

# Crisis and Media Narrative: An Analysis of Media Reportage of 2010 Kashmir Unrest

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### Abstract

In contemporary times media is a powerful institution, influencing all spheres of human activity. Apart from covering politics and socio-economic developments, media shares a special relationship with crises be it political, social, economic or else. Media activity immensely increases wherever there is a conflict in any part of the world.

Since 1947, Kashmir has been at the Flashpoint between India and Pakistan. There have been various events, characters and stories from each side; both India and Pakistan which have ramifications on Kashmir. The six-decade-old conflict has witnessed political developments that received media attention across the globe.

In this context, the present study will analyze how International media has covered recent uprising in the region. Especially in a contentious political setting where views are often polarized between groups, it is important to investigate the framing mechanisms to understand how media contribute to crisis situation. An attempt would be made to focus on the media treatment given to the Kashmir unrest 2010 by US and UK print media. The study will analyze how international newspapers have covered the crisis in Kashmir and will study new frames used by them. Based on discourse analysis, this paper will further try to identify how nature and affiliation of the sources used by the print media of U.S and U.K in their coverage of the Kashmir conflict.

**Keywords:** Conflict, Media, Framing, Kashmir, Discourse, Narratives.

### Introduction

Media is considered as window to the outside world, it is a means by which we gain information and relate to the world around us. Apart from covering politics and socio-economic developments, media also reports on conflict be it political, social, economic or else. It has a significant impact on what issues the public thinks about and how it thinks about them. These two effects of the mass media are embodied in the theories i.e. agenda setting (McCombs and Shaw, 1972) and framing (Gamson, 1989; Goffman, 1974; Graber, 1988; Entman, 1989; Tuchman, 1978) respectively which discuss in detail about the impact and influence of media content .

Different forms of media have a great influence on today's society. McQuail & Siune (1998) state that in the last 50 years, technological innovation has changed the face of mass media influence; first there was telegraph, then the radio, newspapers, magazines, television and now the internet. Due to the technological advancements the world has become a global village. The advent of technology has allowed passing media messages across the world and this concept of global village, is given by Marshall McLuhan (1964).

Media activity increases wherever there is a conflict in any part of the world. It extends beyond informing to the level of generating discourses, questioning or criticizing, playing the role of watchdog and being the gate keeper. Media share a special relationship with the existence and outcome of the conflict. Jammu and Kashmir has been the centre of national and international attention since 1947, when the British gave up their centuries' old control over the Asian subcontinent, and simultaneously divided the region into India and Pakistan. The six decade old conflict has witnessed some landmark news-events and political developments that received attention across the globe. At the outbreak of the recent unrests in the region since 2008 more space and coverage was allocated to the Kashmir conflict, thus setting an agenda for public

debate and discussion. Further in the construction of the conflict, local mainstream newspapers were the major source of news and information, but for broader perspective national and international publications were studied.

The people have become very much dependent on mass media not only as a source of news and information, but also as a source of entertainment and leisure. To update themselves with news from around the world, people rely on the mass media channels. The people have become more information hungry and want to have the news and create their own opinion about the happening of the world. This is the reason behind the development of the large media networks across the globe. The developed countries of the world like United States of America (USA) and United Kingdom (UK) are the countries that have developed one of the best media systems in their countries and have also an influence on the media channels across the globe. The news and the opinions expressed in these media channels create ripples in distant parts of the world. For instance, the news about possession of WMDs by Iraq leads to a fully fledged support of US by major Middle Eastern countries and EU. New York Times journalist *Judith Miller* reported in 2002 for the first time about the possible Weapon plants in Iraq. Her series of reports which quoted her source "*Curveball*" (*Ahmed Chalabi* and Inc) became a pretext for George Bush and Colin Powell to justify the war on Iraq.

