



A Content Review of News about Coronavirus Disease (COVID-19) at Media Prior to Emergence in Pakistan by the Year 2020

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

The study has been carried as a review of news about coronavirus disease (COVID-19) published in main stream newspaper (Daily Jang) prior to emergence in Pakistan. The front page of newspaper Daily Jang-Pakistan was selected for evaluation of study. The duration of study was from 31st December 2019 to 27th February 2020. The data has been qualitatively analyzed about text analysis, interpretative analysis, discourse analysis, rhetorical analysis, narrative analysis, and semiotic analysis whereas quantitatively analyzed for increasing number of patients, death and global bifurcation of affected cases. The first case of COVID-19 apparently reported on 31st December 2019 in China and got place at front page of newspaper on 24th January 2020 with 571 affected persons and 17 deaths. By 28th January 2020 USA, Canada, Australia, France, Japan, Thailand, Taiwan, Vietnam, Singapore, Malaysia and Nepal were affected from new viral disease

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and till 5th of February 2020 more than two dozen countries confirmed about existence of new disease. China has taken immediate health interventions. Subsequently strategies were made in the world including Pakistan. WHO made global strategies to control new viral disease. Although most countries shifted their citizen from China however Pakistan did not removed their citizen from affected country. In the light of Hadith, Muslim Scholars advised that citizens of Pakistan should not be shifted outside China till control of disease. The scientist started to investigate new disease. The herbal medicine also used in public. Campaign on media started about awareness of new disease. The business activity found to be reduced due to disease. Necessary preventive arrangements were made by the aviation department. Pakistan also banned on import of animal and birds. The burial ceremonies of deceased due to COVID-19 were also limited for participation. Many operations like Haj, Umrah and Olympic 2020 expected to be affected due to new viral disease. However a common marriage found to be reported in South Korea. Dr.Ventiang died on 8th February 2020 who initially suspected and diagnosed for existence and origin of new disease. On 26th February 2020 a news on front page indicating to inner page that “many countries affected by corona virus disease and afterward on 27th February 2020 there was a main headline news on the front page that “Corona reached Pakistan.”

Keywords: Content analysis; newspapers; Coronavirus disease; health interventions; global impact, mortality doctor.

1. INTRODUCTION

Media is a reflection of our society and it depicts what and how society works. Media which may be printed, electronic or web helps and keep in making people to be informed. It also helps in entertaining to public, educate and make people aware of the current happenings. Media has today become the voice of our society. There are variety of media platform that have stimulated thoughts of young generation and other sections of our society more eloquently [1]. Media is a powerful force in modern societies and has profoundly shaped cultures and societies. It is also an indispensable tool for growth and prosperity of a society. As a vital element for socio-political, economic and cultural change, media can stabilize or destroy society [2]. The field of communication is large and varied. There are different types and levels of communication. Mass communication allows for mass media: books, newspapers, magazines, recorded sound, music, film, radio, television, video games, and internet. In the present era people spend much more time with media than at any time in history and even more then sleep [3]. Content analysis is an approach to analyze documents and texts which may be printed or visual and seeks to quantify content in a systematic and replicable manner. It has been used extensively as a preferred technique for evaluation by applying in media [4].

Pakistan is the country where health issues are lesser priority for government, policy makers and unfortunately in the foray of media as well. The

spread of diseases is rampant where little or no control is exercised in order to control or curb the escalation. Today media is considered as a fourth pillar of state which requires media to be responsible for covering each aspect of society. It works as to watch in different institutions whether performing their duties appropriately and if not then media highlights those areas through their contents and enforce regulatory bodies to investigate the issues [5].

In December 2019 China reported to UN agency about cases of respiratory disorder with unidentified causes. The UN agency identified and has confirmed a new unique coronavirus which found to be responsible for respiratory disease in very large cluster of individuals in metropolis town Hubei Province and apparently found to be originated in Wuhan China. The virus has passed burden of malady & death around the world [6]. The COVID-19 is most recently discovered of the corona viruses which caused respiratory infections such as MERS (Middle East Respiratory Syndrome) and SARS (Severe Acute Respiratory Syndrome).The disease is believed to have apparently been started from Wuhan local sea food market in China and infected 2,761 people with 80 deaths and infection of 33 people in 10 additional countries as on 26th January 2020. The virus found to be isolated from the bronchoalveolar lavage fluid of critically ill patient which could be neutralized by sera from several patients [7].

The coronavirus disease (COVID-19) illustrated that how a pandemic which apparently started in

China could travel so fast to rest of the world while causing widespread havoc and panic across the globe. Patients infected with COVID-19 were prone for mild to moderate respiratory illness. The role of mass media at time of pandemics can be viewed extremely critically not only with respect to creating awareness about disease but also in terms of enhancing chances of better survival of contemporary human societies.[8]

This paper attempted to comprehend the development of media frames in coverage of COVID-19 along with analyzing the patterns through which impact and risks related to COVID-19 were presented in newspaper of mainstream press of Pakistan. It has also been carried out to see that whether newspaper in the media has successfully been able to judge about intensity of critical matter of new viral disease and whether sufficient coverage has been given about the disease. The significance of the study lies in its focus to comprehend the evolution and development of frames which were dominantly used by Pakistani press to tackle humanitarian crisis which emerged because of COVID -19 pandemic.

2. METHODS

The review has been carried retrospectively about content analysis of news regarding new coronavirus disease (COVID-19) which started as an outbreak and afterward spread globally in the shape of pandemic in year 2020.

