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The Reality of Conflict Frames in Media: A Comparative Analysis of News Stories in the Hindu and Dawn concerning the Aftermath of Uri Attack

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Abstract

The role of media in conflict situations is vital. When it comes to reporting a news story, especially a conflict, it has been an issue of discussion as media have all the powers to decide how the story has to be framed in reality. The paper substantiates the occurrence of a pair of conflict frames that are often used by media while reporting a conflict. A qualitative content analysis of post-Uri attack publications in *The Hindu* (Indian daily) and *Dawn* (Pakistani Daily) for one month is considered for review. The predominant appearance of 'Indicative' and 'Dispute' Frames often in pair and their concurrent relation in both the newspapers manifest the abstract, concrete and neutral characteristics of the frames. These identified frames are capable enough to create understandings, emotions, cognitions and perceptions which in reality form opinions, perspectives and discussions. This study significantly focuses on the role of the media frames in reporting Indo-Pak Conflicts in a real-world scenario that later on provides the original context of the discussion and bilateral relations between the countries. When indicative frames collude in conflict reports, their destructive power is much more as the indications are often rooted in a way to escalate the dispute that occurred. The effectiveness and the intensity of these notable paired frames are discussed in the paper to comprehend the reality of conflict frames used by media.

Keywords: Conflict Frames, Dispute and Indicative Frames, Frame Reality, India-Pakistan Conflicts, Uri attack

Introduction

From emptiness to abundance, weaving the human mind to explain the way we perceive reality is a difficult chore since social understandings are symbolic. Fundamental human existence is the total of our beliefs, emotions, cognitions and perceptions, which in daily life forms our opinions, perspectives, debates and discussions in the real world. This is where the capability of frames own an essential centre of attraction as it can play with our collective senses. The reality of structures and its infinite scope to create emotional and cognitive reasoning introduced by Goffman (1974) expands the research to understand the characteristics of media frames from a socially constructed outlook.

The wide acceptability of frames to enable the reader to focus the attention on some areas in particular results in the creation of meanings within the intended circle. This ability of structures later on influence people for judgements and choices increase the success rate of frames, thereby using media frames as an essential element for the construction of social reality. 'The framing of public mind' (Castells, 2009) is today a well-developed field in media to shape ideologies, sets agenda, fix propaganda and to form priming effect.

After the interventions of technology, modern media even think for us. Framing is often carried out through text as an unimportant message. But the holistic value of those frames when they appear in a paragraph or an article, their effects to create real-time decisions is not negligible.

Entman (1993) describes framing as a highlighter of some events/issues to promote an interpretation whereas today its scope and aim is extended to a platform where it influences the opinions, judgements or even day-to-day decisions. When frames are capable of intervening in everyday activities to perpetuate decisions, the reality of changing readers in conflict situations is yet to be explored. As conflicts are one of the defining factors in a country like India in all sectors of developments, frames' applicability in projecting the reality is farsighted. India-Pakistan conflicts are the long-run generation to generation conflicts which have too many media interventions, especially from social and electronic media.

As the print medium is a prime source of information provider that reaches our door-steps, the stories projected by those sources become a primary source of information to all other social media discussions and debates. Today the reliance on media is more as the reports become more interpretative and narrative. Here, frames have a role as a reference pointer of the real-time events and an inducer to construct the social reality. When structures build meanings for exhibitions, publications find its substantial support and evidence for the readers that lead them to build a social reality beyond imaginaries. Thus the theory of social constructivism is achieved through frames as it takes a central theme in stories (in a UK essay of Media Framing And Construction Of Reality) in weaving connections between events and reality. The resultant causal relationship interpreted by the audience who are subjected to these frames becomes his reality about the conflict. Thus it is a continuous process to demonstrate the social truth by picking some aspects of perceived reality and make them more salient in reports (Entman, 1993: 52)

Aim and Objectives

Understanding the relevance of print media as an essential method of communication right from the time of Indo-Pak conflict, the aim of the study

is extended to understand the reality of conflict frames used by media to project conflict stories. The influence, capability and scope of structures as a social construction of reality are thus identified through the news stories by extracting the frames that are used by the stories. Since Indo-Pak conflicts have a long time influence and many incidents proceeding from partition to date, Uri attack is spotted as a relevant case analysis due to its significance and causalities. a content analysis of The Hindu (Indian English daily) and Dawn (Pakistan's national English daily newspaper) is carried out for a comparative study of frames used by both the media to understand how it constructs social reality.

