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## **Kashmir Issue During Modi Era: A Comparative Analysis of Pakistan’s and Indian Print Media**

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### **Abstract**

In order to examine the alternate portrayal style in Pakistani and Indian print media, the research project "Comparative Analysis of Pakistani and Indian Print Media on Kashmir Issue during Modi Era" was conducted. It also looks at whether the way that Pakistan-India political ties are portrayed in the print media throughout the chosen era is biased in favour of religious alternatives, especially Indian Muslims and Pakistani Hindus. The research also clarifies which alternative discourses are included and which are excluded from print media in Pakistan and India. Media texts were analysed using critical discourse analysis and content analysis. The research, which was conducted using the idea of media hegemony, came to the conclusion that print media in Pakistan and India presents religious options in an unfair and biased manner. While Indian print media has more harshly characterised Indian Muslims, Pakistani print media has been muter regarding Pakistani Hindus. The nature of representation of the Muslim and Hindu options in Pakistan and India with regard to their broader political ties was not established. Moreover, some concerns about other religious alternatives have been brought forward by both media.

**Key Words:** Kashmir Issue, India, Pakistan, Print Media, Hindus

### **Introduction**

The Kashmir conflict started as soon as India was split into Pakistan and India in 1947. The Indian subcontinent had more than 550 monarch kingdoms throughout this time. Those countries were no longer ruled by the British. Princely states had the option of remaining independent or joining one of the newly formed states. States with a majority of Hindus joined India at the same time that states with a majority of Muslims joined Pakistan.

With a majority Muslim population, Jammu and Kashmir (J&K) become predicted to end up a part of Pakistan. Nevertheless, its ruler controversially chose to accomplish that in opposition to the general public's choice and make it a part of India. When the Kashmiri human beings began an armed rebellion in opposition to his rule, he confronted intense measures. This escalating anxiety caused struggle between India and Pakistan in 1948. In 1948, India asked mediation from the United Nations. The United Nations established the offer and in its decision on 21 April 1948 stated that Pakistan and India proportion the desire for the annexation of Jammu and Kashmir to both India and Pakistan. Free and unbiased elections had been used in the democratic technique to make selections. Thanks to other choices of the United Nations Security Council, the humans of the nation of Jammu and Kashmir are now playing the proper to self-willpower. These resolutions truly claim that the people of Jammu and Kashmir will use plebiscite to decide the destiny of the kingdom. Apart from these actions, the 2 international locations signed some bilateral agreements. However, even after 70 years, this controversy persists. During this time, there have been 4 conflicts between the 2 international locations in which hundreds of human beings were killed on both facets.

In 1989, Kashmiris started out a small-scale armed insurgency. This political improvement changed into no longer precise. Instead, it changed into a by-product of Maharaja Hari Singh's choice to join India inside the state of Jammu and Kashmir. But a main purpose of the insurgency was the 1987 elections, which residents of the valley believed had been rigged to gain pro-Indian parties. The National Conference and the Congress Party united within the 1987 elections to contest the Muslim United Front (MUF), that's taken into consideration the maximum manipulated and compromised birthday celebration in records. This led to a rise up by way of politically aware Kashmiris. Militancy, intifada and those's movement had been all a part of the insurgency, which manifested itself within the Kashmir Valley for the duration of mass public demonstrations and loud chants of "Azadi" or "Azadi", main to political unrest within the vicinity. Unfold where the human being's hostile the authorities. This made it tough to hold the kingdom's write.

Due to this warfare, thousands of humans have died and thousands of families have been compelled to migrate to the territories of Indian and Pakistan-administered Kashmir (AJK). Thousands of families with spouse and children dwelling on contrary sides of the Line of Control (LoC) in Kashmir remain separated to this present day, resulting in but every other humanitarian tragedy. Despite starting as a land dispute between two neighboring states, the Kashmir war has taken many dimensions. Pakistani humans see it as a spiritual as opposed to a geographical trouble. So a ways thousands of Kashmiris, hundreds of orphans and widows or semi-widows have died as a result of this trouble. Thousands of teens who financially assist their households are still unaccounted for. The people of Kashmir also are critically affected on the intellectual and psychological stage.

Indian Occupied Kashmir (IOK) is now managing bigger issues than ever earlier than. Kashmiri college students have been socially ostracized via Indian society due to their expulsion from Indian academic establishments. Moreover, the Line of Control has divided many Kashmiri families, making it tough for them to reunite even after years. They are not able to go the road of command in time to attend family weddings or funerals. Recently, the Indian government led via Prime

Minister Modi abrogated Article 370 of the Indian Constitution, which gave the IOK a completely unique fame, and imposed a curfew in the region.