2.1 Research Design

The study has been carried out both qualitatively and quantitatively for news about coronavirus disease in frontline newspaper (Daily Jang) of Pakistan. The study reviewed about updates which occurred in preview of new viral disease and apparently started from Wuhan city of China and afterward spread globally. The study has been carried on retrospective pattern about content review of news regarding COVID-19 in newspaper segment of media.

2.2 Duration of Study

The review period was between 31st December 2019 to 27th February 2020. The beginning date of study period i.e., 31st December 2019 was reporting date of first case of COVID-19 by China while on 27th February 2020 first case of COVID-19 was reported in Pakistani newspaper regarding arrival of disease in Pakistan.

2.3 Inclusion/Exclusion Criteria

Only news pertaining to new coronavirus disease was taken in the study. All other news was excluded. While collecting data duration of study was strictly observed to include and exclude newspaper.

2.4 Sampling Technique

The data has been collected and evaluated by purposive type of non-probability sampling technique where news specifically pertaining to COVID-19 has been collected to evaluate results in the study.

2.4.1 Instrument of study

News pertaining to coronavirus disease published at front page of Daily Jang has been reviewed. The Daily Jang is an Urdu and leading Newspaper with highest circulation in Pakistan.

2.5 Data Collection

The epaper of Daily Jang has been available at web site of newspaper (e.jang.com.pk). Soft copies of front paper of newspaper in selected period of study were downloaded. All of news pertaining to new coronavirus disease was identified. There was mix data i.e. qualitative and quantitative found in the paper. In retrospective study there is limitation for collection of data as being limited to extent which is available in instrument of study. The numerical data has therefore been found from 24th January to 11th February 2020. Similarly country wise bifurcation on 11th February 2020 has also been taken to evaluate about spread of diseases. Moreover another available figure on 21st February 2020 which was falling in duration of study has also been accounted in review about available number of suspected cases and mortalities due to new disease.

2.6 Data Analysis

Since Daily Jang is an Urdu Newspaper therefore news pertaining to COVID-19 was translated in English. The related news has been read multiple times for getting familiarity as well as segregation of news which can be mentioned in results separately. The news has been segregated on the basis of different factors about new viral disease.

Lyudmyla Shkulipa said about descriptive study that qualitative approach in research is especially

useful for obtaining specific information about the opinions of specific groups of scientists and aimed to understand the investigation topic from researchers view point.[9]

Qualitative methods applicable to analysis of media content include text analysis, interpretative analysis, discourse analysis, rhetorical analysis, narrative analysis, and semiotic analysis whereas quantitative content analysis has its complexities and requires considerable statistical rigor to comply with requirements of scientific research.[10]

Textual analysis involves understanding language, symbols, pictures present in the texts to gain information regarding people to communicate life and life experiences. Interpretative analysis is an approach in qualitative research which aims to offer insights about a given context which makes sense of a given phenomenon. Discourse analysis is analysis of language beyond the sentence. In rhetorical analysis rhetorical situation is evaluated. Narrative analysis referred to interpreting texts with focus on primary question to uncover the doctrine. Semiotics analysis involves communication from signs which may be visual, linguistic etc.

The numerical data has been identified and checked for percentage (%) of cases and mortality on available data in selected period of study. A global analysis of percentage about spread of disease in different countries (11th February 2020) has also estimated.

Increase in number of cases/death has been calculated by the following formula:

Increasing Number of Affected Cases = $\frac{\text{This Day} - \text{Last Day}}{\text{Last Day}} * 100$

Increasing in Number of Deaths = $\frac{\text{This Day} - \text{Last Day}}{\text{Last Day}} * 100$

3. RESULTS

The data has been qualitatively analyzed about text analysis, interpretative analysis, discourse analysis, rhetorical analysis, narrative analysis, and semiotic analysis whereas quantitatively analyzed for increasing number of cases, death and global bifurcation of affected cases

3.1 Text Analysis

The text of news has been evaluated which provided information to the community about occurrence of new viral disease:

3.1.1 Reporting on first news about COVID-19 on front page

The China apparently reported first case of COVID-19 on 31st December 2019 about identification of an unknown virus which got place at front page Daily Jang Pakistan on 24th January 2020 and by that time number of affected persons reached 571 in 25 provincial areas of China with death of 17 persons who were 48 to 89 years old. The deceased persons were having ailments of hypertension, diabetes mellitus or liver diseases. By then disease also reached and affected in USA, Japan, Korea and Thailand.

3.1.2 Spread of new viral disease in the world

According to a report on 28th January 2020 USA, Canada, Australia, France, Japan, Thailand, Taiwan, Vietnam, Singapore, Malaysia and Nepal got affected by new viral disease and by 5th of February 2020 more than two dozen countries confirmed the virus while till 7th February 2020 disease reached to 27 countries. It was also reported that affected persons outside China were initially staying in affected areas of China e.g., in Kerala an Indian student who was studying in Wuhan China found positive for coronavirus, a 60 years old person in Cambodia who recently returned from Hubei China suffered from disease and Taiwan also reported 12 cases of which 2 were Chinese national women.

3.1.3 Health interventions in China

The China reported to have taken following measures for control of new viral disease:

- i. Movements of coaches (in/out of Beijing) were stopped.
- ii. Suspension of tour operators.
- iii. One hospital of 1600 beds reserved for corona virus patients.
- iv. Conversion of one sociocultural building, one expo center and one gymnasium as clinic of 3400 beds.
- v. China advised their citizen to cancel their individual or group tours.
- vi. One of laboratory started working in Wuhan China on experimental basis to

identify new virus which was expanded in an area of 2000 square meter and having capacity to carry out 10000 tests daily.

