PHOTOJOURNALISM IN CONFLICT: A POST APS ATTACK INSIGHT OF WAR ON TERROR IN MAINSTREAM URDU AND ENGLISH PRESS OF PAKISTAN

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ABSTRACT

Since its emergence, "photojournalism" has been significant throughout the history of news media reporting. An image is more powerful and can attract the attention of the masses more ominously than a simple news story. An image becomes more impactful while handling sensitive issues like conflicts or wars. It serves to influence perceptions about combat and wars. Hit by a prolonged wave of terrorism, Pakistan has been involved in a war on terror for a longer period of time. Therefore, the role of the media also became integral during the war against terrorism in the country. This research examines the nature of photographic content published in Dawn, Daily Jang, and Nawa-e-Waqt during one year, i.e., December 2014 to November 2015. In this study, post-APS attack photographic coverage is the focus of the study. The researchers have focused on the front and back pages of defined newspapers during a given time period. Quantitative content analysis has been used to analyses the data. According to the study's findings, images of deaths and injuries, collateral damage, and military response appear more frequently in Pakistani print media, whereas images of civil society engagement and political response appear less frequently.

KEYWORDS

APS Attack, War on terror, Conflict, Photojournalism, Peace Journalism, Print media.

INTRODUCTION

Recently war photography has transformed significantly from the war photojournalism in past, where the photographers or camera persons would cover the events in field as the government had planned. Now these efforts of the states have been shifted to perception and more generally the field of representation of an image aiming to control the consequent effects (Campbell, 2011).

Throughout its reporting on the facts of Operation Zarb-e-Azb, Pakistan's domestic media has handled itself in a polite and respectful manner, demonstrating a sense of maturity and regard for the Armed Forces. It has also been observed that media reports

on the ongoing military operation against terrorists in the North West Frontier Province (NWF) have been entirely objective and purposeful. During the coverage of Operation Zarb-e-Azb, the media appeared to have exercised restraint and caution, according to reports. Unacceptable reporting and evidence of sensationalism were left out, allowing the show to gain credibility and garner national acclaim for its work (Hassan, 2016).

Pakistan became the top ally to United States in war or terror during post 9/11 scenario. Pakistan's strategic concerns in Afghanistan and perceived connections with Taliban put the country into a difficult circumstances. Therefore Pakistan became the part of American "operation enduring freedom" from terrorism (Kronstdt, 2003).

Correspondents of war and conflicts are expected meet the hopes of the society. They have to address victims, sufferers, politicians, economic investors, perpetrators, media and themselves as well. On the other hand the journalists, in general, intend to provide the societies with information regarding situation in war zones and conflict ridden areas in their home countries and also the world. They cover things like how worse circumstances are for the people in such areas and the consequence of the warfare has like violence and fear (Below, 2010).

In 1842 Hermann Biow captured the first news photograph depicting the ruins of great fire in Hamburg, Germany. In this way he was able to visually repost information about the disaster. Though the publishing of war photographs became more frequent to happen in print media in 1880's camera photography was found insufficient to provide people with the kind of sensational content, of war and conflicts, they were used to see through painting and other visual illustrations (Rostow & Rishiko, 2015).

At the end of the WWI and during the events of German revolution the scope of photojournalism was still predominantly considered as slow level of promulgation, lower quality of photos and motionless imagery. Moreover photojournalist were still so reluctant to cover conflicts and tried their best to avoid such dangerous circumstances levelling any sort of risk. Therefore conflicts and calamities remained uncovered for the longer period of time (Carruthers, 2000).

While most photojournalists appeared to have come up to their work neutrally and independently. Coverage of the German Revolution exposed issues relating to visual news coverage. For example, the average public was unaccustomed to photography, however political bodies, right after they have discovered what enormous power an image has, learned ways to control events to meet photographic purposes. That was the reason photos were used for propaganda purposes throughout the political struggles of the coming decades (Rostow & Rishiko, 2015).

The scope of photojournalism flourished after playing a major role in the news coverage of the World War II from1939 to 1945. Similarly in the 1960's, the emergence of television led to the public breakthrough and motivated the circumstances for professional photojournalism. With the help of its moving pictures it developed into the source of news for larger number of citizens. From the 1960's and onwards, civil and human rights campaigns and the proliferation of academic media and communication studies at educational institutes carried photojournalism into the center of attention (Guillemin, 2011).