### **Statement of the Problem**

Academics claim that the media has the strength to strengthen and defuse war. They have two roles. The cause of this research is to investigate how mainstream English-language newspapers in India and Pakistan blanketed the interstate Kashmir struggle throughout the war, and to research the conditions for peace and enhance or diminish journalism. Therefore, the trend of mass media was taken into consideration. The reason of this study was to determine whether or not the media in Pakistan and India covered Kashmir with an emphasis on warfare rather than peace, and whether they did so from a nationalist angle. The inquiry also sought to find out whether or not the media of each countries had given good enough interest to the plight of the Kashmiri human beings or not. This studies are vital because it adds to the frame of expertise approximately the complexities of war inside the development of Kashmir because it pertains to war and peace journalism. The motive of this look at is to draw attention to the efforts of the print media within the two states at some stage in the Modi technology, which become eventful. What passed off and what could take place? This brought about this have a look at.

### **Significance of Study**

Electronic and virtual media ought to surely assist and facilitate regional political participation as it can have a massive effect at the USA's democratic procedure. Report to all other media outlets to bring a unified message. The primary source of national political facts that shapes the public's understanding of vital political troubles is TV. As digital media make it less complicated for human beings to take part in conversations, human beings emerge as extra inclined to apply print media. Print media gives a discussion board for inner and outside stakeholder companies to discuss problems. When print media reaches out to folks that study newspapers as their first activity, it facilitates create awareness about a complex difficulty like Jammu and Kashmir. Pakistani lifestyle has strong own family ties, as print media serves as a vehicle for growing public engagement in political views. It is affordable to count on that foreign coverage is in all likelihood to be favorable on a topic due to competing perceptions and viewpoints posted in the print media, which save you the general public from building consensus and reduce the chance of overseas coverage adoption. Are The troubles handy and overseas coverage openness to them may also have an impact on the final results if media conformity concept is used to a more volume.

### **Objectives of the Study**

- To investigate the treatment of religious disputes and the patterns of alternative representation in Pakistani print media.
- To investigate the treatment of religious disputes and the representation of alternative religions in Indian print media.
- To look at potential prejudices in the way that other religions, especially particularly Indian Muslims and Pakistani Hindus, are portrayed in the print media.

- To ascertain if there is a connection between the media's portrayal of religious alternatives and Pakistan-Indian politics during the chosen era.
- To draw attention to the discourses about alternatives that are included and ignored in print media from Pakistan and India.

### **Research Questions**

- What part do Indian and Pakistani media play in the Kashmir dispute?
- Were Pakistani media outlets' editorial coverage and Indian media outlets' different?
- What role may Indian and Pakistani media play in settling the Kashmir dispute?

### **Literature Review**

It became aware of a research hole where this look at provides new insights into the body of literature, media insurance of struggle, specifically the warfare in Kashmir, and previous studies on conflict and peace journalism are noted in the following paragraphs. Has gone should be glad with the provide.

Geddy Wolfsfeld, a leading authority on media and warfare studies, claims that battle, violence, and anxiety are inherently blanketed by using the media (Wolfsfeld, 2004). Similarly, Schnarr (2004) asserts that 'the media use more war frames even in the course of peace negotiations between opposing factions to sensationalize and advantage better rankings' (Schnarr, 2004). Similarly, Fawcett, in his content material analysis from 2002, located that the Irish media desired battle frames over peace frames. Finally, Lee and Maslog (2005) declare that war frames dominate media coverage of virtually all Asian wars, based on the unequivocal results in their analysis.

Several studies have been carried out on how the Kashmir conflict changed into included by the Pakistani, Indian and worldwide media. Using 'partial journalism' as an analytical approach, Gada (2014) contrasts a neighborhood newspaper in Kashmir with a national daily in India. The writer claims that India's country wide media suppresses dissenting voices from the Kashmir Valley to guide the state's professional narrative. As media records was shaped by means of the corridors of energy to a sure ideology, "reality became the first motive" (Gada, 2014). He says that the most effective place outside Kashmir where people can learn about Kashmir is through the national media, that is static. He concluded that the authentic story of Kashmir has largely long gone untold because "the country wide media has in part pronounced the situation in Kashmir, reporting simplest what is in line with authentic coverage and anything else." Ignored, however near the reality it is able to be, the interests of India as a kingdom will suffer.

According to Jan and Khan (2011), the media can impact public opinion and draw attention to the peaceful decision of conflicts, who additionally study Pakistani media's insurance of conflicts from a peace journalism attitude. Nevertheless, they explicit frustration as their look at confirms that the media has deserted efficient discourse about peace projects which are critical to selling peace in the location. Furthermore, they've drawn interest to the danger of media distortion of information content material, which has the ability to exacerbate conflict and difficult to understand peaceful conflict decision.

