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Analyzing the Effects of Twitter on Electronic Media A Study of By-Elections 2022 in Pakistan**Abdul Manan Naseer¹**¹Producer, Current Affairs, Dawn News Islamabad Pakistan.Email: maniibutt247@gmail.com

Abstract

This research examines the impact of Twitter on electronic media in Pakistan during the by-elections of 2022. The study specifically focuses on the strategies utilized by political personalities, such as Imran Khan and Maryam Nawaz, to shape public conversation. Twitter, a highly influential social media tool, exerts significant influence in shaping public opinion and setting the agenda. This study uses agenda-setting theory to examine the impact of Twitter debates during the by-elections on the public's perception of prominent themes. This study explores eleven main themes, which include political issues and socio-economic factors. These themes contain topics such as "Lifafa Journalism," "Imported Government," "Lawlessness," and "Inflation." This study conducts a thorough examination of Twitter engagement, uncovering discrepancies in the frequency of tweets and accompanying media coverage received by Imran Khan and Maryam Nawaz on four prominent news networks. It is worth mentioning that Maryam Nawaz's tweets have a notable prevalence, particularly about topics such as "Harsh Language" and "Incompetent Government." On the other hand, Imran Khan's influence is evident in thematic domains such as "Imported Government," "Inflation," "Regime Change," and "Haqeeqi Azadi." The analysis of media coverage reveals that Imran Khan's tweets garnered significant visibility across many thematic categories, particularly on prominent news channels like as ARY News, Geo News, Sama News, and Dunya News. In contrast, the tweets of Maryam Nawaz received considerable attention, namely from Geo News and Dunya News, illustrating the varied media strategies utilized by each leader.

Keywords: Twitter, Cable channels, Inter-media agenda setting, Maryam Nawaz, Imran Khan

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1. Introduction

Social media is the hub of applications that allow users to share news and information without restrictions. Social media has revolutionized the way people communicate and share information in today's digital age. Twitter is one of the most popular social media platforms used for sharing news, opinions, and ideas. It has become an essential source of information for people all over the world, including Pakistan. With the increasing use of Twitter, there has been a noticeable impact on the traditional electronic media in the country. The purpose of this study is to analyze the effects of Twitter on electronic media in Pakistan during the by-elections of 2022.

Twitter is an important tool for influencing public opinion and creating conversation about certain topics. It involves creating content related to a certain issue, making sure it's widely shared and discussed, and engaging with other users on the platform to further the conversation. This technique can be used to draw attention to a certain issue, create awareness, and ultimately shape public opinion. It helps to ensure that certain topics are discussed and debated, even if they may not be widely covered in traditional media outlets. By leveraging the power of Twitter, organizations can effectively reach large audiences and ensure that their message reaches those who may not be exposed to traditional media.

Background of the Study

By-elections in Punjab, Pakistan are held when a member of the Provincial Assembly resigns or dies and a new candidate is chosen to fill the vacant seat. These elections are conducted in the same way as general elections, with the same rules and regulations in place. The Election Commission of Pakistan is responsible for conducting these elections and the results are announced soon after the polls close. The by-elections are conducted across all districts of Punjab and the winning candidate is acknowledged as the Member of Provincial Assembly. These elections are important for the political parties as they are a way of testing the public opinion and getting an idea of their popularity.

Pakistan has a vibrant media landscape with numerous electronic media outlets operating in the country. However, the rise of social media platforms such as Twitter has challenged the dominance of traditional media outlets. Twitter has become a popular source of news and information, especially for the younger generation. During the by-elections of 2022, Twitter was extensively used by political parties, candidates, and their supporters to share their views and opinions. This study aims to examine the impact of Twitter on electronic media during this period. According to Alexander (2008), Media convergence is a phenomenon characterized by the integration of many forms and channels of traditional and digital media. This tendency serves to obscure the distinctions between the two forms of media.

Role of Twitter in politics

The role of Twitter in politics has been on the rise in recent years the usage of Twitter in elections was generated during the 2010 Swedish general elections. In Pakistan, the emergence and rise of social media including Twitter is seen during the 2013 General elections. Twitter was mainly used as a tool in election campaigns during elections which was the first time that any social media played an active role in Pakistan. Twitter is not only used as a conversational platform but also news sharing source. Politicians use various social media platforms to inform the public of their positions on various subjects by strategically managing issues. Politicians can communicate with voters and supporters using social media to address a variety of concerns, provide clarity, and issue policy declarations and, most significantly, easy links to media.

Digital media has grown extraordinarily in Pakistan in recent years. We now live in a fully digital world where social media has ingrained itself into our daily lives, reducing our need for conventional media, and these media have also integrated online sources in their new information-gathering and dissemination processes. Through the usage of social media, young people have mostly become active participants in the political environment. Social media now can set agendas and has an impact on people (Qaisaret al., 2020).

Agenda Setting and Inter-media Agenda:

The term inter-media agenda setting which is a part of the fourth stage of agenda setting refers to situations where the media agenda is influenced by other media. Sweetser et al., (2008) Inter-media agenda setting describes how the range of information that is delivered to the public is afterwards impacted the influence that several news sources may have on one another. The concept of inter-media agenda is generated from agenda-setting theory.

Agenda setting theory was developed by Mc Comb and Shaw in 1972 during their study of the US Presidential Elections of 1968 in this study they analyzed the news and media coverage and found a strong correlation to the opinions held by the voters in Chapel Hill North California. Agenda setting is the practice of having some issues presented frequently and prominently in the media so that significant portions of the public start to view those concerns as being more important than others (Coleman et.al 2009).

Problem Statement:

This study aims to investigate the role of social media, particularly Twitter, in influencing the news agenda, political engagement, and public access to diverse news sources, with a focus on its implications for the electoral process and the evolving landscape of media influence in the context of Pakistani politics.

Research objectives:

1. To identify the usage of Twitter by political leaders to set up the agenda.

2. To examine the impact of Twitter on the traditional electronic media in Pakistan during the by-elections of 2022.
3. To identify the challenges faced by traditional electronic media due to the rise of social media platforms such as Twitter.

Research questions:

RQ1. Whether and to what extent do political leaders use Twitter to set up the agenda?

RQ2. What were the impacts of Twitter on the traditional electronic media in Pakistan during the by-elections of 2022?

Literature review

The purpose of this study is to analyze the effect of Twitter on electronic media in Pakistan: A case of by-election 2022 by keeping this topic in mind following is the review of previously done studies.

