

Coverage of Peace and War Journalism in Local Press: A Comparative Analysis of Daily Shamal and Daily Azadi of District Swat, Khyber Pakhtunkhwa

Asmat Ali

Postgraduate Student, Department of Media & Communication Studies, University of Swat

Dr. Sajjad Ali

Assistant Professor, Department of Journalism and Mass Communication,
University of Malakand, Chakdara Dir Lower, Khyber Pakhtunkhwa

Dr. Imtiaz Ahmad

Assistant Professor, Department of Journalism and Mass Communication,
University of Malakand, Chakdara Dir Lower, Khyber Pakhtunkhwa

Abstract

This study has been conducted to analyze the coverage and treatment of peace and war journalism in local press of District Swat, Khyber Pakhtunkhwa. It is assumed that local press is giving more coverage to war journalism instead of peace journalism in the area. It is also presumed that local press is more reliable for the war and conflict issue than social and developmental issues of the area. The researcher collected data from two local newspapers daily Azadi and dialy Shamal of three months from January, 2015 to March, 2015. The researcher collected data though coding sheet by purposive sampling technique. It is revealed that both of the newspapers has given coverage to the phenomena, in which daily shamal given more coverage to peace journalism instead of war journalism. On the other hand, daily Azadi were given more coverage to war journalism instead of peace journalism. It is also proved that Shamal were framed more positive stories as compare to daily Azadi which showed that daily Shamal was created awareness regarding peace among the community of Swat. It is also confirmed that both newspapers covered stories regarding peace journalism on the back pages which shows that both newspapers have given more coverage to peace journalism instead of war reporting in the area. The results of the study explored that most of the news stories were published by daily Azadi and Shamal regarding security forces than militant activities.

Keywords: Coverage, Peace & war journalism, local press, Dialy Shamal, Daily Azadi

Introduction

The term Peace journalism and war journalism are two different terminologies both distinguish with each other. One preferred toward negotiation and the other preferred to promote war and dispute or one promote peace and other highlight war and disputes. Peace journalism contributing peace between the opposing parties plays roles of the third party like a reformer or negotiators etc. War or conflict journalism preferred as seen to promote or support barbarism of one country, group or nation over other the media favors. While media is a whole considered

third party in the time of war or dispute that keep both the parties aware of the drawback and destruction of the war.

Fawcett (2002) described that the difference between war and peace reporting/journalism can be explained through differences in reporting and perceptions. Peace journalism focus to evaluate the role of social system and culture in the conflict area, while war journalism concentrating on consequences and real visible effects of war.

A Peace journalism is the responsible journalism and good journalism' as journalistic news coverage contributes to the process of making or keeping the peaceful settlement of conflict from a normative perspective. Peace journalism also is a new form of journalism, which considered journalists as the part of the solution rather than part of the problem.

Specifically, the newspaper plays vital role in war by forcing a party's to take an interest, and intervene in some form in the dispute.

Peace Journalism therefore goes beyond stating the contribution on the part of the media and is committed to ideas of people participation and the understanding of social justice as a moral imperative.

It is stated that the coverage of war journalism was made by journalists in the form of news stories and feature articles. This means that journalists mostly accountable for that people get to know regarding the conflict and war, but depend on the journalists report on the conflict; people's thinking shall be influenced accordingly.

This study has been conducted to analyze the coverage and treatment of the peace and war journalism of the local press of Swat, Khyber Pakhtunkhwa. It is assumed that local press is

giving more coverage to war journalism instead of peace journalism in the area. It is also presumed that local press is more reliable for the war and conflict issue than social and developmental issues of the area.

Peace Journalism

Galtung(2002) said that peace journalism is “a kind of journalism where conflicts are analysed to give positive balance and fair and accurate reporting about”. Purposes of the peace journalism always had been and are to show possible solution to war and to provide visible ground of reality about the conflict.