Due to the conflict, Kashmir Valley has been in the news for a long time now. The problem in the region is a multi dimensional one and it requires deep understanding and analysis to interpret various events and incidents that have affected the Kashmiri society. The media, including print, radio, television and the Internet is known as the bridge that connect the events with the vast, heterogeneous and anonymous audiences that are not scattered only in a country, but all over the globe. The turmoil in Kashmir from last more than two decades has made it an important beat of news for the international media channels. For example Qatar based Al-Jazeera launched a whole series on Kashmir on their website named as "Kashmir-the forgotten conflict". Similarly, BBC world profile service has also dedicated a page to Kashmir conflict. The long standing dispute between India and Pakistan and the people of Kashmir has been of interest for most of the world news organizations. Thus can be argued that the fate of a conflict largely depend on the role of the media, as on an issue like Kashmir, media acts as a focal point and creates public opinions thus shaping not only our politics, but also our basic thinking.

### Importance

Media is a major source of information and the media messages have the potential to influence public opinion. Kashmir Crisis has attracted lot of academic attention and contribution. In this scenario it would be significant to study the media portrayal of the Kashmir crisis from an international prism. This would provide a holistic and intensive perspective of

the paradigm of media reportage. Hence, a comprehensive analysis of media content would be useful. It is important to understand how print media of International media like US & UK have covered Kashmir uprising 2010 which claimed hundreds of lives. In this paradigm the study would serve as a document for the media students interested in studying Kashmir conflict and the parties engaged in it. Besides, this study will also contribute to knowledge about diverse news coverage of the press, particularly about an area of the world (Kashmir) where two nuclear powers-India and Pakistan are in constant engagement with each other.

### Review of Literature

In order to understand the nature and the role of media in conflict areas around the world, it is important to understand the various ways through which media influence conflict. Erving Goffman (1974) while examining media frames and its impact on public's perception of events in his study *Frame Analysis: An Essay on the Organization of Experience* finds people "tend to perceive events in terms of primary frameworks, and the type of frame which we employ provides a way of describing the event to which it is applied."

Newbold (1995) in his work *Enforcing Restraint: Collective Intervention in Internal Conflicts* points out that majority of scholars and researchers have concentrated on the role of media in economic, social and political issues affecting states with little attention being given to conflicts. Further, he posed that media impact on conflict management is an emerging area that has been under studied due to lack of multidisciplinary models and concepts that would view media's role from peace and conflict realm.

Similarly Gaye Tuchman (1978) in his work *Making News: A Study in the Construction of Reality* looks at news as a frame, the organization and routines of the media and the social construction of reality. "The news media have the power to shape news consumers' opinions on topics about which they are ignorant."

Several studies have been conducted in the similar paradigm like that of Kim, 2000; Ray, 2004; Ravi, 2005; Maslog, Lee, & Kim, 2006; Dimitrova & Connolly-Ahern, 2007; Siraj, 2008; Zhang & Fahmy, 2009. These studies reveal that media tend to follow their cultural, national, and foreign interests in their coverage of global events and conflicts.

An overview of political conflicts provides a basic understanding of the situation in terms of destruction, loss of human lives and suffering. Several scholars have insisted on the fact that globalization has led to important qualitative changes in the purposes and dynamics of violent conflict. Some such as Kaldor (2001) Canada and International Peacekeeping argue that media can give us the intensity of the violence, where they are fought, why, how and who does the fighting, the biggest problem of media influence on people which ultimately determines conflict direction has not been determined.

Hawkins (2002), from Osaka University, Japan conducted a study in 2010 to understand media's influence in making conflicts appear less or more important to policymakers or other stakeholders. His study "The other side of the CNN Factor: the media and conflict" is based on an effort to understand how the CNN Factor-the concept stating that a conflict given more coverage by major media players appears more important-results in the other unreported or underreported conflicts appearing less important in terms of policymaking.

The media in conflict-ridden countries often play a significant role in creating and furthering both facilitating factors and triggering factors linked to internal and external issues or threats facing the nation. Terzis & Melone (2002) in their study Using the Media for Conflict Transformation, points out that media can create divisions by not reflecting pluralism in the social and political structures. The authors further reveal that, news coverage for particular interests easily exacerbates the tension between opposed factions and becomes a major trigger of violent Conflicts.

