



Impact of Pakistani Television News on Youth Concerning Indo-Pak Conflicts

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Abstract:

The study evaluated the effect of five major Pakistani news channels' coverage of the Indo-Pak conflict on Pakistani youth during Prime Minister Modi's era. Employing quantitative design and cultivation theory, a survey designed by the authors had been conducted in four universities--two public and two private --of Lahore. Four hundred students filled a comprehensive questionnaire. This study investigated whether Pakistani youth felt jingoistic after watching the news on Indo-Pak conflicts or felt psychologically and economically insecure after watching coverage of contentious issues between the two nuclear rivals. This study also tried to determine if the impact of conflict coverage varied for light and heavy viewers. The results showed that Pakistani youth had felt more energetic, motivated, and patriotic after watching the news in Narendra Modi's regime because of his extremist Hindu mindset precisely towards Pakistan. Yet, at the same time, Pakistani youth felt insecure from the Indian side after watching news of threatening statements from Narendra Modi because these statements got projection from Pakistani news channels, and this level of insecurity was high among regular/frequent viewers of television news.

Key Words: India, Pakistan, conflict, television news, insecurity, light and heavy viewers, youth.

INTRODUCTION

Mass media is a pervasive part of daily life and reports conflicts from every corner of the world. There are intense clashes among different societies, cultures, and countries. This is primarily the result of news coverage received by the general public. People think they are getting information on various incidents/conflicts happening in the world like the Israel-Palestinian conflict, unrest in the Middle East, the war in Iraq, or conflict between India and Pakistan. Still, in reality, they do not know this knowledge is one of the critical factors leading to spoil relations among people of different countries. News channels in the world cover and present this kind of news from some specific angle. So, these conflicts are ultimately the result of the way news is covered, produced, and

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presented in the United States, the sub-continent, the Middle East, and all over the world (Puddephatt, 2006).

In countries with clashes or conflicts, many factors determine how to keep our society informed about the conflict and which kind of information should be allowed to produce and present in news media and which should be restricted. Ultimately, this news coverage determines how citizens of American society view the Middle East and how citizens of Middle Eastern communities view Americans (Aaronson, 2004). Geographically, India and Pakistan are the most controversial nuclear states in the region, having plenty of natural resources and voluminous strong-armed forces. So, it can be imagined that any clash or conflict between these two states can be very harmful to the whole region, and its after-effects will last for centuries. Despite all that, India and Pakistan never came on one page in the war against terrorism because of their existing conflicts since 1947. The flashpoint between Indo-Pak conflicts is Kashmir. Both the countries claim that Kashmir is their territory. They fought four major wars (1948, 1965, 1971, and 1999) and went to United Nations to resolve issues but could not succeed. Besides these wars, they have signed many agreements and declarations of peace like the Tashkent Declaration in 1966, the Shimla Agreement in 1972, the Lahore Declaration in 1999, and the Agra Treaty between Parvez Musharraf and Vajpayee in 2001. Even these declarations and agreements could not help resolve the Kashmir issue (Noor, 2016).

During Prime Minister Narendra Modi's government in India, Pakistan Indian relations are on their worst stage. As Modi belongs to Hindu's extremist school of thought and was directly involved in Gujrat riots in 2002 as Chief Minister of Gujrat, so when he was elected as prime minister of India in June 2013, people on both sides of borders were expecting that his extremist thoughts will lead the Pakistan Indian relations to worst stage. He used to accuse Pakistan of glorifying terrorism in the sub-continent. Prime Minister Modi also blamed Pakistan for fanning unrest after the martyrdom of Kashmiri freedom fighter-- Burhan Wani. He also blamed Pakistan for sending terrorists for the Pathan Kot and Uri sector attack.

Here comes the media that can play a vital role because citizens of every society are highly dependent on media for getting firsthand information from near and distant areas. After the emergence of private news channels in Pakistan, the media's role has become very crucial. This study investigates whether television news coverage, reporting, and presentation on Indo-Pak conflicts are violence-oriented and accelerating unrest in the youth of Pakistan regarding India Pakistan relations during Modi's rule in India.

