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Framing Peace and Conflict: A Discourse Analysis of Pakistani Elite Press on Post-Pulwama Attack

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Abstract

This study investigates the post-Pulwama coverage of the Pakistani English-language media from 2020 to 2024 regarding India, particularly around India's commemoration of 14 February as “Black Day.” Using Galtung's peace and war model, the study examines post-Pulwama narratives and conflict escalation strategies through critical discourse analysis. Findings reveal that war journalism frames, such as aggression, violence, accusations, and retaliation, dominate Pakistani media along with the content controlled by the military and government, with rare peace-oriented perspectives. The study further finds that the negative frames are due to the source of news from the military and government officials against India. Furthermore, the Pakistani press mostly uses ideological terms such as “us” to show itself as the victim of Indian aggression and a peace-loving country while showing animosity towards “them.”

Introduction

The Pulwama attack on February 14, 2019, in Jammu and Kashmir's Pulwama district escalated the already tense relations between India and Pakistan. Considered one of the deadliest Kashmir incidents, the attack cost about forty Indian security personnel and led to retaliatory attacks by Indian troops on Pakistani territory following which Article 370 was passed by the Indian government (Thakur et al., 2020).

The Pulwama incident brought international attention to the Kashmir conflict, and enhanced the regional security dynamics (Hussain et al., 2021). Media coverage after the Pulwama attack contributed significantly to public opinion and opinion formation, in wider India-Pakistan relations conflict (Khan et al., 2020; Das, 2022).

Previous incidents such as the 2008 Mumbai attacks and subsequent bombings highlighted the ongoing security challenges in the region; compounding India’s complex security situation (Toon et al., 2019). From a bilateral perspective of the entire nuclear capability, the Pulwama attack raised the possibility of a devastating regional crisis conflict (Din et al.)., 2021 author).

Subsequent media images and actions in the aftermath of the Pulwama incident provoked increased rhetoric and division, reflecting the longstanding rivalry and tension between India and Pakistan (Tyagi et al., 2020). Public discourse and opinion on these events are dominated by media coverage, which focuses on strategic military actions and bilateral diplomatic relations (Hussain et al., 2021).

The Pulwama incident also led to extensive scrutiny of non-state actors and unconventional warfare in India-Pakistan relations, especially in the area of denuclearization (Sadiq & Ali, 2022). Other issues such as China-Pakistan Economic Corridor (CPEC) contributed to the tense relations between India and Pakistan (Khan, 2023). The Pulwama attack and its aftermath have severely affected regional development, posing significant challenges to crisis recovery and strategic stability in South Asia (Ali & Sidhu, 2021).

Article 370

Pulwama's attack paved the way to abrogate Article 370 and implement some laws that have been against Muslims. The Hindu nationalist-majority Indian government launched aggressive anti-Kashmir initiatives. The abolition of Article 370 of the Indian Constitution by the ruling Bharatiya Janata Party (BJP) on August 5, 2019, marked a significant change in the governance of the disputed region of Jammu and Kashmir (Nadaf, 2021). This action altered the area's geopolitical and socioeconomic dynamics, which gave the region autonomous status and geographical autonomy (Aryal, 2023).

Article 370 guaranteed the special status of the state of Jammu and Kashmir in the Indian constitution. This article enables Kashmir to have its own flag and constitutional autonomy in many other rights. Along with Article 370, Article 35A was also passed giving Kashmiris the right to permanent residence in Kashmir (Jadhav,2021).

The repeal of Article 370, which granted special status to Jammu and Kashmir, became an important milestone in the BJP government's broader strategy aimed at building ideological strength and capacity building (Mansoor, 2022). Following its passage, the Indian government made legislative changes, including changes to housing laws and the waiver of special employment opportunities for Kashmiris, which affected sectarian relations between Hindus and Muslims in the region (Hussain, 2023).

The decision to repeal Article 370 was seen as a way to simplify and emphasize regional governance (Hussain, 2022). Subsequently, lockdown and other administrative measures were used to maintain order, resulting in prolonged restrictions in Kashmir and raising concerns about human rights violations and the well-being of local communities (Tali et al., 2023; Sheikh, 2020).

