



**RESEARCH PAPER**

**Editorial Treatment of the Pulwama Attack in Indo-Pak Press: War and Peace Journalism Perspective**

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PAPER INFO	ABSTRACT
<b>Received:</b> October 17, 2021 <b>Accepted:</b> January 16, 2022 <b>Online:</b> January 21, 2022	This paper is an attempt to examine the editorial coverage of the Pulwama attack, a suicide bomb blast occurred in the territory of Pulwama, 20 kilometers away from Srinagar, Jammu and Kashmir. For this purpose, the researchers examined three months editorials of the selected English dailies ( <i>The News International</i> from Pakistan and <i>The Times of India</i> from India). The researchers used theoretical approach of war and peace journalism model proposed by Galtung (1986) and operational definitions were borrowed from Lee and Maslog (2005). The researchers have applied the quantitative content analysis to analyze the selected editorials published in the selected newspapers on the Pulwama attack. The study has investigated the prevalence of war and peace journalism frames in the editorial coverage after Pulwama attack. Results of the study shows that media has remained inclined towards war oriented journalism and war frames dominated the coverage while compared to peace frames. <i>The Times of India</i> used war-oriented frames significantly, whereas <i>The News International</i> used minimal war-oriented frames. On the other hand, <i>The News International</i> used a significant amount of peace oriented frames in its editorial coverage. While <i>The Times of India</i> rarely used the peace oriented frames.
<b>Keywords:</b> India, Pakistan Peace Journalism Frame, Pulwama Attack, Suicide Attack, War Journalism Frame <b>*Corresponding Author:</b>  muhammad.junaid@iiu.edu.pk	

**Introduction**

Occasionally, Instead of finding ways to solve conflict situation or pursuing peace oriented news, journalists give prominence to war oriented news. The media always has an agenda that plays a vital role while coverage of conflict (Raza & Aziz, 2012). In contemporary digitalized media environment the primary sources of information and opinion makers are reporters, editors, writers, broadcasters, producers and photographers. Coverage of war or conflicts has been a very appealing area for journalists. Several examples of coverage of conflict or peace have remained a history of journalism. Conflict between Pakistan and India, Afghanistan and America, Iraqi invasion, Palestine versus Israel, and gulf crises are some of current examples of covering of war and peace news stories via international journalism.

Since two important patterns have been operating while covering disputes, there have been; War reporting approach and Peace reporting approach

The two nuclear powers, Pakistan and India, both have powerful military and plentiful natural assets, any conflict, disability, or hostility between the two states might result in devastating for the whole world. Pakistan's role in the war against terrorism is significant, making it a more trustworthy state in the world, from or with assistance of Pakistan most of the actions taken against terrorists (Hussain, 2015). In this state of affairs, the crisis amid India and Pakistan, particularly after the Pulwama attack, has always drawn the world's attention; this conflict would have severe consequences.

The crisis and confrontation started when a caravan of Central Reserve Police Forces (CRPF) struck by a suicide blast crashing a car filled with 300 kg of explosives that killed 40 or more Indian paramilitary workforces, and injured more than 70 on 14th February 2019. The suicide attack occurred in the Pulwama located 20km from Srinagar which is the capital of Jammu and Kashmir and India vowed revenge against Pakistan (Gulf News, 2019). A local 'Jihadist' outfit, Jaish-e-Mohammad (JeM), claimed responsibility for the attack. A video as well broadcasted in which the bomber, 20-year-old Adil Ahmad Dar, said he hoped to reach paradise by bombing an Indian caravan. In order to annihilate Pakistan, some of the jingoistic Indian TV anchors exploded. A video message was sent by the Pakistani Foreign Minister saying that he was disappointed about India's pavlovian response leveling accusations lacking sharing any evidence against Pakistan (Gulf News, 2019).