- vii. On 28th January 2020 China has completely lock down its Hubei province.
- viii. Travel sanctions implemented in the affected/allied areas with extension of employees leaves.
- ix. Bigger organizations were closed.
- x. By 4th February 2020 people in 10 provinces of China were compelled to stay in their home.
- xi. China restricted that in affected areas after staying 2 days 1 person may left the residence for purchase of basic needs only.

3.1. 4 Government strategies in Pakistan

The Prime Minister of Pakistan directed respective authorities to make necessary strategies for control and prevention of new viral disease. It was also said that due to travel of passengers between China and Pakistan risk of spread of virus in Pakistan could not be excluded and in this regard detail of strategies be sent to Prime Minister within one week. It was also decided to launch National Action Plan by conversation with provinces and other relevant persons in Pakistan.

3.1.5 Mutual cooperation between China and Pakistan

Higher representatives of both countries (China & Pakistan) talked and Pakistan said that at this difficult time Pakistani leaders, government, public and society would support China. Pakistan offered their services at the crucial time and said that soon they would send a plane of luggage for medical treatment to China.

The Chinese ambassador said that they had been caring Pakistani people more than their own citizen where by 3rd February 2020 out of 538 students in red zone, 4 Pakistani suffered from new viral disease. On 4th February 2020 it was reported that there were Chinese nationals coming to Pakistan from four different companies and China hoped for their better monitoring.

The Government of China and Japan also provided diagnostic kits for coronavirus disease to Pakistan.

3.1.6 Health interventions in Pakistan

- i. Although health authorities of Pakistan initially denied about spread of disease in Pakistan however simultaneously it was also decided to immediately purchase diagnostic kits about COVID-19 through NIH (National Institute of Health) Pakistan.
- ii. The Government of China and Japan also provided diagnostic kits for coronavirus disease to Pakistan
- iii. 100 thermal scanners to be taken from World Health Organization.
- iv. It was reported in news to immediately establish three coronavirus treatment centers located in Islamabad, Lahore and Karachi and also decided if required their number would be increased.
- v. The Provincial Government of Punjab established a quarantine center in Rawalpindi Institute of Urology (RIU) consisting of 500 beds and decided that suspected cases would be shifted to RIU and on finding symptoms of COVID-19, patient would then be shifted to Benazir Hospital and in this regard 30 beds were prepared and reserved.
- vi. The medical and para-medical staff comprising of doctors, paramedics, nurses etc would be given training according to SOPs(standard operating procedure) of WHO about treatment of coronavirus disease

3.1.7 Global Health Interventions

- i. On 31st January 2020 Japan, USA, Singapore, UK and France started to shift their citizens from China.
- ii. Pakistan decided as not to remove their citizen from China.
- iii. WHO has also suggested member countries as not to remove their citizen from China.
- iv. According to WHO if people removed from China then it would spread to whole of the world.
- v. It was found on 31st January 2020 that after USA and Japan other countries like

- Turkey, Germany, UK also started to remove their citizen from China however Australia and New Zealand were only considering similar pattern about shifting of their citizen from China.
- vi. India sent their Aeroplane to Wuhan for removal of their citizens.
 - vii. On 19th February 2020 Russia reported to ban entry of Chinese citizen in their country.
 - viii. On 27th January 2021 according to New York Time it was reported that the Disney land and ocean park had been closed.
 - ix. On 7th February 2020 China appreciated the countries who offered their assistance and Iran provided 30 lakh masks to China.
- electronic, retail business were found to be more affected.
- iii. A report on 11th February 2020 expected for betterment which was against reservation of IMF (International Monetary Fund) for having negative effect of corona virus on Pakistan economy.
 - iv. The Pakistan trading authorities said on 4th February 2020 that trading with China due to COVID-19 would not be affected and if happened then it would be for a short period only.
 - v. The coronavirus affected mobile industry as reported on 4th February 2020
 - vi. On 7th February 2020 it was expected that CPEC(China-Pakistan Economic Corridor) may be affected from new virus because 10000-15000 Chinese been working on CPEC whose returning after spring festival would be delayed due to screening as Chinese Government would not sent them before completion of 14 days quarantine period.
 - vii. It was reported on 1st February 2020 about risk of freezing of two third of Chinese economy with loss of billions of dollars.
 - viii. The close of business in 14 provinces of China resulted in loss of 60 billion dollars by mid-February 2020 and more loss expected in the next two year
 - ix. There was extension in local Chinese compulsory holidays from 31st January 2020 to 9th February 2020 due to which every company have shown its reaction consisting of suspension of operations, ban of travelling of passengers and may others.
 - x. The IMF have shown their cooperation with China and expected that economy of the China would be regularized in second quarter of the year 2020
 - xi. Due to non-provision of spare parts from China, South Korea temporarily stopped production of Hyundai Motors.
 - xii. It was reported on 5th February 2020 about 20% reduction of oil price.

3.1.8 World Health Organization in Pakistan

A team of WHO arrived on 27th January 2020 to observe the screening and surveillance in Pakistan. The team has shown their satisfaction about the arrangement however it was found that due to lacking of facility of diagnosis of COVID-19 in Pakistan specimen of any suspected case would be required to send outside Pakistan.