Furthermore, Hafsa Khalid (2014) In his article 'The Role of Peace Journalism in Indo-Pak Relations: A Case Study of Aman Ki Asha' keeps that instability within the vicinity has brought about an intractable struggle among the 2 states. As an end result of the position, nuclear conflict has created a surroundings of terror wherein the warmongering media has introduced gas to the fireplace. She cites the failure of each countries and their respective media to create a nonviolent environment in the area and suggests that peace journalism is the most effective way out of fear of warfare and instability. Khalid (2014) asserts that best an objective, unbiased and peace-orientated media can assist clear up strained political family members and bridge the political and communicate gap inside the forgotten records of Hindu-Muslim unity. This will supply the people of each country an opportunity to live in contact with each different. Listen to each other's cries for peace. Their study also indicates that the media need to adopt peace journalism to enhance the subcontinent's photograph inside the international as conflicts have painted its photograph as an insecure and dangerous location.

Examining the international media, Durga (2004) examines how the Kashmir war and its parties have been covered via The New York Times, The Washington Post, and The Los Angeles Times among 1989 and 2003. Coverage focused only on war and violence, ignoring components of warfare that could affect peace. Also, Durga proves that the people of Kashmir and their leadership are unnoticed, whilst officials from Pakistan and India are given area.

Labna Zaheer (2016) performed a have a look at that looked at how the media protected Burhan Wani's murder. They used English and two Urdu newspapers, and that they used the peace journalism version and framing principle as their theoretical framework. Its findings display that the media in Pakistan is "particularly struggle-orientated" and that battle frames predominate in coverage over peace frames. Furthermore, they located that the Urdu press used greater combat frames than the English-language dailies. The study concludes that the ancient context and state coverage concerning the Kashmir trouble can further be blamed for skewed reporting of the war. Pakistani media itself can't keep away from battle journalism because of human rights violations and violence in Kashmir, but those are justifiable and expert flaws.

Similarly, Lynch & McGoldrick argue that the idea of peace journalism brings a completely unique way of accumulating, processing and imparting news that reduces war between the events worried, "no longer honestly with the aid of repeating records to demonize a collection." can and can exacerbate struggle" (2005). 'Peace journalism goals to cognizance at the structural and cultural causes of violence in preference to oversimplified and critical debts of warfare. Further provide an explanation for that peace journalism describes violence as involving parties pursuing more than one desires. And in the end, makes the subjugated elements of truth audible and seen. Galtung's Model of Peace Journalism (Galtung, 1998; 1986) proposes battle decision oriented insurance to provide voice to all events involved/caught within the war.

In contrast to peace journalism, Hentsch (2004) arguably, the core of war journalism is violence and destruction. He also cited that battle journalism is 0-based, biased, and gives direct violence and visible outcomes. Hanitzsch (2004) further emphasizes

that war journalism is elitist in nature. And Siraj (2008) argues that the media dramatizes struggle reporting via pics and submit-manufacturing outcomes to increase its TRP and look at movement. Lee, et al. Also have a look at that "battle journalism is characterised by way of the language of navy victory, an action-oriented focus, and a superficial narrative with little context, background, or historical angle" (Cited by Siraj, 2008).

### **Research Methodology**

Qualitative research method is being applied in this research in which data is gathered from secondary sources. Data will be gathered from books, articles, newspapers and various official sources like ministry of foreign affair and defence etc.

### **Theoretical Foundation of the Research**

Relations among India and Pakistan were based totally on ideological differences and conflicts because independence. The Kashmir difficulty and different local disputes led to wars in 1948, 1965 and 1971, which has multiplied the dearth of agree with among the 2 states. Governments of both countries had been not able to remedy bilateral issues due to consistent conflicts for political advantage, developing nationalism and disconnection with the humans. The growing capability of pressure through using terrorist corporations to destabilize each other and the course of terrorism against each other has created a safety environment for both India and Pakistan. The Congress authorities, being secular in nature, maintains democratic concepts domestically and absorbs stress from numerous Hindutva constituencies that saved the Congress in power and stored the BJP away from the center of politics. With the upward push of the BJP, Hindu nationalism was reinforced through anti-Muslim guidelines based on the Ayodhya Masjid problem. Anti-Muslim regulations gained the BJP a majority of votes, main to its first coalition authorities in 1998, which advocated the BJP to expand its political attain through robust anti-Muslim and anti-Pakistan guidelines (Ader, (1995).

