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Article:	Bridging Gap through Arts and Literature: An analysis of Indo-Pak Print Media Framing
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Abstract

Arts and literature play a significant role in bringing the world to a borderless platform with no discrimination of ethnicity, religion and nationality. Sub-continent, especially India and Pakistan are fertile and progressive in literary spheres and share a history of collaborative art production that is progressively hailing in contemporary arts and literature development as well. This study intends to analyze very impression by the print media of India and Pakistan in presenting its arts and literature to their respective and counterpart audiences. 1781 news stories from two Indian and two Pakistani English dailies were purposefully selected to be codified and analyzed for their particular slant and frame. Data revealed that the selected newspapers gave positive coverage to such news stories and unlike eco-political and border conflicts, relied on 'human interest' frame as arts and literature are directly related to people than their governments. Study suggest that media's role in promoting peace and harmony can take advantage of human sentiments of being connected through art and literature and can bridge gap between two rival nations.

Keywords: Arts, Literature, India, Pakistan, Peace, Human interest.

Introduction

There have been efforts of media diplomacy, sports diplomacy (Shahid, 2015), intermingling of films stars and showbiz industry collaborations, literary festivals across the borders of India and Pakistan with intellectuals from both sides sharing their ideas and experiences with hopes of friendship and peace. Yet, the element of enmity has always prevailed even in the news presentation of peace and friendship. Media channels started peace diplomacy to bring two countries together through talk shows during sports to discuss common issues. Unfortunately, it had to stop due to political rifts between the two countries and did not let a communication bridge to develop strong ties between the two. Chattarji (2009) denoted towards India and Pakistan's antagonistic approach of presenting each other's intentions in a maligned way through which they could attain their governmental propitiation, pursuance of public's popular beliefs and keeping the element of sensationalism alive. Hafeez (2015) studied the function of media role in shaping the relationship of two rivals and concluded that media has the capacity to mold directions of people's perception and policies of countries but the old enmity is so deep rooted that sometimes, media persons have to be nationalistic in presenting news. Hafeez further added that media from both sides take care of public's interest and popular ideology during their discussions and debate in different media programs. Thus, it becomes hard for them to be neutral, even if media practitioner would prefer to do true reporting of the event, he or she has to keep in mind the national interest and media organization's stake.

Many a times when both sides intend to initiate professional steps to pursue a positive or constructive change in approach of both the countries towards each other, they have to face multiple challenges. As in the case of 'Aman ki asha' campaign to normalize the relationships between the two was practiced for a while and had to shut down due to diplomatic confrontations and Line of control violations and it ended up blaming and complaining from either side (Behuria, 2010).

Honor killing, domestic violence and gender discrimination have erupted the fight between genders rather than sorting out the issue in an equal manner (Zia, 2019). Rape cases of victims from religious minorities, or poor or less educated background show male dominance, patriarchal culture and social injustice (Hadi, 2017). Though after the Partition, both India and Pakistan started trade, shared talent in showbiz industries, incorporated sports, literary and journalistic collaborations, they soon restrained from normal diplomatic, trade or social relations due to political restrictions and ongoing disputes in Kashmir and at the Line of Control.

Indian showbiz, tourism, sports, and technology industries along with other micro industrial advancements are enhancing Indian economic status whereas Pakistan's economy has been crawling slowly due to political instability and short term economic policies. News stories related to diplomatic actions taken by both India and Pakistan on national and international level are considered as diplomatic relationships. The foreign policies of both India and Pakistan have always been antagonistic in regards to building any positive step forward for solution to stop never ending rivalry. Sports, showbiz industry and media have been productive and effective mediums to bring eras of peace and hope in continuing relationships.

Culture pertains to the collectiveness of social norms in a society comprising traditions, customs, lifestyles, art and literature. It is a collective attribution of any society with its language, food, clothing, lifestyle, and fine arts etc. Indo-Pak cultures are diversified in nature and have traditions and customs which distinguish them from other cultures of the world.

