

Abstract

This research has tried to look at the role of right wing print media in the depiction of Pakistani women status. The *Roznama Mashriq* has been chose to understand the right-wing stances on the women position and freedom. The *Roznama Mashriq* not only served as outspoken supporters of the Right-wing agenda for women existence but also disseminated different rightest, indigenous and traditional ideas and debates regarding women in a more creative and ingenious ways than the other Right-wing newspaper, during the period 1963—1977. This newspaper attracted a wider readership among the lower middle class and poorer segments of society—that is either the sections of population with low level of education or the people who were barely literate.

Moreover, this research also looks at the debated which has been started between two distinct group (the Conservative Group (CG) and the Negotiated Rightest Group (NRG)) in the portrait of societal norms of femininity. These two different stance lead to the debate on the pros and cons of modernity for the the Pakistani women and as the whole society. The CG tried to resist the modernity and used the *Chadar* and *Chaardiwari* theme to stop women to adopt modern values. On the other side NRG also used and redefine the *Chadar* and *Chaardiwari* theme to encouraged women to accept the modern values and norms. Although, the *Roznama Mashriq* explicitly was favor in the stances of CG. This showed that the government, especially during 1963-1971, did not wanted that the women who belong to lower middle class to participate in formal education and economic participation. Additionally, it also explained the tactics and the argument process was used by newspaper to prove that CG had the powerful argument as compare to NRG. This research also highlights the agenda setting of *Roznama Mashriq* in diffing women role and status.