With the upward push of Narendra Modi within the wake of the global conflict on terror, Hindutva ideology targeted more on handling terrorism that turned into blamed on Pakistan. Modi followed anti-Pakistan rules geared toward weakening Pakistan and turning India into a Hindu Rashtra. During his 2014–2019 tenure, Modi persisted to criticize Pakistan's function within the region, postponing trade and dialogue and finishing Kashmir's unique popularity and converting its populace ratio, at the same time as India internally but suppressed the Muslims and expelled them from India. He initiated economic diplomacy and its diplomatic family members with local and global powers and mainstream establishments to isolate Pakistan and harm Pakistan economically by using depriving it of global financial system and local integration. Terrorist assaults interior Indian territory were attributed to Pakistan to downplay Pakistan's sacrifices in the battle on terror and its frontline role within the international hazard. Moreover, BJP has without delay intervened in Pakistan via 5th generation struggle to destabilize Pakistan politically and economically and to facilitate terrorism on Kashmir problem between India and Pakistan as a first-rate time table. Can be forced to bring forward as Viewing itself as a local hegemon and a navy and monetary strength, India released airstrikes interior Pakistan in 2019 to compel it to carry out alleged terrorist attacks, which Pakistan denied (Ali, 2021).

### **Selection of Structural Realism**

South Asia has been a complex region for mainstream ideologies to explain appropriately. For realism, the rivalry between India and Pakistan over safety, territorial dominance, border clashes and ethno-non secular hatred amongst human beings in South Asian countries are factors that lead realists to uphold their claims. Nuclear deterrence, bipolarity, alliance, international relations and leaning in the direction of America and China for energy are essential inside the context of India-Pakistan members of the family. After BJP got here to strength below Modi, India changed its mind-set closer to Pakistan and adopted greater aggression and pressure which was experienced in the course of its surgical strikes and airstrikes. Its aim changed into to portray Pakistan as a vulnerable and terrorist-sponsoring country that could no longer be capable of possess nuclear guns. Arms against India and secure sovereignty. Moreover, it followed anti-Pakistan guidelines to undermine Pakistan to cozy CPEC prospects and deprive it of the blessings of the global monetary marketplace. According to aggressive realism, each India and Pakistan compare their blessings primarily based on maximization in preference to growing strength and cooperation. India has violated international conventions regarding Kashmir difficulty and human rights in Kashmir. In the Modi technology, in view that 2014, the region has been destabilized due to Modi's pragmatic mindset toward Pakistan and different neighbours (Azad, 2021).

As hopes for peace failed and the Samjhauta Express derailed, realists say India and Pakistan's international ties and sources of have an impact on threaten the country's army security. The assets of affect have modified, but on an ideological level; Pakistan's alleged dependence on non-state actors, low-level, low-value disputes, and India's alleged reaction to a single forex in Balochistan and someplace else, in addition to in Kashmir and elsewhere, are weapons of exchange inside the policy's bloodless-start ideology. The new beliefs still involve coercion and the usage of force, however at different tiers (Mehsud, 2017).

### **Coverage of Kashmir Conflict in Indian and Pakistani Newspaper**

The concept of peace journalism changed into first proposed with the aid of the Norwegian sociologist Johan Galtung, who noticed it as a healing alternative to standard conflict coverage. On the alternative hand, Galtung divides conflict coverage into two classes: conflict journalism and peace journalism. His version offers media businesses and/or media employees a aware choice to speak with readers and/or viewers while reporting struggle conditions. Peace journalism, however, offers a humans-oriented, solution-orientated, and truth-oriented perspective, which translates into reporting on feasible proposals/alternatives for peace. However, the attitudes of participating events may obscure those alternatives (Azam, 2022).

This sort of journalism exposes the hidden reality or lies from all sides and considers propaganda as a way to increase or hold struggle. He further stated that peace journalism stands for fact against propaganda and lies. Peace journalism does not choose everybody, however the proper of all and offers voice to all. Perhaps for this reason, the peace journalism approach has been defined as a specific fashion of socially responsible journalism and a body of media insurance that contributes to peace. It requires accountable and conscientious media coverage of any conflict with

the intention of contributing to peace-constructing and peace-maintaining. In addition, Schnarr diagnosed it as an try to change the attitudes of media professionals, owners, advertisers, and audiences closer to war and peace. War journalism is a part of the approach/model, which makes a speciality of insurance this is propaganda-orientated, violence-orientated, elite-orientated, and victory-orientated. This approach is taken into consideration harsh and harsh, frequently related to a 0-sum game in which almost all the advantages of a victory visit the winner, he defined, as a variant of traditional mainstream conflict coverage that Media humans often make contributions to fueling this battle. By producing or reproducing propaganda cloth produced by way of the adversary in accordance with its very own media and PR strategy, the conflict is taken into consideration to be arguable. Focuses on (Bajpai, 2017).