3.1.9 Symptoms of Coronavirus Disease

It was reported that coronavirus disease presented with pneumonia like symptoms due to cold with presentation as flu, cough, fever, tiredness, sore throat, pains etc and spread through cough, sneezing, shake hand, touching and feces(Fig.1).

The elderly people having chronic disease like hypertension, diabetes mellitus and liver disease were more found to be died of coronavirus disease.

3.1.10 Effect on Business

- i. The working of orange train due to coronavirus disease stopped on 29th January 2020 in Lahore and 500 Chinese working in this project undergone screening for viral disease.
- ii. The corona virus started of having negative impact on world economy where medicine industry, motor factories,

- xiii. In Pakistan reduction in stock market index occurred for 1105 points and reached to 39144 with loss of Rs.1.75 billion and psychological limit of 42000 also reduced.
- xiv. Stock market of Japan, India, China and USA also found to be under pressure due to viral disease.
- xv. Oil price reduced to 5.02% and reached as 50.70 dollar/barrel while gold price increased at 1.66% and reached to 1673 \$/ounce.

3.1.11 Arrangement of Haj and Umrah

Pakistani Religious Minister Pir Noor-ul-Haq Qadri met with Saudi Ambassador Nawaful Malki and said that Saudi Arabia and Pakistan agreed to make a joint strategy to compete corona virus disease in Umrah and Haj Pilgrims.

3.1.12 Recovery of old Patient

A report of 5th February 2020 indicated that a 71 year old lady found negative for coronavirus only after 48 hours while she was taking medication of three different types. However doctors were not sure whether this been recovery of these medicines.

3.1.13 Olympic 2020

On 6th February 2020 it was reported that Olympic 2020 which was scheduled to be held in Tokyo would be at risk due to coronavirus disease. The Chief Executive of Tokyo Olympic said that qualifying round has already been affected and all efforts for Olympics 2020 could be wasted due to viral disease.

3.1.14 Positive Cruisip

On 8th February 2020 it was reported that 41 tourists in a ship tested positive of COVID-19 resulting an increase of affected persons in Japan reaching to 88 in whole of the Japan. The affected persons were found to be Japanese, Canadian, American, Australian and British citizen.

On 21st February 2020 a chartered plane was sent from Hong Kong and took their citizens back from Japan who was trapped in ship. On arriving at their homeland they would have been afterward initially quarantined for 14 days.

3.1.15 Death of Doctor(China) who diagnosed COVID-19

On 8th Feb 2020 Chines 34 year old doctor Dr.Ventiang died who firstly suspected for the viral disease.

3.1.16 One Day Prior to Emergence in Pakistan

On 26th February 2020 small news on front page gave indication that many countries suffered from coronavirus disease. Afterward on 27th February 2020 there was main headline news on front page that "Corona reached to Pakistan with diagnosis of two patients."

3.2 Interpretative Analysis

Interpretative analysis is an approach in qualitative research which aims to offer insights about given context which makes sense of a given phenomenon.

3.2.1 Investigation by Scientists about Spreading Virus

On 27th January 2020 it was reported that scientists had started investigating about new virus and were suspecting that disease spread from sweep of bat or snake. It was suspected that although afterward affected province lock downed but by that time important time required to prevent spread of disease been passed.

Investigation by scientist indicates an approach toward finding solution of new communicable disease.

3.2.2 Common Marriage

A report on 8th February 2020 reported that in South Korea thousands of people participated in common marriage where some used masks while others were without mask. It was estimated that around 30000 people participated in the ceremony arranged in Church.

The incidence on common marriage gave an indication about ignoring preventive measures to control the disease.

3.2.3 Sanctions for participation in Burial Ceremonies of COVID-19

According to 3rd February 2021 report, Chinese NHC (National Health Commission) decided that

dead body of deceased due to coronavirus would not be handed over to their families.

Sanctions on burial ceremonies have shown intention of government to control spread of disease.

3.2.4 Measures taken by the Aviation Department for International Travel

It was decided to complete the screening of persons coming from China and in this regard number of screening staff was increased to ten times. The Aviation department also decided to submit health declaration as compulsory for all passengers of all flights.

On 31st January 2020 Pakistan International Airlines (PIA), British Air Ways and Indonesia suspended their flights to China. By 1st February 2020 again reported that different countries stopped or reduced their flights to China. On 1st February 2020 Italy suspended their flights to China and was first country in European Union to do this action. On 4th February 2020 air line between China and Pakistan was started however again on 24th February 2020 PIA suspended their airlines to China till 15th March 2020. On 5th February 2020 few countries implemented travel restrictions and as well as cancelled their flights to China.

3.2.5 Campaign on Media regarding Awareness of Coronavirus Disease

On 2nd February 2020 a campaign on media started regarding awareness about coronavirus disease. The awareness campaign has been carried out to provide latest information about new viral disease with implementation of preventive remedies.

3.2.6 Death due to COVID-19 out of China

On 3rd February 2020, 44 year old person in Philippine died due to COVID-19 which was first death due to coronavirus disease outside China.

3.2.7 Disciplinary actions in China

- i. The Mayor of Wuhan China announced that since virus was not handled properly therefore he and his Deputy Mayer would be resigned from their duties.
- ii. The Vice President of Red Cross was dismissed on 5th February 2020 in Hubei Province of China due to having

complaint about lack of working regarding current outbreak in public.