Keeping in view the above stated studies done previously and the empirical evidence provided by the results of the researches, the researcher investigated whether news channels play very critical and selective role during war and peace. For this purpose, survey method is used in this study to investigate the impact of extensive coverage by the media especially the narrative adopted by the Indian Prime Minister Narendra Modi when tension escalated on borders of both sides after some incidents.

LITERATURE REVIEW

Media has always played an essential role in shaping and reshaping conflicts between nations. India and Pakistan are the world's most prominent historic rivals, and both neighbors have nuclear capability. As they have already fought four wars on the issue of Kashmir, any further conflict between these countries can escalate them into a nuclear war which would be the largest disaster

in the history of the world. Advancement in technology with excessive coverage by media to specific conflicts according to their ideology and agenda has long-lasting effects on both conflicting nations' political, social, diplomatic, and cultural values (Saleem. Hanan, 2014). The media could play a part in improving relations between these two neighboring countries. Still, it looks that media is playing a destructive role in these conflicts, especially after the government of Narendra Modi in India who had already had an extremist thought and approach towards Muslims and promoted the ideology of "Hindutwa" that means all Indian citizens have to live their life according to Hinduism's lifestyle and beliefs. The emergence of private television channels served as a new dawn in Pakistan. In developing countries like Pakistan, high exposure to television has significant adverse effects on university students' mental health (Khan, Khalid & Jabeen, 2011). Some studies showed that excessive and selective exposure by media left long-lasting effects on the public. Arceneaux, Johnson & Murphy (2012) found in their research on the impact of media due to selective exposure that media plays an important and influential role in changing the nature of those overexposed to media. The partisan-based news coverage made it a form of hostile media in terms of effects.

Gouse, Valentine, Perry and Nyamwange (2019) researched that war journalism and peace journalism are two competing frames when reporting news on war and conflict. War journalists generally reactively report on conflict in a way which propagates violence, victory and an elitist orientation. On the contrary, peace journalists proactively report on the causes and solutions to a conflict, giving voice to all parties through empathetic, responsible journalism. They suggested that the majority of peace journalism studies examine media surrounding direct violence as it is occurring, and assess it most often by using the war/peace indicator of elite-oriented versus people-oriented.

Khan (2019) explored that the media adopts more nationalistic stance in the coverage of Kashmir conflict. In general, the media rush into the conflict to gain high rating and for which mostly, they sensationalize the content. The scholars working on conflict and peace journalism have argued that there are a number of factors which include professional dictates, state interest and economic motives of media industries.

Nabi & Riddle (2008) researched cultivation effects on youth. In their study on 427 undergrads, they found significant cultivation effects on the personality traits of young students regarding stress, perception of violence, and anxiousness. The results showed that T.V viewing played an influential role in personality changes in these young students. The resonance effect of cultivation theory was considered the most compelling reason in explaining the perceived reality by the students at a mass level. Lee (2010) pointed out that media can play a critical role in international dealings and conflicts because citizens are heavily dependent on media to get timely and trustworthy information about remote events. However, the news media have to face many challenges during the coverage of disputes, including dependence on government and military sources. Every person has to rely on the media's information, and they do not know how the media gets and processes the information data. They see the picture of conflicts through the media's eye.

Tavares (2008) researched the Kashmir conflict between India and Pakistan and tried to determine why this conflict? In his study, he pointed out that Kashmir is a multidimensional dispute with a wide range of parties using violence to triumph. Pakistan and India are the major stakeholders in the Kashmir issue. Kashmiri people and Jihadis are also playing a role in this dispute. Pakistan and

India fought many times over this dispute from 1947 to 2003, which claimed thousands of military lives. And both of these countries also had many bilateral dialogues over this dispute, including Vajpayee's traveling to Lahore by bus and the meeting between Musharraf and Vajpayee in Agra. Still, some terrorist activities in both countries spoiled these dialogues before reaching any breakthrough, so that's why this issue is still unresolved. The researchers concluded that the Kashmiri people want sovereignty; it's neither a territorial nor a religious dispute, so New Delhi and Islamabad should sit together to solve this conflict diplomatically.

