



RESEARCH PAPER

**Media Framing of Combat, Army Operations, Conflict and Crises:
An Analytical Insight**

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PAPER INFO	ABSTRACT
Received: January 29, 2018	In the conflict context, media are subjugated even more harshly by the government to spot-on the state image, induce world views and gain their provision more than the other opposing side is needed more than ever. It is sustained in prior literature that a kingdom's foreign strategy and media's depiction of conflict or battle are knotted in a sense that media replicate a state's diplomacy and overseas policy plays a portion in influencing the media exposure . The foundation of the current study is to systematically reconnoiter nature of handling of international mainstream media in framing of foe and others in the context of the enemy and hostile specially pre, during and after war/conflict
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Introduction

A magnanimous literature on 'framing of conflict, crises, battle, and military operations at mainstream media' serves as a derivation for the current study. The following reconsideration was stretched by an organized review of mass communication and other associated social sciences published periodicals, on-line journals, volumes, daily's articles and newsmagazine's reports and essays. In an appraisal, some academics observed the framing of fight, army operations and battle in perspective of foreign states, predominantly the media discussions revolved around latent enemies, bigoted and dichotomy seem overriding frames, in chosen state's controlled media. Some of the researches have been global and proportional in range; other engrossed at one populace's media.

An ample number of researches have been conducted to analyze the framing of intruders and victims states in international mainstream media. The verdicts of diverse studies specify that following areas are frequently studied by international media studies and social sciences academicians.

1. Media framing battle, combat and army operations
2. USA army operations after 9/11 and Media
3. Treatment of army operations and "Johan Galtung War/Peace journalism Theory"
4. Unfriendly and regarding peace journalism
5. Scholarly Proposals/endorsements for auxiliary improvement in "Johan Galtung theory"

Media Framing Battle, Combat and Army Operations

Media specialists and critic have frequently underlined in their studies that USA conservative media dealing of the warfare and battle issues has been opinionated in nature because largely journalist's "ethnocentric favouritism", media profoundly observed by Pentagon, "heavy dependence on official sources", and deficit in of analytical reporting are the overwhelmingly causes (see Downing, 1988; Hallin&Gitlin, 1993; Herman &Chomsky, 1988; Iyengar& Simon, 1994; Kellner, 1993; Mowlana, 1992; Pedelty, 1995; Reese &Buckalew, 1995 cited in Lee, 2004).

Numerous studies have enfolded up that mainstream media, exclusively in combat, fight and army operations did not cover the holistic stance of all groups engaged in crisis. Overwhelmingly penned about the worth of U.S policies and marginalized unconventional stance, as conciliation, peace course and dialogue with arguments.

General William commander in Vietnam openly blamed the "sensational media coverage" that was "piped for the first time into the homes of America" for the military's stampede. Martial proposers and politicians resolved after the USA set back in Vietnam to completely censor the media from the battleground in the future tasks (Rid, 2007, p. 1).

A substantial number of investigates have been finished on the media dependence on elite quoting and influence of the evidences in usual situation and particularly throughout warfare or army operations. Edwards and Woods also underscored on the noteworthy task of media during fight and armed maneuvers and hold proposal that "the importance of the media is all the greater in the time

of crisis that are liable to drag the U.S. into military intervention” (p. 84 see in S. Noshina, 2014, p. 31).

Carruthers summarized this most skilfully when she marked: “war coverage was not a mirror image of the world as it is, as the journalists are wont to claim”, but “a map of the broad preoccupations, interests and values of their particular society (or at least of its dominant groups”) (as cited in Scheuer, M, 2009).

Moreover this, Malakwen (2014) observed the gate-keeping function of media, particularly when diverse racial groups shared the identical premises, negligence and partisan of media may worsen the situation and become the cause of clash, then it should be the concern of media to set the uniform and unbiased media content, sieve issue that focus and ratify synchronization against those that don't, and endeavours to sustain a composure of opinions.

In a crust, literature evaluation concerning media framing battle, combat and particularly army tasks specified that media of intruder state reproduced war and armed operations in opinionated version, the armed officers were indisposed to give free admittance to media practitioners in the war zone. The journalist's reliant on army and administration enhance for information, in case of USA, Israel, Britain and NATO as intruder groups, mainstream media was manoeuvred by the Pentagon and their respective administration, global media offered extreme exposure to their forces and martial technology pre-eminence. Mainstream media ignored the alternative views. Propaganda and psychological warfare remained persistent element in confrontation reporting.