Galtung (2002) stated that peace journalism is always provides choices to journalists to cover the issue/conflict in such a way that expand and found solution to conflict. Many of the journalists have discarded war journalism and have adopted peace reporting for the promotion of peace to control conflict. The peace journalists focus on to highlight the destruction and damage of war, so far to control and rooted out the war for more spreading, to show possible solution to conflict and to reconstruct and reconcile the peace. Peace journalism can be considered a reform movement, a conscious choice in favor of peace.

War Journalism

Knightly (2000) said that the term war journalism refers to the reporting where journalists cover a specific war or dispute between two groups or nations or amongst two or more to keep people aware of the situation.

History of Daily Azadi

Daiuly Azadi was started on January, 1, 1995 from Mingora swat, Khyber Pakhtunkhwa. It is a daily newspaper consists of 8 pages. It is the leading newspaper in Malakand division (Malakand agency). Due to the online journalism trend in the area daily Azadi also started E-paper for the national and international readers (Ahmad. M, Personal Interview, January, 05, 2015).

Policy of Daily Azadi

According to chief editor daily Azadi group believe on the freedom of the press and expression so for that it is covering the issues neutrally to present the reality to the readers of the area. It is also following the ethical standards of the journalism to prevent the cultural and religious difference among the community.

History of Daily Shamal

Daily Shamal swat was found by Mr Pasha Jdoon in the year 1992. It is one of the pioneer and probably, one of the most readable local Urdu newspapers in swat. He further said that from beginning (1992) till 1996 the circulation of the newspaper was over thirty-five thousand on daily bases.

In 1994 he (Ghulam Farooq) become the chief editor of the newspaper and maintain the conservative approach. The paper is read by the policy makers and design makers in public and private sector. The newspaper plays an important role in economic, social, and moral development of swat. The paper is not publishing only in swat its publish the other part of country like Abbottabad Gilgit and Karachi on daily bases also (Farroq. G, Personal Interview, January, 10, 2015).

Policy of daily Shamal

The daily Shamal mainly focus on local issues although they cover national and international news. It has neutral policy from the beginning till now, Chief editor said.

Objectives of the Study

- To see the coverage of peace and war journalism in the selected newspapers.
- To evaluate the role of newspaper in creating awareness regarding peace.
- To analyze the importance of peace and war issues in newspaper.
- To what extent the selected newspaper have treated peace and war news.
- To find the kind of reporting either to promote peace or war journalism

Research Questions

1. Does Daily Shamal give more coverage to peace journalism news then Azadi newspaper?
2. Does Daily Azadi newspaper plays a positive role in creating awareness regarding Peace journalism?
3. Does the quantity of the war journalism news are more than peace journalism news in the local newspapers?
4. Which stakeholder was more covered by the local dailies in the news?
5. How the local press treated the war and peach journalism news?
6. What is the ratio of coverage on front and back pages of newspapers regarding peace and war journalism?

Review of Literature

According to Kempf. W (2007) defined that peacejournalism is 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.

In another research Lee & Maslog (2005), said that Peace Journalism therefore goes beyond stating the contribution on the part of the media and is committed to ideas of civic participation and the understanding of social justice as a moral imperative. Peace journalism can be considered a reform movement, a conscious choice in favour of peace. Besides, peace journalism stories should 'highlight peace initiatives, tone down ethnic differences, prevent further conflicts, focus on the structure of society, and promote conflict resolution, reconstruction, and reconciliation.

Shinar & Epilogue (2007) described that peace journalism is the combination of journalism with an external motives. It understands itself as a normative mode of responsible and conscientious media coverage of conflict that aims at contributing to peacemaking, peacekeeping and changing the attitudes of media owners, advertisers, professionals and audiences towards war and peace.

According to Wolfsfeld (2003), peace journalists aimed at to focus on the structural and cultural causes of war and violence. They want to explicate the violence and frames conflict situation in news stories in such a way that involving many parties and pursues many goals. The clear objective of peace journalism can be of the promotion of peace initiatives, from whatever quarter, and to allow the reader to distinguish between stated positions and real goals.

