
Zahid Yousaf*
Sarmad Iqbal**
Muhammad Haseeb Sarwar***

Analysis of Pakistani and Indian Media towards Warfare

ABSTRACT

This research is conducted to analyze the behavior of Pakistan and Indian media's role towards warfare between both countries. We took Pulwama attack, Balakot airstrike and fighter jets shot down as a case study, and widely studied the claims made by both countries. We also included the stance of BBC news on this issue. In this paper, the authors conducted research on fake or true news being broadcasted from 14th February 2019 to 5th March, 2019 by India and Pakistani news channels, and categorized this news being source of warfare between both countries. However, we have limited our research to only two famous TV channels of India named as AajTak news and India Today, and from Pakistan we picked Geo news and ARY news. Indian TV channel AajTak aired more than 450 news and almost 40 special programs, while India Today aired 154 news and 30 special programs. On the other hand, Pakistan's Geo News broadcasted total 122 news and 5 programs while ARY news aired 137 news and 4 programs on this issue. Based on our collected data we categorized the news of all four channels as fact-less, fact-based content and supported, not supported content towards warfare between both countries. According to our conducted hypothesis results more than 80 % content of Indian channels was fact-less and 20 % content was fact-based. While Pakistani media broadcasted 90 % fact based content and 10 % fact-less. We also concluded that 90 % Indian media content weather fact-less or fact-based was aired in a way that supported warfare among both nations and 70 % of Pakistani media content, despite being fact based, has also supported warfare.

Keywords: Pakistani Media, Indian Media, Warfare, TV Channels, Analysis

* Chairperson/Associate Professor, Center for Media & Communication Studies, University of Gujrat, Gujrat, Punjab Pakistan. zahid.yousaf@uog.edu.pk

** Print Manager, Print Production Unit, Allama Iqbal Open University, Islamabad, Pakistan. srmdqbl@gmail.com

*** Lecturer/Coordinator, Department of Mass Communication & Media, University of Narowal, Narowal, Punjab, Pakistan. haseeb.sarwar@uon.edu.pk

Introduction

In the circumstances of warfare, the use of information through media and communication channels has been a role of central importance to the public, governments, agencies, and social media specialists. The information broadcasted during warfare scenarios through media either in an offensive or defensive way has great impact on the relations between communities. However, the information warfare through media is constantly spreading its roots in new dimensions, by incorporating the battle of brains vs. brawn. So the media today consistently plays its role to conduct a war of nerves between governments, military forces, and masses. Pakistan and India media had been indulged in a constant warfare since their independent existence. Both countries share constant threats on the issue of water resources, and Kashmir dispute from last many years. Indian media along with close cooperation of foreign actors builds propaganda to target the stability of Pakistan's armed forces, intelligence agencies and the country's economic stability, in general.

Media content, be it social media or broadcast media, acts as a powerhouse to spread information. This information necessarily turns out to be very critical when it involves warfare information about military forces. Information warfare is the new form of warfare that can control the cultural, social and ideological values of a society. Information warfare through media does not only focus on generating news of their own interest, but it also simultaneously works upon criticizing and preventing your competitors to perform certain actions. One of the major disadvantage of media warfare has turned out a total change in cultural identity, ideology, economy, and sovereignty.

In this work, we particularly focus on the post-pulwama attacks period of cold war between India and Pakistan. The Balakot airstrikes root back to the unrest in south Kashmir when a militant commander 'Burhan Wani' was shot dead by Indian army [1]. Then on September 18, 2016, an attack on Uri army base in Indian-occupied-Kashmir was held, causing the death of 19 Indian soldiers. The Indian forces held Jaish-e-Mohammed responsible for the attack, by blaming Pakistan [2]. Pakistan however denied to take the responsibility. After that, within two weeks Indian media claimed to have surgical strikes along line of control in Pakistan-occupied-Kashmir [3], however Pakistan rejected any such claims and offered to conduct joint investigation. Next, on February 14, 2019, a home-grown suicide bomber in Pulwama district attacked a convoy of vehicles carrying security personnel in Indian-occupied-Kashmir. The Pulwama attack caused 40 Indian military officers death and again the story repeated itself [4]. India claimed Jaish-e-Mohammad responsible for this attack and Pakistan denied any links to this event. India then threatened Pakistan to attack Jaish-e-Mohammad in retaliation and launched Balakot airstrikes in Khyber Pakhtunkhwa province of Pakistan on February 26, 2019. Later, Indian media claimed that airstrike