Twitter as an Agenda-building

Su and Borah (2019) say that Twitter have the capability to exert influence over the agenda of traditional media by determining the topics and concerns that are covered within the context of an electoral campaign. This objective may be achieved by establishing the subjects and concerns that are deliberated upon during the campaign. Enli and Skogerbø (2013) said that candidates have the capacity to establish their own agendas and engage directly with certain themes by utilizing the Twitter platform, so circumventing the intermediaries present in traditional media. Candidates possess the capacity to effectively employ the platform as a means to emphasize certain policy domains of significance and offer responses to allegations put forth by their adversaries.

Hussain et al. (2020) conducted a study on the agenda-building function of Twitter in which they explored the inter-media agenda-setting effects between mainstream media and Twitter on political tweets in their study they concluded that media usually gives more coverage to political tweets rather than any other tweets on other issues. The agenda of TV news channels and Twitter overlap on similar issues or topics. In countries like Pakistan traditional media and Twitter have to go side by side on different sensitive and touchy issues like politics, religion, the Overall performance of the current government, etc. Political leaders share their thoughts on Twitter their supporters or voters share and re-tweet that statement and suddenly it goes viral and thousands of people are now getting influenced by the news. The study demonstrated by Farhi (2009) that many studies have been found to analyze the utilization of social media, particularly Twitter, and its relationship with TV news media. Many studies focus on researching inter-media associations between TV news and Twitter. An assortment of studies concentrates on Twitter's effortlessness for TV channels.

Twitter and Inter-media Effect

Su et al., (2019) aim to examine the inter-media effect of Twitter on newspaper agenda and the results propose that papers affected Twitter before the declaration, while Twitter on the other hand impacted papers somewhere around five days after the declaration. Notwithstanding, Twitter's impact was viewed as vaporous, papers recaptured its unidirectional effect five days after the declaration. The study done by Melek (2017) this study analyzed two explicit stages; an internet-based form of a paper, Hürriyet and person to person communication and micro blogging website, Twitter. Having legitimized the inspecting strategy previously, the outcomes determined from this examination can't be summed up to all standard and web-based entertainment.

Twitter and elections:

Graham et al., (2013) studied UK tweets by the candidates in the 2010 elections and established that few competitors preferred Twitter as a device to communicate and frame associations with the people. The study also found that the use of Twitter was influenced by factors such as age, gender, and party affiliation. Younger candidates from the Conservative Party were more likely to use Twitter than older candidates and candidates from other parties. Overall, the study suggests that Twitter was not a widely used tool for political communication in the 2010 UK elections and that its use was influenced by a range of factors. However, the study also suggests that Twitter has the potential to be an important tool for political communication in the future. Twitter, as a platform is distinctive because of its cooperative nature, story-changing, and story-developing climate, which prompts more intuitive agenda setting for the competitor and the supporters. Gokce et al., (2014) disclosed that Twitter is good for a

well-formed story with verified sources on a very quick notice which is quite difficult for conventional media platforms such as newspapers and TV channels.

A study by Kushin et al., (2010) analyzed the inter-media plan setting connection between the web distribution of the *New York Times* (i.e., *NY Times.com*) and Twitter. This relationship was analyzed inside the setting of the changing media climate. According to the study of Vliegenthart et al., (2008) The reason behind inter-media agenda setting is the cutthroat setting of most media markets. Media notice contenders' way of behaving, what's more, copy them when obviously to do so is a serious advantage. As a result of this multitude of cycles, inter-media agenda-setting elements make the broad communications inclusion of issues follow comparative patterns. Vaccari et al., (2015) demonstrated that Twitter provides political campaigns with the capacity to engage in communication with their supporters, facilitate the mobilization of volunteers, and enhance voter participation. The platform facilitates real-time communication among users, cultivating a sense of immediacy and fostering personal connections.

Misinformation and Polarization

According to the study of Vosoughi et al., (2018) Twitter has been subject to criticism due to its involvement in disseminating inaccurate information and exacerbating political polarization, notwithstanding its function as a medium for democratic discourse. The rapid dissemination of incorrect information has the potential to have influence over the perspectives and decisions of voters. In this digitized globe, radio has been used as a medium of educating people in a number of ways like health, education, community development, children, adults, women empowerment, gender rights, gender discrimination, human rights, politics, entertainment, etc. (Shehzad et al., 2019).

According to Entman (2007), the dissemination of information to audiences can be influenced by biases and framing that may emerge as a result of utilizing electronic media. Pennycook et al., (2020) demonstrated that the proliferation of electronic media has raised concerns over the impact of incorrect information and fake news on public opinion. The study done by Franz et al., (2007) Electronic media, including television and internet platforms, have become prominent channels for political advertising due to their ability to provide precise targeting of certain demographics by politicians. McCombs and Shaw (1972) argue that the electronic media function as gatekeepers, exercising the authority to choose which stories to cover and establishing the level of significance assigned to each of these stories. Consequently, they exert influence on the subjects that the general public perceives as pertinent. According to Schillemans (2014), the increasing prevalence of online platforms and social media has resulted in a heightened impact of electronic media on the agenda-formation process. This has facilitated a shift towards a more participatory and fragmented approach to this process. Meraz (2009) said that the interactive nature of electronic media facilitates audience engagement in the agenda-setting process and blurs the distinction between the one who creates content and the one who consumes content.

According to Meraz (2009), the inquiry into the mechanisms of agenda-setting in online contexts has gained significant scholarly attention in light of the widespread use of digital media and social platforms. There exists a notable degree of variability in the extent to which different media platforms exert their effect on shaping the public's perception of a particular subject. González-Bailón et al., (2014) stated that several studies have been undertaken to examine the relationship between user-generated content on Twitter and its impact on agenda-setting. The findings of the study indicate that the discussions and engagements among users might influence the emergence of certain concerns.

Inter-media Agenda Setting:

According to McCombs (2008), the inter-media agenda-setting concept posits that the media does not operate in isolation, but rather, the agenda-setting influence of one media source may extend and affect other media sources. This concept is predicated upon the empirical finding that the influence of a single media source may propagate and subsequently impact other media sources. Scholars have conducted studies to examine how the interaction across different media platforms contributes to the complexities of agenda-setting. Study by Bakan et al., (2016). He defined inter-media agenda setting as the influence of one media on another. Agenda-setting studies that were carried out after the initial agenda have strong proof that the press agenda comes through setting. However, it is the firm conviction

that the media occasionally succeed in persuading the populace to adopt certain actions in response to pertinent situation. One can substantiate this claim by examining the adverse portrayal of foreign nations by the United States media, which has resulted in a diminished public perception of these countries. Early research on agenda setting have mostly centered on identifying the individuals who shape the public's agenda. The agenda-setting idea is currently accepted on a worldwide scale.