The images from the World War II tracked the patterns from the past. They were politically structured and organized for propaganda purposes. The coverage of the anguish and the casualties of the soldiers was avoided. However, the damage and injuries were only revealed indirectly or by representing the deaths of the enemy soldiers. Mainly pictures of clean serviceman and hygienic accommodations in hospitals were in the focus of the news content in order to create the notion of a war that apparently was non-violent. It was done to present supremacy and to pretend humanitarianism. Friendship of the soldiers and their caring for each other was presented as a prevalent object. Consequently, the flood of imageries featuring the World War II delivered only prejudiced and biased perspective. Photographs of brutal and painful scenes in war continued to be prohibited till the Vietnam War in the 1960's and 1970's. The attempts to publish pictorial content from the scene of war terminated with censorship (Miller, 2015).

It is to be perceived that in many developed as well as most developing countries rules and regulations for journalists and editors are still present as imposed by the governmental and military. These serve to be the controlling bodies while presenting wars or conflicts in respective o their country. One of the significant examples of media regulation and controlling can be witnessed in the form of presentation of Gulf War in 1990. "The pool system, censorship, and military escorts made it difficult for photojournalists to shoot the types of up-close pictures that had helped turn the U.S. public opinion against the Vietnam War". Additionally aftermath of September 11 attacks the US invasion in Afghanistan in 2001 and its reporting is also placed among the examples of government controlled media and biased coverage regarding war and conflict (Rostow & Rishiko, 2015).

At the beginning of the 21st century, photojournalism locates itself at a turning point. New technologies and the viewer's attitude could lead to the professional downfall of photojournalism. Conversely, they could accept the challenge and tend to become even more reliable, authentic and trustworthy.

In war or conflict-ridden areas like Pakistan, the media should strive to be more responsible in its news coverage. The Pakistani media has been frequently covering the war on terror and has created certain perceptions among the masses of the audience. The prolonged conflict of the war on terror requires issue-oriented coverage so that peace can be ensured in society. When it comes to visual content, the effect of media messages becomes even stronger. Therefore, this research focuses on the photojournalistic practices followed by Pakistan's mainstream newspapers while covering the war on terror in the post-APS arena.

Peace Journalism

It is widely used conception in media. Peace journalism can be defined as "when editors and reporters make choices - of what to report, and how to report it - that create opportunities for society at large to consider and value non-violent responses to conflict". This idea in the field of journalism has been coined by Johan Gatlung. He shifted the media concentration from traditional ways of war reporting. In his work "The Structure of Foreign news" he disapproved the kind of reporting that was more of the conflict focused. However he suggested that reporting should be "peace journalism" during conflicts focusing on resolving the conflict not merely exposing it to the mass consumers. His idea pioneered the foundation of peace journalism movement (Lee & Maslog, 2005).

Similarly related studies also noted that "Peace journalism is when editors and reporters make choices – of what stories to report and about how to report them – that create opportunities for society at large to consider and value non-violent response to conflict" (McGoldrick & Lynch, 2000).

Although it has been more three decades since the emergence the concept of peace journalism, it has failed to get greater attention of the journalists or researchers. The notion is least practiced form of journalism by the professionals and there is very limited research to be found based on peace journalism. But it is the need of the conflict and strife ridden societies and world to focus on it while understanding the impact media on people's perception of an issue. Among the most basic standards involving peace journalism is the recognition of the complexity of the situation present between the parties involved in conflict and then it tends to cover a story while focusing on all sides. In other words it reports a news story with a wider lens, more inclusively and less ethnocentrically (Verhoeff, 2006).

Similarly peace journalism also sheds light on the effects of conflict or violence on the people in general irrespective of the borders and other divisions. Additionally it values human sentiments more than the material approaches. Another important implication of the peace journalism is that it voices the point of view of each and every parties involved in the conflict encouraging nonviolent and solution seeking creative ideas. Also peace journalism tends to initiate an innovative narrative for the vigorous modification of the way people interprets conflict or violence. Thus it instructs the public on to differentiate between portrayed positions and actual goals (Lynch, 2003).

In most of the cases an official stance of the government is reported keeping other party's stance to reach audience. People are given biased and incomplete information thus worsening the situation. It is through peace journalism that both parties are voiced and people can look into the position of both parties more clearly. Since peace journalism discusses only peaceful perspectives, it is more solution oriented. It promotes dialogue and de-escalation while avoiding violence. Therefore if peace journalism is adopted correctly and fairly, world can find it as a new way to handle conflict (Lynch, 2007).

OBJECTIVES OF THE STUDY

This research focuses on the following research objectives;

- To examine the nature of the photographic content published in newspapers of Pakistan regarding war on terror.

- To compare the nature of photographic content published in Pakistani print media during post APS attack scenario.

- To study the extent of peace journalism being considered in Pakistani media while handling issues like war on terror.

RESEARCH QUESTIONS

The study is based on the following research questions;

- Is photographic coverage of print media in Pakistan versatile while reporting war on terror in Pakistan?

