



Pre-PhD Seminar Presentation on

FRAMING TELEVISION NEWS AND PUBLIC OPINION FORMATION: A STUDY ON JAMMU AND KASHMIR

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Supervisor: Prof. Saima Saeed.

Abstract: Playing a significant role of mediation, the news media serves as an important arena of contest where debates and discussions regarding conflict are played out before national and international arenas. In most of the cases, being the only source of news and information about ongoing war and conflicts, the media wields tremendous power to interpret and influence the outcome of these conflicts. The arrival of private satellite broadcasting in post-cold war period witnessed the re-emergence of ethnic conflicts dominated by notions of nationalism and national identities. The territorial dispute between India and Pakistan, popularly termed as the 'Kashmir Conflict', which initially started as an ethnic conflict transformed into an international issue wherein television news media on both sides have come under considerable criticism for acting as instruments of political and military interests of their respective governments, in the process undermining their own 'watch dog' function.

In the case of 'Kashmir conflict', respective governments have harnessed their national media to generate public opinion by framing issues/ agendas to suit their specific stand. The nature of the conflict between the two countries made the state of Jammu and Kashmir a strategic area where battle lines on borders have extended beyond the military domains and culminated into a new kind of information warfare resulting in the emergence of a news media that plays a partisan role viz-a-viz the conflict. In effect, more than the actual conflict which has been protracted, it is the media that has played up the tension between the two countries making it a persistent national issue both in India as also in Pakistan.

The research study attempts to comparatively examine the television news reportage of the Kashmir conflict in order to understand the issues and frames used by national media on either side. It uses a triangulation methodology employing content analysis, survey method (to study public opinion) and critical discourse analysis (to study power, dominance and bias in news media discourse) to understand the relationship between media and conflict in a democracy.

Bio

Aaqib Anwaar Butt is a PhD scholar at CCMG, Jamia Millia Islamia. He holds a Master's Degree in Mass Communication from GGSIP University New Delhi.

Venue: CCMG Network Governance Lab

Date: Friday 3rd August, 2018

Time: 2:30 pm