Durga Ray (2004) in her study Frames in the U.S. Print Media Coverage of the Kashmir Conflict examined the frames used by the U.S. print media for the period of 15 years. The study found, Kashmiris were predominantly identified as armed militants fighting for secession of Kashmir from India, India was depicted as a country suppressing the rebellion in Kashmir through violent means with the help of its armed forces and Pakistan was consistently identified as a country supporting the Kashmiri separatist movement with arms and training. Furthermore United States was consistently described as a country concerned with peace and security in South Asia.

The majority of violent conflicts are asymmetric in character, and most of these take place within state borders. What is important to point out particularly in relation to the role of the media is winning the "hearts and minds" of the people. Senior Journalist and former editor-in-chief of The Indian Express newspaper, Shekhar Gupta has widely covered the local media in Kashmir. He in his reading revealed that "The biggest problem in Kashmir is the way the place has been covered in the main land Indian media," He argues that "The media covered Kashmir purely as a security story; it has got inexplicably woven in that perspective. The journalists were parachuted from outside. Mostly they were not Kashmiris and were not well versed with the language or ethos."

In one such study pertaining to the print media treatment of September 2014 Floods, Wasim Khalid (2015) in his study *Media Propaganda and the Kashmir Dispute: A Case Study of the Kashmir Floods* revealed that it is clear from the analysis of reports and stories that there is a lot of difference between the media reporting of two regions as on one side Indian media provided securitized coverage of Kashmir-i.e. a security-centric view while on the other hand international media politically contextualized the stories and constructed frames which reported that

the floods had actually increased "anti-incumbency sentiments in Kashmir".

## **Kashmir Unrest 2010**

In the political history of Jammu and Kashmir, 2010 summer unrest is considered as an important year. The intensity of public dissent and protests against the state and central government was higher than earlier two summers of 2008 and 2009 had witnessed in the political communication of Kashmir.

On April 30<sup>th</sup> security forces claimed to have neutralized three infiltrators of Pakistan along the Line of Control (LOC) in Machil area of Kupwara district. However, the situation got tense in the valley when all of them were identified as young local boys. It was established that they were picked up by Army on false promises of providing jobs as porter for the Army but were later on killed by troops in a fake encounter. Shehzad Ahmad, son of Ghulam Mohammad Khan, Riyaz Ahmad, son of Mohammad Yusuf Lone and Mohammad Shafi, son of Abdul Rashid Lone, all were residents of Nadihal village of Baramulla district of Jammu and Kashmir state and were taken to Macchil sector of LOC the frontier district and killed in cold blood.

Soon after the tragic news spread, incidents of protests, stone pelting and mass demonstrations were erupted from the whole valley. First of all North and Central Kashmir were more affected but later on South Kashmir districts of Anantnag and Pulwama were also got affected in the unrest. The protests occurred in a movement launched by separatist's leaders, demanding the complete demilitarization, citing human rights violations by security forces in Jammu and Kashmir. The situation got even worse when on June 11th, a teenager boy namely Tufail Ahmad Matoo (17) died after being hit in head by a tear gas shell, while playing cricket in old city Down town. He was called a martyr immediately and buried in the Martyrs graveyard in Srinagar. His death proved to be a catalyst and subsequently stone throwing mobs confronted the police on daily basis.

Indian intelligence agencies claimed that these protests and demonstrations were part of covert operations of Pakistani intelligence agencies and were sponsored and supported from them. However local residents claimed that, to protest is the basic right and demonstrations were peaceful against the injustice and innocent killings. Several protest marches were reported across the Valley in response to the killings. The protesters shouting pro-independence slogans against Army, Armed Forces Special Power Act (AFSPA), anti India slogans and also opposing Qur'an-burning controversy which happen in United States. The situation got out of control and turned violent when almost on regular basis a young soul got killed in clashes with forces in which another boy was killed which led to another protest by the boys till 112 people lost their lives across Kashmir valley and one place in the Poonch district of the Jammu province from May to September 2010.