The abrogation of Article 370 marked a major change in the politics of Kashmir, which had wider consequences for India-Pakistan relations and regional stability (Sabar, 2021). It was seen as a decisive action against authoritarian ideology, reconstructing perceptions of Kashmir and stimulating debate on the legitimacy of parliamentary action (Sadeeqah, 2024). The legal and constitutional implications of the decision-making process were also thoroughly examined after it was cancelled (Nair, 2019).

On January 5, 2019, the Bharatiya Janata Party (BJP) government's decision to repeal Article 370 changed J&K's autonomy status and territorial dynamics, marking a pivotal moment in its governance and geopolitics (Nadaf, 2021; Aryal, 2023).

Citizen Amendment Bill

The Citizenship Amendment Act (CAA) of 2019 has sparked widespread debate and controversy inside India and garnered worldwide interest, particularly from neighbouring Pakistan. This law amends the procedure for obtaining Indian citizenship, particularly favouring immigrants from Pakistan, Bangladesh, and Afghanistan, with choice given to non-Muslims (Alaa et al., 2022). Criticism of the CAA facilities is based on accusations of non-secular bias, alleging it violates India's secular standards enshrined in the

charter (Nagarwal, 2021; Chandrachud, 2020). Scholars argue that linking citizenship to non-secular association contradicts essential constitutional values of equality, freedom, and secularism (Kaur & Dyuti, 2020).

Jain et al. (2022), endorse that the CAA institutionalizes non-secular discrimination except for Muslims, fostering anti-Muslim sentiments in India (Alaa et al., 2022; Sengupta, 2021). Women from minority agencies prominently led protests against the CAA, drastically at Shaheen Bagh, symbolizing resistance to what they perceive as an authoritarian imposition of citizenship primarily based on religion (Sengupta, 2021; Kapoor, 2022).

The adoption of the CAA brought on nationwide protests and opposition, highlighting worries over authoritarian citizenship rules and religious exclusion (Sengupta, 2021). Academic discussions and public discourse have underscored the consequences of the CAA on democratic principles and inclusive citizenship practices across India (Ghosh, 2022). The law's effect on diaspora communities, particularly Afghan Sikhs and Hindus resettling in India, has additionally been scrutinized (Ghosh, 2022).

Debates surrounding citizenship, democracy, and India's relations with predominantly Muslim countries have been intensifying due to the CAA (Ruby, 2022). The enactment of the CAA resulted in violence and disturbances in Delhi, highlighting its divisive nature and its repercussions on political stability and societal cohesion (Robby, 2022). Furthermore, an analysis of the CAA's implications on the National Population Register (NPR) and the National Register of Citizens (NRC) has emphasized the interconnectedness of citizenship laws and their broader impacts on population management strategies (Srivastava & Eachempati, 2021).

Balakot Airstrike

Following the Pulwama terror attack, the Indian Air Force conducted the Balakot airstrike on February 26, 2019, targeting a Jaish-e-Mohammed terrorist training camp in Pakistan (Westcott, 2021). This retaliatory action significantly escalated tensions between India and Pakistan, reshaping regional security dynamics (Westcott, 2021). The Balakot airstrike represented a paradigm shift in India's approach to cross-border terrorism, asserting its willingness to combat threats to national security (Westcott, 2021). Subsequent military and political manoeuvres between the two nations raised concerns over future hostilities and regional stability (Westcott, 2021).

The domestic political landscape in India was profoundly influenced by the Balakot airstrikes, particularly during the 2019 general elections (Chaudhry, 2022). The successful execution of the airstrike bolstered the ruling administration's image of strength and security in addressing external threats (Chaudhry, 2022). The incident became a focal point of political discourse, shaping debates on counterterrorism strategies and national defence policies (Chaudhry, 2022).

Media and Military Relationships in Pakistan

The military's influence on Pakistan's media landscape has been profound. Beginning with Ayub Khan's military coup in 1958, subsequent military regimes have maintained political support from prominent journalists, shaping the media's role and narrative in significant ways (Mezzera, 2010). This practice has persisted, impacting major news organizations and continuing to influence media dynamics today.

Pakistan endured nearly three decades under military dictatorships, during which the media remained under military control, directly or indirectly. Scholars have extensively studied the army's intervention in media, highlighting its efforts to leverage media power to have an impact while safeguarding itself from bad portrayals (Maltby, 2012). This interaction underscores the evolving relationship among media, military, and politics, emphasizing the fluctuating effects of military intervention on governance systems and public discourse.