Objectives

- To understand the reality of conflict frames used by media in the publications of Uri attack
- To identify the structures that are used by media to project Uri attack
- To make out a comparative conflict frame analysis of Uri attack in its construction of social reality
- To pinpoint how conflict media frames identified in Uri attack can create an effort of peace/ destruction after the attack
- To note the pattern of occurrences of conflict frames and its impact on creating a social reality

Research Questions

- a) Do media frames projected in The Hindu and Dawn differ in presenting the reports of the same incident
- b) Which are the essential frames projected by both the newspapers on Uri attack and what are the impacts of those conflict frames?
- c) Does the dominance of any of the conflict frames have a resultant influence on any other structure?
- d) Does the framed reality explain in the theories executed in the text of post-Uri attack to form judgements, discussions, debates, etc.?
- e) Is there a unique pattern in the appearance of conflict frames to create meanings in conflict stories?

Review of Literature

Communication and reality is not a separate entity (Erickson, 1998) as communication is the processing of real incidents. With the development of information and communication technologies, there evolved an instantaneous transfer of information which brought framing as a social construction of reality. The importance of text (Berger and Luckmann's, 1966) in communication extended the magnitude of frame analysis since the document is much more important in human interaction. Frame analysis and its reality in construction of meanings offer a perceived way (Snow & Benford, 1988; Entman & Rojecki, 1993) by which human consciousness transfer the information (Edelman, 1993; Fiske & Taylor, 1991; Iyengar, 1991) to create abstracts and meanings in their daily lives.

Understanding Conflict Framing

Conflicts are centre to human behaviour. Framing the conflict, therefore, is a crucial role of media. Conflict frames are particular in projecting disputes, and at most, these frames reinforce the distribution of information through various media platforms. Conflict frames are influential in shifting the thought processes (Nelson & Kinder 1996; Semetko and Valkenburg 2000, 95; Nelson, Clawson, and Oxley 1997; Scheufele 1999; Chong 1996; Fine 1992). The construction of conflict frames is done through a continual assertion of reasoning and imaging the text to realise the importance of decision making (De Vreese and Tobiasen 2007; Schuck et al. 2013).

To understand the association, correlation and difference in the level of appearance of conflict frames in the contents regarding the aftermath of Uri attack, classification and clustering of 52 identified conflict frames into eight major frames have been done based on the reality and construction of meanings projected by these frames.

Do the media contents in our day-to-day stories evolve perspective understanding to create social reality? The eight identified frames– Intended, Routine, Indicative, Identity, Manipulative, Motivational, Peace and Dispute frames answer this question as these frames in conflict contents are capable of acting as signifying agents to reality (Snow and Benford, 1988). Out of the eight frames

'indicative' and 'dispute' frames are given focus in the paper to explain the narrative role of these frames to project a conflict. The other structures are excluded or neglected due to their negligible occurrence and less effectiveness in decision-making.

Indicative frames are carried out through the text as a signifier (Hall, 1982) for providing directions. Media is the primary source of information in the modern world. Providing required guidelines and information during conflicts thus are a responsible media role often projected by this media frame. Indicative frames emerge when we think about the subject (Popkin, 1993: 83) of the story to understand how media explains the things in a news story (Gitlin, 1980: 7). Indicative frames have a constructionist approach that can directly associate with our cognitions and culture of thinking (Gamson, Croteau, Hoynes, & Sasson, 1992, p. 384). This construction of reality (Berger & Luckmann, 1966) performed by indicative frames can emphasise the role of active interpretation of the text (Wicks, 2001) to form meanings for decision-making.