USA Army Operations after 9/11 and Media

Mainstream media shake the community opinion by disseminating the unidirectional information across the board swiftly. On the concern of USA led incursion at Afghanistan, the comparative analysis of UK and Pakistani media established that war on terror and frames in UK dailies found that battle as nebulous action without adequate verifications against Al-Qaeda. The UK dailies highlight the penalties of warfare, civilian destinies, agitation among Muslims throughout the world, whereas Pakistani dailies chosen more punitive tone against the intruders in Afghanistan. Pakistani dailies also emphasized melancholies of Afghans slate Israel for its illicit activities against Arabs and Britain unconditional assistance to USA (Safdar, Budiman & Norsiah, 2014;Schwalbe, 2013;Zhang,2012).

European media supported American war in Iraq and labeled it a most wanted war (Nohrstedt, 2009).Identical point of vision was discussed by Shabbir (2011) in his study that: “*Time* and *Newsweek* magazines have given utmost reporting to such topics or cases which developed negative image of Muslim countries in the readers. Likewise, on various issues such as Afghanistan, Taliban as extremist regimes, women conditions in Afghanistan, narcotics hub in

Afghanistan, Islamization process under Taliban rule, issue of Al-Qaida and Osama Bin Laden, etc. newsmagazines treatment was unfavourable” (p. 99).

The researchers observed that if the state became the direct target of invasion then its media stalwartly condemned attacks as the research determined that media treatment is not always associated government dictations in perspective of overseas policy allied issues (Saleem, Main 2014; Ahmad, 2014; Ishaq. N, Saleem, N & Main, Amber, 2017; Ishaq. N, Saleem&Main, 2018).

Following points are very significant in above studied researches. Relative analysis of diversified media clarified that invader country highly supported the war and framed the war and military operations with elite quoting, in contrast the victim country extreme critical about the military operations or war in her soil and is not dependent on official sources for information (Ishaq, 2016) Media of neither other states which were neither intruder directly nor the target gave unconventional views. UK dailies emphasized the context of USA war in Iraq; Sweden main stream media also emphasized the civilian bereavements, collateral recompenses and glooms of the fatalities of Iraq war. In relative analysis of Greek and USA media, the academic explored that human distresses, extended impression of combat and civilian deaths were the foremost frames of Greek media whereas, these frames were marginalized in U.S leading media.

Treatment of Army Operations and “Johan Galtung War/Peace Journalism Theory

There is an ample literature regarding the implementation of war/peace journalism frame throughout fight, warfare, army tasks and confrontations. Galtung (2005) narrated the elementary goal of peace studies in following words:

Peace studies are concerned with the *direct violence* that kills quickly, for instance by war, and the *structural violence* that kills slowly, through exploitation, repression and alienation. This applies not only to the situation at present, but also to the future, and the past. There is the need to cure disease, to prevent disease and, importantly, to heal disease, overcoming the traumas produced by previous diseases (Galtung, 2005, p.4).

Kempf (2007) further explained it : “peace journalism as a two-step process; during the hot phase of a conflict as de-escalation coverage, distanced, respectful, and fair to all sides; and in the second phase, the coverage should be oriented to contribute solutions” (cited in Ciftci, 2014, p.49).

Similarly Reddy illuminated that it’s an ideal expectation that the media should prop up poise over prejudice, communication over dispute and vision over obliviousness, when covering proceedings on deviations (cited in Malakwen, 2014).

Bratic (2006) also accentuated the evolution of “peace journalism” by reconnoitring that the media should more focus for peace elevation. Media should emotionally assist the masses during encounters by sharing context of the event and its extended impacts even on cultural values. Another study clarifies that media could not manage and elucidate encounters single-handedly. Media is not competent to transform the grave rooted origins of fight. Pakistani English dailies frame the news items and viewpoints about Taliban more adversely than Urdu dailies. Outcomes of the research exposed that generally war journalism is a leading frame in both Urdu and English dailies of Pakistan (Siraj & Shabbir, 2012).

Like these current scholars Lee and Maslog (2005), Lynch and McGoldrick (2005) and Kim (2007), Shinar (2009) sought the experimental outcomes of peace journalism. In his scholarly work “can peace journalism make progress? The coverage of Lebanon war in Canadian and Israeli newspapers” he gauged the framing of combat from diverse insights. The study divulges that treatment of the news in both Canadian and Israeli dailies is tending to conflict Journalism. Though, the comparative conclusions of diverse papers reveal that peace reporting is not totally ignored. The research supports the demand for adopting the theoretical bases of peace reporting instead of leaning towards conflict-oriented models.

Peleg convinced that peace journalism is not merely *good* journalism; it is *different* journalism and a departure from the traditional way of covering news stories, particularly conflict and violence, not only in nuances and emphases but in substance. Peace journalism is not to report *what is seen* but to report *what can be seen*, not simply to reflect reality but to explore reality and unearth what is not ostensibly reflective; to wisely utilize structural and organizational imperatives and to be subdued by them; to regard and cultivate readers’ interest but not be manipulated by them. This is the profound shift in the nature of journalism that the new philosophy offers (see also in Bui, 2012, p.22).

