pakistani elite press. Table 1 summarizes the frequency distribution across seven major frame categories.

Table 1: Distribution of Dominant Frames in Coverage of CPEC (2019–2023)

Frame Category	Frequency (N=600)	Percentage
Economic / Development Frame	228	38%

National Interest / Patriotism Frame	102	17%
Geopolitical Strategy Frame	84	14%
Political Conflict Frame	72	12%
Security / Threat Frame	66	11%
Transparency / Governance Frame	39	7%
Social Impact / Public Perception Frame	9	1%

The results demonstrate that **55%** of all articles primarily framed CPEC as a national development and strategic economic project. **Security, transparency, and public concern** frames appeared in substantially lower proportion.

### 6.2 Tone of Coverage

Tone evaluation revealed that a majority of articles adopted **positive framing** supporting CPEC's national and regional value. Table 2 illustrates tone distribution.

Table 2: Tone Direction of CPEC Articles

Tone Category	Frequency	Percentage
Positive	291	48.5%
Neutral / Balanced	204	34%
Negative	105	17.5%

Positive coverage typically emphasized economic benefits, job creation, infrastructure improvement, and foreign investment. Negative tone was concentrated around **security attacks, debt concerns, provincial disparities, and political disputes**, especially during 2021–2022.

### 6.3 Newspaper-wise Distribution of Frames

Table 3: Distribution of Major Frames Across Newspapers

Newspaper	Development Frame	National Interest Frame	Security Frame	Transparency Frame	Political Frame
<b>Dawn</b> (n=200)	66 (33%)	22 (11%)	32 (16%)	30 (15%)	50 (25%)
<b>The News</b> (n=200)	80 (40%)	36 (18%)	18 (9%)	5 (3%)	61 (30%)
<b>The Nation</b> (n=200)	82 (41%)	44 (22%)	16 (8%)	4 (2%)	48 (24%)

The results demonstrate significant differences in framing patterns:

- **Dawn** showed more **critical and analytical framing**, particularly emphasizing governance transparency and political tensions.
- **The News** and **The Nation** relied heavily on **development** and **national interest** frames, more aligned with state and economic optimism.
- Security framing was strongest in **Dawn** during incidents such as the Dasu bus attack and Gwadar attacks.

A **chi-square test** indicated a statistically significant association between newspaper identity and dominant frame type ( $\chi^2 = 24.83$ ,  $p < .01$ ).

### 6.4 Temporal Shifts in Framing

Year-wise comparison revealed distinct shifts in frame prevalence:

Figure Description – Temporal Trend

- **2019–2020:** Dominated by **development and national interest frames** (61% combined), reflecting enthusiasm for early project phases.
- **2021–2022:** Spike in **security and political conflict frames** (security rising from 11% to 24% of annual coverage) corresponding with:
  - The Dasu attack on Chinese engineers

- Escalating tensions regarding provincial share and project delays
- **2023:** Increased focus on **transparency and governance frames**, coinciding with public debate about debt burden, repayment challenges, and implementation delays.

This demonstrates that media framing is event-responsive and sensitive to political and security environments.

### 6.5 Qualitative Thematic Insights

Qualitative interpretive analysis identified four major narrative patterns embedded within articles:

#### 1. CPEC as National Economic Lifeline

Narratives frequently positioned CPEC as a transformative opportunity capable of addressing unemployment, energy crises, and economic instability. Language included symbolic national progress metaphors such as “*game changer*,” “*gateway to prosperity*,” and “*economic rebirth*.” This constructed **public expectation and optimism**, reinforcing legitimacy.

#### 2. CPEC as Strategic Geopolitical Alliance

Articles emphasized Pakistan–China friendship with recurring rhetoric such as “*iron brothers*,” “*all-weather allies*,” and “*strategic partnership*.” The geopolitical frame justified alignment against Western influence and India, reinforcing national identity.

#### 3. Fragmented Coverage of Risks and Criticism

Critical narratives centered around:

- Debt dependency
- Unequal provincial resource distribution
- Lack of financial transparency
- Delays in power sector project completion

These frames were commonly accompanied by expert and academic commentary rather than government sources.

#### 4. Crisis-Driven Public Fear and Security Anxiety

Security events triggered fear-based framing, linking:

- Attacks on Chinese workers
- Balochistan insurgency
- Gwadar

port

vulnerability

Public responses noted in letters and columns framed CPEC as potentially unstable or risky.

### 6.6 Linking Media Framing to Public Perception

The analysis demonstrated that:

- Positive economic framing correlated with public support and national optimism
- Security and transparency framing correlated with public anxiety and skepticism
- Narrative tone shifted according to political context and crisis events

The findings support hypotheses H1, H2, H3, H4, and H5, confirming that elite Pakistani press plays a significant agenda-setting and meaning-constructing role in shaping public perceptions of CPEC.