The study signifies the fact that people from both sides are connected to each other with their industries of art, pertaining film, drama, theatre, performing arts, music, literature, literary festivals and poetry. Their bonding with the arts and literature is as old as their mutual livelihood. While their interconnected culture of almost same dressing, language and food somehow creates a sense of belongingness among them (Akhter, 2016). The feeling of sharing same place and history for so long, let them cherish the similar art and literary development.

The research objective (RO) is

- **RO:** To analyze the framing trend of Indian and Pakistani print media in presenting arts and literature news stories.

The research question (RQ) arises as

- **RQ:** What is the dominant framing trend in Indian and Pakistani print media in presenting arts and literature news stories?

Hypothesis (H) is evolved with the assumption that

- **H:** Selected newspapers of both countries frame each other's Arts & Literature news with human interest frame.

Literature Review

As art is a diversified term to relate with the multiple activities of performing arts, imagination work, abstract art and much more. The researcher operationalized it as the performing or creative arts from both India and Pakistan. Music, poetry, painting, literature and academics of India and Pakistan are taken in the category of art in this study. Film, music, drama, theatre and showbiz under the umbrella of entertainment industry in Indo-Pak are major economic pillars (Taneja, et. al, 2015). India is far ahead in contributing to this industry and even invites talented people from Pakistan to be a part of their Bollywood. Lollywood of Pakistan, on the other hand, is in a stage of revival and struggling to upgrade this business. Nonetheless, both sides have recognized the potential hails in the sub-continent and are now creating opportunities for each other so to construct a strong Asian film and arts industry worldwide (Abbasi, & Isike, 2021).

The news coverage by Indian and Pakistan's dailies of performing arts, music and film industry, cultural exchanges through academic and literary activities are taken as art and cultural diplomacy. Artists and performers from both Pakistan and India have a lot in common due to shared history, literature, culture and art backgrounds. Music and entertainment industry have collaborated in many music and filmmaking projects (Athique, 2008). Singers from both sides have travelled, performed and built positive images in people's mind on both sides. Literary festivals, art and culture exhibitions brought people from both sides close and enhanced the liaison between the two countries.

Literary festivals and exchange of educational programs helped in building constructive blocks for the people from each side. The annual "Karachi Literature Festival" (2015-2018), "Lahore Literary Festival" (2015), the ban on literary scholars from Pakistan in "South Asian Studies Conference in 2018", "Goa Arts & Literary Festival" and visits by scholars in festivals

from both sides to exchange their literary ideas have helped in normalizing people to people relationships between India and Pakistan. These festivals were not just literary in essence but they were more than literature (Sivaram, 2019) in spirit as they brought literary people from both sides to a neutral platform where nobody was judged on the bases of their nationality but their contribution towards art and literature.

Throsby, et. al, (2022) denoted the impact of literary festivals in their study as they are vital pathways for people, groups and nations to unite on a unanimous goal towards achieving a peaceful and innovative society. Anything related to educational matters and advancement in literature from both sides covers academics and literature. As Hindus and Muslims shared a livelihood for a few centuries, their approach in academics and literature familiarize in many ways. A large part of it indulges in the land of sub-continent, fictions of love and romance, agricultural land and profession, colors of customs of marriage and funerals, traditions of hospitality and affection of four seasons. India and Pakistan, on the whole, share a blend of literature spread on centuries. Modern academic progress by India in the field of technology, surpassing Pakistani academics and literacy rates, are making a difference and a sphere of competition for both the countries.

With the education and economic progress, both Indians and Pakistanis are changing their lifestyles according to modern world order. Indian culture is flexible and allows accumulation and assimilation of other cultures and thus helps in quickly modernizing with the western lifestyle while Pakistani public is following the same path with the improvement of education and economic settlement (Ranjan, 2019).

Methodology

Four English dailies, two each from India and Pakistan were selected on the basis of their readership and ample arts & literature content based coverage. *Times of India* and *The Hindu* from India and *Dawn* and *The Nation* from Pakistan were selected and the time duration of the studied was from June 2014 to May 2018 when both the sides were run by democratically elected governments with progressive bilateral relationships. Headlines, sub-headlines and lead paragraphs of the news stories were studied as they depict the core idea of the whole story and help in determining the context (Nevalsky, 2015) and intention of the news content.

