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Media Performance and Conflict Management: A Case Study of Indo-Pak Relations after the Mumbai Attacks

South Asia is a conflict zone where media have been very influential in generating mutually hostile perceptions. Many analysts of Indo-Pakistan relations believe that jingoistic attitude of media in the sub-continent obstructs all peace moves in the region. Media have been responsible to increase the level of tension between both countries and resultantly incapacitate the governments' abilities to take concrete steps towards peace. This article is a case study of the performance of media in the realm of conflict management in South Asia. The study focuses on the coverage of escalating tension between India and Pakistan after Mumbai attacks in 2008 by major media companies of both countries. Four leading English newspapers, two each from India and Pakistan, have been selected and their editorial treatment of Mumbai attacks during November 2008 to November 2009 is analyzed.

■ Introduction

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