Pew (2001) studied the coverage of televisions during the September 11 attacks in America. The records showed that 90% of U.S citizens got information about the 9/11 attacks from news coverage of television channels. They believed that only television news could provide accurate, fresh, and latest information.

EFFECTS OF TELEVISION NEWS

Fernandez, Revilla, and Domingues (2011) researched the effects of television violence on viewers. The researchers conducted eight focus group discussions to analyze violence on one Spanish television channel using discourse analysis. The respondents for focus groups had various ages, educational levels, gender who belonged to different segments of the society. This study showed that television violence affects the viewer's emotions towards guilt, responsibility, or something else. They act after watching violence on television, which could be immediate or deferred.

Anderson, Berkowitz, Donnerstein, Huesmann, Johnson, Linz, Malanuth and Wartella (2003) finds out how media violence influences the youth. They assessed the long-term and short-term effects of media violence on youth and children. Their research domains were television and film. The researchers adopted different research methodologies to find out the results, including longitudinal surveys, cross-sectional surveys, and randomized experiments. The results show that media violence increases aggression in behavior, emotions, and thoughts even in long-term or short-term exposure to violent content on media. Still, less exposure to media violence can reduce aggression levels in youth and children.

Bhatti and Hassan (2014) evaluated the impact of television news on youth and see whether television news affects the youth psychologically or not. The researchers selected respondents from Bahauddin Zakria University Multan and conducted a survey that shows that violent news greatly impacted the youth's psyche. In response to research questions, 71 percent of the viewers felt more fearful. In comparison, 76 percent became desensitized and 52 percent of the respondents said they had become more aggressive after watching violent news on T.V. This proved the hypothesis that the youth's behaviors had changed. They felt fear and threat due to exposure to ferocious T.V. news.

Johnston and Graham (1997) studied the psychological impact of negative T.V. news bulletins and investigated whether harmful content-oriented television programs were playing any role in increasing personal worries. Their study found that television news programs concentrated on harmful content rather than positive because they were competing with the entertainment programs, so they tried to put some negativity to attract the viewers. The researchers selected 30 participants, 15 males and 15 females from City University between 18 to 26 years, and divided them into three groups. They showed them a video of 14 mins containing negative, positive, and neutral news contents. The results showed that negative news bulletin increased the level of

personal worries and sad mood of that group exposed to negative content compared to positive and neutral.

Riley (2007) studied the effects of television in shaping the values of youth found that violence on television has affected the youth in many ways. The study states that 10 percent of crime has increased in youth due to crime-related programs on television, but television solely cannot be blamed for aggressive behavior in youth. She suggested in this study that television violence should be a significant concern for Americans so that people do not just sit and allow television beneficiaries to earn millions of dollars at the cost of youth. Every member of society, including parents, teachers, presenters, etc., should play their active role in discontinuing abusive language, violence, exploitation of women and children just for the sake of seeking pleasure from television.

Naz, Asif, and Zafar (2015) researched the impact of news channels on youth and found out that news channels influence the perceptions and decision makings of its viewers depending on less or more exposure to television. The responses are taken from twenty participants, ten from each university of Lahore, after conducting interviews between 30 to 60 minutes from each participant. Results showed that news channels affected the perception of youth negatively or positively. Two groups were divided into heavy and light viewers of television news. Their results showed a significant effect on the voting behavior, as the personal life of heavy viewers had become more stressful after watching negative reporting on television compared to light viewers.

Sarwer (2009) found out in the research conducted on the professionalism of Indian and Pakistani media that media in both countries is responsible for creating sensationalism due to their misreporting. The researchers found that media have their agendas in both countries. The reporters often try to downplay good news and play up the bad news regarding India and Pakistan just to get TRP's (Television Rating Points). Breaking news culture in media has led to misreporting and inaccuracy on the issue of India and Pakistan. Media often used to play old footage, sometimes in slow motion or sometimes with special effects to boost up aggression in public. She suggested that if the press wants peace in the region, they have to play fair to reduce tension between India and Pakistan.