The measures taken such as travel restriction, investigation by scientist, disciplinary measures, media campaign and sanctions on burial ceremonies indicate approach of government to control the disease however incidence of common marriage shows ignorance of public toward preventive measures. Death out of China shows higher intensity about spread of disease which occurred in short period of time.

3.3 Discourse Analysis

Discourse analysis is analysis of language beyond sentence.

3.3.1 Use of Herbal Medicine for COVID-19

On 3rd February 2020 discussion on use of herbal medicine for treating coronavirus was started where a liquid prepared from honey and flowers could help to treat virus which resulted in purchase of different products however afterward due to multiple doubt about their usage expert advised that such herbal medication should not be used without prescription and advice from doctors.

The usage of herbal medication consisting of honey and flower indicated that no treatment was concluded in healthcare sector about new viral disease due which public attempted for alternate mode of management.

3.3.2 Devil Virus

It was reported in newspapers that world had been fighting with a devil virus (coronavirus disease) and expected that by end of April 2020 new coronavirus disease would be finished due to warm weather.

By giving label of devil to new coronavirus disease is a reflection that globally existence of devil has been admitted which has spoiled entire atmosphere of the universe by its evil deeds.

3.4 Rhetorical Analysis

In rhetorical analysis rhetorical situation is evaluated.

3.4.1 Rumors about Spread of Coronavirus in Pakistan

There were rumors about spread of COVID-19 in Pakistan. It was found on 27th January 2020 that suspected cases were kept in isolation but

reported in Gulf news about existence of four coronavirus cases in Pakistan which were hidden by authorities. Afterward again on 2nd February 2020 first suspected case of coronavirus came in the notice of KPK(Khyber Pakhtunkhwa) however it was clarified that suspected patient has only been placed in ICU as a doubtful case which afterward not diagnosed of COVID-19.

3.5 Narrative Analysis

The narrative analysis focus on primary question and useful method to uncover underlying doctrine of the subject matter.

3.5.1 Muslim Scholars and Pakistani Students in the affected area of China

It was found that more than 500 Pakistani students were living in the affected area. Although assurance was given for care of Pakistani students yet it was demanded to remove the citizen from China. According to Muslim Scholars in the light of Hadith it was not advisable to remove student of Pakistan from affected areas in Wuhan city of China.

In the meanwhile few students returned to Pakistan at their own sources and said that almost students from all countries were back to their homeland and only foreigners left in China belonged to Pakistan.

The matter was afterward referred to Islamabad High Court and before conclusion of appeal of COVID-19 two patients of new disease was reported in Pakistan.

The advice of Muslim Scholars was based on the fact where it was advised in Muslim Sharia that in epidemic area no person should be entered nor any body to leave so that spread of disease can be controlled.

3.5.2 Ban on import of animal and Birds by Pakistan

On 8th February 2020 the Pakistan Ministry of Commerce banned to import birds and animals in Pakistan.

Ban on import of animal and birds are indication for taking in to consideration about severity of matter with an attempt to prevent entry of new virus in the country for controlling lethal disease.

3.6 Semiotic Analysis

Semiotics involve communication from signs which may be visual, linguistic etc

The diagram published about coronavirus facts indicate not only details about new disease but as visually given many features about happening on a new pandemic. Route of entry of virus was nose and mouth following which it entered in respiratory system to affect the lungs. There has also been another visual message in the same diagram about spread of viral disease where apparently it started at seafood wholesale market in Wuhan China and then spread globally. (Fig. 1)

3.7 Analysis about Increasing Number of Cases

The results have shown that number of cases continued to be increasing in the selected period of study. With few exceptions it has been seen that number of affected cases were found to be more than earlier days (Table 1).

The higher figure of 74056 on 21st February 2020 indicated rapid spread of disease over short period of time.

3.8 Analysis about Increasing Number of Death

It has been seen in results of mortalities that number of death found to be increased (with few exception) in selected period of study on day to day basis which is simultaneously reflected in total number of mortalities (Table 2).

The higher mortality of 2118 on 21st February 2020 gave an indication about higher mortalities in short span of time.

3.9 Analysis about Global Bifurcation of Cases

Total number of affected person has been found as 40655 on 11th February 2020. The data have shown that by 11th February 2020 maximum numbers of affected persons were present in the China while lesser number reported in rest of the world. Moreover data has also indicated that by that time disease had spread globally in almost all Continents of the world (Table 3).