This method isn't always humans-concentrated and in keeping with Lynch and Galtung (2010 as stated in Islam, 2014) it's miles diagnosed as a remember of states and politicians best. Galtong's technique to peace journalism has been praised but not without criticism, arguing that intense cases are used to describe struggle journalism, which isn't always appropriate. He in addition argues that the effect of the media is restricted but that this approach regularly overstates the impact of the media in persuading policymakers and officers and that viewers and readers play the role of "important purchasers". Besides, the most critical and critical objection that peace journalism faces is the hassle of objectivity, which is taken into consideration a primary component of top journalism. Hackett (2007) has argued that this method undermines journalistic objectivity because it shows attachment in preference to detachment and also draws attention to the hassle that reporters distort data. Instead of imparting, one has to record (Bakhtiar, 2023).

### **Mass Media Coverage of Conflicts/Wars**

It is typically frequent that the media can entice consumer attention and affect public opinion about what is acceptable or unacceptable. With this in mind, it is believed that the media may be a crucial component in lowering tensions among governments and people in times of battle. On the alternative hand, it has been discovered that the media regularly shows aggression, violence and dissent while protecting conflicts.

The outcomes of several research supported the notion that struggle frames had been perceived as greater dominant and dominant than peace frames when it came to war insurance. This explanation rationalized the media's actions and asserted that it turned into the media's default technique of overlaying anxiety, war, and violence. The media also highlights battle frames due to the fact they're perceived as extra appealing. Indeed, the idea of conflict in war reporting is dealt with as newsworthy, meaning that sensationalized insurance is supposed to boom media move and rankings. Nevertheless, there are instances where media insurance of conflict is observed by using a dominant peace frame or both frames (ie, struggle and peace).

Keeping the above dialogue in thoughts, the cause of the prevailing has a look at is to research the position of Pakistani media in warfare situations. Especially inside the context of the murder of Burhan Wani, the media coverage of the Kashmir difficulty has been examined. This examine is performed inside the theoretical framework of peace journalism and framing. It has been enthusiastically said that the media has the potential to exacerbate or diffuse tensions in battle conditions (IMS, 2006), relying on their reporting style (Bennett, 2003).

## **Relationship between Mass Media and Conflicts**

Apart from different warfare-inducing factors, negative communication among combatants is also a first-rate reason for the emergence and persistence of conflicts. We make sense of the arena and convey it in our minds by taking in messages and snap shots - together with those provided by using the news - and in the codes we broaden in our lives. Mass media has been shown to play a decisive position in generating those pics and messages for us and growing our intellectual codes/frames (Buckler, 2005).

Communication turns into an essential element in warfare and struggle decision due to the fact, in Pelag's phrases, it produces records that impacts every party's choice, whether to solve or keep away from struggle. Is: It brings interest and attention to others. A near examination of the history of global conflicts well-known shows that "the media has played a dominant role in conflicts in Palestine, Vietnam, Afghanistan, Iraq, and now the Middle East."

Media coverage shapes events of warfare and peace. "The media has the power to reach large audiences, particularly in the poor international locations that host maximum of the sector's conflicts," Galen says. In struggle conditions, the media can play an important function in lowering tension among human beings in addition to among governments. Further argues that studies of battle and peace journalism display that the contentious construction of warfare by using the media has constantly been an extreme difficulty for fighters, teachers, media specialists, in addition to the majority (DASH, 2021).

However, mass media, like nearly all other technologies, has sides: either they propagate messages of intolerance or incorrect information that affect public sentiment, or they can be a terrible weapon of violence once they sell peace and mutual understanding; studies has found that the media is vulnerable to aggression, violence, and discord; coverage of disputes; moreover, the power of media insurance may additionally show more potent than the will of the public and the authorities, making the media and press an actor that can complicate conflict resolution efforts. Specifically, the claim that the South Asian media's coverage of the Kashmir war is based on different agendas (Dogar, 2021).

## **Media and Kashmir Conflict**

According to United Nations records, Kashmir is one of the oldest and most severe conflicts recorded within the United Nations Resolutions Body and as a result it's miles the longest conflict inside the international. In the beyond seven a long time, it has erupted in several violent and semi-violent phases, resulting in 3 complete-scale wars (1948, 1965 and 1999) among the 2 international locations. The struggle nevertheless sparks border skirmishes, common threats of struggle with huge-scale troop moves along the borders, and brings the two nuclear-armed international locations to the edge of collectively assured destruction. Why is this warfare so difficult to solve? Among many other motives, in his ebook 'Kashmir: A Tragedy of Errors', creator Talin Singh (mentioned in Gada, 2014) identifies the country wide media as a chief participant in prolonging the Kashmir conflict. What is the identification? Similarly, Riaz and associates (2018) have additionally studied the relationship among the media and the Kashmir struggle, such as how media and

press cooperation can shape the ways Indians and Pakistanis reflect on consideration on every different are (Farooq, 2020).