Galtung (1998) explored the purposes of peace promoting journalists as to "identify the conflict formation, the parties, their goals and the issues, and not fall into the trap of believing that the key actors are where the action (violence, war) is".

Lynch and McGoldrick (2005) explained that war and conflict journalism is the kind of journalism that included the hidden bias in favor of violence. Such provide unclear and vague structural factors of war and driving the cycle of violence and occluding the political steps necessary to interrupt and divert it.

They revealed that many of the stories were framed about war journalism as compared to peace journalism. The main stories length of the coverage of the about war journalism was also higher. In contrary to English press as compared , the Urdu press had covered less stories regarding war while the English press had dominated by war journalism. Stories favored Taliban were in small number while proportional to nothing in while stories against/anti Taliban were in greater number like the reporting was slant.

Hanitzsch (2004) argued in his research that war reporting journalists are covering various parties involved in the war and highlight the basic causes of the war and point out the possible solutions the war. It can be said that it is zero-sum-oriented—one party wins and the other party loses and the journalists cover only the visible situation and consequences of war that may dead, destruction, material damage and casualties. Both the war and conflicts journalists are exploring the background of a war formation in order to make conflicts appear transparent to the audience. Peace promoting journalists are seeking the causes and way out to the war on all sides and like to give voice to the views of all adversaries. Both war and the conflicts Journalists want to elaborate all side of the war such as lies and the responsible party of the war wager for the aim to reveal truth by highlighting the suffering side of the war. Because of the orientation in coverage towards solutions, this mode of crisis journalism dedicates particular attention to peace initiatives and reports on post-war developments.

He further explained that the number of stories regarding war journalism and its framing is larger than of the number of stories and framing of peace Journalism. And that the contribution of United States byline news stories were more about peace journalism, while in Indian it was not so as compared.

Howard (2002) said that peace promoting journalists are more focuses on media effect instead of the only presence of professional news media. Thus the media is becoming the facilitators of peace and positive change than disinterested professional reporters.

Media is considering the key weapon especially in the war situation. Amongst the opposites parties each one is trying to get masses support through the media. The contestant party falsifies the media in an effort to mobilize the people by concealing the stern realities of the damage such as death and barbarity, but the party want to demon the oppose party.

Theoretical Framework

The researcher conducted under the perception of framing theory. Semetko, H. A., & Valkenburg, P. M. (2000) said that the concept of framing is related to the agenda-setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. Framing is an important topic since it can have a big influence and therefore the concept of framing expanded to organizations as well.

Deetz, Tracy & Simpson, (2000) explained that the media draws the public attention to certain topics, it decides where people think about, the journalists select the topics. This is the original agenda setting 'thought'. In news items occurs more than only bringing up certain

topics. The way in which the news is brought, the frame in which the news is presented, is also a choice made by journalists.

Thus, a frame refers to the way media and media gatekeepers organize and present the events and issues they cover, and the way audiences interpret what they are provided. Frames are abstract notions that serve to organize or structure social meanings. Frames influence the perception of the news of the audience, this form of agenda-setting not only tells what to think about, but also how to think about it.

According to Fairhurst & Star (1996) framing consists of three elements: language, thought and forethought. *Language* helps us to remember information and acts to transform the way in which we view situations. To use language, people must have *thought* and reflected on their own interpretive frameworks and those of others. Leaders must learn to frame spontaneously in certain circumstances. Being able to do so had to do with having the *forethought* to predict framing opportunities. In other words, one must plan in order to be spontaneous.

Relevancy of the theory with the current study:

Framing theory was used for this study because in the war and peace journalism stories are framing towards a particular aspect. So, the researcher used it to assess the News stories of the Daily Azadi and Shamal, as well as to find the News stories coverage regarding peace and war journalism in the local press.