Furthermore it is here pertinent to mention that, 90 percent of those who lost their lives in summer uprising 2010 were less than 30 years of age. As per the various newspaper sources, 38 were in the age group of 11 to 20 years, 51 were between 21 to 30 of age. While as the remaining 20, and 3 were above 31 and between 5 to 10 years of age respectively. With regard to the occupational status of the people who got killed in the line of conflict during 2010 Kashmir unrest. 43 were students, 29 consists of those who were either workers or laborers, 22 were businessmen or traders. 08 were employed either in government or private sectors. And the remaining 5 each consists of farmers and homemakers respectively (*female population*). It is thus clear from the data observation that significant portion of the population killed during 2010 unrest include teenagers and youth.

### Objectives of the Study

1. To examine the coverage of 2010 Kashmir unrest by International print media.
2. To identify and examine the news frames, key words used in reporting the unrest.
3. To find out the affiliation of the sources used by the selected sample.

### Methodology

This study will attempt to analyze the media reportage of the Kashmir uprising 2010. Within the framework of content analysis, textual analysis method will be used to analyze the sample of media sources. The content of the selected media sources was reviewed and analyzed both quantitatively and qualitatively to gather all the relevant information that includes:-

1. To assess the nature of keywords used to share the news and information regarding the unrest.
2. To highlight the main frames and themes created by the selected sample.
3. Types of the sources used for the information.

### Finding and Interpretations

**Table 1: Number of stories published by New York Times & Guardian**

S. No	Type of story	Newspapers	Number of stories
01	News Stories	New York Times	17
		The Guardian	16
02	Opinion based stories	New York Times	04
		The Guardian	06
03	Total Stories published in 2010	New York Times	21
		The Guardian	22
<b>Total</b>			<b>43</b>

During the time period of Kashmir uprising 2010 w.e.f. May 2010 to October 2010, out of 183 total issues of the newspaper published by New York Times and The Guardian, 21 and 22 issues have been carried on the 2010 Kashmir uprising by New York Times and The Guardian hence making the frequency of about 11.47 % and 12.02 % respectively.

Out of the 21 stories published in the New York Times, 17 stories were related to the news based stories and remaining 4 stories were opinion-based or feature based focused on the recent 2010 uprising on the Kashmir, making its percentage to 80.95% and 19.04 % respectively. The study

4. To come up with a material which could be useful enough for future references in the same paradigm of interest

As there are numerous media sources available that can be taken into account for the present research, but it was not humanely achievable to consider and study all of them, so the researchers has selected print media for this study and with the print media newspapers were taken into consideration because of their availability, accessibility as compared to other print media forms

For this purpose selected sample of daily English dailies based in US & UK will be used. A representative sample of one newspaper each from US & UK was selected for the purpose of analysis for this study. The samples selected include- New York Times and The Guardian. The sampling was done on the basis of Circulation, Readership, Popularity and Online Accessibility of the newspapers. Furthermore the researchers has chosen international media, i.e. U.S & U.K purposively because of being considered as a neutral media as compared to the media sources based in India and Pakistan, which are in continuous battle with each other over socio-political issues in Kashmir, with one blaming other over Kashmir.

The time frame for the study was six months starting from May 2010 to October 2010, since this was the period when the events in Kashmir attracted the attention of the international media. Online editions of the mentioned newspapers were surveyed to collect all the stories that have been published in during the time frame regarding Kashmir uprising 2010. Both qualitative and quantitative methods of research have been used to deconstruct the data to understand the presence of symbols and relationships of different key words and concepts, and then make inferences about the selected news events/crisis pertaining to Kashmir conflict.

further reveals that out of the total number of the stories 22 published by The Guardian 16 were news stories portraying the happening in the Kashmir about the uprising, hence taking the percentage to the 72.72% and on the other hand 6 stories were opinion and feature stories, taking the percentage to the 27.27 %.

