

CENTRE FOR CULTURE, MEDIA & GOVERNANCE

Jamia Millia Islamia

New Delhi



Pre-PhD Seminar Presentation on

ISSUES, NEWS FRAMES AND POLITICAL PERCEPTIONS IN A CONFLICT SITUATION: A STUDY OF LOCAL MEDIA IN KASHMIR REGION DURING THE 2014 ASSEMBLY ELECTIONS

Arif Hussain Nadaf, CCMG PhD Scholar

Supervisor: Prof. Saima Saeed

Abstract: International conflict reporting and the national media discourse in the nations engaged in political disputes continue to dominate the existing scholarship on the media-conflict relationship. The scholarship available on the media-conflict relationship has 'Western-centric' focus and lacks significant indepth conceptualizations on local and sub-national media narratives in the contemporary conflicts.

The media-conflict relationship on Kashmir crisis has been largely viewed within the parameters of a bilateral dispute between India and Pakistan, which has restricted communication scholars to examine the national media in the two countries. The scholars on the subject have exclusively engaged with Indo-Pak binary of propaganda and war rhetoric while the regional political discourse and the significant role of local media covering the internal politics on the ground have been completely overlooked. The local media in Jammu and Kashmir that traces its origin to the pre-1947 nationalist movement in the region and given its preoccupation with the regional politics continues to operate as the primary source of political information for the people in the region. Amid strong political regionalism, there emerges a strong need to study the political relevance of local media and its coverage to the internal politics in the region. Following the identified gap in the existing media-conflict scholarship, this study on the local media in Kashmir region involves a research enquiry that adopted an interdisciplinary approach using a unique methodological framework of mix-methods.

In this study on local media's political relevance in a conflict situation, the methodological framework of content analysis and framing analysis for news media and survey method to analyse the public perceptions about the contested political issues, helped in understanding the relationship between local media's coverage of politics and the political perceptions of the people in the region. The findings suggested that the local media have embedded themselves in the internal political dynamics with a balanced approach towards various dimensions of conflict in the region. The data analysis also revealed that the local media while treading a fine line between opposing political narratives, have emerged as significant players in mediating political discourse in the region.

Bio: Arif Nadaf is a PhD scholar at CCMG, Jamia Millia Islamia. He holds a Master's in Mass Communication & Journalism from the University of Kashmir. Prior to joining PhD, he worked as a journalist with the local media in Kashmir.

Venue: CCMG Network Governance Lab

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Time: 2:00 pm

Centre for Culture, Media & Governance (CCMG)
1st Floor, Nelson Mandela House
Mujeeb Bagh, Jamia Nagar
New Delhi-110025