India and Pakistan have battled many wars and numerous confrontations on the Kashmir issue, the Himalayan region claimed in full by both nuclear-powered armed foes (Hussain, 2015). Both countries were nearly close to a nuclear war after the Pulwama attack, which could bring havoc in the world. The diplomatic ties among the both countries worsened. Both Pakistan and Indian foreign ministries summoned diplomats of the foes as well as registered a strong objection. Both countries' Air Force conducted airstrikes into the territories of each other, which further escalated tensions to war. In a subsequent air combat on 27th February 2019, Indian jet shot down in Pakistan, and its pilot arrested. Aftermath the Pakistani authorities released Indian pilot as a Peace gesture on 1st March (Gulf News, 2019).

This research is an attempt to examine the editorial treatment and also to analyze key indicators in terms of war and peace approach while reporting the Pulwama attack by the selected newspapers. Two daily newspapers are selected from both countries: *The News International* and *The Times of India* from Pakistan and India respectively for the period from 14th February 2019 to 14th May 2019.

In this study, the primary objectives are:

- To examine editorial treatment on the conflict erupted after the Pulwama attack by *The Times of India* and *The News International*.
- To analyze the peace and war frames used by *The Times of India* and *The News International*.
- To study how the two newspapers are different in approach from each other while reporting on the incident in terms of war and peace journalism indicators.

- To examine key indicators of war and peace journalism approach in *The Times of India* and *The News International*.

In this study researchers have tried to examine the editorial treatment framed by both newspaper's editorials regarding the conflict after the Pulwama attack between India and Pakistan.

### **Literature Review**

In the 1970s, Galtung came up with the term peace journalism, which also identified two opposite methods of covering conflicts, peace/conflict journalism and journalism of war/violence. Mcgoldrick (2001) and Patel (2004) suggest that reporting on peace provides all the black and white sides of the war before us. By doing so, the conflict is de-escalated and the division between opposing parties is minimized. And also do not recap the details that malign one party or the other and reduce the chances of advance dispute.

War and peace journalism, categorized by Lynch and Galtung (1986, 1998), established four wide operational and lingual orientations are:

- Peace/conflict
- Truth
- People
- Solutions

While war journalism orientations are:

- War/violence
- Propaganda
- Elites
- Victory

The purpose of peace journalism, as described by Galtung (1986), is to recognize the formation of conflicts, the parties, their agendas, and the problems, and not to fall into the trap of assuming that the main players are where the action (violence, war) is. It is necessary that in peace journalism the peace oriented journalists' requisites to accept the existence of the conflict then explore formations of conflict by recognizing the stakeholders, issues, and goals. They comprehend the conflict's historical and cultural origins, and build compassion and empathy by giving everyone or any individual a voice. Through following peace journalism practices in conflict reports, Peace journalist builds a setting in which the causes and potential solutions to the conflict become plain and evident.

Mcgoldrick and Lynch (2000) expanded the classification of war journalism and peace journalism by Galtung (1986) and introduced seventeen practices of peace journalism to cover war in the press. Reporting war is usually supported by turmoil and exaggeration and the primary motive is to increase the circulations of the newspapers and to boost the

audiences/readership. Its main emphasis is on action-oriented events with a little history and background, as well as peripheral events. On contrary, the peace reporting focuses on the consequences of conflict or war, and does not adopt a straight forward narrative style and It looks at the frames of conflict as the way media cover it by explaining the causes and reasons of violence. It also suggests reasons and alternatives for every stakeholder. It equally covers the point of view of all the participants involved to resolve the conflict peacefully.

Important study directed by Lee and Maslog (2005), they examined the reporting of 4 disputes in Asia through the use of peace frames. Researchers mention the current studies as descriptive and unscientific, and primarily focus on recognizing techniques for how to utilize peace journalism frames. This research endeavored to make a link between theory and practice, for this they operationalized journalism of the war and peace approach conducting quantitative content examination as research methodology. The results disclose more war journalism framing and the researcher draws conclusion that perhaps the trend of prominent factors assisting the peace frame fail to meet Galtung's classification of peace reporting as such an arguing for it and explanatory method aligned with peace/conflict, peoples, facts, and resolution oriented.