The emotions of dispute frames are directly proportional to the level of interventions in conflict. Dispute frames present events in a way that the associates want to describe the battle. The advantage of this frame is that the issues covered in dispute frames can be retrieved easily from our memory (Scheufele, 2000: 299) to shape our perceptions to pick it as the most critical issue of discussion. The distinction of 'them' from 'us' is the key feature of the dispute frame (Parker, 2015). Dispute frames are competitive, misleading, dominant (Benson, 2013; Eide, 2011) and promoting a cold war atmosphere, thereby expanding and prolonging the conflicts even after generations as we see in India-Pakistan case.

From Media to Conflict Reality

Understanding these two major frames that dominantly occur in recent reports has a broad application than mere framing. The emotions of both structures are cross-evaluated on conflict types coordinated by Oberschall (1978) to formulate the concept of conflict under five significant theories. The theory of 'ancient hatred' has a strong effect of former tensions and riots and seen as a continuation of the already existing hatred throughout ages.

When particularistic identities (Guha, 2007: 546) are manipulated, the idea of identity politics/symbolic politics has overtaken by state interest or party interest (Kaldor, 2001: 7). The content for power that avails out of conflicts is taken as advantage by manipulative elites resulting in blowing the situations to fear, threat, or creating insecurities and insurgencies that later becomes a prime source for conflict. Collier et al. (1994) went through the retarded developments in the economic roots of society that becomes a reason for war and crisis. The main concern on contention for power is the demand for a 'status quo' (Morgenthau, 1948) in the current distribution of electricity. Any risk in the status of power thus can be an add-on reason to escalate a conflict.

A deeper understanding of the conflict dynamics initiated the need for a standard set of variables which can be applied to both conflicts and framing for evaluations. The hegemonic control (Herman and McChesney, 1997 & Sigelman, 1973) of media to pursue people's attitudes, beliefs and behaviours (Street, 2003) promoting entertainment value (Palmgreen and Rayburn, 1979; & Korgaonkar and Wolin, 1999) thus emerged the concept of conservative media (Judd and Park, 2005; Jussim et al., 2005; Ryan, 2002) reducing the scope for diplomatic relations (Patterson and Donsbach, 1996; Janowitz, 1975). When modern media is powerful to shape social, cultural and moral values to form public opinion (Meerse, 1976; Bogdan et al., 1982; McBrien, 2005:20; Jerit et al., 2006) out of modern technologies, the immediacy of a story to reach at the audience neglects objectivity (Andren, 1979) and reconciliation (Gultung, 1998).

Conflict frames are proportional to the level of journalistic interventions. Conceptualising conflict frames to understand its occurrence in news stories out of the variables will intimate the influence of one structure over the other or the dominance of one over the other.

Methodology

Qualitative content analysis with systematic, objective and quantitative manner (Kerlinger, 2000) is executed in the study to measure the variables. It is a comparative analysis of conflict frames used in The

Hindu (English Indian daily) and Dawn (Pakistani national English daily). An analysis of the aftermath of Uri attack news stories is carried out for a period of one month (from 18th September 2016 –the day of the incident) to 18th October 2016) including the publishes stories, articles, opinions, cartoons, etc. A continuous data collection of stories from the mother websites of Dawn and The Hindu for a month is then segregated based on select criteria. The dominant (indicative and dispute) frames are selected based on its continuous occurrence and correlation neglecting the other deviant structures.