The evolution of Pakistan's media records provides a unique trajectory where preliminary print media owners have been regularly reporters prompted using political or nationalistic desires. However, with the established order of PEMRA and virtual media in 2002, media ownership shifted, increasingly more pushed by business hobbies and reliant on national establishments and government guides (Mezzera, 2010).

Recent research has delved into how Pakistan's military strategically employs social media as a communication device, especially inside the context of counter-terrorism efforts (Khan & Pratt, 2020). Through diverse strategies on social media platforms, the army efficaciously engages with diverse segments of society, influencing perceptions and garnering assistance for counter-terrorism operations.

Understanding the dynamics and political economy of Pakistani media, alongside their courting with press freedom and peace journalism, requires examining Pakistan's records of censorship and its impact on public opinion and state guidelines. Media in Pakistan has confronted considerable demanding situations to nationalism and freedom of expression, with reporters subjected to strict navy-imposed regulations (Rahman, 2020).

Pakistan's army status quo is specifically sensitive to public analysis of its function and management conflicts regarding Afghanistan, India, the Taliban, and Balochistan due to ongoing regional hostilities (Hussain & Lynch, 2019). Recent scholarly interest has targeted de-escalatory journalism and warfare resolution frameworks, albeit with restrained insurance on troubles such as Afghan refugees or forced repatriations from Pakistan. However, there has been an awesome growth in the scholarly hobby in recent years, increasing worldwide research on how incidents regarding Pakistan are framed through a lens of countrywide security and battle-based totally narratives (Batul, 2019; Alam et al., 2022).

Framing Conflicts and Pulwama Incident

Framing in news media refers to the intentional selection and emphasis of certain elements of a story to form the target market's notion and interpretation of events (Gamson & Goffman, 1975). This concept, rooted in Erving Goffman's paintings on frame analysis, explains how individuals assemble cognitive

frameworks to understand their studies and the world around them (Gamson & Goffman, 1975). The strategic highlighting of specific narrative factors whilst downplaying others influences target market perceptions and reactions (Gamson & Goffman, 1975).

News frames, which include warfare, economic, and human-interest frames, appreciably impact how stories are communicated and perceived by the public. Media groups and reporters, through their timetable-placing function, can shape public opinion and promote debates on various problems by employing awesome frames (Okorie, 2022). Research has validated that information frames have a tremendous effect on public information and the notion of diverse issues, influencing media consumers and elites (McKeever, 2012).

Framing inside the media entails offering news articles in a manner that emphasizes certain trouble elements whilst ignoring others, as determined through policymakers' picks. The publicity of individuals to media framing can form their perceptions of testimonies, considerably influencing public coverage and discourse (Entman, 1993). Additionally, framing may be used to boost precise agendas or perspectives, with media shops often reinforcing their political or ideological stances through selective framing. This highlights the significance of media literacy, necessitating essential analysis and assessment of media content to recognize the troubles at hand (Scheufele, 2000).

The core concept of framing idea is that a trouble can be considered from more than one perspective, and every sport has implications for distinct values or elements. Framing refers to the manner with the aid of which people assemble a conceptualization of an issue or regulate their perspectives (Chong & Druckman, 2007). Although the idea of framing is hired erratically, it has turned out to be an increasing number of generic in media evaluations due to its substantial impact on public perception. Since many human beings rely on information media every day, how activities and troubles are framed can profoundly influence public know-how. Framing includes defining and communicating a difficulty within the verbal exchange domain names, and guiding studies on media content and public perception (de Vreese, 2005).

Framing theory underscores the importance of interaction. Communication is a continuous process involving frame-building, or the creation of frames, and frame-setting, or the relationship between media frames and audience preferences. According to Entman (1993), framing involves the communicator, the text, the recipient, and the culture, which are essential components for framing processes: frame building, frame setting, and framing effects at social and individual levels (Scheufele, 2000).

Peace Journalism

Recent studies on media practices and journalism have focused on identifying strategies that promote peace to address conflicts in Pakistan and the region (Hussain & Lynch, 2018). The media can significantly contribute to reducing conflict and fostering resolution by adopting peace journalism.