Lefky et.al (2015) demonstrated that Political candidates, media associations, and residents progressively utilize the social media site Twitter. Considering this pattern, as well as the inclination of TV news projects to present "meta-coverage" of applicants' exposure endeavours, one could anticipate TV news inclusion of political races to incorporate inclusion of Twitter. The current review draws on two substance examinations to show that TV news programs shrouded Twitter with regards to ongoing political race crusade cycles (2008, 2010, 2012, and 2014) and that a lot of this inclusion centred on applicants' exposure endeavours through Twitter. Expanding on these outcomes, the review then utilizes information from a trial to show that openness to TV news inclusion of Hillary Clinton's exposure endeavours through Twitter affected members' suppositions about how amiable and entertaining she was nevertheless not by and large feelings about her. The discoveries convey possible ramifications for the two applicants and news associations (Patterson, 2016). McCombs and Shaw (1972) argue that numerous studies have been undertaken to examine the influence exerted by specific categories or origins of media, commonly known as "agenda-setters," on the agendas of other categories or origins of media.

Agenda setting theory the idea posits that while direct manipulation by the media is not claimed, it underscores the powerful role of the media in moulding the public's perception of what is deemed noteworthy or relevant. The proposition posits that the level of attention bestowed upon a specific matter by the media directly influences the audience's perception of its significance. The theory of framing is intricately connected to the agenda-setting hypothesis. According to Entman (2004), the act of framing involves selecting certain aspects of a perceived reality and emphasizing them in a written or spoken text in order to promote a particular issue definition, causal interpretation, moral evaluation, and treatment recommendation for the subject being described. On the other hand, Coleman et al. (2009) describe second-level framing as the process of choosing a limited number of closely related attributes to be included in the media plan when discussing a specific item. The user's text does not contain any information.

Methodology

The study section's value is derived from its explanation of the authors' intended technique for structuring and executing their investigation into the topic matter being examined. Therefore, the objective of this section is to provide a thorough review of the research methodology utilized to achieve the research objectives and address the research question, thereby augmenting the overall validity of the study. In this research content analysis was chosen. In this research quantitative method was used and data was collected by using content analysis. Content analysis is a technique that is used to define the presence of specific words, themes, or ideas inside a few given qualitative data (for example text). Utilizing content analysis, analysts can evaluate and dissect the presence, implications, and connections of certain words, topics, or ideas.

Population of Study

There are two prominent leaders i-e Imran Khan and Maryam Nawaz of two leading parties (Pakistan Tehreek e Insaaf and Pakistan Muslim League Nawaz) have been selected to analyze the tweets and the targeted data have been selected from the bulletin of four mainstream channels i-e *ARY News*, *Sama News*, *Dunya News* and *Geo News*. The tweets and news bulletin of three months have been analyzed while research.

Sampling Technique:

Purposive sampling, a non-probability sampling method is used in this study's data collection. In addition, the researcher used the topic's main keywords and the articles' titles to narrow the pool of potential sources for further investigation. The purposive sampling technique, alternatively referred to as judgmental or selective sampling, is a non-probability sampling method employed in research to deliberately choose particular individuals or elements for a study based on pre-established criteria or

features. In contrast to random sampling, which offers an equal opportunity for every member of the population to be chosen, purposive sampling deliberately picks individuals who have been considered to be the most relevant to the research goals. In this study purposive sampling technique is used selective shows are analyzed based on research objectives.

Data collection tool:

When it comes to analyze effect of Twitter on electronic media there are various themes and codes that can be employed to effectively convey the effect of Twitter on media. Here are some common themes and codes used in analyzing the effect of Twitter on electronic media: It's important to note that these themes and codes can be employed differently by various factors, including politicians, media outlets, and interest groups, to shape public opinion and influence of Twitter on electronic media.

Themes for coding sheet:

When analyzing the effects of Twitter on electronic media several themes and codes can be used to understand the influence and implications of this social media platform. Here are some themes and codes for analysis.

Table 1

Themes	Explanation
Lifafa Journalism	The phrase "Lifafa journalism" is commonly employed in South Asia, specifically in India and Pakistan, to denote an unethical journalistic practice wherein journalists or media practitioners accept monetary bribes or incentives to skew news coverage, disseminate biased narratives, or hide crucial facts. The term "lifafa" can be translated as "envelope" in the English language. This term connotes the discreet exchange of money or favours that are typically sent within an envelope
Imported Government	Imported government" typically refers to a concept where a government, policy, or system is brought into a country or region from elsewhere, often to implement or adopt foreign practices, policies, or models to address local issues or improve governance.
Lawlessness	Lawlessness is a term that denotes a state or condition marked by a deficiency in compliance with laws or a disrespect for established legal standards and the maintenance of order within a certain society or community. Lawlessness can arise due to various reasons such as political instability, weak governance, conflict, corruption, or systemic issues within a society
Inflation	The occurrence of inflation as a consequence of governmental actions or policies can have extensive ramifications on an economy, exerting influence on the purchasing power of consumers, the strategic planning of firms, investment choices, and the overall stability of the economy.
Na-Ehl government	Na government can be characterized as one that is perceived as lacking effectiveness, capability, or efficiency in carrying out its obligations and responsibilities in governing a nation or a specific territory. The presence of an ineffective government can result in a range of adverse outcomes, such as economic recessions, societal turmoil, less confidence in public institutions, and deterioration in the overall welfare of the society.
Horse Trading	The phrase "horse trading" is frequently employed within the realm of politics to denote the process of discussions, deal-making, or bargaining that occurs between politicians or political parties to reach agreements.
Tosha khana	This term is often used in South Asia, particularly in countries like India and Pakistan. Tosha Khana refers to a treasury or a place where valuable gifts received by government officials are kept. These gifts could be from foreign dignitaries or other sources.
Neutrals	The idea of political neutrality is often emphasized in the context of supporting democratic governance and constitutional order.
Harsh Language	The phenomenon of demonizing language in politics pertains to the

	utilization of provocative or severe rhetoric by political actors or collectives to portray adversaries or specific persons in an exceedingly unfavourable manner.
Regime change	Regime change denotes a substantial alteration or substitution of the governing authority or system inside a nation. The process often entails the displacement of a governing body or ruling authority, frequently accomplished through a range of methods such as popular insurrection, revolution, coup d'état, external interference, or democratic mechanisms like electoral processes.
Haqiqi Azadi	.

Analyzing these themes and codes can provide insights into the difficult relationship between Twitter and electronic media, helping to understand the transformative effects, challenges, and opportunities that arise from the integration of social media platforms into the media landscape in real-time.

Results and Analysis

Findings from the research on analyzing the effect of Twitter in Pakistan: A study of by-elections 2022 is presented in the Results and Discussion section, with particular attention paid to the effect of Twitter in Pakistan. The influence of Twitter on multiple facets of Pakistani society, including as politics, activism, journalism, and public conversation, has been significant. The examination of the impact of Twitter in Pakistan necessitates a comprehensive comprehension of its influence within many spheres.