TREATMENT OF INDO-PAK CONFLICTS IN MEDIA

The Pakistani media framed the conflicts with India, Afghanistan and Taliban as possessing high security threats to the national sovereignty, conflicts in Baluchistan and Karachi as possessing moderate security threats and the sectarian conflict as possessing the lowest level threats to national security. The high-level security conflicts (conflicts with India, Afghanistan and Taliban) were mainly reported in strong escalatory frames, mid-level security conflict (conflicts in Baluchistan and Karachi) got moderate escalatory coverage and the low-level security conflict (sectarian conflict) got stronger de-escalatory coverage. It is suggested that de-escalatory coverage is inversely related to the level of intensity of a conflict (Hussain, 2019).

Saddiqa and Yousafzai (2019) compared the coverage of Kashmir conflict in the mainstream English press of Pakistan and India in the context of peace and war framing. By using the method of content analysis, they found in the literature that the coverage of Kashmir conflict is dominated by war framing. The results of the content analysis clearly showed that war framing was recorded as the most dominant coverage pattern. It encouraged propaganda in terms of exposing others' lies

and hiding own truths as well it promoted opinion of elite and presents victory over the enemy as the final result of the conflict.

Several incidents in India and Pakistan created a trust deficit between the two countries since partition. Javaid and Kamal (2013) find out the impact of the Mumbai attacks on the relation between India and Pakistan. Terrorist attacks on Mumbai city that had killed many foreigners also helped India get support from international communities to prove that these attacks were initiated with the support of Pakistan to declare Pakistan as a terrorist state. Akram (2010) tried to find out in his study how media can play a role in the resumption of peace dialogues between India and Pakistan. The researchers emphasized that both countries have several reasons to come close to each other, like culture, language, and holy places of both religions. Resultantly, media could use these aspects to convince and persuade the people of both states to harmonize relations between India and Pakistan. The researchers found that some media organizations on both sides are working to promote the peace process between these two nuclear states to maintain durable peace in South Asia. Jang Group, South Asian Free Media Association (SAFMA), and Times of India, other media groups should also involve themselves in the peace initiating process because no nation can think positively without having peace of mind. He suggested that media should work for mutual harmony by projecting the languages like Punjabi, Urdu; respect holy places on both sides, paying homage to common heroes, starting trade with each other on a massive level, etc. The researchers concluded that media could bring both parties to the negotiating table by projecting these points at the international level to get involved in the international community as a mediator.

Rasul (2010) researched the media performance of both countries after the Mumbai attacks in 2008 and analyzed how media managed and performed during the conflicts. The researchers had studied the editorial treatment of four prominent Indian and Pakistani newspapers that either commented objectively on the issue or escalated tension between these two countries after the Mumbai attacks. This study tried to find out the similarities and differences of editorial treatment by Dawn, The News, The Hindu, and Times of India to see whether they followed government policy or commented independently. He also tried to find out the role of the elite press in conflict management and prevention during a crisis. The results showed that the elite media followed the foreign policy of their respective countries and acted responsibly to keep down the temperature, but at the same time, Indian newspapers' tone was negative as compared to the Pakistani press. Muralidharan (2008) conducted research on Mumbai attacks, militarism, and the role of media and found out that Indian media started bashing Pakistan on Mumbai attacks soon after the attacks and related them to 9/11 in America instead of paying attention to the negligence of security and failure of intelligence while Pakistan was asking about evidence of its involvement in this terrorist activity. He found that Pakistani media played a more responsible role than Indian media after these attacks.

Sarwer (2009) researched Indian and Pakistani media's professionalism and found that media in both countries creates sensationalism due to their misreporting. The researchers found after content analysis that media have their agendas in both countries. The reporters often try to downplay good news and play up the bad news regarding India and Pakistan just to get TRP's (Television Rating Points). Breaking news culture in media has led to misreporting and inaccuracy on the issue of India and Pakistan. Media often used to play old footage, sometimes in slow motion or sometimes with special effects to boost up aggression in public. She suggested that if the press

wants peace in the region, it must play fair to reduce tension between India and Pakistan. Mustafa (2004) found the impact of Pakistani media on Pakistan-India relations. The researcher found that Pakistan's foreign policy is under the control of the government and establishment, so media is not influential and powerful to have any impact on foreign policy, especially in the context of India.