John Galtung introduced the concept of peace and conflict journalism in 1986 and 1999, which serves as the foundation for this study. Galtung's model classifies a news article as a peace journalism frame if it contains multiple paragraphs with markers for peace journalism. A news story is considered neutral if there is an equal distribution of conflict and peace journalism indicators (Syukri et al. 2022).

Consequently, the unit of analysis for this study was the entire news report Research increasingly recognizes the importance of peace journalism in transforming sociopolitical and economic disputes into significant acts of violence (Ross & Tehranian, 2017; Lynch & Galtung, 2010). "Conflict" in peace journalism does not necessarily equate to "violence." Conventional reporting on political disputes often validates the reasons behind conflicts, which can then escalate into social violence (Lynch, 2011; Michelis, 2018). Framing political news to amplify societal divisions can have violent consequences, whereas peace journalism promotes deeper solutions and peaceful conflict resolution by outlining ethical principles for journalists and news organizations (Lynch & McGoldrick, 2005; Galtung, 2003). Various ethical guidelines have been established to encourage journalists to understand conflict and its consequences and contribute to the resolution process using peace-oriented language (Irvan, 2006).

The concept of "peace journalism," which offers a unique perspective for reporting on conflicts and supporting peace initiatives, has gained traction in the journalism community. Pioneers in peace journalism, such as Johan Galtung and Jake Lynch, have contributed to developing conflict resolution strategies. They support positive journalism initiatives that prioritize resolving disputes, bridging racial and religious divides, and advancing peace efforts (Hussain & Ahmad, 2021).

Unlike traditional war journalism, which sensationalizes violence and regularly ignores opportunities for conflict resolution and reconciliation, peace journalism adopts an exclusive method. The growth of peace journalism has benefited from the reviews of trainers and reporters. Annabel McGoldrick and Jake Lynch have made giant contributions to knowledge and implementing peace journalism, drawing on their revelations in UK radio and television.

One distinguishing characteristic of peace journalism is its greater accurate, unbiased, and complete framing of stories, knowledgeable by way of struggle analysis and transformation (Davies et al., 2015). By adopting this method, journalists’ goal to provide a balanced and nuanced portrayal of conflicts, eschewing sensationalism and bias in prefer of a deeper information of the situation.

Methodology

For the current study, we used Critical Discourse Analysis (CDA) to analyze the dominant frames in the Pakistani press regarding the coverage of the Pulwama attack and the circumstances developed after it. CDA provided a systematic study of understanding the text and meaning in different situations and circumstances (van Dijk, 2013). According to Wodak (2006), context is an essential part of studying a language in the social process. In other words, CDA helps in understanding the language in text or verbal forms in a social context. The objective of this study is to find the representation of the Pulwama attack and the strategies of the Indian government in the five elite English newspapers of Pakistan. The

selected daily newspapers are Dawn, The News International, The Nation, The Express Tribune and Daily Times. The selection of these newspapers helps to understand as the progressive picture, they present to the readers. This was our curiosity to look into the representation of the Indian government and their strategies after the Pulwama Attack in the progressive elite English press of Pakistan. In addition, it was our purpose to know how and who provides the news to these newspapers regarding the Indian development in respect of the Pulwama attack. We used Galtung's peace model for the textual content and used news frames for content material evaluation from Pakistani elite English newspapers. The study employs each qualitative and quantitative method. The qualitative technique includes analyzing and decoding the text, while the quantitative approach assesses the amount of coverage in the selected newspapers of the Pakistani English press.

Erving Goffman first introduced the concept of frame analysis in 1974. In 1978, Tuchman expanded on Goffman's work by arguing that news reporting frames everyday life. Fifteen years later, Entman further developed Goffman's frame analysis, providing a conceptual framework and elucidating how frames operate in the media (Rui-qi 2020).