Galtung's model of peace journalism was not embraced by most mass media almost 50 years after its appearance and is still disputed across academics and professional journalists. Lee (2010) noted in her analysis of three major conflicts in Asia that the structural boundaries of peace journalism must be identified in order to develop into a conventional model, extending beyond basic normative theories. The government's influence over journalists' work in conflict is one more problem that brings up the question as to how peace journalism could functions lacking media independence, Lee (2010) points out that conventional norms of news writing are indeed an obstacle for peace journalism. Her results show that feature articles plus opinions are more likely to consist of peace journalism. Recommend Journalists to report a conflict, it is difficult to change the concept of news value and inverse pyramid formula.

In this study the researchers have tried to examine the editorial treatment of the Pulwama attack on the perspective of war and peace journalism approach that frames the post Pulwama conflict among Pakistan and India in both newspapers, *The News International* and *The Times of India*. So, the main research questions are as follows; How did *The News International* and *The Times of India* frame the Pulwama attack in their editorial coverage?, Whether and to what extent *The News International* and *The Times of India* used war and peace frames?, How and to what extent the *The News International* and *The Times of India* are different from each other while reporting on the attack regarding war and peace journalism indicators? And, what key indicators of war and peace journalism approach used in *The News International* and *The Times of India*?

- This study is intended to take advantage of the model of peace and war journalism. The theoretical framework of war and peace journalism (Galtung, 1985) and operational indicators derived from (Lee & Maslog, 2005) is the subject of this analysis. War journalism is the most common and dominant way of depicting war. Peace journalism has evolved from criticism of war journalism, which constitutes of a program to improve war reporting. Peace journalism will be explained later. War journalism and propaganda are described here since this is the key to understanding how the mainstream media produces its news about wars. Ottosen and Övrebø

(2016) suggest that war journalism often includes a degree of propaganda on behalf of one side of the conflict. War reporting is elite and violence oriented, propaganda and victory oriented with a winner and a loser in a dualistic approach in a zero-sum game (Ottosen & Övrebo, 2016).

Galtung (1986) coined peace journalism by changing the emphasis from conventional reporting of conflict or aggression to empathy and non - violence. Galtung (1986) criticized conflict-centered journalism, instead of highlighting conflicts; the core emphasis of peace journalism is on solution. Galtung (1986), opposed dispute concentrated war reporting in his research entitled, *The Structure of Foreign News*, coined the word 'peace journalism.' His proposals provided the basis for the peace journalism movement. (Lynch & McGoldrick, 2005) quoted by Mia Verhoeff (2006) as saying that, Peace journalism is when editors and reporters decide what stories to cover and how to report them, providing society in general with potentials to think about and value non-violent conflict response.

The additional concept of peace journalism is to focus attention on how violence impacts public, regardless of borders, in every aspect of the conflict. It provides human emotions value and importance. The third concept is to give constructive feedback, fresh ideas and peaceful solutions by providing voice to all the participants engaged in the dispute. This introduces a new discourse to alter the way people consciously perceive conflict. Eventually, it teaches the community about the disparity among the targets mentioned and the actual objectives. It is also found that the formal information provided to the audience by the government is insufficient and misleading. In order to make an informed decision, the public needs better-balanced facts, and peace journalism is what delivers it. Without distorting reality or only reporting peaceful voices; peace journalism tries both of these aims. If peace writing is somewhat carved and utilized appropriately, it is assumed that it will persuade an alternative way to deal with conflict. In this manner, international dialogue, de-escalation and conflict prevention can be encouraged overall.

### **Material and Methods**

The Researchers have examined *The News International* and *The Times of India's* editorial coverage from 14<sup>th</sup> February to 14<sup>th</sup> May, 2019. The confrontational role these newspapers played in the war, the researcher hope to display. Researcher also evaluate the coverage of key indicators for peace and war journalism in newspapers that include over-reliance on formal and influential sources over alternative sources, the use of demonizing, victimizing or intimidating phrases, the use of nationalist and army rhetoric, the absence of context info given, and the similarities and discrepancies between newspapers in terms of different approach both the newspapers adopted while the coverage of the conflict. Of each newspaper, Researcher selected representative articles to apply content analysis to the coverage of 27 editorials in total, and in a balanced manner to best represent the coverage.