was an attack against the deadliest jihadist organization Jaish-e-Mohammad and reported to have severe loss of casualties in Pakistan. Indian media also claimed that they destroyed a militant base and took 300 lives along with it [5]. However, on the other side, Pakistan rejected all such claims of India, and showed with proofs that Indian militants only dropped their payloads in an empty hillside [6, 7]. The next morning, Pakistan and Indian media were caught in a dogfight about warplanes attacks and airstrikes. On 27th Feb, 2019, Pakistan in retaliation to Balakot airstrike, shot down two Indian fighter jets and caught their pilot 'Abhinandan Varthaman' as a prisoner [8]. Again Indian media claimed without any proofs that Indian air force has also shot down one F-16, fighter jet of Pakistan. Pakistan showed a video clip of the commander showing his identity in front of Pakistani military forces [9, 10]. On March 1st, 2019, Pakistan returned Indian commander at Wahga border as a gesture of peace [11]. This has happened, for the very first time, in the history of Pakistan and India that two nuclear-powers held airstrikes against each other. This event caused extreme friction, strain and hysteria in both sides of the nations and led both countries to the edge of nuclear war.

After Balakot airstrikes the confusing claims about the military actions of both countries remained a huge source of warfare and hatred among both nations, across all digital media and social media platforms. Besides these two countries were sharing serious strain, the growth of political fears among people as a result of fake news on Balakot airstrike has caused a drastic psychological change across both sides of the border.

Pakistani media started broadcasting most of the content after 27th Feb, 2019, with proofs of Balakot land and Abhinandan statements, in reaction to the Indian media fake news. Pakistan provided proofs against fake news of Indian media and the hate it was spreading, that caused proper fight between people of both nations on social media. Indian media violated the code of ethics in journalism by broadcasting baseless, fake, and incredible information. This media broadcasting caused negativity both nations. We have categorized our study into two major categories, one is fact-based news vs. fact-less news and the other is supported vs. un-supported content about warfare.

After the initiative steps of warfare from India, Pakistan also requested international troops to visit and clarify about fake claims of Indian media about destroying militant camp in Pakistan. We covered the critical review of BBC news on 'doubts of false claims of Indian media', and also the report on the release of Abhinandan as a 'gesture of peace from Pakistan', on 1st March, 2019.

Problem Statement

This work covers a study of relationship between Pakistan and India media's content on the issue of Balakot airstrikes in Pakistan, and retaliation from Pakistan. This research work focuses to explore the role of media towards

warfare based upon the broadcasted content from two Pakistan media channels ARY News, and Geo News, and India media channels Aajtak News and India Today. To evaluate the nature, degree, frequency and stance of the aired media content by these news channels, the variables and categories are made by focusing on main hypothesis of one feature of the agenda setting theory known as “framing”.

Objectives

- 1) To explore the role of media towards warfare
- 2) To find out the positive or negative portrayal of actions of military forces by Pakistan and India media during Balakot airstrikes 2019
- 3) To analyze the starring role of media during such conflicts
- 4) To statistically analyze the credibility of broadcasted content from selected channels

Limitation of Research

As mentioned in the problem statement, this work is an analysis of the aired media content in Geo News, and ARY News from Pakistan, and Aajtak News, and India today from India

The focus of this analysis is restricted to aired news of all four channels from 14th February 2019, to 5th march 2019 about Balakot airstrikes.

Literature Review

The literature of war frames vs. peace frames in journalism and media are widely studied worldwide. Wolfsfeld, et al. reported that the nature of media is by default to cover disputes, frictions and tensions [12]. Shinar et al. is also sharing the view, that media usually presents a matter using war frames even if peace intervention has been holding between conflicting groups [13]. Fawcett, at al. also claimed that in order to get more ratings, war frames had been a source of great interest compared to peace frames when sharing news in Irish media [14].

There had been many latest studies on the role of war and peace journalism between Pakistan and India. One of the oldest and hottest issue is Kashmir conflict between both neighbours. Gadda, et al. a famous scholar of media and journalism has done some great work on media role in Kashmir dispute. The author shares a narrative that indian national media very often neglects the true voices of Kahmiris [15]. The author particularly used a termed ‘partial journalism’, which clarifies indian media only reports partial truth of Kashmir and shows only what fits their policies. On the other hand, Jan & Khan et al. reports the narrative of Pakistani media is mostly based on

peace journalism. The authors claim that media has gotten a very strong power to alter the opinion of people, in general [16].