Ottosen’s (2010) study on “the war in Afghanistan and peace journalism in practice” endorsed the strength of John Galtung’s theory while applying it by examine news contents about American war in Afghanistan from Norwegian dailies.

Conflict reporting then becomes an opportunity for not only reporting the truth but the whole truth (Lynch & Galtung, 2010, cited in Aslam, 2014, p.9). Wolfsfeld (2010) exposed in his study that whether the reconciliation agreements between countries has a remarkable impact on how the mainstream media covered the intruders or victim. The content of selected dailies empirically verified and thorough interviews of the journalists and editorial writers uncovered that the basic reasons of the espousal of war reporting, even during and afterward settlement treaties.

A comprehensive analysis of peace journalism is offered by Fransius (2014) in her research, an attitude can move the public dialogue away from an emphasis on ferocious means, to find innovative clash transformation appliance that let the diverse views and interests to be perceived.

Regardless of the wide work in the ground of peace reporting, media is not employed the approach. The ideas offered by Galtung and Vincent, 1996, in order to prosper, depend on the media identifying its limitations in the mode it deals with hostility, and working more unambiguously as a third party which pursues to profitably help in the perseverance of skirmish. To function in this mode, as Bote argues: "the news media must also play an educative role, where, by giving voice to all parties, each becomes more informed about, the 'other's point of view; stereotypes are challenged; and initial perceptions can be re-evaluated and clarified" (Walt, 2005, p. 169).

In the study "peace journalism: a paradigm shift in traditional media approach" by Aslam (2011), the scholar discussed the sights of experts and academics about peace reporting; either they backing it or repudiate the worth of the above-mentioned model. She also argumentatively reconnoitred whether the epitomes of peace reporting can be transmuted into practice? She fragmented the idea into two segments (a) journalistic preparation in the ground: tendencies and practices; she has discoursed numerous cases of such training settings and workshops, the non-profit "*Medios Para La Paz*" ("media for peace") which was generated in Colombia in 1997, Since then, "*Medios Para La Paz*" has conceded workshops, discussions, research articles and established a set-up of media experts. A dictionary entitled "*Para desarmarla palabra*" (disarming words) was printed in 1999, followed by "*Traps of war journalism and conflict*" in July 2001 which registers the resolution process discussions in Colombia since the 19th century. The "Asia-Pacific Institute for Broadcasting Development" (AIBD) has initiated a number of schemes to train journalists in clash perseverance. She further endures her studies by asking whether peace reporting be practiced meritoriously (Aslam, 2011).

Bratic and Schirch, 2008 disapprove the practical usefulness of peace reporting, While Howard, 2003, Lynch and McGoldrick, 2007, Kemp, 2007, Bacon (2010), Barzescu (2010) David Poulson, 2010, John Paul Lederach (1997), endorse the strength of reconciliation journalism by saying that people patience at dissimilarities and pro-active attitude might be a fundamental content in influencing public insight (Aslam, 2011).

Likewise Adekunle AL (2014) found out some evidences while reviewing Nigerian media practices. Whereas he wrote that peace reportage is a welcoming device, the reporters should deeply discern all the stakeholders during any conflict, and then expedite the masses with exploratory reporting. In the parallel way Dag (2013) in his thesis on conflict in Gaza stressed that peace reporting could

be an unconventional slant for the conventional media's treatment practices, exclusively in times of clash.

Fahmy and Neumann (2012) has empirically verified the "Galtung's theory" by applying the pictorial quantitative analysis at confrontation in Gaza. War reporting was the eminent frame.

Peace theory is sustained by "framing theory", approving to Lee and Maslog, who were applied Galtung's unusual work in content analysis method instead of critical discourse analysis And produced the first scholarly research in which the Galtung's new table, were transformed into measures for content analysis (2005 as cited McGoldrick, 2014 : 34)

Rahman and Eijaz (2014) and McGoldrick (2014) also empirically verified the media contents by applying peace theory.

To sum up, the evaluation of literature escorts that media make the confrontation hilarious, pleasing and present a generally sanitized conflict and armed operations. Generally media accelerate stiffness among the sections/nations involved in confrontation by mentioning one sided perspective and overlooking the other, media should dampen the conflict by espousing peace reporting and discounting the bigoted version. The researchers venerated "Galtung's peace journalism theory", as by applying this, reporters may become dynamic and find unconventional frame apart from conventional ones. Numerous scholars applied "Galtung's peace journalism theory" in their study with quantitative content analysis, word-based analysis, in depth interviews, CDA by consuming one technique or mixed methods to dig out prevailing war/peace frame, inclusively researches acknowledged that war reporting remain leading in media specifically pre and post phases of conflict and armed operations.