- What kind photographic content is published in newspapers in Pakistan while reporting war on terror?

- Does both English and Urdu press follow same patterns of photographic coverage of war on terror in Pakistan?

- Does Pakistani media considers "peace journalism" in its journalistic practices while handling conflicts like war on terror?

LITERATURE REVIEW

Pakistan has contributed a lot during serving its part as US ally in war on terror. Consequently the country has underwent irreparable losses in this process. Though, the Musharraf regime completely altered the priorities in battling terrorism and it has have been different from those of the United States and its allies in Afghanistan. It has become a prolonging issue that has ultimately took US-Pakistan relations to different circumstances (Siraj, 2010).

The interpretations concerning role of Pakistan in the combat against terrorism have been worth making at the beginning. However there has been number of other implication concerning Pakistan's efforts while combating terrorism in the region especially Afghanistan. First of all Pakistan may have been perceived in the spotlight as a country that has been practicing duality while handling its war against terrorism. At the same time the country has been acknowledged with plenty of contributions offered to war on terror. American's post 9/11 counter-terrorism war has made number of accomplishments, which might have been impossible without Pakistan's role. Pakistan remains a country that has managed to seize or kill the largest number of terrorists belonging to global terrorist outlet al-Qaeda (Ahmad, 2011).

Pakistan has encountered number of damages in the global war on terror and these losses seem to be far higher than that of gains. It has to face shattering terrorism ridden security dilemma and additionally high political instability, racial and ethnic violence and visible economic collapse. With thousands of civilians huge number of security personnel have also been killed. The casualty ratio during contesting terrorism is estimated to be 30 percent higher than US-NATO casualties of troops in the Afghan war. Pakistan may have received over a dozen billion dollars or even more from the US in the name of military assistance, and indirect help from United States like financial aid packages from the World Bank or a some bailouts from IMF, but such things have been least helpful in relieving its suffering masses out of an acute energy crisis and an record hike in the prices of essential commodities (Ahmad, 2011).

Technology is powerful enough to influence masses with the help of innovative products. There has been number of such inventions that have altered the conception of the world around us. One of such devices has been the camera. It has introduced people with

view the world in a different way than before. It has remarkably changed the conception of the societies. The world was redirected when it was exposed the pictures of the events and things they have never imaged to witness. It was made possible only in 1884 when George Eastman proposed a slogan called, "You press the button, we do the rest". Therefore the invention of camera has provided a window to the world, to look into the past, present and future (Miller, 2015).

War photography has done a lot the way a war is perceived by the masses. It has completely modified the notion of war imaged by the society, politician and the governments. For example it was photography that led to the court martial of the 14 American army officials being part of the controversial "My Lai massacre" happened on March 16, 1968" resulting in killing of more than 400 civilians. The photographs were taken by an army photographer named Ron Haeberle, who managed to take pictures during Vietnam War on his personal camera and later hid it till 1969 when he sold those pictures to CBS news (O'Hagan, 2011).

The aftermath of Gulf War in 1991 led to the transformed perception of global conflicts and warfare including interstate to intrastate conflicts. The media deployed in such conflict had always been supportive military operation and describing the ultimate to do so. Similarly the attack on New York's twin towers on September, 11 further encouraged pro escalation activities. There emerged a new concept called "information warfare" that included; "propaganda and persuasion campaigns, including deception by military forces and governments" (Nhung, 2005).

Since then the media researchers have been centering more on use of media being controlled by governments. Studies have been conducted to measure the patterns of media coverage during and after conflict or war. It has been observed that media reporting of war and conflict is predominantly biased, nationalistic and ideological in nature. Many examples of such international conflicts in the recent past like Afghanistan, Azerbaijan, Kashmir, Liberia, Nagorno Karabakh, Sierra Leone, and Sudan, etc. Similarly according to the general perception that among major western media outlets like CNN, NBC, ABC and CBS covered Gulf War with apparent bias (Jakobsen, 2000).

It was war photography that ruptured the widely accepted concepts of "heroism" associated with war and other armed conflicts, while encouraging the humanitarian side of such situations. Therefore it is significant to study the scope of photojournalism in contemporary conflict ridden world.

Framing Theory

The concept of framing in media assists to point out some important aspects of a news story. Similarly it also facilitates to ignore some aspects of the news item being covered in media. This is done to accomplice with the certain agenda set by the particular media outlet or news organization. Therefore the consumers of the framed media content may perceive a news story in a different way than a normal news story. Thus framing controls the way people think about an issue being covered in media. In other words framing serves to influence the audience in a certain way by adopting particular terms, phrases and other words that may undermine some ideas while reinforcing specific notion (Siraj, 2010).

"A central organizing idea or story line that provides meaning to an unfolding strip of events" (D'Angelo, 2011).