Data Collection and Coding Scheme

To collect data on the media coverage of the Pulwama attack we chose the period of English-language media coverage in Pakistan from February 2020 to February 2024, particularly around India's commemoration of 14 February as "Black Day" each year. We used the website 4imn, which lists the world's top newspapers, to collect data. Consequently, news stories from Pakistani newspapers were gathered. The selected newspapers are Dawn, The News, The Nation, The Express Tribune, and Daily Times. These newspapers are among the major media organizations and were chosen based on larger circulations and credibility in their print version as well. On the online version of these newspapers, we searched the words 'Pulwama Attack', and 'Pulwama Incident' in the years 2020 to 2024 of the month of February each year. A total of 322 new stories and 35 editorials are found related to the keywords. The average words of the news story range from 250 words to 400 words and the editorials are approximately 200 words. After the data collection, we searched for dominant frames by thoroughly reading each story and analyzing the text critically to place each story as identified in Galtung's peace and war journalism model. The stories with peace orientation were marked as P while the stories with war orientation were marked as W. Other frames were marked on the first letter of the word as hate speech as H, us as U, them as T, blame as B and so on.

The following tables show the coding scheme of the newspapers and the coding of the frames found in these newspapers.

Table 1
Selected Newspapers for News Sources and Editorials

S/N	News sources	Codes
1	The News	1
2	Dawn	2
3	The Nation	3
4	The Express Tribune	4
5	Daily Times	5

The selected newspapers are The News, Dawn, Then Nation, The Express Tribune, and Daily Times. These newspapers are among the major media organizations and were chosen based on larger circulations and credibility in their print version as well. On the online version of these newspapers, we searched the words 'Pulwama Attack', and 'Pulwama Incident' in the years 2020 to 2024 of the month of February each year. A total of 322 new stories and 35 editorials are found related to the keywords.

Findings and Discussions

In frame analysis, the construction of news narratives involves highlighting certain aspects of a story while downplaying others to influence audience perception. The provided table lists eight dominant frames identified in news articles from Pakistani elite English newspapers, reflecting different ways these narratives are constructed and presented to the public. Here, we analyze each frame in the context of its role and impact within frame analysis.

Table 2
Dominant Frames used for the Representation of India

Codes	Frames	Meaning
1	Hate Speech	News articles detailing hate from India
2	Us	An ideological word (concept) showing all the country's people as 'us'
3	Them	An Ideological word (concept) showing all other nationals i.e. Indians
4	Blame them (Negative other)	Showing others as negative
5	Praise self (Positive self)	Showing self as positive (Peace lover, strong, defensive, can retaliate etc.)
6	Aggression	Show Indian aggression against Kashmir and Pakistan
7	Credit	Taking credit for initiatives of building the Karatapur corridor
8	Threat	Threatening the other country to force certain demands
9	Trade	Opening of the corridor could enhance trade
10	Defence	Praising Pakistan's strong defence

Analysis of the Table 2.

Hate Speech

this frame means the aggressive language used to portray the Indian government and the damage they made to the people of Kashmir. There is an emphasis on hostility and animosity from India towards Kashmiris and Pakistan. It aims to foster a sense of victimization and rally national solidarity against an external hazard.

The use of 'Us' and 'Them'

Us is used as an ideological idea portraying all of the people in a nation as 'us' as defined by Van Dijk 1997. This body creates a collective countrywide identification, promoting cohesion and brotherly love among the Pakistani population. It delineates clean obstacles between "us" and "them," which is a commonplace framing method to reinforce in-institution harmony (Goffman, 1974; Entman, 1993). in the same way, 'Them' is an ideological concept portraying all different nationals, especially Indians in the current study context. It contributes to an antagonistic narrative, emphasizing differences and conflicts between the two nations (Tuchman, 1978).

Blame Them (Negative Other): This body attributes terrible actions and intentions to the alternative group (Indians), reinforcing the perception of moral superiority and justifying protecting or retaliatory

measures by using Pakistan. It is a strategic use of framing to depict the out-organization negatively (Chong & Druckman, 2007).

Praise Self (Positive Self): Portraying the self undoubtedly as peace-loving, sturdy, defensive, and able to retaliate. This body highlights Pakistan's tremendous features and moves, fostering national delight and a positive self-image. It contrasts with the "bad different" body and is designed to enhance domestic morale and global photo (Goffman, 1974). Almost all Pakistanis have been taking credit for initiatives such as building the Kartarpur Corridor, This frame highlights positive initiatives undertaken by Pakistan, presenting it as a proactive and constructive actor. It aims to build a positive national and international image, showcasing Pakistan's efforts toward peace and cooperation (Chong & Druckman, 2007).

Aggression

This means the current highlighting of Indian aggression against Kashmir and Pakistan. By focusing on Indian aggression, this frame justifies Pakistan's defensive stance and potential retaliatory actions. It underscores the adversarial nature of the relationship and legitimizes national security concerns (Entman, 1993).