Table 2: *GEO NEWS* and *ARY NEWS SAMAA NEWS* and *DUNYA NEWS*.

Themes	Imran Khan					Maryam Nawaz				
	Tweets	Coverage by ARY	Coverage by GEO	Coverage by Sama News	Coverage by Dunya	Tweets	Coverage by ARY	Coverage by GEO	Coverage by Sama News	Coverage by Dunya
Lifafa Journalism	6	6 (100%)	1 (17%)	3 (50%)	4 (67%)	11	5 (45%)	11 (100%)	9 (82%)	10 (91%)
Imported Govt.	25	25 (100%)	18 (72%)	20 (80%)	23 (92%)	0	0	0	0	0
Lawlessness	28	28 (100%)	25 (89%)	24 (86%)	25 (89%)	40	37 (92%)	40 (100%)	38 (95%)	37 (92%)
Inflation	21	21 (100%)	18 (86%)	20 (95%)	20 (95%)	10	7 (70%)	10 (100%)	9 (90%)	9 (90%)
Na Ehl Govt.	4	4 (100%)	1 (25%)	3 (75%)	2 (50%)	23	17 (74%)	23 (100%)	21 (91%)	22 (96%)
Horse Trading	1	1 (100%)	1 (100%)	1 (100%)	1 (100%)	0	0	0	0	0
Tosha Khana	7	7 (100%)	5 (71%)	7 (100%)	5 (71%)	13	10 (77%)	13 (100%)	11 (85%)	12 (92%)
Neutral	4	4 (100%)	4 (100%)	4 (100%)	3 (75%)	2	2 (100%)	2 (100%)	2 (100%)	2 (100%)
Harsh Language	15	15 (100%)	12 (80%)	14 (93%)	10 (67%)	40	29 (72%)	40 (100%)	36 (90%)	38 (95%)
Regime Change	23	23 (100%)	15 (65%)	17 (74%)	20 (87%)	3	2 (67%)	3 (100%)	3 (100%)	3 (100%)

Haqeeqi Azadi	36	36 (100%)	30 (83%)	32 (89%)	33 (92%)	6	6 (100%)	6 (100%)	6 (100%)	5 (83%)
Total	170	170	130	145	146	148	115	148	135	138

Lifafa Journalism

Imran Khan has 6 tweets related to this theme. Maryam Nawaz has 11 tweets related to this theme. Imran Khan's tweets received significant coverage from *ARY NEWS* (100%), *DUNYA NEWS* (67%), *GEO NEWS* (17%) and *SAMAA NEWS* (50%). Maryam Nawaz's tweets received the most coverage from *GEO NEWS* (100%) *DUNYA NEWS* (91%), *ARY NEWS* (45%) *SAMAA NEWS* (82%) This theme seems to be more associated with Maryam Nawaz, with a higher number of tweets and media coverage.

Imported Govt:

Imran Khan has 25 tweets related to this theme. Maryam Nawaz has 0 tweets related to this theme. Imran Khan's tweets received extensive coverage across all outlets. This theme does not seem to be associated with Maryam Nawaz at all.

Lawlessness:

Imran Khan has 28 tweets related to this theme. Maryam Nawaz has 40 tweets related to this theme. Both Imran Khan and Maryam Nawaz have a high number of tweets, but Maryam Nawaz has slightly more. Imran Khan's tweets received significant coverage from *ARY News* (100%), *DUNYA NEWS* (67%), *GEO NEWS* (89%) and *SAMAA NEWS* (86%). Maryam Nawaz's tweets received the most coverage from *GEO NEWS* (100%) and *DUNYA NEWS* (92%), *ARY NEWS* (92%) *SAMAA NEWS* (95%) Both receive substantial coverage in the media, especially *ARY NEWS* and *GEO NEWS*.

Inflation:

Imran Khan has 21 tweets related to this theme. Maryam Nawaz has 10 tweets related to this theme. Imran Khan's tweets received significant coverage from *ARY NEWS* (100%), *DUNYA NEWS* (95%), *GEO NEWS* (86%) and *SAMAA NEWS* (95%). Maryam Nawaz's tweets received the most coverage from *Geo News* (100%) and *DUNYA NEWS* (90%), *ARY NEWS* (70%) *SAMAA NEWS* (90%) Both received significant media coverage, with Imran Khan's tweets getting more coverage.

Na Ehl-Govt:

Imran Khan has 4 tweets related to this theme. Maryam Nawaz has 23 tweets related to this theme. Maryam Nawaz's tweets have more coverage, especially by *GEO NEWS* (100%), *DUNYA NEWS* (96%), *ARY NEWS* (74%) and *SAMAA NEWS* (91%). Imran Khan's tweets received coverage from *ARY NEWS* (100%), *DUNYA NEWS* (50%), *GEO NEWS* (25%) and *SAMAA NEWS* (50%). This theme is more associated with Maryam Nawaz.

Horse Trading:

Imran Khan has 1 tweet related to this theme. Maryam Nawaz has 0 tweets related to this theme Not a significant number of tweets by either individual.

Tosha-Khana:

Imran Khan has 7 tweets related to this theme. Maryam Nawaz has 13 tweets related to this theme. Maryam Nawaz's tweets have more coverage, especially by *GEO NEWS* (100%), *DUNYA NEWS* (92%), *ARY NEWS* (77%) and *SAMAA NEWS* (85%) Imran Khan's tweets received coverage from *ARY NEWS* (100%), *DUNYA NEWS* (71%), *GEO NEWS* (71%) and *SAMAA NEWS* (100%). Both receive substantial media coverage, with Maryam Nawaz's tweets getting slightly more coverage.

Neutral:

Both individuals have a small number of tweets related to this theme. The media coverage for both is quite high.

Harsh Language:

Imran Khan has 15 tweets related to this theme. Maryam Nawaz has 40 tweets related to this theme. Maryam Nawaz's tweets receive more media coverage, especially by *GEO NEWS* (100%), *ARY NEWS*

(72%), *SAMAA NEWS* (90%) and *DUNYA NEWS* (95%). Imran Khan's tweets received coverage from *ARY NEWS* (100%), *DUNYA NEWS* (67%), *GEO NEWS* (80%) and *SAMAA NEWS* (93%)

Regime Change:

Imran Khan has 23 tweets related to this theme. Maryam Nawaz has 3 tweets related to this theme. Imran Khan's tweets have higher media coverage, especially by *ARY NEWS* (100%), *GEO NEWS* (65%), *SAMAA NEWS* (74%) and *DUNYA NEWS* (87%). Maryam Nawaz's tweets receive coverage, especially by *GEO NEWS* (100%), *ARY NEWS* (67%), *SAMAA NEWS* (100%) and *DUNYA NEWS* (100%). This theme is more associated with Imran Khan.