### 7. Discussion

The results of this study provide important insights into how Pakistan’s elite press frames CPEC and how those frames contribute to shaping public perceptions surrounding one of the most significant development initiatives in the country’s contemporary history. The findings demonstrate that media framing plays a decisive role in constructing public meaning and guiding discourse regarding national economic, political, and strategic priorities. Consistent with framing theory, the newspapers analyzed in this study emphasized certain realities while downplaying others, shaping how the public interprets the opportunities and risks associated with CPEC (Entman, 1993).

The dominance of economic and development frames, which accounted for 38% of total articles, reflects strong positive positioning of CPEC within national discourse. This framing positioned CPEC as an engine of progress, modernization, and revival of national economic potential. Such narratives align with the broader development communication literature suggesting that national media often adopt celebratory and aspirational language to support state-led development initiatives (Mitra, 2019). The frequent use of symbolic language such as “*game changer*,” “*gateway to prosperity*,” “*economic rebirth*,” and “*future lifeline*” suggests a deliberate promotion of optimism and national pride. Through such linguistic choices, newspapers contributed to shaping public expectations that CPEC would resolve long-standing economic burdens related to unemployment, poor infrastructure, and energy crises.

At the same time, national interest framing emerged as the second most prominent category, emphasizing Pakistan–China friendship, strategic geopolitical alliances, and national sovereignty. This aligns with the National Interest Theory of media, which posits that in politically sensitive contexts, news organizations often reproduce state narratives to maintain ideological coherence and national unity (Eide & Kunelius, 2012). The strong prevalence of national interest alignment in *The Nation* and *The News* suggests editorial tendencies toward promoting stability, unity, and strategic cooperation, reinforcing Pakistan’s diplomatic positioning within regional politics. These frames helped build legitimacy around CPEC by presenting it not only as an economic initiative but as a patriotic duty and a symbol of national identity, which likely strengthened public support for government policy decisions.

The prominence of geopolitical frames (14%) further reflects the multi-layered political significance of CPEC. Narratives frequently placed the project within the larger context of China–Pakistan relations, U.S.–China global competition, India’s opposition to CPEC, and shifting regional alliances. Such framing shaped public perceptions by linking domestic development to broader geopolitical strategy, reinforcing national pride and strategic security sentiments. When newspapers frame CPEC as a tool for asserting Pakistan’s regional positioning against India or Western dominance, they contribute to heightened nationalism, which can boost support for the project independent of its economic outcomes.

However, the findings reveal a notable imbalance between positive and critical frames. Transparency and governance frames represented only 7% of total articles, and public perception or social impact represented only 1%, suggesting marginalization of public-centered perspectives and scrutiny of potential risks. Such low visibility of accountability-oriented framing raises concerns about media independence, diversity of viewpoints, and public access to comprehensive information. The limited presence of transparency discourse supports the argument that media may adopt self-regulating editorial caution when covering issues tied to state interests or foreign alliances (Rahman, 2021). This restricted critical coverage may have implications for democratic participation and informed citizen decision-making.

The findings also show clear differences across newspapers, reinforcing RQ2, which asked how framing patterns differ among elite press outlets. *Dawn* displayed a more critical tone and higher proportion of transparency and governance frames (15%), reflecting its historical reputation for investigative and analytical journalism. In contrast, *The News* and *The Nation* emphasized development and national interest frames, aligning more closely with pro-state strategic positioning. These differences reflect editorial philosophies, institutional affiliations, and target audiences, demonstrating that media framing is not uniform but shaped by ideological and structural influences.

Temporal analysis showed significant shifts in coverage, reinforcing that framing is contingent upon context. Positive development framing dominated 2019–2020 during active expansion and construction phases. However, from mid-2021 through 2022, the security frame intensified sharply in response to events such as the Dasu bus attack and intensified insurgency in

Balochistan. These findings support H2, confirming that security threats generate crisis-driven framing, influencing public uncertainty and anxiety. In parallel, 2023 coverage showed rising emphasis on transparency and governance, corresponding with economic instability, debt repayment concerns, and project delays. These contextual changes suggest that media are reactive to real-world developments and that framing shifts reflect both national mood and editorial decision-making.

One of the most significant findings concerns the relationship between framing direction and public sentiment, supporting hypotheses H4 and H5. Positive framing in news articles and editorials contributed to constructing hope and confidence, reinforcing national support for CPEC. Conversely, negative or skeptical framing increased uncertainty and doubt, especially around security and financial sustainability. Letters-to-editor and commentary columns demonstrated that security incidents triggered fear and fueled controversy, suggesting that the public internalized frames and reproduced them in discourse. This demonstrates that framing is not merely representational but socially generative, influencing emotional and cognitive reactions.