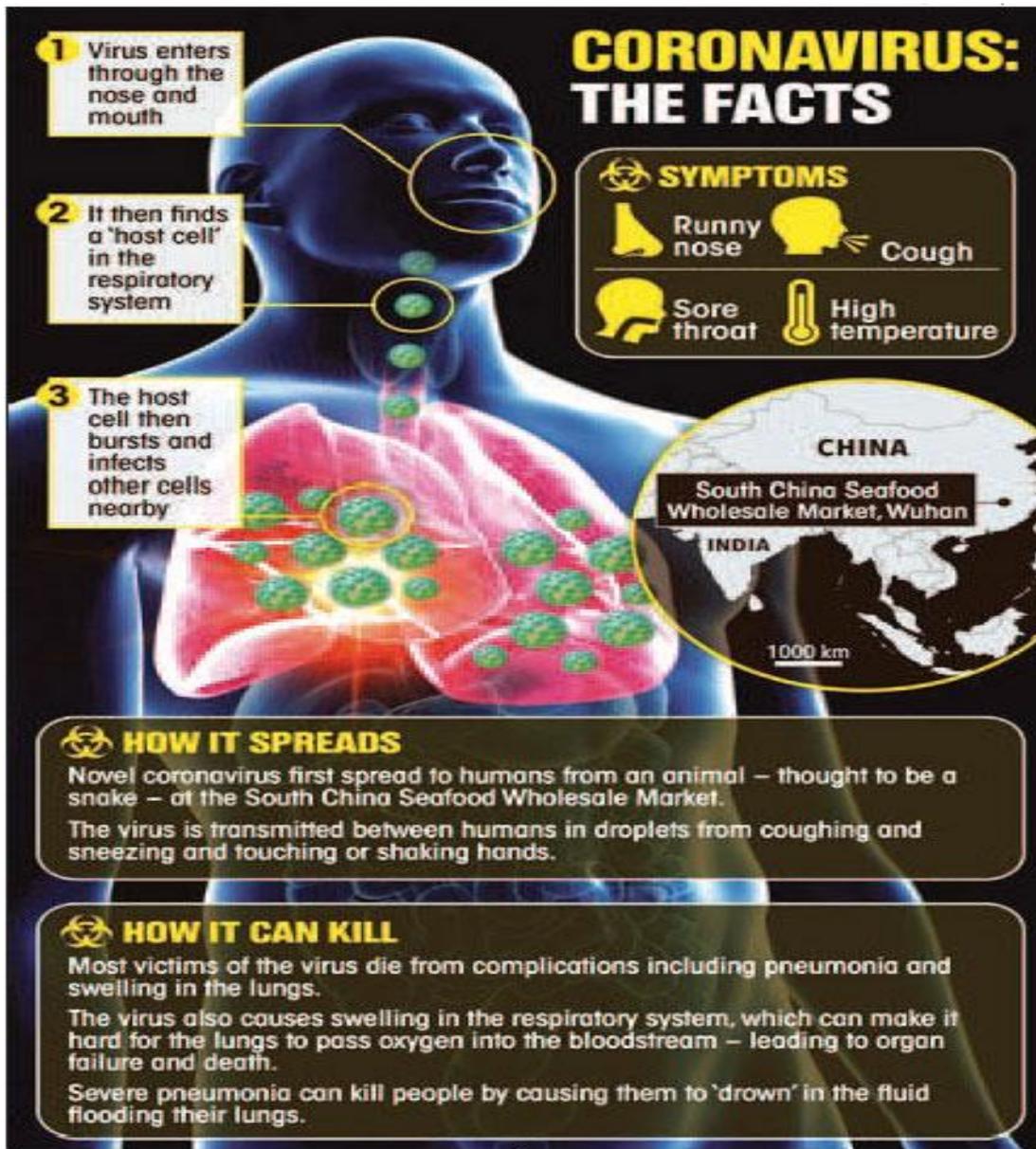


Fig. 1. First Diagram published about Coronavirus Facts (Source: Daily Jang Pakistan 27th January 2021)

4. DISCUSSION

Corvo [11] in their study about COVID-19 and newspapers reviewed content & text mining analysis and concluded regarding publishing of sensationalistic articles. In text analysis we have found that as disease recognized and progressed newspaper has sufficiently given coverage to viral disease about different aspect however there was deficiency of coverage in initial days of new viral outbreak pertaining to

coronavirus disease. We therefore agree with Corvo about giving more attention to sensationalistic news in newspaper. [11]

Said et al. carried an interpretative phenomenological analysis of challenges faced by university teachers in Pakistan amid COVID-19 and found COVID-19 has diverse and adverse impacts on all fields of life in country. We agree with Said where we found in our interpretative analysis that coronavirus has

affected almost all aspect life e.g., marriage, burial, travel, research, disciplinary measures etc.[12]

Miranda et al. studied online discourse in context of COVID-19 which was content analysis of China's weibo and baidu where it was found that during pre and post COVID-19 period there was presence of social and life style factors which

changed in correlation to increasing spread of disease. We agree with Miranda where in discourse analysis we observed that herbal treatment which is otherwise avoided has been utilized. Similarly it looks that by using a nick of devil virus to coronavirus disease, evils created by devil has been admitted in world.[13]

Table 1. Increasing Number of Affected Cases

Date	Addition	Total	Percentage Increase (%)
24 th January 2020	Brought Forward	571	
25 th January 2020	228	799	39.93
26 th January 2020	571	1370	71.46
27 th January 2020	530	1900	38.69
28 th January 2020	800	2700	42.11
29 th January 2020	1771	4471	65.59
30 th January 2020	1459	5930	32.63
31 st January 2020	1781	7711	30.03
1 st February 2020	2289	10000	29.68
2 nd February 2020	1791	11791	17.91
3 rd February 2020	2590	14381	21.97
4 th February 2020	5173	19554	35.97
5 th February 2020	846	20400	04.33
6 th February 2020	3924	24324	19.24
7 th February 2020	3694	28018	15.19
8 th February 2020	3517	31535	12.55
9 th February 2020	3011	34546	09.55
10 th February 2020	3066	37612	08.88
11 th February 2020	3043	40655	08.09