By using quantitative content analysis the study examine dominance of war journalism in the coverage. The researcher looks at the connections between editorials and the peace and war journalism indicators. Although researcher used the peace/war journalism model of Galtung (1998) as framework, but focused on the quantitative content analysis of (Lee & Maslog, 2005). Their war and peace journalism indicators were criterion for coding. Researcher chose nine peace journalism and nine war journalism indicators from

(Lee & Maslog, 2005) list to define peace and war journalism structures in the coverage. Researcher did this as the work of (Lee & Maslog, 2005) takes a more detailed set of indicators that are ideally suited to my quantitative research, since it provided a list of factors to count that are easily recognizable. Lee & Maslog (2005) described thirteen war journalism indicators and thirteen peace journalism indicators as coding criteria in their study.

Two English language dailies, *The News International* and *The Times of India*, are selected. The phenomenon of framing editorials after the Pulwama attack was assessed on the basis of their prestige and circulation. The newspapers are selected based on their circulation and influence in the government circles. The newspaper's editorials represent a newspaper's policy and agenda as published by the editorial board, and its responsibility is retained by the newspaper. A list of editorials was generated from Lexis-Nexis by entering key words "Pulwama attack, Pakistan, India". Next, Census sampling technique was employed to select the sample and altogether 27 article were selected out of which 16 articles were published in *The Times of India* and 11 articles were published in *The News International*.

Based on war and peace journalism model's categories classification of Galtung (1986), nine war journalism indicators and nine peace journalism indicators are involved taken from the list of Lee & Maslog (2005). Each editorial was coding unit and based on indicators of war and peace journalism the editorials are coded as dominant war journalism or peace journalism. For instance, the editorial contains large no of war journalism indicators than peace journalism indicators than it is coded as dominant war journalism frame and vice versa. But if an editorial contains equal no of war and peace journalism indicators than it is coded as neutral.

#### **Categories for coding War and Peace journalism frame**

<b>Peace Journalism Indicators</b>	<b>War Journalism Indicators</b>
Reports causes and consequences of the conflict	Reports on visible effects of conflict
Non-partisan (neutral)	Use of emotive words
Focuses on ordinary people and their problems	Leaders and elite as news sources
Gives voice to different voices and stakeholders	Use of demonizing/dehumanizing language
Win-win oriented (both parties win)	Partisan reporting
Avoids demonizing language	Good vs. bad tagging
Reports on invisible effects of conflict	Two part orientation (one party wins, one party loses)
Avoids labelling of good vs. bad	Use of victimizing language
Avoids victimizing language	Zero-sum orientation

#### **Results and Discussion**

The data for this study was collected from the papers *The Times of India* and *The News International*. The collected data was put to SPSS for cross tabulation in order to analyze the data. The collected data in cross tabulation is discussed and analyzed as below.

The collected data shows The Times of India was more prone to war journalism while The News International was following peace journalism in its editorials.

### Quantitative Content Analysis

This study analyzed the coverage of the Pulwama attack since February 14 to May 14, 2019, using quantitative content analysis, looking at 27 publications (16 from *The Times of India*, and 11 from *The News International*). The results of a quantitative content analysis which examined editorial treatment in the coverage and the indicators of peace and war journalism are being discussed in this section. The study further explain the relationships between editorial treatment and peace/war journalism indicators through *The News International* and *The Times of India*, the way different approaches are adopted.

When we look into the month wise coverage of Pulwama attack in the editorials, out of 27 articles 16 articles were published in *The Times of India* and 11 articles in *The News International* during three months period of time.

#### Month-Wise Coverage of Pulwama attack

Month	The Times of India	The News International
February-March	11	6
March-April	5	4
April-May	0	1
<b>Total</b>	<b>16</b>	<b>11</b>

In the first month of February, eleven articles were published in *The Times of India* and 6 articles were published in *The News International*. In the second month of March, 5 articles were published in *The Times of India* and 4 articles were published in *The News International*. Third month of April no article was published in *The Times of India* and only one article was published in *The News International*.