Unfriendly Stand about Peace Reporting

Peace Reporting is undesirable exit from detachment and towards the journalism of connection, " it mistakenly assumes powerful and linear media effect, it is a normative model, rooted in the peace research that fails sufficiently to take into account the constrains imposed by the actual dynamics of news production" (Hantizsch 2004a, 2004b, as cited Hackett, 2006, p. 2). Yet peace reporting is not deprived of its opponent, Hantizsch (2004, 2007) critiques peace reporting and labels it "old wine in new bottle" and a normative perspective.

Lyon (2007a) considered peace reporting is not an efficient version of reporting and said: "peace journalism is at best meaningless, and at worst a uniquely unhelpful misleading prescription for journalism in general, and broadcast journalism in particular"(p.2). He more explained his stance by adding that mediation and the process of news production are diverse directions.

In a brief, many scholars are the antagonists of "Galtung's peace journalism theory" by cataloguing it, "normative approach", "not a new approach", "meaningless", "uniquely unhelpful", "and misleading". According to them Media practitioners and peacemaking team are diversified in their field; it's misleading to expect reconciliation through media houses.

Scholarly Proposals/endorsements for auxiliary improvement in "Johan Galtung theory"

This study of Peleg (2006) has explored how conflict theory can endorse to combine peace reporting, as an effective and applied approach:

"Although peace journalism may sound promising and meritorious, it must be anchored at theoretical grounds. Such sentences would credit peace journalism with sufficient explanatory power to become more pragmatic and programmatic in the face of structural, psychological and professional hindrances" (p.15).

Peleg (2006) sums up the debate in his study that "the association between peace journalism and conflict theory might be valuable in both directions while being reinforced tentatively, this theory would provide alternative dimension for conflict theory" (p.16).

Ottosen (2010) did comparative investigation of visual treatment of civilian losses in Tsunami and Fallujah by one of prominent Norwegian tabloid *Verdens Gang* through Peace model. The paper intensely highlighted the information about distressed, missing and deceased persons while the rest of dailies marginalized the ruthlessness of USA forces as well as the wretched condition of war trodden Iraqis because the reporters did not allow to visit Fallujah as the city strongly controlled by Pentagon.

Hereafter Aslam (2011) discusses that peace reporting is not a culmination in itself nor is it the definitive response to elucidate the plights of contemporary media studies:

The value of peace journalism lies in the possibility of it bringing a positive change in the media's coverage of conflict situations and a better understanding to the people as to why do they happen. The current trend shows that the concept has gained greater acceptance among the academicians and journalists across the world and there is a paradigm shift of the traditional media approach towards conflict. The ideals of peace journalism do not fundamentally change journalistic good practice and as an approach, it has the flexibility to encompass other forms of media (p.137).

Lynch (2007), a freelance British television journalist and scholar, is one of the chief supporters of what he describes the “peace journalism option” and Martin Bell (1998), a former BBC communicator and later independent media experts, seriously grilled the western reporting of Bosnian genocide in 1994-95. He called for a “journalism of attachment that cares as well as knows that will not stand neutrally between good and evil, right and wrong, the victim and the oppressor” (Aslam, 2011, p.16).

Conclusion

However, the studies of veteran scholars from diversified perspectives in numerous countries holds the insight that mainstream international media generally become a tool to enhance the encounter but some work also advocate that current journalists now practicing the more peace-oriented perspectives in illustrating the confrontations as proposed by Galtung. And Kempf (2007) believed that “if peace journalism is understood the right way, it is not an antipode of good journalism but it is a necessary pre requisite”. On the base of huge body of works review, this analysis presents the following assumptions that offer a framework for exploration of conflict, crises, battle and military operations in international mainstream media. (1) Mainstream international media frequently dependent at the elite-oriented version; administrative and military elite (2) media embellished or sometimes ostracized the exposure of various concerns; context of conflict, suffering of civilians, cultural unrest among states to support their government argument for shaping global public views in their. (3) Though war reporting is the talk of the town but some academicians and media experts emphasized that peace and harmony should be practiced at media organizations. (4) Numerous researchers applied Johan Galtung theory and advocated its strength (5) another section of scholars consider peace theory as impractical approach and subjective approach.

Review of literature specifies that “peace journalism theory” is seriously acknowledged approach academically and agreeing to Aslam (2011) there is a paradigm modification in mainstream media about treatment of clashes. It is not an ultimate end and the studies guide that this approach may change people’s perceptions, motivate journalists to do research and seek alternative frames apart from dominant and pre-arranged. It may dilute tension so it will be accepted as necessary prerequisite.

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