*(Increase in Number of Cases= This Day-Last Day/Last Day *100)*

Table 2 . Increasing in Number of Death

Date	Addition	Total	Percentage Increase (%)
24 th January 2020	Brought Forward	17	
25 th January 2020	7	24	41.18
26 th January 2020	17	41	70.83
27 th January 2020	15	56	36.58
28 th January 2020	25	81	44.64
29 th January 2020	35	116	43.21
30 th January 2020	16	132	13.79
31 st January 2020	38	170	28.79
1 st February 2020	43	213	25.29
2 nd February 2020	46	259	21.60
3 rd February 2020	46	305	17.76
4 th February 2020	57	362	18.69
5 th February 2020	65	427	17.95
6 th February 2020	67	494	15.69
7 th February 2020	73	567	14.78
8 th February 2020	71	638	12.52
9 th February 2020	86	724	13.48
10 th February 2020	91	815	12.57
11 th February 2020	97	912	11.90

*(Increasing Number of Death= (This Day-Last Day/Last Day *100)*

Table 3. Country wise bifurcation of affected cases (40655)

Country	No. of Cases	Percentage (%)
China	40199	98.88
Ship Japan	161	00.39
Singapore	45	00.11
Hong Kong	38	00.09
Thailand	32	00.08
South Korea	27	00.07
Taiwan	18	00.05
Malaysia	18	00.05
Australia	15	00.04
Vietnam	14	00.03
Germany	14	00.03
USA	12	00.03
France	11	00.02
Mukao	10	00.02
UK	8	00.02
Canada	7	00.01
UAE	7	00.01
Philippine	3	00.008
India	3	00.008
Italy	3	00.008
Russia	2	00.005
Spain	2	00.005
Sri Lanka	1	00.003
Cambodia	1	00.003
Finland	1	00.003
Nepal	1	00.003
Sweden	1	00.003
Belgium	1	00.003

It has been seen by us in rhetoric analysis that most of time rumors or rhetoric is not correct but this is not a principal at all the time as we have found in literature where Fujita et al. (2020) studied on “staying at home” to tackle COVID-19 pandemic as whether it was rhetoric or reality and correctly pointed about obstacles toward people without or temporary accommodation. [14]

Das et al. carried a study about narrative analysis and found that social isolation and distancing is a major strategy to reduce chance of spreading infection and we also found same results in narrated evaluation at early stage of disease whereas Muslim Scholars advised in the light of Hadith that affected persons should not be removed from affected area of outbreak so that spread of disease be prevented. [15]

Aazam et al. carried a study on fear and economic crisis in an analysis of Pakistani Newspaper's from cartoons of COVID-19 and found results from visual images e.g., a middle

aged man on one hand airing to coronavirus and increasing its size while simultaneously on the other hand he looks anxious and worried about its massive spread but ignoring that he is the cause of spread of disease due to non-opting of precautionary measures against COVID-19. We agrees with Azam about giving message through visual picture as one of mode of communication where we have seen in semiotic analysis of our study about different factors which communicated to public through an easily understandable photograph. [16]

Davies stated that in world with fast-paced, globalized travel and trade, an early detection of communicable disease outbreaks has become ever more important to prevent rapid spread of disease. We agreed with the finding of Davies, as reporting on first page of newspaper about COVID-19 indicate somewhat delay in assessing the severity of outbreak which afterward became a global pandemic. [17]

Our results indicate that virus has spread to more than two dozen countries of the world in a short

span of time which is similar to Khan et al. who carried out a review on coronavirus epidemic threat for global health in 2020 and shown updates of patients on COVID-19 in 20 countries of the world [18].

We have found in our results about health interventions in China and as well as government strategies in Pakistan showing indication of preventive global health measures which looks similar to Fatimah et al. who also pointed toward preventive measures in her study and found that disinfecting was necessity in village where viruses and bacteria would die if they come in contact with disinfectants that contain a number of chemicals which may damage bacterial cell membrane and as well as deactivate viruses [19]

Tahir worked on freedom vs. responsibility and media ethics crisis in Pakistan and pointed toward growth of electronic media after 9/11 where reforms were made pertaining to freedom of information and defamation .Implementation of similar measures has been observed in our study as we found news from about almost every aspect including rumors, business, strategies, reporting of affected cases, deaths, knowledge, awareness etc [20].

We have found in our results about import on ban of birds and animals in Pakistan from its related Government department. We agreed with Morcatty et al. who carried out study about online trade in wildlife and stated that bans in wildlife trade would not be sufficient and additional strategies clearly needed. However we would add further that on the name of additional strategies, ban on trade wildlife should not ignored and should also be simultaneously concluded with implementation to control further pandemics [21].

Zeyad Alsaqa worked on the role of electronic commerce and found that many advantages may be utilized while working in the e-commerce environment which may contribute to reducing the cost of products as well as the possibility of benefits from working in the IT environment requirement with a central database. We agreed with Alsaqa where we found that after collapse of all system, home based management has been carried and in this regard establishment of better IT system with database may result in better handling of crisis situation.[22]

Deng et al. studied ABCs of COVID-19 in children and concluded that children can exhibit

a range of clinical features when infected with COVID-19 and most symptoms resemble those observed in adults. However children tend to exhibit milder forms of infection with many cases involving symptoms limited to the upper respiratory tract, conjunctivitis, cracked or dry lips, strawberry tongue, cervical lymphadenopathy, and swelling in the hands and feet. We agreed with Deng as we also found in news about effect of coronavirus with similar symptoms in adult and elderly people however they were found to be lesser in children which was an indication about lesser severity of disease at early age of life. [23]

We found in our results about medical and paramedical staff comprising of doctors, paramedics and nurses who would be given training according to WHO guidelines i.e., standard operating procedures(SOPs) about treatment of coronavirus disease. We therefore agreed with Христова et al. who analyzed about improvement of professional competence and found that pedagogical conditions would be a favorable basis for achieving a high level of professional competence of physical education, professional growth and self-improvement. [24]