It is important to note that a lot of articles in the coverage comprise elements of both war and peace journalism before analyzing results of war and peace journalism. Researcher attempted to decide whether peace or war journalism indicators were prevailing when coding the papers. Researcher analysed and coded the papers by using the coding sheet comprises of indicators of war and peace journalism from (Lee & Maslog, 2005) list. In some articles, more than one indicator of peace or war journalism was used. Therefore, for each article, researcher examined the indicators that most often occur to determine whether an article was primarily peace journalism or war journalism. The study revealed that in *The Times of India*, war journalism framing dominates over peace journalism, while in comparison, in their editorial coverage, *The News International* includes large numbers of peace journalism frames.

Of the 27 articles, 15 (55.55 %) articles are framed by dominant war journalism, compared to 11 (40.74 %) framed by dominant peace journalism. Also, one article was coded as neutral (9.09 %) In *The Times of India* the highest framing of war journalism was found (81.25 %) followed by *The News International* (18.18 %). (See Table 2)

**Percentages of War & Peace oriented and Neutral articles**

<b>Name of Newspaper</b>	<b>War-oriented</b>	<b>Peace-oriented</b>	<b>Neutral</b>	<b>Total</b>
<b>Times of India</b>	13 (81.25%)	3 (18.75%)	0 (0%)	16(100%)
<b>The News International</b>	2 (18.18%)	8 (72.72%)	1 (9.09%)	11 (100%)

As this table suggests that *The Time of India* published 13(81.25%) articles war-oriented whereas *The News International* published 2(18.18%) war-oriented articles. On the other hand, 3(18.75%) articles published in *The Time of India* were peace-oriented and *The News International* published 8(72.72%) articles that were peace-oriented. That shows clear distinction between the stance of the two Newspapers regarding diffusing tensions or promoting war mongering.

The data analysed reveals that an emphasis on visible effects (12.50 %) in *The Times of India* and (9.09 %) in *The News International* is the most frequent indicator of war journalism. The background of the Pulwama attack and its consequences are not clarified in these pieces. The second most frequent indicator of war journalism is, use of demonizing/dehumanizing language, in *The Times of India* (12.50 %). To build a toxic enemy picture that is ready to kill, numerous demonising adjectives and labels have been used. The third indicator uses partisan reporting, which was found to be of this nature in *The Times of India* (12.50 %) of the coverage. This kind of article uses patriotic terms and defends the viewpoint of their governments, often in editorial.

Two party orientation (one side gains, other loses) is the fourth war indicator. 12.50 % of the papers fall into this group. Good vs. evil tagging is the fifth indicator, which reflected 6.25 % of the articles. These papers do not explicitly use the language of demonization, but they still accuse the other side.

An emphasis on the causes and effects of the conflict was the most frequent indicator of peace journalism reported (15.34 %). These editorials covered the causes of the dispute and its impacts, rather concentrating on conflict’s visible effects. The second most common indicator of peace journalism emphasizes on ordinary people and their concerns, with (27.27%) of the articles coded under this indicators. These articles demonstrate that a significant step towards peace journalism is to use neutral language. The third indicator gives a voice to various parties & stakeholders (6.25 %). Reports on invisible consequences of conflict are the fourth indicator; (15.34 %) of the papers fall into this group. (See Table 3 & 4)

**Selected indicators of war & peace journalism from *The Times of India***

<b>Peace Journalism Indicators</b>	<b>Frequency</b>	<b>%</b>
Reports causes and consequences of the conflict	1	6.25%
Non-partisan (neutral)	0	0%
Focuses on ordinary people and their problems	0	0%
Gives voice to different voices and stakeholders	1	6.25%