A dominant frame according to the proposed study, 'human interest' was codified with number of news pertaining arts, film, music, drama, theatre, performing arts, visual arts, literature, literary festivals, poetic conventions, celebrity statements and general public's response about each sides arts and literary activities.

Human interest

In human interest framing, journalists are inclined to showcase an issue in a manner which connects news with the human emotions. People in India and Pakistan are emotionally sensitive people with regards to their sports, films (Bhargava, 2000), religion and politics. And it becomes easier for their respective governments to create and manipulate any issue which connects to people's emotions directly. While poverty, religious hegemony and illiteracy are the main factors which keep people of either sides emotionally attached with anything related to such news. While, the new era of poetry revival, literary festivals and literature through films and music is creating more opportunities for their people to connect to their early roots of predecessors when people and their forefathers were living in subcontinent and there were no animosity in between.

Examples of news stories pertaining positive framing are:

Times of India: “Fawad Khan wants a cinematic exchange between India and Pakistan” (28th January 2017).

The Hindu: “Pak. Students act as human shield for Hindus celebrating Holi” (6th March, 2015).

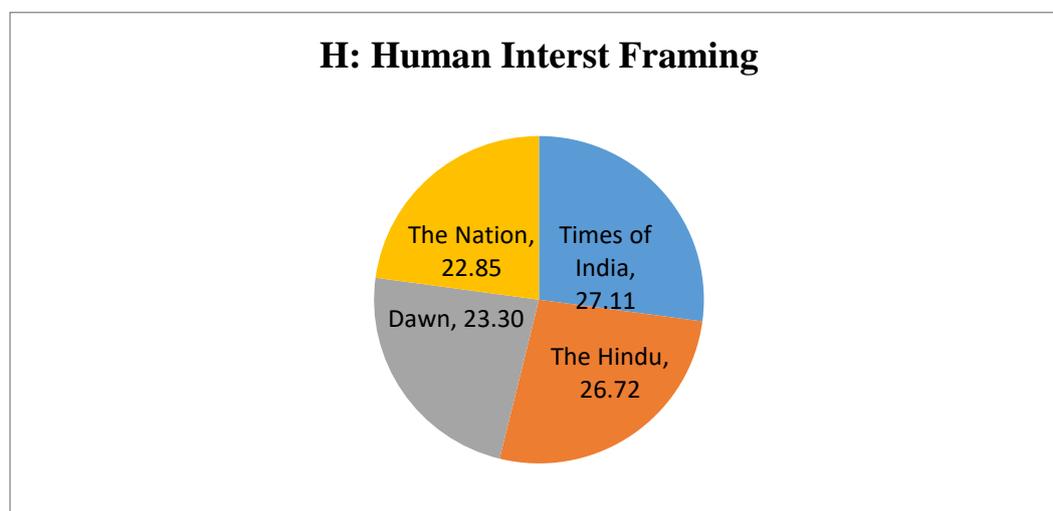
The Nation: “Ranbir Kapoor says he is a big admirer of Fawad Khan” (12th July, 2017).

Dawn: Breakthrough at ‘Heart of Asia’: Pakistan, India to resume ‘comprehensive’ talks (10th December 2015).

News stories; headlines, sub-headlines and lead paragraphs were analyzed from front, back and international pages containing showbiz and entertainment industry news. Following is a numerical demonstration of the whole data in a table.

Issues	<i>Times of India</i>			<i>The Hindu</i>			<i>The Dawn</i>			<i>The Nation</i>			Total
	Pos	Neg	Neu	Pos	Neg	Neu	Pos	Neg	Neu	Pos	Neg	Neu	
Art	164	76	50	89	66	46	96	53	40	103	50	17	850
	1.04%	0.48%	0.32%	0.56%	0.42%	0.29%	0.61%	0.34%	0.25%	0.65%	0.32%	0.11%	5.38%
Academics & literature	47	20	10	57	33	21	35	20	14	49	19	22	347
	0.30%	0.13%	0.06%	0.36%	0.21%	0.13%	0.22%	0.13%	0.09%	0.31%	0.12%	0.14%	2.20%
Art & culture diplomacy	72	28	16	95	42	27	76	47	34	77	42	28	584
	0.46%	0.18%	0.10%	0.60%	0.27%	0.17%	0.48%	0.30%	0.22%	0.49%	0.27%	0.18%	3.70%
	283	124	76	241	141	94	207	120	88	229	111	67	1781
		483			476			415			407		1781

H: Selected newspapers of both countries frame each other’s Arts & Literature news with human interest frame.



