



Framing internal politics in a conflict situation: A study of the 2014 election campaign news in the local newspapers in the Indian-administered Kashmir region

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Abstract

International conflict reporting and national media discourse of warring nations continue to dominate existing scholarship on media–conflict relationships. The literature on the subject lacks significant consideration towards understanding the relevance of local and sub-national media narratives in conflict situations. The existing literature on the media–conflict relationship in the conflict territory of Kashmir shows that the issue has been largely studied from the perspective of national news media in India and Pakistan. This study while engaging with the local news media in the Kashmir region, draws empirical evidence from the local newspapers in the context of the 2014 State Assembly election campaigns which took place amid unprecedented political polarization in the region. The findings from the content analysis revealed that the contested political issues between the political parties found higher resonance in the campaign news while the deliberation regarding the conflict in the region and its resolution had the least prevalence in the news discourse. This not only confirms the significant relevance of local news media and internal political dynamics in redefining the media–conflict relationship in the Kashmir conflict but also suggests the further need to engage with local and regional news narratives in conflict situations.

Keywords

election campaigns, Indo-Pak, Kashmir conflict, local media, media framing, newspapers

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