Win-win oriented (both parties win)	0	0%
Avoids demonizing language	0	0%
Reports on invisible effects of conflict	1	6.25%
Avoids labelling of good vs. bad	0	0%
Avoids victimizing language	0	0%
<b>Total</b>	<b>3</b>	<b>18.7%</b>
<b>War Journalism Indicators</b>		
Reports on visible effects of conflict	2	12.50%
Leaders and elite as news sources	1	6.25%
Use of demonizing/dehumanizing language	2	12.50%
Partisan reporting	2	12.50%
Good vs. bad tagging	1	6.25%
Two part orientation (one party wins, one party loses)	2	12.50%
Use of victimizing language	1	6.25%
Zero-sum orientation	1	6.25%
Use of emotive words	1	6.25%
<b>Total</b>	<b>13</b>	<b>81.25%</b>

**Selected indicators of war & peace journalism from *The News International***

	<b>Frequency</b>	<b>%</b>
<b>Peace Journalism Indicators</b>		
Reports causes and consequences of the conflict	1	9.09%
Non-partisan (neutral)	1	9.09%
Focuses on ordinary people and their problems	3	27.27%
Gives voice to different voices and stakeholders	0	0%
Win-win oriented (both parties win)	0	0%
Avoids demonizing language	1	9.09%
Reports on invisible effects of conflict	1	9.09%
Avoids labelling of good vs. bad	1	9.09%
Avoids victimizing language	0	0%
<b>Total</b>	<b>8</b>	<b>72.72%</b>
<b>War Journalism Indicators</b>		
Reports on visible effects of conflict	1	9.09%
Leaders and elite as news sources	0	0%
Use of demonizing/dehumanizing language	0	0%
Partisan reporting	0	0%
Good vs. bad tagging	0	0%
Two part orientation (one party wins, one party loses)	0	0%
Use of victimizing language	0	0%
Zero-sum orientation	0	0%
Use of emotive words	1	9.09%
<b>Total</b>	<b>2</b>	<b>18.18%</b>

The findings suggest that both the newspapers are different in approach while reporting on the Pulwama attack in terms of war and peace journalism indicators. *The Times of India* used war oriented indicators in their editorials more than peace oriented indicators. Overall 81.25% war oriented frames used by *The Times of India* in their editorial coverage. In terms of war oriented indicators they used most of them being analyzed in the study. On the other hand only 18.75% peace oriented frames were used in the coverage that's provide the evidence how *The Times of India* portrayed the Pulwama attack and used Escalation frames to ignite the situation to war mongering.

However, *The News International* used peace oriented frames more than war oriented frames. In their overall editorial coverage 72.72% peace oriented frames were used and only 18.18% war oriented frames were used. After analyzing the war and peace journalism indicators, findings clearly support the argument that *The News International* played a sensible role in diffusing the tense situation by using significant amount of peace journalism indicators.

## **Discussion**

This peace journalism model can provide alternate means of covering conflicts and wars. The model originated as a solution for the shortcomings of the war and conflict reporting methods of the news media. Galtung (1998) claims that peace journalism model aims to remove existing problems through seeking truth on both sides by emphasising peace and conflict resolution in equal proportion to aggression, to de-escalate conflicts.

During this research, between Feb 14 and Apr 14, 2019, three months after the crisis, Researchers analyzed the coverage of the Pulwama attack in two English daily newspapers *The Times of India* and *The News International*. The very first question has been: How did *The News International* and *The Times of India* frame the Pulwama attack in their editorial coverage? Quantitative content analysis used to address the query. The study centered on the confrontational role of the newspapers in the conflict, as well as the peace and war journalism indicators and their relations with one another.

The quantitative content analysis shows that war journalism framing is prevalent in *The Times of India* throughout all coverage of the editorials and it could be categorized as the prevailing framing of war journalism, compared to neutral and peace journalism. In *The Times of India* the highest frequency of war journalism framing was noticed, followed by *The News International*. Peace journalism prevails, on the other hand, in *The News International*.

This was anticipated that a great level of war journalism would occur in *The Times of India* because of the editorial policies that stand typically aligned with their governments' national policies. On the other hand, because of its comparatively impartial and opposing editorial stance, also its great amount of frequency of editorials, on contrary, the least amount of framing for war journalism was found in *The News International*.