Haqeeqi Azadi:

Imran Khan has 36 tweets related to this theme. Maryam Nawaz has 6 tweets related to this theme. Imran Khan's tweets have higher media coverage, especially by *ARY NEWS* (100%), *GEO NEWS* (83%), *SAMAA NEWS* (89%) and *DUNYA NEWS* (92%). Maryam Nawaz's tweets receive coverage, especially by *GEO NEWS* (100%), *ARY NEWS* (100%), *SAMAA NEWS* (100%) and *DUNYA NEWS* (83%). Both receive significant media coverage, with Imran Khan's tweets getting more coverage. In summary, the data shows that both individuals have different areas of focus and levels of activity on various themes. Maryam Nawaz seems to have more tweets related to several themes, but Imran Khan's tweets tend to receive higher media coverage for most themes.

Discussion

Lifafa Journalism

The tweets made by Imran Khan regarding Lifafa Journalism have garnered substantial attention from multiple media platforms, with *ARY NEWS* offering comprehensive coverage, encompassing 100% of the topic. *DUNYA NEWS* and *SAMAA NEWS*, albeit to a somewhat lesser degree of 67% and 50% respectively, also addressed the subject matter. On the other hand, *GEO NEWS* offered limited coverage, amounting to only 17%. The tweets sent by Maryam Nawaz on the aforementioned topic garnered significant attention from *GEO NEWS* (100%) and *DUNYA NEWS* (91%), suggesting a notable emphasis on this matter within these media platforms. However, *ARY NEWS* exhibited a comparatively lower rate of coverage, accounting for only 45%, whereas *SAMAA NEWS* demonstrated a higher level of coverage, including 82%. Both leaders actively engage in the discussion around Lifafa Journalism, although Maryam Nawaz's greater frequency of tweets and wider media coverage on platforms such as *GEO NEWS* and *DUNYA NEWS* indicate a more prominent connection to this topic. The research suggests that Maryam Nawaz has shown a higher level of engagement in resolving or voicing concerns about Lifafa Journalism. The available data does not offer explicit observations of public responses. However, the metrics related to media coverage can serve as an indicator of the probable extent and impact of each leader's narrative on Lifafa Journalism. The media attention garnered raises inquiries regarding the public's perception and engagement with these tales. In summary, the analysis of Lifafa Journalism data presents a complex scenario wherein Maryam Nawaz has a higher level of involvement with the subject matter, as seen by her increased frequency of tweets and media attention. The diverse levels of coverage observed across various media outlets highlight the intricate nature of how these issues are perceived and distributed across the media environment.

Imported government:

Imran Khan exhibits a notable degree of engagement, as evidenced by his production of 25 tweets pertaining to the subject of Imported Government, so suggesting a pronounced emphasis on this specific matter. In contrast, Maryam Nawaz's Twitter account does not contain any tweets about the aforementioned issue, indicating a potential absence of active involvement or manifestation of apprehension on her behalf with regards to the notion of a "Imported Government." The tweets made by Imran Khan regarding the issue of Imported Government have garnered significant attention from many media platforms, suggesting a widespread dissemination of his viewpoint. The extensive media coverage indicates that the matter holds significant importance and generates substantial attention within the media landscape. The data reveals a conspicuous lack of tweets from Maryam Nawaz about the topic of Imported Government. The lack of presence may suggest that she has refrained from engaging in debates or articulating viewpoints on this specific matter on social media platforms. The discernible disparity in the level of engagement on Twitter between Imran Khan and Maryam Nawaz

around the Imported Government theme indicates a significant divergence in their respective objectives or the specific matters they opt to discuss. The extensive media coverage also indicates that the media considers this subject to possess significant importance or newsworthiness. The omission of Maryam Nawaz from this discourse prompts inquiries regarding the public's perception of her position or absence thereof concerning the notion of a Foreign Government. The active involvement of Imran Khan in this subject, along with the extensive media attention it has received, demonstrates a deliberate strategy employed by him to effectively convey his perspectives on the notion of a Foreign Government. The exclusion of Maryam Nawaz from this discourse may be a deliberate tactical decision, suggesting her voluntary abstention from involvement or commentary on this particular matter. Imran Khan is actively engaging with the problem through a significant number of tweets and extensive media attention, whilst Maryam Nawaz seems to be disengaged from the conversation pertaining to this specific topic. The aforementioned disparity highlights the intricate and tactical characteristics of political communication within the realm of social media.

Lawlessness:

Both political figures, Imran Khan and Maryam Nawaz exhibit a notable degree of involvement through their individual Twitter accounts, with Imran Khan posting 28 tweets and Maryam Nawaz posting 40 tweets on the subject of Lawlessness. This observation suggests the possibility of a divergence in the prioritization, concentration, or viewpoint about the matter of lawlessness exhibited by the two leaders. The tweets made by Imran Khan regarding the issue of lawlessness garnered substantial attention, as evidenced by the extent of coverage provided by various news outlets. The widespread dissemination of Imran Khan's perspective on lawlessness is seen by the substantial coverage across numerous media venues. The tweets shared by Maryam Nawaz on the aforementioned topic garnered significant attention, particularly from *GEO NEWSS* (100%), *DUNYA NEWS* (92%), *ARY NEWS* (92%), and *SAMAA NEWS* (95%) news outlets. The substantial coverage percentages suggest that Maryam Nawaz's perspectives on lawlessness hold a major position within the media environment. Both leaders are extensively covered by mainstream media outlets, with a special focus on *ARY NEWS* and *GEO NEWSS*. This observation suggests a mutual emphasis on the absence of legal order in these media platforms, and both leaders effectively ensure the dissemination of their viewpoints to a broad range of viewership through these prominent channels. The marginal discrepancy in the number of tweets and the particular media sources disseminating information may indicate subtle variations in the narratives espoused by the leaders pertaining to the concept of lawlessness. Additional insights about their contrasting methods may be revealed by further research into the substance of their tweets and the framing of the topic.

Inflation:

Imran Khan has exhibited a notable degree of involvement using 21 tweets about the subject of inflation, whereas Maryam Nawaz has contributed 10 tweets on the identical subject matter. The number of tweets posted by Imran Khan, amounting to 21, is notably more in comparison to the 10 tweets shared by Maryam Nawaz on the given subject matter. The observed numerical disparity indicates that Imran Khan exhibits a higher level of engagement in articulating his perspectives and apprehensions over inflation through social media platforms. The tweets shared by Imran Khan regarding inflation have garnered significant attention from many media platforms. The tweets made by Maryam Nawaz regarding the issue of inflation have garnered considerable attention, as evidenced by their extensive coverage on various media platforms. Both political figures garner substantial media attention regarding the topic of inflation, suggesting the perceived significance of this economic matter within the realm of public discourse. The extensive representation across various media platforms indicates that inflation is a subject of significant apprehension for both the media and the general population. The media provides greater prominence to Imran Khan's tweets regarding inflation in comparison to those of Maryam Nawaz. The observed disparity can be ascribed to other reasons, such as the volume of tweets, how the problem is presented, or the media's assessment of the leaders' economic expertise. The available data suggests that both leaders acknowledge the importance of addressing the matter of inflation using social media platforms, presumably to shape public perception and attitudes regarding their different economic strategies.