Methodology

Quantitative contents analysis method was applied in this research, while coding sheet was used for data collection. Data was collected by purposive sampling technique from First and

Back pages of local newspapers daily Shamal and daily Azadi from three month January 1, 2015 to March 31, 2015.

Findings

Table 1

Page wise comparative analysis of the daily Azadi and daily Shamal of January to March 2015

Azadi			Shamal		
Variable	F	%	Variable	F	%
Front page	110	83	Front page	100	45.6
Back page	21	17	Back page	119	54.3
Total	131	100	Total	219	100

Table 1 illustrates the page wise comparative analysis of the daily Azadi from January to march 2015 that 83% news stories were published on the front page and 17% on the back pages by Daily Azadi, while, Daily Shamal published 45.6% on front page and 54.3% were on back pages. Daily azadi covered 131 and daily shamal were 219 news stories on the pages in three months.

Table 2

Placement wise distribution of Daily Shamal& Daily Azadi in January to March, 2015

	Placement by Daily Shamal			Placement by Daily Azadi		
	Variable	F	%	Variable	F	%
January	Top	26	37.1	Top	42	70
	Middle	25	35.7	Middle	14	23
	Bottom	19	27.1	Bottom	4	7
	Total	70	100.0		60	100.0
	Placement			Placement		
February	Variable	F	%	Variable	F	%
	Top	31	54	Top	29	76
	Middle	21	37	Middle	9	14
	Bottom	5	8	Bottom	-	-

March	Total	57	100.0	Total	38	100.0
	Placement			Placement		
	Variable	F	%	Variable	F	%
	Top	29	32	Top	23	69
	Middle	47	46	Middle	7	21
	Bottom	20	22	Bottom	3	9
	Total	92	100.0	Total	33	100.0

The table 2 shows placement wise distribution that daily Shamal published that it placed stories 37.1 % on the top, 35.7 % on middle, whereas, 27.1 % on the bottom of the newspaper. February 2015 daily Shamal placed 54 % stories on the top, 37 % on middle and 8% on the bottom of the newspaper, whereas, in the month of March placed stories 32 % on the top, 46 % on middle, whereas, 22 % on the bottom of the newspaper.

The table also illustrates the placement wise distribution of daily Azadi also that it placed stories 70 % on the top, 23 % on middle, whereas, 7 % on the bottom of the newspaper. In the month of February 2015 daily Azadi placed 76 % stories on the top, 14 % on middle of the newspaper, while, in the month of March it had been placed stories 70 % on the top, 23 % on middle, whereas, 7 % on the bottom of the newspaper.

Table 3

Party wise comparative analysis of daily Azadi and daily shamal of January-March 2015.

Azadi			Shamal		
Variable	F	%	Variable	F	%
Security forces	100	76	Security forces	160	73.0
Militants	31	24	Militants	59	27.0
Total	131	100	Total	219	100

The table 3 demonstrates the party wise comparative analysis of the daily Azadi and shamal of January to March 2015 that 76% news stories were published in favor of security

forces and 24% in the favor of militant by daily Azadi, while, daily Shamal covered 73% stories regarding security forces and 27% towards militants attacks.

Table 4

Nature wise comparative analysis of daily Azadi and daily Shamal of January-March 2015

Azadi			Shamal		
Variable	F	%	Variable	F	%
Positive	24	18	Positive	145	66.2
Negative	63	48	Negative	72	32.8
Neutral	44	33	Neutral	2	.91
Total	131	100	Total	219	100

Nature wise comparative analysis of the daily Azadi and daily Shamal of January to

March 2015 in the table 4 that daily Azadi were published 18% positive news reports, 48% negative and 33% neutral, whereas, daily Shamal were covered 66.2% positive, 32.8% negative and .91% neutral news stories in the frame of peace and war journalism

Table 5

Status wise comparative analysis of daily Azadi and daily Shamal of January-March 2015

Azadi			Shamal		
Variable	F	%	Variable	F	%
Peace	41	31	Peace	135	61.6
War	90	69	War	84	38.4
Total	131	100.0	Total	219	100.0

Table 5 demonstrates the status and slant of the daily Azadi and daily Shamal of January to March of 2015 that daily Azadi framed 31% news stories in the context of peace and 69% in the sense of war journalism. Daily Shamal were covered 61.6% news stories in the frame of peace and 38.4 in the context of war journalism.