One recent widely considered case study is Pulwama attack and Balakot airstrikes which demonstrate the role of media towards warfare among both nuclear-powers. Kaura et al. particularly focuses on surgical airstrikes between Pakistan and India from 2016 to 2019, focusing under the leadership of Narendra Modi [17]. Subramaniam, et al. particularly focuses on the actions of Indian air forces and Pakistan air forces regarding Balakot airstrike. The work also concludes the key faultlines within Indian air force [18]. Feyyaz et al., has argued that Pulwama incident and Balakot airstrikes have gotten a major attention of public for a long time. And such kind of incidents remain at the center of security policies between both nations [19]. Mohan et al., linked the Pulwama attack and Balakot air strikes by Indian forces to Brexit vote. The author claims that media in a very short period of time has the capability to pull political, social and economic strains between public [20].

Research Methodology

Population

The population is divided into two main groups. One group contains information from Pakistani news channels and the other group contains information from Indian news channels. The population is made up of all broadcasted news that had been a part of these news channels in the specified time.

Sampling Size

It is the count of all broadcasted news that cover Balakot airstrikes 2019, and retaliation from Pakistan. Each channel has broadcasted different number of news and special program in different ways and that news had quantitatively been a part of this research work for sound statistical analysis.

Sampling Technique

In this research we applied purposive technique

Data Collection

For content analysis on Pak-India Balakot warfare, two national TV channels (Geo news and ARY news) from Pakistan and two national TV channels (Aajtak news and India Today) from India are selected.

Categories of Construction

- 1) Special programs
- 2) Broadcasted news

Category 1) includes the special aired programs that particularly focused on the background of Balakot airstrikes, the Balakot airstrikes, or the retaliation from Pakistan.

Category 2) includes all broadcasted news about the certain case study on the specified news channels during the specified time.

Operationalize

Fact-less news: are those broadcasts which do not involve any visual or documentary proof, and mostly based upon rumors.

Fact-based news: include any documentary or visual proof of the sight along with the news being aired.

Supported news towards warfare: includes supported content that caused a cold-war between nations on social or any digital media.

Un-supported content towards warfare: Any neutral content that do not cause warfare between common people and military.

Data Analysis

This study considered all special programs and aired news related to our case study of Balakot airstrikes in Pakistani and Indian media channels. We analyzed the aims of broadcasting media channels and the message they tried to convey through media warfare. The data is analyzed under the umbrella of framing theory. This research does content analysis and use quantitative and statistical techniques to analyze the data.

Data Presentation

In this research the data is presented in tables, graphs, and inferential statistics.

Research Questions

- 1) How much total coverage is given to Pak-India Balakot warfare in all four TV news channels from 14th Feb, to 5th march, 2019?
- 2) How Pakistan media treated Pak-India Balakot warfare issue?
- 3) How India media treated Pak-India Balakot warfare issue?
- 4) How BBC news treated Pak-India Balakot warfare issue?

Research Hypothesis

- 1) It is more likely that India media broadcasted fact-less content regarding Balakot and f-16 shot down compared to fact-based content.
- 2) It is more likely that Pakistan media broadcasted fact-based content compared to fact-less content.
- 3) It is more likely that Pakistan media created an environment of warfare by broadcasting supported content towards warfare compared to un-supported content towards warfare.

- 4) It is more likely that India media created an environment of warfare by broadcasting supported content towards warfare compared to unsupported content towards warfare.

Methodology

This study conducts statistical and content analysis methods to get to know the effects of broadcasted news by Pakistani and Indian media i.e. ARY News, Geo News, and Aajtak News, India Today.

Theoretical framework

This study is closely linked with framing theory. According to framing theory media always highlight international issue like Pak-India warfare according to their own interest, desire and policy. So, in this study the researchers used Framing Theory. This theory is very helpful to analyze the content for this research.