The study found that the more prevalent indicator of war journalism throughout the editorial coverage stood focusing on the visible effects of violence. The primary focus of this type of story was on the conflict and its visible effects. Another more frequent indicator existed was the use of language that demonises. To help justify vengeance, demonising adjectives and labels were used and built a portrait of the enemy as evil.

The more prevalent indicator of peace journalism, on the other hand, was to report the causes and effects of the crisis. These editorials explored causes of the conflict and its effects on common individuals instead of concentrating on the visible impacts of the conflict. The emphasis on ordinary individuals and their concerns was the second most common indicator. As the model of peace journalism suggests, the focus of this group of articles was on ordinary people.

The study also shows that both *The Times of India* and *The News International* be dependent on political figures, diplomats, influential and military forces when writing on the war, contributing to great levels of elite oriented frames. As the model of peace journalism suggested, therefore, Indian and Pakistani journalists appeared by highlighting our part of the story, just in the name of impartiality, to attain their facts, from officially recognized and 'reliable' sources.

## **Conclusion**

The dominance of war journalism in the press can also be clarified by the presumed role of the news media in promoting govt. policies and domestic interests. Liebes (1992) states that during the disputes journalists facing challenges of obligations to their own culture and its fortune, and loyal to journalism's norms and demands. Therefore, coverage of conflict brings media and reporters to the test of selecting among a neutral position or nationalist interest.

Likewise, the 4th propaganda model filter (Herman and Chomsky, 1988) describes the pressure on press media to report issues in some ways, flak, and adverse response to press reporting by general audiences, control elites, organizations or governments. As analysis of this study demonstrates, after the conflict, both newspapers expressed in some way the perceptions or feelings of their audience.

When we take the peace journalism model and its standards overall, it's obvious that in the past forty years, the model has not been the central approach in the newspapers and media outlets. The model, though, consists of different standards, some of which can be implemented bit at a time. In the same way, the examination of the editorial coverage shows that, to a certain degree, the media have at present followed certain concepts of peace journalism in their editorial coverage, consciously or unconsciously, and this is a positive indication for the prospect of journalism. Peace journalism can enable journalists in their everyday routine to avoid the characteristics of war journalism practices. By selecting alternative terms and frames, Journalists trained in peace journalism may prevent future accusatory charges, demonizing, victimizing and emotional linguistic.

They should also extend their selection of sources by giving voice from a broader viewpoint to other stakeholders and ordinary people and learning how to prevent journalism and partisan reporting from 'us' vs. 'them. To put it another way, peace journalism may also give journalists the instruments adopting a far more peaceful approach in their reporting and to emphasize peaceful resolution. For journalists, the use of conflict analysis is always an effective instrument.

Conflict analysis skills, as Lynch and McGoldrick (2005) clarify, allow journalists able to more effectively cover conflict, recognize, and restore parts of conflict stories usually overlooked or sidelined, and take obligation by the inevitable participation throughout the

activities and course they are reporting on. The barriers that peace journalism faces, however, cannot be addressed merely by better training, rising journalists' consciousness or exhausting conflict analysis to comprehend the origins of the dispute.

Conversely, some elements of peace journalism may be harder to implement in everyday practice, the efforts of journalists with different complex operational difficulties are closely connected to the corporate news media's political economy, the intimate liaison and shared interests among the press and govt. officials, and the relationship of the press outlets with other control influential. Consequently, Shoemaker and Reese (1996) clarify that contemporary news environment provides journalists with little freedom to liberate individuals from corporate and influential benefits.

Journalists, for example, seldom take the liberty to cover probing stories that possibly will damage commercial benefits or the relationship of the news organization with other control groups. This stress provides a self-control tool to report problems in a definite approach for journalists. In addition, the duties of journalists, especially print journalists, have gradually increased due to the reduction in newsrooms, in addition journalists continue expected to generate additional content and updates for various news organizations that are part of same mass media conglomerate.

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