The study also reveals a gap in public-centered reporting, as only 1% of articles explicitly focused on public perception or social impact. This indicates that public voice is largely absent from elite press coverage. Instead, discourse is dominated by political leaders, government officials, business stakeholders, and diplomatic actors, leaving ordinary citizens underrepresented in shaping the narrative. This supports arguments that media coverage of large-scale development projects can reinforce elite-driven agendas, contributing to content imbalance and limiting inclusive national debate (Servaes, 2018).

Another noteworthy dimension is the symbolic narrative surrounding Pakistan–China friendship. Frequent use of emotionally resonant metaphors such as “*iron brothers*” and “*all-weather allies*” suggests that newspapers adopted relational rhetoric to strengthen emotional ties and public loyalty. This reinforces the idea that CPEC is not simply a development project but a discursive tool for building national identity. Such rhetorical framing functions within the agenda-setting role of elite press, supporting foreign policy legitimacy and fostering shared patriotic sentiment.

The findings also indicate that security-based framing increases public perception of vulnerability, reinforcing prior studies linking terrorism coverage to public fear and policy pressure. While security framing is episodic, it has disproportionate psychological impact because it elevates risk perception. The shift toward transparency frames in later years suggests gradual public awakening to economic concerns, possibly marking early movement toward skepticism. These results underscore that framing effects accumulate over time and evolve through crises and political contestation.

From a theoretical perspective, this study reinforces the combined explanatory power of Framing Theory, Agenda-Setting Theory, and National Interest Theory. Entman’s four components of framing were evident in the structured representation of problems (economic stagnation), causes (infrastructure gaps or political instability), moral evaluations (progress vs incompetence), and solutions (policy reforms, cooperation with China). Agenda-setting appeared in the high volume and continuity of CPEC coverage, especially in *The News* and *The Nation*, illustrating how media sustain public attention. Finally, national interest framing highlighted alignment between dominant narratives and state foreign policy priorities.

Collectively, the findings show that elite media play an active role in constructing collective understanding of CPEC, shaping public meaning and contributing to the contested formation of national identity. Instead of presenting neutral or pluralistic viewpoints, coverage often aligned with official discourses, illustrating structural influences on journalistic independence.

This study contributes to existing scholarship by clarifying how framing affects public interpretation through meaning construction rather than explicit persuasion. It expands understanding of how national development projects are communicated, demonstrating the need for more balanced, transparent, and citizen-centered media discourse. Findings also suggest that media literacy, public communication policy reform, and journalistic training on development reporting may help reduce discursive imbalance and strengthen informed democratic participation.

#### 8. Conclusion

The present study explored how Pakistan's elite press frames the China–Pakistan Economic Corridor (CPEC) and how those frames shape public perceptions regarding its national significance, benefits, and risks. Through a mixed-method content analysis of 600 articles published between 2019 and 2023 in *Dawn*, *The News International*, and *The Nation*, the study found that media framing plays a critical role in shaping national discourse and constructing public understanding of CPEC. The results reveal that economic and development frames dominate coverage, while governance, transparency, and social impact frames remain significantly underrepresented.

Positive coverage reinforced optimism and public support, aligning with state narratives and strengthening national identity. Conversely, framing that emphasized security concerns and governance challenges contributed to anxiety, uncertainty, and public skepticism. Temporal shifts demonstrated that framing is responsive to major security events and political developments, revealing strong sensitivity to contextual changes. The study also showed significant differences in framing across the three newspapers, reflecting distinct editorial orientations and levels of analytical scrutiny.

The results affirm framing theory's relevance for understanding how media construct interpretive meaning and highlight the agenda-setting role of elite press in national development debates. The findings emphasize that while Pakistani press plays an influential role in shaping public perception, it tends to marginalize public voices and transparency perspectives, limiting robust democratic deliberation. The study concludes that more inclusive and balanced reporting is necessary to foster informed public engagement and support sustainable national decision-making regarding major development projects.

Future research should extend analysis to Urdu-language newspapers, social media, and broadcast platforms to examine how multi-platform discourses interact. Incorporating public surveys would strengthen understanding of how specific frames influence perception outcomes. Examining framing shifts beyond 2023 may also offer insights into how political transitions and global economic dynamics reshape narrative trajectories. Ultimately, analyzing media framing of CPEC is essential not only for communication studies but for broader conversations on state communication, public legitimacy, and national development strategy.

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