Results and Discussion

The results and outcomes of the study clear the phenomena which the researcher developed in the objectives and research questions regarding the issue of the peace and war reporting in the country.

The objective *“To see the coverage of peace and war journalism in the selected newspapers”* proved the results of the study that daily Shamal in the month of January 41.1 % war & peace oriented news stories were placed at front page and 59.1 % on the back page, while, in February 42.1 % were on front page and 57.8 % were at back page. The table also exemplify that in the month of March daily Shamal published 51 % of the Peace and war oriented stories at front page while 49 % at back page.

“To evaluate the role of newspaper in creating awareness regarding peace” and *“To analyze the importance of peace and war issues in newspaper”* were the other objective of the study that was confirmed by the results that in the month of January 67.1 % of the stories were framed positive and 32.9% were framed negative while no story was filed neutral. In February 54.3 % were positive and 45.6% were negative and there was no neutral coverage has been given to peace and war news. In the month of March the paper published 73 % positive, 25% negative while 2 % were neutral news stories.

The other objective was *“To what extent the selected newspaper have treated peace and war news”* also proved that in January the 60% of the stories were peace oriented, 40% were war oriented, in February 51% were peace oriented, 49% were war oriented. The table also shows that in the month of March daily Shamal published 69% peace oriented and 31 % war oriented stories. Total 61.6% coverage has been given to peace, while 38.4% to war oriented news.

Research Questions Justification

The researcher developed the research question *“Does Daily Shamal give more coverage to peace journalism news then Azadinewspaper?”* was proved by the results of the study that

daily Shamla has given more coverage to peace journalism instead of war journalism than daily Azadi.

“Does the quantity of the war journalism news are more than peace journalism news in the local newspapers?” Research question was denied by the results that overall more coverage has been given to peace journalism instead of war journalism. While the quantity of the coverage also disapproved the other research questions also ***“Does Daily Azadi newspaper plays a positive role in creating awareness regarding Peace journalism?”*** that peace journalism was more promoted by daily Shamal than daily Azadi.

The results of the study explored the theme of the research question ***“Which stakeholder was more covered by the local dailies in the news?”*** that most of the news stories were published by daily Azadi and Shamal regarding security forces than militant activities.

“How the local press treated the war and peace journalism news?” the research questions was both the newspapers covered the stories more positively instead of negative and neutral.

The outcomes of the study explored the quantity of the coverage of the both dailies regarding research question ***“What is the ratio of coverage on front and back pages of newspapers regarding peace and war journalism?”*** that more coverage has been given to peace journalism on back pages than front pages of the both dailies.

Summary and Recommendations

This research was conducted to examine the role of press in the promotion of peace and war journalism in the country. For this purpose, the researcher selected local press as it is playing a vital role in the creation and solution of the conflicts in the rural area of the country.

The researcher collected data from the two famous newspaper of the Swat called daily Azadi and Shamal. The data was collected through purposive sampling methodology from January, 2015 to March, 2015. Coding sheet was used as tool for the data collection and SPSS was used for the data analysis to ensure objective in the results of the study.

It is concluded that both of the newspapers has given to the phenomena, in which daily shamal given more coverage to peace journalism instead of war journalism. On the other hand, daily Azadi were given more coverage to war journalism instead of peace journalism.

It is also summarized on the base of results that Shamal were framed more positive stories as compare to daily Azadi which showed that daily Shamal was created awareness regarding peace among the community of Swat.