Batool, Yasin, and Khurshid (2015) researched the role of Pakistani and Indian print media in the peace process between India and Pakistan. The researchers analyzed the coverage of daily *The News*, *Daily Dawn*, and *Times of India* when the peace campaign called "Aman ki Asha" was launched by *Daily Jang* and *Times of India*. After analyzing positive news and editorials in these three newspapers, the researchers found that both *Daily Jang* and the *Times of India* played a positive role in promoting the peace process between two conflicting nations. *Daily Dawn* also played a positive role but comparatively less than the other two, that promoted the peace campaign directly. Romero (2011) researched how media represents conflicts of neighboring countries. For this purpose, researcher selected eight English newspapers from India and Pakistan, four from each country. Through discourse analysis, the researcher investigated the use of language during pre-conflict days between India and Pakistan. During the investigation, the researcher found out that the words like "War", "Peace", "Terror", "Terrorists", "Military threats," "Troops" were used frequently, and the words with negative connotations were dominated over positive.

Keeping in view the studies done previously and the empirical evidence provided by the results of the researches, the researchers investigated whether news channels play a critical and selective role during war and peace.

RQ₁: How do Pakistani youth feel after watching television news on Indo-Pak conflicts during PM Narendra Modi's regime?

RQ₂: Is there any difference in the level of insecurity between heavy and light viewers of Pakistani television news on Indo-Pak conflicts during PM Narendra Modi's regime?

THEORETICAL FRAMEWORK

The researchers have acquired cultivation theory to provide a base and theoretical framework for this research study. Cultivation Theory, also known as cultivation hypothesis or cultivation analysis, was first proposed by George Gerbner in 1976. Gerbner started research upon this in the mid-1960s to see whether or not watching Television influences the ideas and perceptions of the viewers in their daily or everyday lives. It was the longest-running and most extensive research on T.V. effects. The theory is thoroughly affecting centric endeavoring to explore the impact of T.V. viewing on the viewers' minds. The theory proposes that T.V. viewing has long-term effects on viewers' thinking patterns, ideas, and perceptions, which can be small, gradual, indirect, but significant and cumulative. (Morgan & Shanham 1997) stated that cultivation is a method of assessing the impact of T.V. on our beliefs and behaviors.

T.V. has become an essential part of our lives as we spend more time watching T.V. than any other activity (Comstock, Chaffee 1978). Television is the primary source of information and entertainment, so it provides information about racial, ethnic, and gender groups (Greenberg & Brand, 1994). The researchers believe that T.V. has become a key member of our families, which always tells stories (Gerbner, Gross, Morgan & Signorelli 1994). The cultivation effect describes the

cumulative and long-term impacts of T.V. viewing on the formation of perceived reality. The higher the viewing of T.V., the stronger the cultivation effect (Miller, 2002).

The initial hypothesis of the Gerbner theory indicated the positive relationship between the heavy viewership of T.V. and the rich effect of cultural imagery on the public (Pierce 2007). The cultivation hypothesis states that the higher the television viewership, the higher the public's chances of perceiving the televised reality as the real one. Paul Hirsch (1980) proposed that the viewership of T.V. was not the only factor behind the change in the behaviors and attitudes of the public. Still, many other variables other than T.V. viewing could be responsible for this change. These intervening variables were of utmost importance in this process and could not be ignored. Hirsch also believed that T.V. created a heightened risk of insecurity in public (Severin & Tankard, 1992).

The cultivation theory serves as the primary and significant part of the theoretical base for this study. The researcher tried to find out the practical application of the cultivation theory through this study.

METHODOLOGY

A quantitative methodology has been adopted in this study. The researchers selected a sample size of 400 students from mass communication departments of four universities of Lahore i.e., two from the public sector and two from the private sector. This sample size consists of 100 students from each university equally divided into male and female mass communication students. The researchers selected the University of the Punjab and the University of Gujrat from the Public sector and the University of Central Punjab, and the University of Lahore from the private sector of Pakistan. The rationale for selecting these universities was that these universities have a large number of students in metropolitan, which fulfills the researchers' requirement. A standard non-probability sampling method has been used and applied to the population chosen through convenient sampling. The researcher has used the survey method to collect data to support his views with empirical evidence in this study. The researcher has used close-ended questions in this survey except for one question based on respondents' comments. Standard and relevant SPSS tests have been applied to ensure the reliability and validity of this study.