Threat

Threatening the other country to enforce certain demands. This frame underscores the use of threats to achieve strategic goals, depicting Pakistan as capable and willing to assert its interests forcefully. It is intended to convey strength and resolve (Goffman, 1974).

Trade

This frame focuses on economic opportunities and benefits, presenting Pakistan as open to cooperation and development. It contrasts with conflict-oriented frames and promotes a narrative of progress and mutual benefit (Entman, 1993).

Defence

This frame emphasizes Pakistan's military strength and readiness to defend itself, reinforcing a sense of security and national pride. It aligns with frames that highlight national resilience and capability (Scheufele, 2000).

News stories are generally objective and the reflection of an event or some spoken words of the source etc. while editorials are the policy statement of a newspaper towards an issue or news published earlier. According to Firmstone, (2019), editorials, sometimes known as lead articles, have a distinct style and mode of expression. They are prominently featured in newspapers and communicate the collective institutional perspective rather than an individual's standpoint. They often lack bylines in most nations and are written with different goals and reasons than news reporting.

The frequency of the news stories reflects the priming. It shows us how the issue was important by giving more coverage while less important by giving little coverage. However, this is more relevant in the comparative content analysis of the media.

Table 3
Frequency and Categories in the Pakistani Press

S/No	Source/newspaper	News stories	Editorials
1	The News	93	9
2	Dawn	78	5
3	The Nation	101	10
4	The Express Tribune	60	6
5	Daily Times	43	5
Total		322	35

Table 3 provides a comparative analysis of the frequency and categories of news stories and editorials in Pakistani newspapers.

In Table 3, The Nation has the highest number of news stories with 101, followed by The News with 93, Dawn with 78, and The Express Tribune with 60. In terms of editorials, The Nation has the highest number with 10, followed by The News with 9, Dawn with 5, and The Express Tribune with 3.

At the beginning of 2019, all the selected newspapers from the Pakistani press were stressing the need for revenge and to show might to the rival country. Pakistani press remained defensive as the Pakistani state t the state of India. After each action taken by India, the Pakistani press criticized it blatantly. The first action was to declare Pakistan as a haven for terrorist organizations and their supporters as well. This was denied by the Pakistani press. The next step was the Balakot airstrike that according to India had killed some and destroyed the terrorist hideouts. This was too proved fake by the Pakistani Media and declared it as propaganda by the Indian media. The third action by the Indian government was to abrogate Article 370 which promises special status and autonomy to the state of Jammu and Kashmir. The Pakistani media strongly condemned this action by the Indian government and wrote openly against it. The fourth step of the Indian Hindu nationalist government was to amend the Citizen Amendment bill which was a controversial bell which was opposed by the progressive Indians as well, negatively portrayed in the Pakistani press.

Table 4
Frequency of the Dominant Frames

Codes	Frames	N	Percent(%)	Total
1	Hate Speech	24	07.45	322
2	Us	51	15.83	322
3	Them	60	18.63	322
4	Blame them (Negative other)	34	10.55	322
5	Praise self (Positive self)	62	19.25	322
6	Credit	80	24.84	322
7	Threat	11	03.41	322
8	Trade	24	07.45	322
9	Problems	60	18.63	322

As illustrated in Table 4, most Pakistani newspapers (65%) tried to take credit for establishing peace and also with overwhelming coverage to blame the other side for creating hurdles in building it. Both countries are conventional rivals and this peace initiative has covered some controversial statements. News stories remained unbiased.

Overall, Table 3 and Table 4 show that there are some differences in the frequency and categories of news stories and editorials between Indian and Pakistani newspapers. While The Times of India has the highest number of news stories and editorials among Indian newspapers, The Nation has the highest number of news stories and editorials among Pakistani newspapers. Additionally, the number of news stories and editorials varies among the different newspapers in both countries.

Table 4 presents the dominant frames of the Pakistani press, with the corresponding number of incidents and percentage of the total. The frames are categorized into nine codes, including hate speech, "us" and "them" frames, blame them, praise self, credit, and threat problems

Table 4 shows that the Pakistani press frames the conflict in conflict escalatory way which means that the press did not follow the peace models. The is a significant stress on "us" and "them" frames, showing the US as peace-loving and a victim of Indian aggression. Us is used many times to show the ideological representation of the nation. Secondly, the blame and praise frames include praising the self (Pakistan) and blaming the other (India), and credit frames. The frequency of hate speech is relatively high, while the threat frame is even more high.