It is also concluded that both the newspaper covered stories regarding peace journalism on the back pages which shows that both newspapers has given more coverage to peace journalism instead of war reporting in the area.

The results of the study explored that most of the news stories were published by daily Azadi and Shamal regarding security forces than militant activities. It also concluded that both the newspapers covered the stories more positively instead of negative and neutral. This has been inferred that peace journalism was promoted by both newspapers in the area. It is also concluded

that both newspaper playing a positive role in the awareness and promotion of the peach in the area of Swat.

Recommendations

- It is recommended to all the local, national and international newspapers to increase developmental news coverage instead of violent and conflict sensitive journalism to bring peace in the country.
- It is also suggested to all the media reporters, editors and owners to make policy for peace promotion in their respective organizations.
- It is also recommended to reporters to change their approach from the war to peace journalism.
- It is also suggested to the media professionals to change their writing style and presentation towards peace journalism.
- It is also recommended to editors and sub-editors to verify the information regarding any issue that change the sense war instead of peace.
- It is also suggested to editors and sub-editors to follow laws and ethical standards in the filing of stories for the promotion of peace journalism.
- It is also recommended to editors and sub-editors to don't manipulate the fact and figures of the original information of the freelancers, by-liners, correspondents and reporters that may change the sense of the news to war instead of peace journalism.
- It is proposed that the media workers to improve their professional skills.
- It is also advised to the media professional to follow the rule of social responsibility.

- It is also recommended to the owners, editors and reporter to avoid any pressure in the presentation of truth and reality.

References

- Ahmad. M, (2015, January, 05) Personal Interview
- Deetz, S.A., Tracy, S.J. & Simpson, J.L. (2000). Leading organizations. Through transition. London, Thousand Oaks: Sage.
- Fairhurt, G. & Star, R.(1996). The art of Framing. San Fransicso: Jossey-Bass.
- Farroq.G (2015, January, 10) Personal Interview
- Fawcett, L. (2002). Why Peace Journalism Isn't News. *Journalism Studies*, 3/2, 213-223.
- Galtung, J. (1998). Peace Journalism: What, Why, Who, How, When, Where, "paper presented at the workshop" What are Journalists for? TRANSCED, Taplow Court.
- Galtung, J. (2002). Media: Peace Journalism. Retrieved 16 February 2016, from <http://www.nicr.ca/programs/PeaceJournalism.htm>.
- Galtung, johan (2002) "Peace Journalism – A Challenge", Pluto Press, pp. 259-272.
- Hanitzsch, T. (2004). Journalists as peacekeeping Force? Peace Journalism and mass communication theory. *Journalism Studies*, 5(4) pp. 483-495.
- Howard, R. (2002): An Operational Framework for Media and Peace Building. Institute for Media, Policy and Civil Society. Vancouver.
- Kempton, W. (2007). Peace Journalism: A tightrope Walks between advocacy journalism and constructive conflict coverage. *Conflict and Communication* 6(2), pp. 1-9.
- Knightley, P. (2000). "War Journalism under Fire. "Committee for Peace in the Balkans. Retrieved on February 16, 2016 from <http://www.peaceinbalkans.freemove.co.uk>.
- Lee, S.T. & Maslog, C.C. (2005). War or peace journalism? Asian newspaper coverage of conflicts. *Journal of Communication* 55(2), pp. 311-329.
- Lynch, J. & McGoldrick, A. (2005). Peace Journalism in the Holy Land. *Journal of Media Development*, 5(2), pp. 47-49.
- Semetko, H.A., & Valkenburg, P.M. (2000). Framing European Politics: A content analysis of press and television news. *Journal of Communication*, 50, 93-109.
- Shinar, D. & Epilogue, T. (2007). Peace Journalism, The State of the Art, Conflict and Communications. *Conflict and Communication* 7(6).

Wolfsfeld, G. (2003). “The News Media and the second Intifada”. *Palestine-israel Journal* 10 (2).