Research Method

In this study content analysis method was used. The data was collected and analyzed by using quantitative techniques. For this purpose four leading news channels ARY News, Geo News, AajTak News, and India Today were selected to obtain the content. The reason of selecting these four news channels is the information from these channels is considered credible by both countries, and people mostly follow these channels to get updates. These news channels are found very famous across both nations also, and play a vital role through social media.

Findings

Data Analysis

Table 1 shows the total news coverage by the specified Pakistan and Indian news channels on Balakot airstrike issue.

Table 1

Total news coverage of Pak-India Balakot warfare (Feb 14th to March 5th, 2019)

TV Channel	Special Programs	Aired News
Geo News	5	122
ARY News	4	137
AajTak News	40	450
India Today	30	154

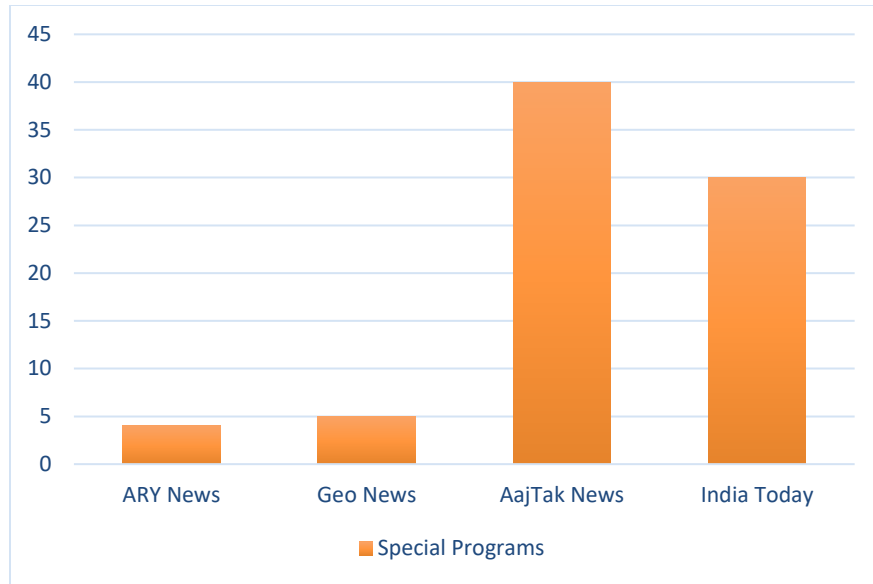


Figure 1: Graphical Representation of Special Programs coverage in Pakistani and Indian news channels

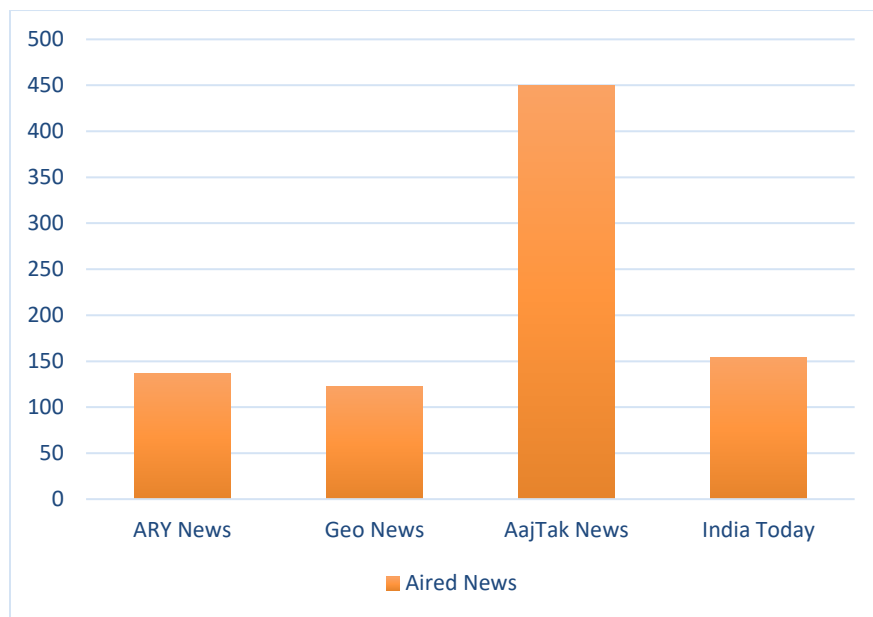


Figure 2: Graphical Representation of broadcasted news in Pakistani and Indian news channels