RESULTS AND INTERPRETATIONS

A sample survey was conducted in mass communication departments of different universities to understand the information seeking, information verification, and information utilization behaviors. Quantitative data analysis is divided into two main sections; descriptive analysis and inferential analysis. The overall ontological stance of the researcher in this analysis is of the hypothetical-deductive method or H.D. Method. The research hypothesis is tested by using the statistical software SPSS. To get a clear indication of the background and mindset of the respondents, the researchers analyzed responses according to their distribution by demography.

Simple linear regression was performed to see the predictability of television news on university students. The results show significant predictability of the Impact of Indo-Pak conflict-related news on youth's feeling of insecurity in Narendra Modi's Regime.

Relationship between Pakistani television's Indo-Pak conflicts news and insecurity among youth $N = 340$

Independent Variable	Beta	Standard Err.	Adj. R square	P. value
Social Media	.123*	.203	0.201	<0.000
F	.487			

* $p < 0.05$, ** $p < 0.001$, *** $p < 0.001$

The table indicates the impact of Television conflict-related news (independent variable) and youth's feeling of insecurity (dependent variables) on university-level students measured by a regression coefficient (beta). Beta was used to determine whether Indo-Pak conflict-related news control students' sense of insecurity. The result shows that the Indo-Pak conflict-related news standardized regression coefficient was 0.203. The computation of televised news explains a significant relationship between conflict-related news and students' overall behavior regarding the Indo-Pak relationship. The standardized regression coefficient (beta) value is 0.123* and P-value is $0.000 < 0.05$, p-value shows that Television news create a strong effect on students' behavior regarding Indo-Pak relations.

Hence, the null hypothesis

H_{01} . "There is no significance between Pakistani television news regarding Indo-Pak conflicts during PM Narendra Modi's regime and insecurity among youth."

$H_{01} = TVnews \neq Insecurity$

Null hypothesis **$H_{01} = TVnews \neq Insecurity$** has been rejected and alternate hypothesis **$H_1 = TVnews \sim Insecurity$**

"There is a significance between Pakistani television news regarding Indo-Pak conflicts during PM Narendra Modi's regime and insecurity among youth."

$H_1 = TVnews \sim Insecurity$

Has been proven true

Same as null hypothesis **$H_{03} = Insecurity \neq Gender$** is also rejected

H_{03} . "There is no significance of insecurity between male and female viewers."

And alternate hypothesis

H_3 . "There is a significance of insecurity between male and female viewers."

$H_3 = Insecurity \sim Gender$

Has proved true

These results indicate three significant findings from the data. Firstly, it is clear that Pakistani news channels substantially impact youth, especially when they watch news related to Indo-Pak conflicts. This impact is positive regarding their patriotism towards their own country. Secondly, Pakistani youth feels more insecure, mentally and economically, in the era of Narendra Modi because of his harsh statements against Muslims and Pakistan. This level of insecurity is high in heavy viewers

compared to light viewers that is the essence of the cultivation theory. Thirdly, most of the respondents are not satisfied with the news presented on television about specific incidents like the Uri Sector attack or Burhan Wani's martyrdom, so they feel that the news presentation during these incidents created tension and insecurity.

ANALYSIS AND DISCUSSION

The current study has shown that most of the respondents have replied that they feel more confusion and insecurity as viewers of T.V. news channels. It is a real dilemma for television channels to fire hatred between Pakistani and Indian citizens. This will create a sense of insecurity in both countries and show that both countries are hostile. Narendra Modi's power will increase. According to the investigation, Narendra Modi's regime has caused more hatred, hostility, conflict, and insecurity in both the countries.

Insecurity continues to prevail--as the media, especially the T.V. news channel, express this sense of insecurity--especially for large audiences who watch television most of the time. According to the survey, geographical area, economic strength, and military strength remain significant threats to the territorial integrity and sovereignty of the two countries. The overall influence of the television news channels on the heavy and light viewers is different, particularly in the context of insecurity or feeling a sense of insecurity. The recent study shows that heavy viewers are more affected due to the television news channels' reflection on the conflict between Pakistan and India in the scenario of insecurity and instability. The light viewers face less impact of these news regarding the conflict of both countries, particularly insecurity.