The pair is then studied against the types of conflict (ancient hatred, identity politics, manipulative elites, economic roots and contention for power), themes of the stories (regional, national, international, editorial, article, interview, letters and opinions), types of news story (hegemony, persuasion, entertainment, diplomacy, reconciliation, conservatism and public opinion) and the importance given to pictures (presence) to understand frames in real time situations and themes. From 392 stories in Dawn and 494 stories in The Hindu a comparative analysis of 'indicative' and 'dispute' frames with prominent issues explains the reality of these frames and its impact on the construction of meanings. The selection of newspapers for analysis is based on its availability, nationality and circulation. The difference, correlation and association between the frames and between publications are explored, and a qualitative interpretation is also inclined on content and context of the news stories.

Combining the frequencies, percentages and comparisons of content analysis with the reviews to determine the reality and effects of conflict frames, interpretations and discussions are carried out. Using SPSS that is Statistical Package for the Social Sciences, data analysis is carried out, and recommendations are suggested.

Analysis and Findings

Table 1 Frequency of occurrence of Indicative and Dispute Frames

Number of Occurrences	Indicative Frame		Dispute Frame	
	Dawn	The Hindu	Dawn	The Hindu
Upto 5 Times	18.4	75.5	30.4	71.7

6-10 Times	39.5	15.2	28.3	19.6
11-15 Times	22.7	5.9	22.2	5.9
16-20 Times	9.2	2.2	11.5	1.8
21-25 Times	5.9	.4	4.8	.4
Above 25	4.3	.8	2.8	.6

Sources: Values in Percentages
(computed primary data)

The frequency of occurrence of dispute and indicative frames in Dawn and The Hindu reveals a typical pattern of appearance of these two frames. The results are impressive as they show a fixed and almost the same model in both the newspapers. The findings are surprising as in both the papers the occurrence of ‘dispute’, and ‘indicative’ frames

are complementary to each other as the increase or decrease in the appearance of one frame affect the other in the same way increase or decrease. The difference in The Hindu and Dawn is in its distribution of ‘indicative’ and ‘dispute’ frames in stories. In Dawn, the presence of these pairs is distributed throughout stories neglecting its frequency of occurrence whereas; in The Hindu, the dominant pairs are prominently seen when there are a less number of stories, mostly when ‘up to 5 stories’ a day. It is concluded that ‘indicative’ and ‘dispute’ frames are used continuously regardless of the number of stories in Dawn and it is more dominant in The Hindu when there are fewer stories in a day.

Table 2 Frames * Types of Conflict, Dawn N= 392 & The Hindu N =494

Types of Conflict		Ancient Hatred		Identity Politics		Manipulative Elites		Economic Roots		Contention for Power	
		1	2	1	2	1	2	1	2	1	2
Indicative Frame	Count	1	2	1	2	1	2	1	2	1	2
	Up to 5	8.7	25.1	0.5	10.5	4.8	18.8	1.0	2.8	3.3	18.2
	6-10	18.9	6.3	2.3	0.8	8.4	4.5	2.0	0.4	7.9	3.2
	11-15	10.7	3.4	2.0	0.8	3.8	0.6	0.3	0.4	5.9	0.6
	16-20	3.6	1.2	0.8	0.2	1.8	0.2	0.8	-	2.3	0.6
	21-25	2.8	0.4	1.0	-	1.8	-	-	-	0.3	-
	Above 25	2.8	0.8	0.3	-	0.5	-	0.5	-	0.3	-
Dispute Frames	Up to 5	16.6	26.9	1.8	9.9	6.4	15.8	2.8	2.8	2.8	16.2
	6-10	14.0	6.1	2.0	2.0	7.1	6.1	0.5	0.6	4.6	4.9
	11-15	9.9	2.6	1.5	0.2	3.8	1.4	1.0	0.2	5.9	1.4
	16-20	4.1	0.8	0.5	0.2	2.3	0.6	-	-	4.6	0.2
	21-25	1.8	0.2	0.8	-	0.8	0.2	0.3	-	1.3	-
	Above 25	1.0	0.6	0.3	-	0.8	-	-	-	0.8	-

Values in Percentages 1= Dawn & 2=The Hindu (computed primary data)

