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Jihadi Publications in Pakistan and Public Perception of Religious Minorities

This paper investigates the role of jihadi publications of Pakistan in creating a negative perception of religious minorities in the country. Drawing on framing and discourse analysis as theories of mass media effects this paper examines how jihadi publications, through the use of language and particular frames, affect tolerance and trust of their readers when they form opinion about religious minorities. The empirical data collected through a survey of 50 respondents in Peshawar city of Pakistan demonstrates that people who read extremist or mainstream media have almost the same level of tolerance and trust for religious minorities. However, there is a trend, though small, of extremist media readers showing comparatively less tolerance towards minorities than those who read the mainstream media. Findings of this research indicate that jihadi publications play a role in shaping public opinion about minorities.

Keywords: Jihadi media; framing; discourse analysis; Pakistan; religious minorities

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