Table 2 shows a comparison of fact-based vs. fact-less content being aired during the specified time on Balakot airstrikes. The number of news and %age are shown

Table 2
Comparison of Aired News on the issue of the reflection of Balakot warfare

TV Channel	Fact-based News		Fact-less News	
	No's.	%	No's.	%
Geo News	112	92	10	8
ARY News	122	89	15	11
AajTak News	77	17	373	83
India Today	35	23	119	77

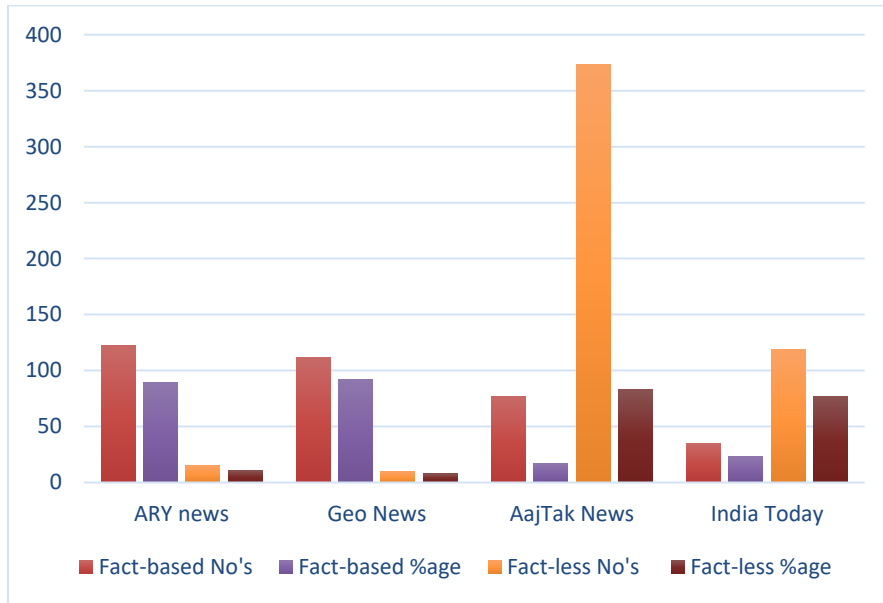


Figure 3: Graphical representation of fact-based vs. fact-less content in all four news channels on Balakot airstrike 2019.

Table 3 shows a comparison analysis of supported media content towards warfare vs. un-supported media content towards warfare by TV channels on both nations.

Table 3
Comparison of Supported vs. Un-supported media content towards warfare on the issue of Balakot airstrikes

TV Channel	Supported Content			Un-supported News		
	Special Programs No's.	Aired News No's.	%	Special Programs No's.	Aired News No's.	%
Geo News	3	76	63	2	46	37
ARY News	3	106	78	1	31	22
AajTak News	37	414	92	3	36	8
India Today	26	135	88	4	19	12

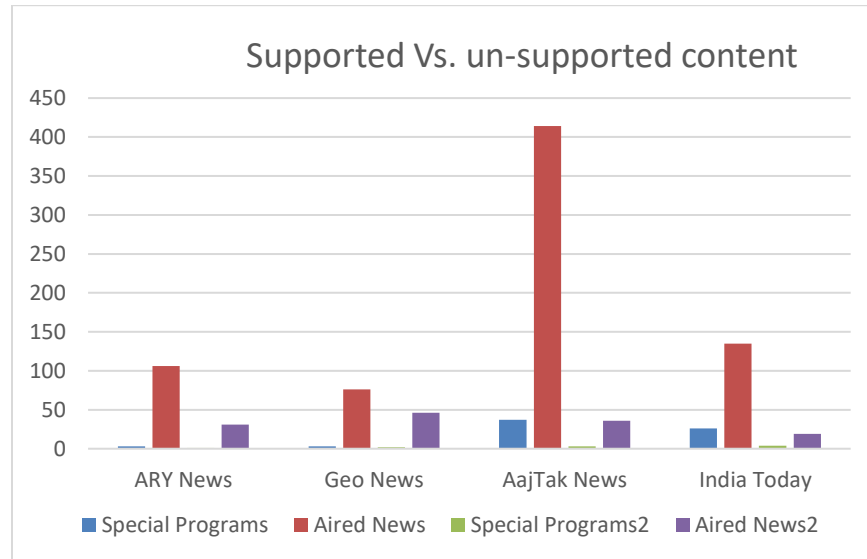


Figure 4: Graphical representation of supported vs. un-supported content towards warfare regarding Balakot airstrike 2019.