The figures also revealed that almost equal coverage has been given by New York Times and The Guardian to the 2010 Kashmir uprising. While on the one hand, 21 stories were published in NY Times during this period, The Guardian has published 22 stories on the same. However, interestingly, The

Guardian has given more space to the opinion pieces on the issues than NY Times

**Table 2: Sources used by New York Times & Guardian**

S. No.	News Source	Newspapers	Number of stories			
			UNI	PTI	IANS	
01	Own Correspondent	New York Times	14			
		The Guardian	07			
02	Indian wire agencies		UNI	PTI	IANS	
		New York Times	-	-	-	
		The Guardian	-	-	-	
03	International wire agencies		AP	Reuters	AFP	Others
		New York Times	02	01	-	-
		The Guardian	06	01	-	-
04	Govt. sources	New York Times	-			
		The Guardian	-			
05	Other Media	New York Times	-			
		The Guardian	01			
06	Multiple Sources	New York Times	-			
		The Guardian	01			

Since the nature of the sources in the media coverage accounts about its approach towards the issue and reflects its credibility, it is important to study the type of sources used by the New York Times and The Guardian in their media reportage of Kashmir uprising 2010. For this purpose, the news-stories published in the sample were reviewed to find out the nature of the information source.

The data revealed that US newspaper, New York Times have mostly relied on its own correspondents for the coverage of Kashmir than on the wire agencies. As out of 17 news stories published by New York Times, 14 stories (82.35 %) have been reported by their own correspondents and only 3 stories (17.64 %) have been collected from the wire agencies.

Moreover for those 17.64 % stories, New York Times has gathered the news from International wire agencies like AP and Reuters. The newspaper has not referred to any Indian source for any sort of information. This reflects that the issue has been considered important by the newspaper and it has devoted its own correspondent while reporting on Kashmir issue.

While on the other hand UK Newspaper, The Guardian have mostly used International wire agencies for the coverage as compared to New York Times who has used their own correspondents for reporting on Kashmir 2010 uprising. Out of 16 news stories published by The Guardian, only 07 stories (43.75 %) have been done by their own correspondents, further 07 stories (43.75 %) have been collected from the wire agencies and the remaining 2 (12.5%) stories have been collected from other media and multiple sources.

The data clearly indicates that The Guardian has gathered the news from International wire agencies like AP and Reuters. As New York Times the newspaper has also not referred to any Indian source for the information while reporting on the Kashmir Issue.

#### Headlines

The headline is the text at the top of a newspaper article, indicating the nature of the article below it. A headline's purpose is to quickly and briefly draw attention towards the story. It is generally written

by a copy editor, but may also be written by the writer, the page layout designer, or other editors. The headlines of the sample under study newspapers clearly depict the approach of the newspaper/magazine editor towards the story. The Headlines which were used by New York Times and The Guardian in reporting Kashmir Uprising 2010 are as under:-

#### Headlines used by New York Times

1. Indian Forces Face Broader Revolt in Kashmir
2. U.S. Koran Tensions Erupt in Kashmir
3. India Reopens Kashmir's Schools, but Many Stay Away
4. Protests in Kashmir Test India's Inclusive Ideals
5. A Youth's Death in Kashmir Renews a Familiar Pattern of Crisis
6. India Calls for Easing of Security in Kashmir
7. A Kashmir Hospital Is Witness to Conflict
8. 2 Are Killed in Kashmir as Security Forces Fire on Crowds Protesting Indian Rule
9. Phone Cameras Fuel Kashmir's 'Intifada'
10. Kashmir Is Locked Down, but Bloodshed Continues.
11. Buildings Are Set Ablaze During Protests in Kashmir
12. India Imposes Curfew After Kashmir Protests
13. 3 Protesters Are Killed in Kashmir
14. Kashmir: Indian Police Fire on Protesters, Killing 3
15. Kashmir: Indian Soldiers Fatally Shoot a Protester
16. Kashmir: More Deadly Protests Over Disputed Region
17. Tensions High Across Kashmir After Koran Protests
18. Buildings Are Set Ablaze During Protests in Kashmir
19. Kashmiris Storm the Street, Defying Curfew

#### Headlines used by Guardian

1. Kashmir braces for more violence
2. Kashmir curfew curbs reporting
3. The call of Kashmir
4. Kashmir is a global threat
5. India's blinkered policy on Kashmir
6. Arundhati Roy and Kashmir's struggle for justice
7. Kashmir curfews fail to deter protests