It was found in news that the world has been fighting with a devil (corona) virus. In this context we would say that devil has extensively spoiled environment of the world in every corner which resulted in the shape of global lock down. We therefore agreed with Bahukhandi et al. who concluded in their study that environment has taken its own protection by increasing said natural calamity which happened due to COVID-19 Pandemic in 2020 across the world. We are also of the opinion that coronavirus is not a devil virus however it may be a results of acts guided by devil in the world. [25]

By reviewing news of coronavirus pandemic we agreed with the recommendations of Al-Ayash & Hussein who drawn an attention for development of academic staff , increasing awareness of learning needs, redesigning/aligning the curriculum/courses syllabus according to requirements, new methods in distance education ,managing of crisis in future and reviewing about policies. [26]

Abuhammad et al. pointed in their study about confidentiality and privacy in clinics viewing that right of privacy had social advantage and help in promoting about consulting health related challenges by patients. Our review indicates

global association including association between Pakistan and China which also involved sharing of data. Therefore we are of opinion that in case communicable disease from an outbreak to pandemic principle of confidentiality maintained at clinics and hospitals is reversed. [27]

We have found in our study that mortality was more associated in elderly having chronic disease pertaining to heart and diabetes. The results are similar to study carried on occupation skills and mortality and also found mortality due to cardiovascular related causes in all occupation categories. The said finding found both in communicable and non-communicable disease indicate higher incidences of mortality due to cardiovascular morbidities. [28]

The results indicate that since identification of virus number of cases continued to be increasing in selected period of study where earlier the percentage of cases was increasing at higher rate which reduced subsequently however number of affected cases was still found to be higher than the earlier number of cases (Table-1). Similarly percentage of the number of death have also shown reducing pattern however simultaneously number of death found to be higher even at a lesser percentage due increase in number of mortalities (Table-2)

It was found in the selected period of study that maximum number of cases was found in China with a lesser percentage in other countries however this lesser percentage indicates that the new viral disease has moved out of China and spread globally with almost reaching all Continents of the world. (Table-3)

Lonescu et al. studied capacity and capability consequences on market performance of companies in Romania and found significant connection between absorptive capacity and organizations performance, between absorptive capacity and innovation capabilities and between innovation capabilities and performance of organizations. We agreed with Lonescu where we have seen that initially there was collapse of all activities but afterward effects of viral disease was absorbed in global system with innovation and reversal of organization performance. [29]

Mahmood concluded that rosemary oil incorporated into potato starch edible films have shown significant antioxidant properties. We are therefore of opinion that herbal medicine could

have possible role in management of disease subject to their provision according to therapeutic guidelines. In said pandemic a liquid consisting of honey and flower was found to be utilized for cure of disease however due to multiple doubts its utilization was stopped. [30]

Abbas found that there was an increase in concentration of heavy metals at samples soil sites which were close to power plant and their concentration decreased irregularly in farthest sites. The same things observed in the review where higher number affected cases were found in China (Table-3) where apparently disease has started. However it has been seen afterward that number affected was reduced in China and shifted to rest of world probably due to shifting/movement of affected persons from affected areas without control of disease. However a detailed review to conclude the matter. [31]

On the basis of review about news of COVID-19 in media we agree with Farooq et al. who concluded that unified global approach to eradicate sufferings of common people is a goal that lies at center of the global agenda of "health for all". This will be possible only when the government will give due priority to the health domain, particularly during this COVID-19 crisis.[32]

Zafri et al. discussed about content analysis of newspaper coverage of COVID-19 pandemic for developing a pandemic management framework and found that origin and outbreak of COVID-19 has impact on response of healthcare system, economy of country, life style, government assistance, regular updates, expert opinions, pharmaceutical measures, non-pharmaceutical measures, updates on vaccines, testing facilities and local unusual activities. We agree with Zafri regarding discussion on said issues however we would add element of rumors, import/export of bird/animals, devil virus, burial of COVID-19 deceased, Olympic Games, Hajj/Umrah etc also found in our study and reported in newspaper.

The newspaper in media has provided sufficient coverage with provision of information about new corona virus disease. The information helped the public for getting well informed about its updates and implementation of preventives measures. We may say that orientation in public through media has reduced the losses which could have been more than it happened by said pandemic.

5. CONCLUSIONS

The text analysis concluded that newspaper at initial stage of disease has not judged about severity of matter however afterward upon assessing severity matter sufficient due coverage has been given about new disease. As disease progressed newspaper has provided updated information including global interventions to compete new viral pandemic disease. Investigation by scientist, sanctions for participation in burial, disciplinary measures, travel restrictions has interpreted that government attempted to implement preventive strategies all over the world to control new disease however contrarily common marriage interpreted that public has not adopted precautionary measures at early stage of disease. Use of herbal medication and attention toward COVID-19 as devil virus shows divergence of public toward both physiological as well as spiritual health. The existence of rumors has created panic in the community of entire world. The business activity grossly reduced globally which has even been extended to ban on import of animals and birds. The public gatherings like Haj, Umrah, Olympic games were expected to be affected. Dr. Ventiang died on 8th February 2020 who initially suspected for new viral disease. The number of affected cases and death found to be increasing continuously. In spite of multiple preventive measures "coronavirus reached to Pakistan with diagnosis of two patients."

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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