5.2 Z-test

Z-test gives difference between two population means based upon their variances. Z-test works under the assumption that data is normally distributed, and data points are independent and have equal opportunity to get selected. This test provides the probability of occurrence of an event with some confidence level α when compared with a null hypothesis. In this research work, we have used this test to statistically observe the role of Pakistani and Indian media towards warfare regarding Balakot airstrikes 2019. The formula to calculate z-score is given by:

$$\frac{(\bar{P}_1 - \bar{P}_2)}{\sqrt{\hat{p}(1 - \hat{p})\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}$$

Results

Hypothesis-1 testing

It is more likely that India media broadcasted fact-less content regarding Balakot and f-16 shot down compared to fact-based content.

Level of significance: $\alpha = 0.05$

Sample Evidence: z-score = 17.5, P-Value = 0.0000

The p-value is less than 0.05 so we accept our research hypothesis-1.

Table 4

Extracted data for hypothesis-1 testing

	Sample Proportion of fact-less news	Sample Proportion of fact-based news
Sample Proportion	0.81	0.18
Sample Size	492	112

Hypothesis-2 testing

It is more likely that Pakistan media broadcasted fact-based content compared to fact-less content.

Level of significance: $\alpha = 0.05$

Sample Evidence: z-score = 25.27, P-Value = 0.0000

The p-value is less than 0.05 so we accept our research hypothesis-2.

Table 5

Extracted data for hypothesis-2 testing

	Sample Proportion of fact-less news	Sample Proportion of fact-based news
Sample Proportion	0.09	0.90
Sample Size	25	234

Hypothesis-3 testing

It is more likely that Pakistan media created an environment of warfare by broadcasting supported content towards warfare compared to un-supported content towards warfare.

Level of significance: $\alpha = 0.05$

Sample Evidence: z-score = 4.99, P-Value = 0.0000

The p-value is less than 0.05 so we accept our research hypothesis-3.

Table 6
Extracted data for hypothesis-3 testing

	Supported towards warfare	Un-supported towards warfare
Sample Proportion	0.70	0.29
Sample Size	188	80

Hypothesis-4 testing

It is more likely that India media created an environment of warfare by broadcasting supported content towards warfare compared to un-supported content towards warfare.

Level of significance: $\alpha = 0.05$

Sample Evidence: z-score = 10.8, P-Value = 0.0000

The p-value is less than 0.05 so we accept our research hypothesis-4.

Table 7
Extracted data for hypothesis-4 testing

	Supported towards warfare	Un-supported towards warfare
Sample Proportion	0.90	0.09
Sample Size	612	62

Discussion over Research Questions

- 1) It is found that total coverage given by specified media channels in Pakistan about Balakot airstrikes is 39% and Indian media channels cover 61% content in comparison to that.
- 2) The collected data through some statistical analysis resulted that Pakistani media broadcasted fact-based content (89.4%) most of the time compared to fact-less content (10.6%). However, the aired visual or documentary proofs, and discussions were presented in a way that was a source of warfare among both nations.
- 3) The collected data through some statistical analysis resulted that Indian media broadcasted fact-based content (22.7%) most of the time compared to fact-less content (77.2%). The aired visual or documentary proofs were either unreal or not provided. And talk shows, special programs or discussions were devastatingly a source of heat and warfare initiation among both nations.

- 4) BC news reported Pakistan's army spokesman Major General Asif Ghafoor said that Indian Balakot airstrikes caused no casualties, he also uploaded some visual proofs of Indian payloads in open-hill area. Pakistani officials have also allowed foreign media to visit the site of dispute. However, India claims that they destroyed militant camps in Pakistan and an F-16 shot down. But according to foreign visitors the site contained some fallen trees, and a single slightly damaged house with one man injured. The claim of F-16 shot down was also proven wrong.

Conclusion

We conclude in our research that both Pakistani and Indian media created an environment of warfare among people by broadcasting such content on famous national televisions. Though Pakistan has shown a gesture of peace, and aired news in retaliation or keep the general masses in peace, but it is still an important issue to air news that do not cause warfare.

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