8. Arundhati Roy faces arrest over Kashmir remark
9. Kashmir violence continues as protesters confront police
10. Boy, 11, shot dead by police in Kashmir rioting
11. India offers talks to end Kashmir violence
12. Why silence over Kashmir speaks volumes
13. Kashmir curfews fail to deter protests
14. Kashmir unrest continues as more protesters die
15. Five killed as Indian troops fire into Kashmir crowds
16. Street riots greet Kashmir peace talks
17. Kashmir separatists meet Indian MPs despite formal boycott
18. Kashmir riots over Qur'an 'burning' leave 13 dead
19. Kashmir protests erupt into violence after government troops kill four
20. Indian forces told to stop wearing UN helmets in Kashmir
21. David Cameron's words are being used to justify Indian repression in Kashmir
22. Kashmir police investigate Indian soldiers accused of murdering civilians

## Keywords and Frames

Keywords are used in the text of a story which indicates the nature, frame and slant of the news story. They are usually written by the reporters, correspondents while drafting the story. The purpose of the key words and themes is to identify and present the story in a particular context. Different types of themes, frames and keywords used by New York Times and The Guardian in reporting Kashmir Uprising 2010 are as under:

### Major Frames and Keywords used by New York Times

#### Uprising a Mode of Resistance

Broader revolt, summer of rage, intifada, revolt, stone throwing, self determination, troubled history, central preoccupation, struggle, oppression, Indian controlled Kashmir, blood-soaked exception,, slogans, conflict, mass protests, tug of war, shutdown, disputed Himalayan region, Indian rule, Indian controlled part of Kashmir, bloodshed, round the clock curfew, separatists protesters, protest marches, anti Indian slogans, independence.

#### Uprising as a Negative Phenomenon

Insurgency, border region, rock throwing crowds, escalated mayhem, violence racked region, Indian security officers, Kashmir insurgency, inner turmoil, cold blood, major crisis, protesting mobs, ghost town, angry outburst, armed insurgency, separatist insurgency, nuclear armed neighbors, violent mob, bloody weekend.

#### Miscellaneous

Indian military presence, disputed province, Indian forces, moderate separatist, clashes, protesters, security forces, marchers, procession, worst violence, separatist protest, Kashmir crisis, Muslim demonstrations, Indian style democracy, Indian military presence, clampdown, barbed wire, stifling curfew, curfew, emergency laws, gun totting Indian police minor clashes, protest calendar, parliamentary forces.

#### Human Interest Stories

Unarmed civilians, bloodshed, jailed student protesters, bloody summer.

After analyzing the coverage given by The New York Times, the aforementioned key words are mostly balanced in the positive as well Negative frames. The mode of resistance frame is supplemented by the key words like revolt, rage, intifada and oppression. The inclusion of these words in the style sheet of the said newspaper is an important phenomenon.

The issues related to protests existed in the discourse of Kashmir politics as well and thus, the newspaper reflects the same phenomenon of negative repercussions which is evident from the key words like insurgency, violent mob and ghost town.

Some of the key words which are important in the coverage and are indigenous to the Coverage given by New York Times are Indian style Democracy, barbed wire, stifling curfew. These key words are specific and also determinant of the international perspective of the coverage of Kashmir uprising.

There were not many Human interest stories published by the newspaper but a few of the stories had words which generated a sense of human interest among the readers like unarmed civilians, bloodshed, jailed student protesters. Not only in New York Times, had almost all the international dailies not used the Human interest stories.

### Major Frames and Keywords used by Guardian.

#### Human Interest Stories

Bloodshed, tortures, abuses, rapes, murders of innocent civilians, falsehoods, deceptions

#### Protests as a Mode of Resistance

Protesters, trouble state anti India protests, youthful protesters tortured and human rights violations, India administered, Kashmir Intolerance, self determination, draconian laws, undisputed issue, worsening of situation, India's brutal tactics. Anti India protests, anti India and pro Islamic demonstrations, disputed region, violent protests, and immense human sufferings

#### Protests in Negative Phenomenon

Unrest, Muslim majority state, Violent insurgency, Horrific violence, Geo political threat, Lethal violence in Kashmir, Separatist agitations, Shoot at sight orders, Kashmir is a global threat.