Na-Ehl government:

Maryam Nawaz demonstrates a much greater degree of engagement with the topic of Na Ehl-Govt, as evidenced by her 23 tweets, in contrast to Imran Khan's 4 tweets. The notable disparity in the number of tweets indicates that Maryam Nawaz prioritizes this specific issue more prominently in her social media discourse. The tweets sent by Maryam Nawaz regarding Na Ehl-Govt have garnered significant attention, with *GEO NEWS* offering comprehensive coverage of 100%, *DUNYA NEWS* at 96%, *ARY* at 74%, and *SAMAA NEWS* at 91%. The substantial coverage percentages suggest that Maryam Nawaz's perspectives on the subject matter are prominently showcased in reputable media platforms. In contrast, the tweets sent by Imran Khan regarding the non-governmental individuals receive full coverage from *ARY NEWS*, partial coverage from *DUNYA NEWS* and *SAMAA NEWS* at 50%, and a quarter of the coverage from *GEO NEWS*. The somewhat lower coverage percentages seen for Imran Khan's tweets suggest a relatively constrained diffusion of his opinion on this particular issue among the media. The research presents compelling evidence indicating a substantial association between the theme of Na Ehl-Govt and Maryam Nawaz. The variations in coverage percentages among media outlets for Imran Khan and Maryam Nawaz on the topic of Na Ehl-Govt may indicate divergent levels of interest or receptiveness among these sources towards the opinions of each leader. Maryam Nawaz's notable emphasis on the Na Ehl-Govt theme indicates a deliberate concentration on matters pertaining to the efficacy and competence of the administration. However, the substantial amount of involvement and media coverage around Na Ehl-Govt suggests that both leaders see this issue to hold significant importance. The perception of government efficacy among the general public may be subject to influence based on the communication strategies employed by its leaders in addressing this particular matter. In summary, the data underscores a discernible contrast in the social media engagement and media portrayal of Imran Khan and Maryam Nawaz with regards to the topic of Na Ehl-Govt. Maryam Nawaz's elevated frequency of tweets and extensive media attention establish a strong correlation between her and this particular issue, so underscoring its significance within her communication strategy.

Horse trading:

Imran Khan's level of engagement is limited, as seen by his one tweet pertaining to the subject of Horse Trading. In contrast, Maryam Nawaz does not possess any tweets pertaining to the aforementioned subject matter. The lack of Twitter activity from Maryam Nawaz indicates her apparent disengagement from addressing or expressing her opinions on the matter of Horse Trading through social media channels. The available data suggests that both Imran Khan and Maryam Nawaz have not extensively addressed the topic of Horse Trading on social media platforms. The paucity of tweets from both leaders may indicate that this matter has not been a primary emphasis of their online discourse or that they have opted not to openly broach it. The very low frequency of tweets regarding Horse Trading may suggest that the subject matter is sensitive or that both leaders have made a deliberate choice to limit extended discourse on this specific matter.

Tosha-Khana:

Maryam Nawaz exhibits a greater degree of involvement through the dissemination of 13 tweets pertaining to the subject matter of Tosha-Khana, in contrast to Imran Khan's 7 tweets. The observed numerical disparity indicates that Maryam Nawaz prioritizes this particular issue to a higher extent in her social media interactions. The tweets sent by Maryam Nawaz regarding Tosha-Khana have garnered significant attention, with *GEO* offering comprehensive coverage at 100%, *DUNYA NEWS* at 92%, *ARY NEWS* at 77%, and *SAMAA NEWS* at 85%. It is worth noting that Maryam Nawaz's tweets receive a somewhat higher level of total coverage. Both leaders are the subject of significant media attention over the topic of Tosha-Khana, suggesting that the matter is regarded as vital and deserving of news coverage. The marginal disparity in the extent of media coverage pertaining to Maryam Nawaz and Imran Khan could perhaps be indicative of subtle discrepancies in the manner in which the topic is presented or the reception of their respective viewpoints on Tosha-Khana by the media. In conclusion, the data underscores the active involvement of both Imran Khan and Maryam Nawaz in addressing the topic of Tosha-Khana. It is worth noting that Maryam Nawaz exhibits a somewhat higher frequency of tweets and media coverage, suggesting a heightened focus on this matter from her end. The data offers

a glimpse into the strategic utilization of social media by political leaders to engage with and shape conversations surrounding particular socio-political topics.

Neutrals:

Both Imran Khan and Maryam Nawaz have a limited quantity of tweets pertaining to the subject of neutrality. The utilization of the term "Neutral" implies that the content of these tweets potentially exhibits a greater degree of balance, non-partisanship, or emphasis on less contentious subjects. The available data does not provide a precise count of tweets. However, the mention of a tiny quantity suggests that both leaders exhibit a restricted emphasis on the Neutral subject. This observation may indicate that the aforementioned theme does not hold significant prominence in their social media discourse or that they consciously adopt a reasonably impartial position on some matters. Although the quantity of tweets on the Neutral theme by both leaders is limited, the data suggests that there is a significant amount of media coverage for both individuals. The phrase "high media coverage" implies that these impartial thoughts or positions are being widely recognized and shared through diverse media platforms. The phrase "Neutral" can embrace a variety of subjects, such as non-controversial themes, bipartisan matters, or remarks intended to uphold a balanced perception. Further insights into the communication methods employed by the leaders can be gained by examining the nature of the tweets and the specific problems that are classified as "Neutral". The observation that both leaders have tweets classified as "Neutral" indicates a deliberate strategic decision in their communication approach.