In specific, public family members is the principle source of statistics now not only for the populace of Pakistan and India. There are four especially well-known newspapers which can be stated to have been public favorites for records for the foreign workplace, forms and navy of each states. Most importantly, media reviews on the Kashmir battle have substantially formed public perception in each international location.

However, numerous research has discovered that the insurance of the Kashmir struggle with the aid of the media of both international locations has significantly prompted us. They also display that Kashmiris are extra stimulated by means of Pakistan and actually increase extra than India's elitist position, with the struggle simplest fueled with the aid of sentiment, ignoring similarities and in the end violence. Peace is made at a price. Alternatively, the impact could be a persevering with adversary, which many peace talks have up to now failed to do. If the media modifications its technique to covering struggle, there may be a precise possibility that political and public discourse will comply with in shape, fostering an environment conducive to talk. Global media coverage notably impacts public coverage and impacts humans's attitudes, so it is suitable to use educational evaluation of media content material. Both Pakistan and India have vibrant media structures – especially print – and are important to people's each day lives. This research examines the coverage of the Kashmir struggle in four leading English language newspapers and Pakistani newspapers. Dawn and the Nation and from India. India and Times of India (ToI) (Fawcett, 2002).

### **Comparative Analysis of Indo-Pak Media on Kashmir**

Geographically, China, Pakistan, and India have all claimed full or partial sovereignty over various regions of Kashmir on many occasions. Jammu and Kashmir (J&K), also known as Indian-administered Kashmir, is experiencing serious atrocities as a result of the Indian state's shoddy policy formulation and execution. The Kashmiri populace was promised self-determination via a free and fair referendum at the time of India's partition, but this promise has not yet been fulfilled. Given the divide of the valley and the region's mostly Muslim population, Pakistan has always asserted a close connection with Jammu and Kashmir, while India has traditionally seen the region as a constitutional part of its territory (Taylor, 1992).

Understanding the post-2010 environment would help one better comprehend the current escalation of the Kashmir conflict. Following a fictitious encounter in the Machhal region in May 2010, an Indian Army unit murdered three Kashmiri youngsters and labelled them as terrorists supported by Pakistan. More than 110 people died as a consequence of the widespread demonstrations that were provoked by the arbitrary executions in the Machhal area. Omar Abdullah, the former chief minister of Jammu and Kashmir, launched an amnesty programme for young Kashmiris who took part in the 2010 demonstrations in August 2011.

In response to the February 2013 assault on the Indian Parliament, Afzal Guru's death (AP, 2013) prompted further demonstrations in the Jammu and Kashmir Valley. Following their meeting in September 2013 on the fringes of the UN General

Assembly, Indian Prime Minister Manmohan Singh and Pakistani Prime Minister Nawaz Sharif launched these diplomatic efforts. Instances of Line of Control (LoC) breaches led to the severing of ties. ("Kashmir: Nine civilians killed in India-Pakistan border firing", 2014). October 4, 2014. Muslims in the Valley went on strike in 2015 in protest of Jammu and Kashmir's prohibition on consuming beef. A power battle broke out between India's governing party, the BJP, and Mufti Muhammad Saeed's daughter, Mehbooba Mufti, upon his death in January 2016. In April 2016, Mehbooba Mufti took the oath of office as the Chief Minister of Jammu and Kashmir (Unger, 2019).

In the meanwhile, the Indian government backed the Hindu Pandit relocation movement in Jammu and Kashmir with strong hand (BJP's Bates to Set up Senak Colony in Kashmir, 2016).

When Indian security forces assassinated teenage Hizbul Mujahideen leader Burhan Wani and two of his comrades in July 2016, the topic of sanctuaries was already causing rifts in the valley (Pandit and Singh, 2016). Wani garnered significant recognition for her use of digital and social media platforms to organise women and youth among other segments of the Kashmiri populace against Indian crimes (Dasgupta, 2016). Following Burhan Wani's death, the Valley saw widespread demonstrations that resulted in the longest curfew ever implemented. Over 150 people have died as a consequence of the violence between the demonstrators and the Indian occupation troops, including Ayesha Siddiqa and Farishullah Yousafzai (Verma, 2016).