Hence, both primary research questions have been answered successfully by the data collected, giving a considerable amount of information on television news of Pakistani T.V. channels and their role in maintaining or destroying relations and peace process between two neighboring countries, i.e., India and Pakistan.

The results show that ARY news is the most-watched news channel as compared to Geo news, Dunya news, Express news and Samaa tv among these respondents, giving more coverage to military-related issues in a positive manner. There are some interesting facts in the results as the researcher had intentionally added some cross-questions in the questionnaire. For instance, most of the respondents showed agreement when inquired about feeling secure even after watching T.V. news on recent incidents like Uri Sector, Pathan Kot, and Burhan Wani's martyr. But when they were asked the same question in the crossway, did they feel insecure watching T.V. news on recent incidents like Uri Sector, Pathan Kot, and Burhan Wani's martyrdom. Again, the majority of the respondents agreed, but this time, the percentage was much higher than the response of the previously discussed question. So, it is analyzed that the word "insecurity" hit them more when they watch Indo-Pak conflict news-related content on T.V. This shows that the language of the news presented on this issue matters a lot and has a severe impact on the viewers, especially on youth. There was also an open-ended option for the respondents to comment on news coverage of Indo-Pak conflicts on Pakistani news channels. Still, just five respondents commented that they are partially satisfied with the news presentations and coverage by the Pakistani media. They suggested that the quality of T.V. news should be improved. The authenticity of any news should be

confirmed before presenting it on news channels, especially in case of this sensitive issue of conflicts between two neighboring nuclear states, India and Pakistan.

Finally, the findings have also validated the concepts of mainstreaming and resonance of the revised cultivation theory to present in the society. This mainstreaming effect can be seen easily in the high viewers as they are merging in a group of those who are highly affected by the T.V. news on Indo-Pak conflicts. This phenomenon is visible here as the psychological impact on the minds of youth is more affected for the heavy viewers as compared to the light viewers.

CONCLUSION

This study explored the role of private news channels regarding their presentation of news on the most sensitive subject--conflicts between two nuclear states India and Pakistan. This researched area is declared most sensitive by the researcher because of the extremist mind and threatening statements by Prime Minister Narendra Modi in India and their presentations on Pakistani news channels that have frightened the whole nation. Pakistani news channels are regularly creating hype by quoting Narendra Modi's statements that he can start a war with Pakistan that is badly affecting the minds of our youth. It has been identified in the literature review that media has played a negative role most of the time whenever these two countries sit for dialogues to continue the peace process. Still, in Narendra Modi's regime, it seems that news channels from both sides are provoking the leadership not to start peace dialogue and highlighting the conflicts in an unprofessional manner.

It has been tried to observe and identify the role of Pakistani television news in this ever-deteriorating situation between India and Pakistan. It will leave a long-lasting impact on Pakistani youth regarding the perception of their own country and for the Indian Prime Minister. This study also evaluates the role of Pakistani news channels in motivating the youth to stand with their country in any situation.

The data collected from 400 young students from different universities of Lahore, Punjab province, has provided substantial evidence that significantly explains the impact of Pakistani T.V. news on the current behavior of youth when they watch Indo-Pak conflicting news. The findings show that the style and content of the news presented on Pakistani televisions positively impacts the youth regarding their patriotic feelings and attachment with their country. Yet, the coverage of some specific incidents during Narendra Modi's regime has created feelings of discomfort among the youth. Youth have started feeling mentally and economically insecure due to ever-threatening statements by Narendra Modi towards Pakistan and how our television channels projected these statements in their news bulletins. The findings also reveal that the light viewers have less stress and tension regarding Indo-Pak conflicts than high viewers who are more exposed to television and watch these kinds of news regularly. Responsible television news coverage of Indo-Pak conflicts on contentious issues can play a vital role in sustainable peace and good mental health of Indo-Pak citizens.

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