Harsh language:

Maryam Nawaz exhibits a notably greater degree of involvement through her engagement with 40 tweets pertaining to the use of harsh language, in contrast to Imran Khan's participation with 15 tweets on the same subject. The observed numerical disparity suggests a heightened level of engagement in expressing opinions or concerns over Maryam Nawaz's utilization of strong language. The tweets of Maryam Nawaz garnered significant attention from the media, with *GEO NEWSS* offering comprehensive coverage of 100%, *ARY NEWS* at 72%, *SAMAA NEWS* at 90%, and *DUNYA NEWS* at 95%. The substantial prevalence of Maryam Nawaz's perspectives regarding the utilization of strong language is notably prevalent in key media platforms, including *GEO NEWSS* and *DUNYA NEWS*. Imran Khan's tweets about the aforementioned subject matter have garnered significant attention from the media, with *ARY NEWS* offering comprehensive coverage at 100%, *DUNYA NEWS* at 67%, *GEO NEWSS* at 80%, and *SAMAA NEWS* at 93%. Although both Imran Khan and Maryam Nawaz receive considerable media attention, Maryam Nawaz's tweets tend to garner slightly higher overall publicity. Both leaders are subject to significant media attention over the topic of Harsh Language, suggesting that this matter is seen pertinent and deserving of press coverage. The relevance of the issue in the media environment is underscored by the coverage of both leaders by important publications like as *ARY NEWS*, *GEO NEWSS*, *DUNYA NEWS* and *SAMAA NEWS*. Based on the available data, it can be inferred that both leaders acknowledge the importance of tackling the problem of Harsh Language on social media. The increased number of tweets from both leaders, as well as the extensive media attention they have received, suggest a deliberate emphasis on this topic. This emphasis may be motivated by its significance in public discussions and political interactions. In summary, the data underscores the active involvement of both Imran Khan and Maryam Nawaz in addressing the topic of Harsh Language. Maryam Nawaz exhibits a notably higher frequency of tweets and marginally greater media attention, suggesting her heightened focus on this matter. The data presents an overview of how political leaders strategically utilize social media platforms to engage with and shape conversations surrounding particular socio-political topics, including those pertaining to the language employed in public discourse.

Regime change:

Imran Khan exhibits a far greater degree of involvement, as evidenced by his 23 tweets pertaining to the subject matter of Regime Change, in contrast to Maryam Nawaz's comparatively little contribution of 3 tweets. The observed numerical disparity indicates a heightened level of engagement in expressing perspectives or apprehensions pertaining to the notion of regime change as advocated by Imran Khan. The tweets made by Imran Khan on Regime Change have garnered significant attention from the media. *ARY NEWS* has provided complete coverage, accounting for 100% of the media

coverage. *GEO NEWS* has covered the tweets to a lesser extent, with a coverage rate of 65%. *SAMAA NEWS* has covered the tweets at a rate of 74%, while *DUNYA NEWS* has provided coverage at a rate of 87%. The substantial coverage percentages indicate that Imran Khan's perspectives on regime change are frequently showcased in key media platforms, notably *ARY NEWS* and *DUNYA NEWS*. The tweets shared by Maryam Nawaz about the aforementioned subject matter have garnered substantial attention from the media. *GEO NEWS* has provided comprehensive coverage, accounting for 100% of the reporting, while *ARY NEWS* has covered the tweets to an extent of 67%. Similarly, *SAMAA NEWS* and *DUNYA NEWS* have both provided complete coverage, with both outlets reporting on the tweets at a rate of 100%. Although Maryam Nawaz's media attention is notable, Imran Khan's tweets tend to garner a higher total proportion of coverage.

Haqeeqi Azadi

Imran Khan exhibits a notably elevated degree of engagement, as evidenced by his 36 tweets pertaining to the issue of Haqeeqi Azadi, in contrast to Maryam Nawaz's very limited contribution of 6 tweets. The observed numerical disparity suggests a heightened level of engagement in expressing perspectives or worries pertaining to the notion of genuine autonomy or liberation from Imran Khan. The tweets sent by Imran Khan regarding Haqeeqi Azadi have garnered significant attention from the media. *ARY NEWS* has provided complete coverage, accounting for 100% of the media coverage. *GEO NEWS* has covered the tweets to a lesser extent, with a coverage rate of 83%. *SAMAA NEWS* has covered the tweets at a rate of 89%, while *DUNYA NEWS* has provided coverage at a rate of 92%. The substantial prevalence of Imran Khan's perspectives on the notion of genuine liberty is extensively showcased in key media platforms, notably *ARY NEWS* and *DUNYA NEWS*. The tweets posted by Maryam Nawaz on the aforementioned subject matter have garnered substantial attention from the media, with *GEO NEWS* offering comprehensive coverage of 100%, *ARY NEWS* at 100%, *SAMAA NEWS* at 100%, and *DUNYA NEWS* at 83%. Although Maryam Nawaz's media presence is considerable, Imran Khan's tweets tend to garner a higher total percentage of coverage. Both politicians are subject to substantial media attention over the topic of Haqeeqi Azadi, suggesting that the matter is deemed pertinent and deserving of news coverage. The relevance of the issue in the media environment is underscored by the coverage of both leaders by important publications like as *ARY NEWS*, *GEO NEWS*, *SAMAA NEWS*, and *DUNYA NEWS*. The available data does not offer any substantial analysis or information regarding the precise content of the tweets associated with Haqeeqi Azadi. The media coverage of both leaders' prominence on this issue implies that the public's impression of genuine freedom might be shaped by the communication methods employed by both leaders. The degree to which their narratives elicit a response from the general public is a crucial determinant in influencing public sentiment on the issue at hand. In essence; the data underscores the active involvement of both Imran Khan and Maryam Nawaz in addressing the theme of Haqeeqi Azadi. Notably, Imran Khan exhibits a substantially greater number of tweets and a higher proportion of media attention, suggesting a heightened focus on this matter.

Upon careful examination of the available data, it becomes apparent that political figures in Pakistan, namely Imran Khan and Maryam Nawaz, utilize the social media site Twitter as a means to establish the order of priority and convey their viewpoints on a range of subjects. This analysis presents a comprehensive overview of the utilization of Twitter by these leaders, as well as the extent of their coverage by key Pakistani news channels, including *ARY NEWS*, *DUNYA NEWS*, *GEO NEWS*, and *SAMAA NEWS*.

RQ1: Whether and to what extent do political leaders use Twitter to set up the agenda?