Nearly 14% of pellet gun-related injuries in the Valley are in children under the age of 15, which has led to an international uproar over the rapidly worsening human rights situation brought on by the frequent and harsh use of pellet guns by Indian authorities. In addition to the battle in the Valley being more intense, there have been more Line of Control breaches on both sides of the border. Following the assault on an Indian military post in Uri in September 2016, the diplomatic ties between India and Pakistan deteriorated. Pakistan was accused by India of supporting and enabling the assault that claimed the lives of eighteen Indian troops (Vliegthart, 2005).

The study's issue statement examines how the Indian and Pakistani media present the Jammu and Kashmir dispute and war and peace in different, impartial ways. The most extensively read English dailies in Pakistan, Dawn and The Nation, were chosen for content analysis; similarly, The Times of India and The Hindu, the most frequently read English daily in India, were chosen for content study. The time frame chosen for the research encompasses the main occurrences concerning the evolution of the Kashmir dispute that transpired between 2010 and 2016. Through this research, journalists will be better able to reflect on their editorial decisions and policies, which will benefit stakeholders by assisting them in finding peaceful solutions to disputes. The research is significant because it adds to the body of knowledge on the intricacies of the conflict in Kashmir's growth as it relates to war and peace journalism. (Weimann, 2000).

### **Indo-Pak Wars on Kashmir**

The Kashmir dispute has been the focus of three of Pakistan and India's four conflicts. Soon after partition, in May 1948, armed tribesmen who had entered Kashmir a few months previously for guerrilla warfare were chased by Pakistani soldiers to confront the Indian army that had invaded the valley. This led to the outbreak of the first war between India and Pakistan. The king made a call according to Raja Hari Singh (Swami, 2006).

On January 1, 1949, the conflict came to an end when the Indian government agreed to organise a referendum on Kashmiri self-determination in exchange for a truce. This was arranged by the United Nations. Approximately two thirds of the Kashmir Valley were under Indian administration at the time of the ceasefire; this area is still known as Indian-administered Kashmir, with Pakistan administering the other third the Line of Control (LoC) that the UN Observation Mission keeps an eye on. The troops of the two nations continued to battle along the Line of Control (LoC), sparking the second Indo-Pak war in 1965. The conflict only lasted a few weeks until the world community intervened to diffuse the tension. While the United States and Britain threatened to stop providing armaments to the two nations, the United Nations Security Council approved a resolution requesting that they negotiate a truce and find a settlement to the Kashmir conflict. After the world community intervened, both sides agreed to a truce and declared victory even though the fight came to a standstill (Wolfsfeld, 2004).

The third conflict between India and Pakistan took place in what was then East Pakistan, which after the war split off into Bangladesh due to Indian forces helping to put down a revolt there. It was the only conflict between the two nations that did not directly include the Valley of Kashmir. The Kargil sector (part of the Himalayan area) saw the resumption of a fourth war between adversarial neighbours in South Asia for sovereignty of the Kashmir valley. To put an end to the conflict, the United States had to step in after significant fatalities were inflicted by both sides' forces (WU, 2016).

It seems that the conflict started when the prime ministers of Pakistan and India agreed to conduct peace negotiations. Shortly after the war ended, the Pakistani military overthrew the elected government. Pervez Musharraf, the military dictator of Pakistan, declared the Kargil conflict won after taking office in October 1999, but India's propaganda was superior since it had more news television stations in Pakistan than simply the official channel. This is indicative of the general attitude in both India and Pakistan, where the media is seen as an impartial watchdog for the military and government, rather than representing the people's interests on behalf of the ruling class and upholding the official national security narrative. Regarded as a promoting propaganda instrument and more strong pressure groups (Zakharov, 2023).

### **Role of Media in Indo-Pak Relations**

The function of the media in the relationship between India and Pakistan has been under intense examination from neutral observers, opinion writers, advocacy organisations, and think tanks both domestically and abroad. Neither side of the border's media was trying to diffuse the tension; instead, they were escalating it. Both sides' media outlets are mostly using the news for propaganda, with journalists

distorting events to support national security narratives in their own nations rather than questioning government statements (Islam, 2016). Like in Mustafa (2004). However, since they are not subject to any pressure, the world media often questions the official narrative that the governments of Pakistan and India provide on matters pertaining to bilateral conflicts. The media in India and Pakistan serves as an extension tool for the narratives of the governments in both countries. This is evident in the word choices made by the governments and in the headlines assigned to stories like commerce and sports, which have nothing to do with the bilateral conflict. It has a detailed writing style. A certain victor and loser. Apart from nationalism and religious identity, the portrayal of cricket, the most popular sport in India and Pakistan, as a battle was a purposeful tactic to advance stereotyping and a two-nation ideology (Muslim and Muslim). As said by Hindus. 1947 saw the partition of United India. The only ways to make these themes stronger are to avoid talking about remedies and instead concentrate on the problematic past of the surrounding nations. As the war in South Asia intensified, media professionals were incentivized to pursue new media channels as a means of expanding their readership and viewership. This tendency is reminiscent of other authoritarian-regime emerging nations in the area, where narratives about national security are given top priority and the media emphasises violence (Saffee, 2016).