‘Indicative’ and ‘dispute’ frames are different in their purpose as the dispute is a negative frame that has the power to escalate the conflict with powerful attacks, manipulative misuses, etc. Contrarily, ‘indicative frames’ are neutral frames without any particular role to project in contents unless it is united with a positive or negative frame. Thus, when ‘indicative frames’ have a symbolic relation with dispute frames in conflict reports, the impact and the outcome of such symbiotic association becomes more passionate for conflict escalation as we can see from the case of Uri. The controlling dominance of the theme of ancient hatred when planned and executed in reports using the dominant

pairs, the conflict becomes vulnerable as we have seen in Uri attack. The fierceness of the attack has spread to other domains, also thereby creating an inconsistency between the countries nullifying the scope of diplomatic relations, trade and economic down trains. The interference of manipulative elites and conflict motivators were also active energisers in Uri conflicts. Surprisingly, the pattern did not differ in The Hindu and Dawn except the fact that The Hindu was only circled in the theme of ancient hatred in reports whereas Dawn has a balanced and more distributed approach to other types of conflicts.

Table 3 Frames * Types of Stories, Dawn N= 392 & The Hindu N =494

Types of Stories	Regional		National		International		Editorial		Article		Interview		Letters		Opinions		
	Count	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
Indicative	0-5	0.8	7.9	12.2	49.4	4.3	14.6	-	1.2	0.8	2.2	0.3	0.2	-	-	-	-
	6-10	1.8	0.6	24.0	10.5	9.9	2.6	0.3	0.2	3.1	0.6	0.5	0.2	-	0.2	-	0.2
	11-15	-	0.2	12.2	3.8	6.4	0.8	0.3	-	3.6	0.8	0.3	0.2	-	-	-	-
	16-20	-	-	4.1	2.0	1.8	0.2	-	-	3.1	-	0.3	-	-	-	-	-
	21-25	-	-	2.3	-	0.8	-	0.3	-	2.6	0.4	-	-	-	-	-	-
	Above 25	-	-	0.3	-	0.5	-	-	-	3.3	0.6	0.3	0.2	-	-	-	-
Dispute	0-5	0.8	6.3	18.1	48.2	7.4	12.8	-	1.4	3.3	2.6	0.8	0.2	-	0.2	-	-
	6-10	1.0	1.6	15.6	13.0	7.7	4.0	0.3	-	3.3	0.6	0.5	0.2	-	-	-	0.2
	11-15	0.3	0.6	12.2	3.2	5.6	1.2	0.3	-	3.8	0.6	-	0.2	-	-	-	-
	16-20	0.5	0.2	5.6	1.4	2.3	-	0.3	-	2.6	0.2	0.3	-	-	-	-	-
	21-25	-	-	2.3	-	0.8	0.2	-	-	1.8	-	-	0.2	-	-	-	-
	Above 25	-	-	1.3	-	-	-	-	-	1.5	0.6	-	-	-	-	-	-

Sources: Values in Percentages 1= Dawn & 2=The Hindu (computed primary data)

Uri attack was a national story reported by both the newspapers with several articles, opinions, discussions and editorials. The conflict had its coverage at the national level indicating the cause, detailed descriptions and animosities. As expected, the battle had its influence at the national level with 'indicative' and 'dispute frames' that go hand-in-hand. Understanding Uri attack from a dispute perspective with more indications to conflicts and detailed descriptions were the critical elements of the reports. The analysis gives a clear idea that the

battle had its attention in and out of the country as there were more international interventions, editorial stories, interviews from other countries, etc. We must say that media had a principal role in escalating this conflict considering the increase in national and international reports in the previous days of the incidents. This leads to the spread of conflict waves to other parallel sections like entertainment, sports, arts, politics, religion, etc. The pattern seems to be more or less equal in both The Hindu and Dawn.