#### Miscellaneous

Time gaining exercise, Himalayan territory, Kashmir extremists and Islamic militants, Muslim majority.

After analyzing the reports in the Guardian the positive and Negative frames used are somewhat same as in New York Times with a slight difference in its overall style sheet. The positive frame for the protests used by the newspaper is supplemented by the key words like youthful protesters tortured and human rights violations, India administered, Kashmir Intolerance.

The key words which support the frame of protests as the negative phenomenon are violent insurgency, horrific violence. There is less number of stories in which there is an impression that the summer uprising of 2010 in Kashmir was a negative

trend. The other important key words from the style sheet of the Guardian are Himalayan territory and Islamic militants.

## Conclusion

In the changing global scenario, Kashmir conflict has been the central focus of dispute between two nuclear neighboring countries India and Pakistan. Media often plays a key role in today's conflicts but unfortunately very few of those conflicts have attracted serious concerns from international media community and Kashmir is amongst those on-going issues which have not received the global media attention to the extent as it should have been, despite being in a continuous state of conflict since 1947. The conflict in the region has stretched to more than six decades but has always failed to get an extensive international coverage like other conflicts as Palestinian, Afghanistan and many others. Perhaps, may be because of the geopolitical situation, economic & strategic importance, nature & stage of the continuous uprising.

As per the above findings newspapers apart from covering news stories have also contributed opinion feature and photo stories hence adding dimensions to the coverage of the 2010 Kashmir unrest from an international prism. Though the number of the stories published about the issue is not high (11% in New York Times, and 12% in The Guardian), but what is worth to mention here that these newspapers have involved their own correspondents to report on the uprising which reflects that Kashmir issue was considered as a significant one for the global audiences as well. Besides coverage of the news event from own correspondents instead of secondary sources prevents the newspapers from any misrepresentation or misinterpretation of incidents within.

Besides the coverage given by both leading newspapers to the issue Kashmir unrest 2010 is based on conflict frame. Further while reviewing the media content it also found that the frequency of the news reports on Kashmir is less in both the newspapers as compared to the coverage given to Middle East uprisings, but the issue has earned the attention of international media of the world.

On the basis of the keyword analysis of The New York Times, it was found that the newspaper has given a balanced view of the issue. They have presented the uprising as a mode of resistance by the people, protests by violent mobs against Indian administration and as an issue of human rights violation in the valley. The Guardian has also developed similar frames about the Kashmir Unrest. The words used by the Guardian like 'youthful protesters tortured' and 'human rights violations' reflects their commiseration towards the issue.

In the contemporary society each and every conflict is unique in its own way with multiple dimensions and perspectives to account. Media as a dominant and powerful force plays a central role in gathering, interpreting and reporting conflicts to the audiences. Media from both the countries share one key characteristic: both perceive Kashmir's realities

and interests as subservient to their own, with India as a status quo power, which actually holds the region and Pakistan from the other side as interventionist power, that seeks to change the present position. In this context, more role and responsibility is laid on International media like the one taken into account for the present study. Apart from reaching out to the global audiences, media from an international frame should play a dominant role in covering the conflict keeping in view all parties- India, Pakistan and Kashmiris. Kashmir at international forum should be treated more than just a news leading to reduction of conflict but to draw the attention of world community towards the disputed territory which has claimed more the seventy thousand lives since its inception.

Kashmir conflict is a humanitarian crisis and needs international intervention on humanitarian basis. Focus of the media houses should be to produced content which can stress policy makers, human rights organizations, south asian peace center's and political analysts to examine the complex issue in detail and build realistic and frame narratives accordingly. Furthermore certain concrete recognized editorial guidelines should also be framed while reporting the conflict situations. Local and International media should work together, providing unbiased and independent media treatment which is important not only for the international audience but also for the people of Jammu and Kashmir who are directly at the receiving end of the conflict.

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