Over the last 20 years, prime-time discussion programmes on television have seen extraordinary rise in popularity in both India and Pakistan. Bipartisan disagreement is a recurring topic in these programmes, which attracts large audiences and ratings. Nonetheless, it is believed that the way the subject is handled, the selection of guests, and the arguments that are likely to be thrown into the fire on these prime-time talk programmes on television contribute to confrontational speech. The argument put up on these talk programmes is that the only way to end the conflict permanently is to abandon peace negotiations and go straight to war. Every time there is a cross-border confrontation between the two nations, a number of talk shows and television stations in both have adopted a very severe stance and pushed their governments to employ military action to teach the adversary a lesson. Respond with every action you can. Every time tensions between the two nations increase, each government's first move is to outlaw media from the other, exposing viewers to only propaganda from one side of the conflict. In Pakistan, the media has long served as the ruling class's spokesperson. Since national security and war are the main factors influencing the official narrative, media coverage consistently reflects it as well. This pattern sometimes shifts when governments concentrate more on promoting peace, economic cooperation, and interpersonal connection than on waging war. But because bilateral ties have always been the tip of the iceberg, these moves have often been fleeting. An excellent illustration of this kind of peace-making took place between the administrations in 2004 and 2006 when they agreed to have high-level discussions to resolve the remaining problems without addressing Kashmir (Rawan, 2020).

Backchannel attempts to find a workable solution to the Kashmir issue were even initiated by the then-Indian Prime Minister Atal Bihari Vajpayee and Pakistani President Pervez Musharraf. Nevertheless, the whole process was thwarted by the 2008 Mumbai terrorist assault, which India attributed to a militant organisation with its headquarters in Pakistan (Constable, 2011; Ramesh et al., 2008). A parallel

attempt by the prime ministers of India and Pakistan in the late nineties failed when the strong military of Pakistan executed a peaceful takeover a few months after India's military operation in Kargil in 1999 came to power via Several unbiased analysts claim both Pakistan and India oppose a diplomatic resolution to the Kashmir dispute because they both worry about losing a crucial component to the adversary. Thus, the governing classes in both nations benefited from preserving the status quo, which encouraged conflict and deflected attention from any viable answers or alternatives. Therefore, using the media as an extension agent for this agenda is by design for governing institutions, whether they are military or civilian administrations. Owners of media outlets and the experts who work for them also seem content to walk the walk for their own benefit (Naveed, 2021).

### **Conclusion**

In light of peace and war framing, this research compares how the Kashmir conflict was covered by Pakistan's and India's major English media. The content analysis's findings corroborated previous research showing that the ceasefire dominates media coverage of the war in Kashmir. The content analysis's findings unequivocally demonstrated that the most common coverage pattern was battle structure. The Indian newspaper was the first to characterise the Kashmir conflict as a war, which supported the results and highlighted the fact that government-led, negative, and war-framed reporting predominated in Indian press coverage of the conflict. Media outlets began to favour and use war frames more often. Results of the content analysis showed no discernible difference in the impartial reporting of the Kashmir conflict by the Indian and Pakistani newspapers, despite considerable variations in how war and peace are framed in the conflict. The findings substantiate the notion that war journalism depends on the external consequences of hostilities, that it fosters elite opinion and uses propaganda to reveal others' falsehoods while hiding one's own. He said that defeating the enemy will be the final result of the war. The results corroborated a research that demonstrated how media coverage of the Jammu and Kashmir conflict mostly focused on its violent aspects while ignoring its peaceful alternatives. The findings are consistent with theories on the use of derogatory language to boost war journalism's impact. Contrarily, peace journalism emphasised solutions and ceasefires more. The national press has always chosen, out of mistaken patriotism, to provide the national audience less information on Kashmir than the complete truth, which is one of the reasons these mistakes are forgiven (ibid). They contend that this has enabled the Delhi administration to create policies that are gravely faulty. Issues that are of significance to the national interest or security, especially those pertaining to foreign policy, defence, human rights, and insurgency, are often seen through the lens of state security, which obscures and reflects the interests and anxieties of the Kashmiri people.

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