Table 4 Frames * Theme of the Story, Dawn N= 392 & The Hindu N =49

The theme of the Story	Hegemony		Persuasion		Entertainment		Diplomacy		Reconciliation		Conservatism		Public Opinion		
	Count	1	2	1	2	1	2	1	2	1	2	1	2	1	2
Indicative	0-5	6.6	32.0	0.8	4.9	3.3	3.2	2.6	16.6	1.3	5.7	2.0	6.7	1.8	6.5
	6-10	14.0	6.3	2.3	1.8	7.4	1.4	6.9	2.6	4.6	1.4	1.3	0.2	3.1	1.4
	11-15	8.4	1.4	1.0	0.4	5.1	1.0	4.1	2.0	2.6	0.4	0.5	0.4	1.0	0.2
	16-20	4.3	1.0	0.3	-	1.3	0.2	2.0	1.0	1.0	-	-	-	0.3	-
	21-25	1.8	0.2	-	-	0.8	-	2.3	-	1.0	0.2	-	-	-	-
	Above 25	1.0	-	0.8	0.4	0.8	-	1.3	0.2	0.3	0.2	0.3	-	-	-
Dispute	0-5	7.1	26.9	1.3	6.3	7.4	3.8	6.4	16.4	4.6	5.3	1.8	6.7	1.8	6.3
	6-10	8.7	9.5	2.6	0.4	6.1	1.4	4.8	4.9	3.1	1.6	0.8	0.2	2.3	1.6
	11-15	9.7	3.4	0.8	0.4	3.1	0.4	4.8	0.6	2.3	0.6	1.0	0.4	0.5	-
	16-20	6.6	0.8	0.3	0.2	1.8	0.2	1.8	0.4	0.5	0.2	0.3	-	0.3	-
	21-25	2.0	0.2	-	-	0.3	-	1.3	0.2	0.3	-	-	-	1.0	-
	Above 25	2.0	-	0.3	0.2	-	-	-	-	-	0.2	0.3	-	0.3	0.2

Sources: Values in Percentages 1= Dawn & 2=The Hindu (computed primary data)

Themes selected for analysis include those who can venture on peace or reconciliation and also the subjects that can increase the intensity of the conflicts. Diplomacy and reconciliation can take efforts to positively approach conflict for reconciliation, whereas hegemony and entertainment fan the flames in disputes. The other roles of media as a persuader and an agent for public opinion are also given importance. The results from the content analysis and percentage analysis of the frames indicate a constant dominance of the theme hegemony and a lack of effort for reconciliation.

When dispute frames with indications are dominant in reports, the supremacy of the theme hegemony can create a stimulating effect which has already been witnessed in Uri attack. This induced effect supplied by media during conflict situations like Uri attack was a significant reason for increased hatred and animosities during the conflict. The pattern is no longer different in both the papers and the efforts by media to enhance diplomatic relations were fewer though international interventions during the attack were high.

Table 5 Frames * Pictures, Dawn N= 392 & The Hindu N =49

Conflict Frames	Count	Picture				Conflict Frames	Count	Picture			
		Yes		No				Yes		No	
		Dawn	The Hindu	Dawn	The Hindu			Dawn	The Hindu	Dawn	The Hindu
Indicative	0-5	5.6	35.8	12.8	39.7	Dispute	0-5	13.8	34.4	16.6	37.2
	6-10	18.4	9.3	21.2	5.9		6-10	12	11.7	16.3	7.9
	11-15	9.7	4.5	13.0	1.4		11-15	8.4	4.3	13.8	1.6
	16-20	4.8	2	4.3	0.2		16-20	6.1	1.6	5.4	0.2
	21-25	3.8	0.4	2	-		21-25	2.8	0.2	2	0.2
	25 +	3.3	0.8	1.0	-		25 +	2.6	0.6	0.3	-

Sources: Values in Percentages (computed primary data)

The importance is given to pictures by Dawn, and The Hindu also conveys the significance of text used by the reports. A holistic view of the images in the news stories gives an idea that both text and pictures are bestowed with equal importance. Though there is a fair representation of images and text, the in-depth analysis of the photograph on post-Uri attack displays the brutal pictures and human interest pictures of people affected, injured and died during the attack. The images used by both The Hindu and Dawn are emotional and are exposed in ‘dispute’ frames that can only increase the intensity of the conflict. When pictures also become a prominent part in communication along with the text, the selection of images has to be more crucial and appropriate. Inappropriate photos and movies with violent mobs or attackers were more beheld along with the passage of post Uri attack articles.