Both Imran Khan and Maryam Nawaz actively participate in the dissemination of tweets pertaining to the concept of "Lifafa Journalism." Maryam Nawaz has exhibited a greater level of engagement on this particular issue, as evidenced by her 11 tweets. The tweets of Imran Khan garner substantial attention from *ARY NEWS* (100%), *DUNYA NEWS* (67%), *GEO NEWS* (17%), and *SAMAA NEWS* (50%) in terms of media coverage. The tweets of Maryam Nawaz, in contrast, garner the highest level of attention from *GEO NEWS* (100%) and *DUNYA NEWS* (91%), suggesting her emphasis on this particular subject matter. Imran Khan demonstrates an active engagement with the topic of "Imported Govt" through the publication of 25 tweets, but Maryam Nawaz has not made any public statements on this particular subject matter via her Twitter account. Both leaders actively participate in the dissemination of tweets

pertaining to the concept of "Lawlessness." Maryam Nawaz has a little higher number of tweets pertaining to this particular issue, with a count of 40, in comparison to Imran Khan's 28 tweets. Both political leaders are extensively covered by *ARY NEWS*, *DUNYA NEWS*, *GEO NEWS*, and *SAMAA NEWS* channels, with a somewhat higher emphasis on the coverage of Maryam Nawaz's tweets. Both Imran Khan and Maryam Nawaz have taken to Twitter to discuss the topic of "Inflation." The tweets of Imran Khan garnered greater attention from various media platforms, suggesting a heightened emphasis on his viewpoint within the media landscape. Maryam Nawaz demonstrates a higher level of activity on the "Na Ehl-Govt" platform, having posted 23 tweets, in contrast to Imran Khan's comparatively lower count of 4 tweets. The tweets authored by Maryam Nawaz tend to garner greater attention, particularly from *GEO NEWS* (100%) and *DUNYA NEWS* (96%), indicating a stronger affiliation with her. Both leaders have a limited number of tweets related to the topic of "Horse Trading," indicating a relatively low level of involvement or interest in this particular area. Maryam Nawaz exhibits a higher level of activity on the social media platform "Tosha-Khana" with a total of 13 tweets, in contrast to Imran Khan's comparatively lower count of 7 tweets. Political figures, Maryam Nawaz and Imran Khan receive significant media attention, although Maryam Nawaz's tweets garner a significantly higher level of publicity. The level of media coverage for both party leaders indicates a notable media inclination towards non-partisan topics. Maryam Nawaz demonstrates a higher level of engagement on the platform "Harsh Language" with a total of 40 tweets, whilst Imran Khan has sent 15 tweets. Both political figures receive considerable media attention, with Maryam Nawaz's tweets garnering a slightly higher level of coverage. Imran Khan exhibits a greater frequency of tweets (23) about the topic of "Regime Change" in comparison to Maryam Nawaz (3). The tweets authored by Imran Khan garnered greater media attention, suggesting a more pronounced affiliation with him. Imran Khan demonstrates a higher level of activity on the platform "Haqeeqi Azadi" with a total of 36 tweets, in contrast to Maryam Nawaz's comparatively lower count of 6 tweets. The tweets authored by Imran Khan garnered greater media attention, suggesting a more pronounced affiliation with him. In summation, both Imran Khan and Maryam Nawaz employ strategic utilization of Twitter as a means to establish an agenda about diverse issues. The media coverage offered by *ARY NEWS*, *DUNYA NEWS*, *GEO NEWS*, and *SAMAA NEWS* demonstrates the channels' inclination to magnify the messages sent by political leaders, hence playing a significant role in influencing and moulding the public conversation surrounding these topics within Pakistan.

RQ2: What were the impacts of Twitter on the traditional electronic media in Pakistan during the by-elections of 2022?

Twitter functions as a digital medium that facilitates citizen journalism, empowering individuals to provide real-time coverage and commentary on various occurrences. The inclusion of these opinions can potentially shape the discourse around the by-elections, offering alternative viewpoints that may not receive quick attention from conventional media outlets. News channels such as *ARY NEWS*, *DUNYA NEWS*, *GEO NEWS*, and *SAMAA NEWS* should consider adjusting their approach to accommodate the evolving media landscape, wherein citizens play an active role in the distribution of news. The rapid dissemination of information on Twitter presents a formidable obstacle for conventional media organizations in their efforts to fact-check and authenticate news before to dissemination. The alteration in behavior has the potential to influence the traditional media's position as the predominant provider of news. News organizations may consider integrating social media updates into their reporting or leveraging platforms like Twitter for the dissemination of breaking news. Twitter facilitates direct communication among political individuals, political parties, and the general public. During electoral processes, the heightened level of involvement has the potential to directly impact public opinion. The influence of Twitter on conventional media is also evident in the manner in which news outlets report on various occurrences. The rise in popularity of social media platforms such as Twitter has resulted in traditional media sources encountering heightened competition for advertising revenue. Advertisers may consider redirecting their attention towards platforms that exhibit a higher level of user engagement and a greater degree of user diversity. The influence of Twitter on traditional media should be acknowledged, with an understanding that both platforms frequently serve as mutually reinforcing entities. Traditional media outlets have the capacity to offer comprehensive analysis,

conduct interviews, and provide contextual information that may be impractical to convey within the limitations imposed by tweets, which have a restricted character count. Both platforms play a significant role in influencing public debate, and media organizations must effectively navigate this dynamic environment to maintain their relevance and credibility. To obtain the most precise and up-to-date information, it is advisable to consult the most recent news sources.

Conclusion:

In conclusion, the comprehensive examination of Twitter engagement during the 2022 by-elections in Pakistan provides insights into the discernible patterns and tactics utilized by political figures, including Imran Khan and Maryam Nawaz, in influencing the discourse via this online medium. The research centred on eleven primary themes, encompassing a wide range of topics such as political matters and socio-economic considerations. The findings unveiled disparities in the frequency of tweets and the resulting media attention that each leader garnered, as observed across four important news networks. The analysis of various themes, including "Lifafa Journalism," "Imported Govt," "Lawlessness," "Inflation," "Na Ehl-Govt," "Horse Trading," "Tosha-Khana," "Neutral," "Harsh Language," "Regime Change," and "Haqeeqi Azadi," facilitated a comprehensive comprehension of the leaders' focal points and approaches to communication. It is worth mentioning that Maryam Nawaz had a greater frequency of tweets across many themes, particularly focusing on subjects such as "Harsh Language" and "Incompetent Government." In contrast, Imran Khan exhibited a more pronounced influence in thematic areas like "Imported Government," "Inflation," "Regime Change," and "Haqeeqi Azadi." The findings of the media coverage research revealed that Imran Khan's tweets exhibited a greater degree of visibility across several thematic categories, with notable prominence observed in the coverage provided by *ARY NEWS*, *GEO NEWS*, *SAMAA NEWS*, and *DUNYA NEWS*. The tweets of Maryam Nawaz garnered significant attention, particularly from *GEO NEWS* and *DUNYA NEWS* showcasing the varied media tactics adopted by each leader. The results highlight the complex and diverse characteristics of political communication on Twitter during the by-elections, demonstrating how political leaders carefully manoeuvre various issues to shape popular sentiment. Maryam Nawaz demonstrated a higher level of engagement on Twitter across many topics, although Imran Khan's comments regularly received greater attention from the media. The examination of Twitter utilization by political leaders in Pakistan unveils a deliberate deployment of the platform to establish agendas and convey viewpoints on diverse subjects. Imran Khan and Maryam Nawaz deploy intricate techniques, characterized by changes in the frequency of their tweets and the proportion of media coverage they receive

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