Moreover, the table provides valuable insights into the ways that the media in Pakistan frame the conflict between the two countries. However, it is essential to recognize the limitations of the study and the potential biases in the data. Further research may be necessary to validate the findings and explore the nuances of the media's role in the conflict.

Hate speech frames after the Pulwama attack are greater in number i.e. 7.45 per cent in the Pakistani press. However, still, there is much focus on ideological words such as 'us' and 'them', which means that the press of both countries mainly and always focus on the ideological representation of 'self' and 'other', whether in times of peace initiatives or during the conflict. According to Table 4, the most often used frames are the ones showing the 'self' positive while ignoring the 'other' negative during the peace initiative from the Pakistani side. Interestingly, this study shows that fewer threat frames were used during this period from both the rival countries.

The position of reporters in struggle zones in Pakistan has been tested, revealing the challenges and risks they face in reporting on touchy issues under the strict management of the army establishment and authorities (Bloch & Andreessen, 2020). This control over the media narrative underscores the importance of impartial and investigative journalism to provide more nuanced information on complex problems.

Moreover, the connection between battle and media in Pakistan has been analyzed, highlighting how newshounds adopt exceptional positions primarily based on the level of conflict danger (Hussain, 2017). This trade-in reporting illustrates the impact of protection concerns and commercial pursuits on media insurance in conflict-affected environments.

Furthermore, the relationship between the military and the media in Pakistan is intertwined with broader geopolitical dynamics, as evidenced by Pakistan's evolving relationship with Western nations and its strategic alliances (Rahman & Jan 2023). The military's political schedule and safety necessities regularly shape its interactions with the media, reflecting the sensitive balance between national pastimes and international partnerships.

Conclusion

The identified frames play a crucial role in shaping public perception and discourse by selectively highlighting certain aspects of the narrative. By using frames such as "Hate Speech," "Us," "Them," "Blame Them," and "Praise Self," the media can construct a polarized narrative that emphasizes national unity and external threats. Frames like "Aggression," "Credit," "Threat," "Trade," and "Defence" further contextualize the struggle, balancing portrayals of hostility with opportunities for cooperation and showcasing national strengths. Understanding these frames enables us to comprehend how media influences public perception and fosters precise countrywide and global narratives.

The media-army courting in Pakistan includes a complicated interaction of power, and management, and affects on. The military's strategic use of media channels, the demanding situations confronted via

newshounds, and the wider geopolitical context play critical roles in shaping the narratives and discourses that impact Pakistani society. Understanding these dynamics is essential for a comprehensive evaluation of the position of the media and the army in shaping public opinion and governance in Pakistan.

The gift study presents precious insights into how the Pakistani media frames the dispute between Pakistan and India. However, in addition, studies are vital to corroborate these findings and explore the complexities of the media's involvement in the dispute over extra incidents and an extended duration.

Historically, media insurance in Pakistan has often mirrored reliable rules regarding Kashmir. This look discovered that the insurance inside the Pakistani English press was substantially politicized, with provocative content material frequently sourced from government and military elites. The evaluation identifies frames of war journalism, which includes issues of violence, accusations, and reprisals. Nevertheless, there also are instances of peace-oriented frames present inside the coverage.

The findings highlight the necessity of additional research to recognize the intricacies of media participation in the dispute. Longitudinal research analyzing media insurance over an extended period and across a couple of incidents would offer a deeper know-how of ways media framing evolves and impacts public perception. Such studies would make contributions to a greater nuanced comprehension of the media's function in battle and peace strategies within the location.

Declarations

Funding Declaration

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Data availability

Data sharing is not applicable to this research as no data were generated or analysed.

Ethical Approval

This research did not involve human participants, animals, or sensitive personal data. Therefore, formal ethics committee approval was not required. However, the study adhered to institutional and international standards for responsible research practice.

Informed Consent

As this study did not involve direct participation of human subjects, informed consent was not applicable. All secondary data used were obtained from publicly available and legitimate sources, ensuring compliance with ethical research standards.

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