Discussion

The outgrowths of the analysis indicate the existence of media interventionism throughout

conflict reports. Reliance on media by the familiar people during crisis or conflicts are often exploited by media stakeholders to steam the battle or modify it according to their needs. Media reality in disputes as a constant reinforcement is habitually executed through framing. Reports that are changed as judgements, behaviours, opinions, knowledge and decisions in conflicts are a continuous medium supplier of a dispute with constant indications. Following the extreme nature of conflict frames with a dominance of dispute frame parallel with indicative, the situations of reconciliation through media becomes impossible, and in contrast, it becomes a continuous vendor of terror and inconsistencies. The reality of dispute and indicative frames in modifying the conflict situations for power manipulations and elite consensus uncovers imbalances and individual approaches in media reports. Continuous supply of terror and rage from both the papers as an information source for people who are even far from the conflict zones can also perceive the readers of war image as reality provoking their anger to enhance hatred

even though they are not directly exposed to the conflict. Such long term effects of media contents are one of the primary reasons for the expansion of Indo-Pak conflicts at a national level with extreme antagonism even in nooks and corners of both the countries. When we see the images created by media as contents, it is perceived and accumulated as reality by those who do not have direct contact with the conflict. This is where the applicability of responsible journalism has its role. When media are capable of making the unimportant as significant, they have to be accountable for the dramatic hazards that it can cause to society. Conflicts are always a cause of underdevelopment and deprivation. Solving disputes to focus on societal development is the key feature of any developing country. The scope of media thus can be expanded to social and economic development if conflicts can be rectified in a limited time and utilise media ability to framing a conflict for developmental aspects.

Limitations and Scope for Future Studies

The paper limits its coverage particularly analysing a single newspaper from both countries, India and Pakistan. The pattern of occurrences of dominant frames in conflict situations can be reaffirmed if the analysis is carried out using various newspapers from both the nations. Also, the study provides scope for theorising a certain combination of news stories that can reappear in conflict cases. The data collection adopted for the study is more time consuming, and since it requires a massive need for bulk data, multiple lawsuits have not included in the present circumstances. The same analysis can be conducted using various situations from Indo-Pak conflicts and the effort to analysis numerous cases to reassure the pattern is also under progress since it is a working paper. Future trends in framing conflict coverage can thus be easily predicted if the methodology is adopted in multiple cases using various newspapers from India and Pakistan.

Conclusion

Framing as a construction of reality is a perceived representation of meanings through media contents. Adding conflicts to real-time events can make a news story as a commodity. Thus media as an information

provider can be transformed into a medium of entertainment. When entertainment is combined along with public opinion formation and decision making, conflict frames become a “structural unreality of images” (Baudrillard 1995, 46). Media if unreal in conflict, it acts as a catalyst to induce the conflict and expand it into the other field as we have seen in Uri attack. Though the initiatives by Dawn to motivate peace were there in reports, the result for the order was nullified with too many entertainment and manipulative interventions. On the other hand, the stories of The Hindu had more facts and figures as an attempt to be objectives, but the existence of the same dominant pair and fewer efforts to include peace frame has overseen its role as a promoter of peace. The danger of frames is its inefficiency to provide a complete reality. The concept of conflict framing in such contexts is far from the truth. Understanding conflict and presenting it, looking for a solution, is the only solution to overrule the danger of conflict frames where media can play a significant and active role.

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