Test and CI for Two Proportions

Variable/Issue	Human Interest framing to Arts and Literature news	N	Sample P
Highest (<i>Times of India</i>)	483	1412	0.536119
Lowest (<i>The Nation</i>)	407	3439	0.056993

Difference = $p(1) - p(2)$

Estimate for difference: 0.479126

95% CI for difference: (0.451985, 0.506267)

Test for difference = 0 (vs $\neq 0$): $z = 34.60$ p-Value = 0.000

Fisher's exact test: p-Value = 0.000

Statistical Analysis

The two samples proportion test application indicated that arts and literature news were significantly treated in 'human interest' frame as compared to other newspapers. For the purpose of statistical difference, the highest positive and the lowest positively treated categories were compared and a significant difference in treatment towards arts & literature news was found. The p-value remained below 0.05 and indicates this prediction came true and the hypothesis is accepted.

Discussion

"Arts" news, *under human interest frames*, were published largely as showbiz and entertainment industry exchanged the talent on cross border level. In spite of heated relationships between the governments of India and Pakistan, *human interest frame*, was observed in the coverage of news in the selected data as music flourished on both sides with singers travelling and intermingling with population on each side, poets and literary personnel travelled each sides and participated in eminent platforms in not just representing their nations but above that, their literature which felt was felt with same zest and zeal as it was before partition. Pakistani singers and actors from drama and film industry went to India for their performances in TV shows and films. Bollywood movies *PK* (2014), *Khoobsurat* (2014), *Total siyapa* (2014), *Bajrangi bhaijaan* (2015), *Happy bhaag jaayegi* (2016), *Tiger zinda hai* (2017) and movies of Indian and Pakistani actors working together along with collaboration of musicians took space in media at both sides.

There is also positive and factual or balanced reportage of events on both sides that points to professional journalism practices in the Indo-Pak region. Where *Dawn* reported: "Pakistan schools teach Hindu hatred" (1st October, 2014), *The Hindu* reported: "Pak. Students act as human shield for Hindus celebrating Holi" (6th March, 2015). On 28 January 2017, *Times of India* reported: "Fawad Khan wants a cinematic exchange between India and Pakistan", showing a positive slant towards the mutual relations between the two countries. On the other hand, *The Nation* on 12th July, 2017, reported an Indian actor's admiration for Pakistani actor as "Ranbir Kapoor says he is a big admirer of Fawad Khan". It also expressed an Indian actress's visit to Pakistan by reporting "Juhi Chawala's Karachi visit sets off social media frenzy" (1st September, 2018). *Dawn* reported about Indian and Pakistani film industry as "Indian, Pakistani film industries need to grow together: Shaan" (25th August, 2014), "I would love to work in Bollywood films: Mahira Khan" (12th November 2014) "Every Pakistani actor wants to work in India: Javed Sheikh (18th May 2015).

Conclusion

The study concludes that Indian and Pakistani newspapers keep arts and literature news apart from their economic and political conflicts and present them with a notion of positive and constructive relationship. Indian film industry is providing Pakistani artists with more opportunities to perform in India and for their entertainment industry and resultantly, Pakistani showbiz industry and media has started considering good relationship with India, through arts and cultural development initiatives. Despite the fact that there are still religious, economic and

political hurdles in such arts exchange between the two countries, the social media and latest technological advancements have made it easier for people to connect, interact and share their talents across the border. Film and music industry celebrities are connecting with each other through their personal social media accounts and engaging audiences from both sides and making it headlines in newspaper stories are the examples how people with similar emotional backgrounds are connecting with each other despite their rival governments.

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