Framing emerges from a process of "selection, emphasis, exclusion, and elaboration," Entman (1993) identifies framing as, "To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described" (Entman, 1993).

Framing theory provide the theoretical foundation of the study as the photographic representation of war on terror create certain perception among the media consumers. The selected newspapers published variety of photographic content while covering war on terror in post APS attack arena. This study uses three frames; war frame, peace frame and balanced/neutral frame while analyzing the defined content of war on terror.

Peace Theory

While considering the idea of "peace journalism" coined by the Galtung in 1970's the study also implements peace theory while analyzing peace and war frames in the defined photojournalistic content.

"Peace journalism brings before us all the black and white sides of the conflict. In this way it de-escalates the tension and minimizes the rift between opposed parties. It does not repeat those facts that demonize one side or the other and sets the ground for further conflict (McGoldrick & Lynch, 2000)."

According to the Galtung's concept of peace journalism it serves 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" (Galtung, 1986).

Similarly while analyzing the depiction of war on terror in the mainstream newspapers of Pakistan the notion of peace journalism proposed by Galtung has been considered. The study focuses on the both aspects of war and peace journalism. This research also studies to which extend media content shows us both sides of the story or the interest of both parties without showing specific bias of any kind.

METHODOLOGY

The part defines the whole research design that has been implemented in the study. The nature of the study has been a quantitative and quantitative content analysis has been used as the research method. The data was collected from online archives of the defined newspapers. Being the backbone of the study the whole research design was carefully developed to fulfill the objectives of the study.

Population of the Study

In this study three mainstream (one English Dawn ad two Urdu Daily Jang and Nawaiwaqt) newspaper have been selected as the population of the study. The given newspapers were analyzed from Dec 2014 to November 2015 i.e. the aftermath of Army Public School Attack happened on Dec 16, 2016.

Sample of the Study

"A sample is the subset of population" that is the representative of the whole population. There are variety of sampling techniques that can be used to derive sample from the defined population. This research used systematic random sampling technique.

FINDINGS AND ANALYSIS

The results of content analysis has been represented in the form of graphs and tables. The given results show the variety content regarding war on terror on the basis of nature of the photographic content.
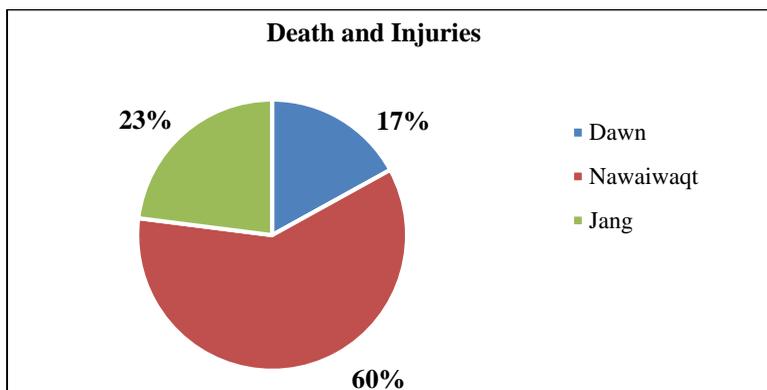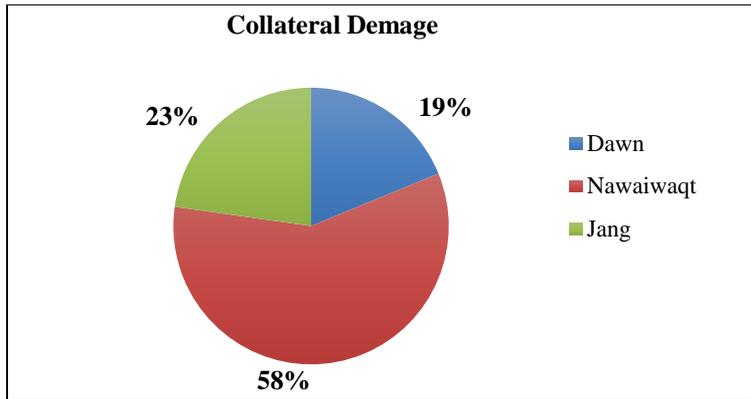

Figure 1: Comparative Study of Frequency of Nature of the Photograph regarding War on Terror Published in Dawn, Nawaiwaqt and Jang for the Year of December 2014 to November 2015

Table 1

Nature of Photograph	Dawn	Nawaiwaqt	Jang
Death and Injuries	17%	60%	23%

Figure 1 & Table 1 show that Nawaiwaqt has the highest frequency of the photographs with the nature of Death and injuries. While Dawn and Jang has lower frequencies of the photographs with this nature. Dawn has least frequency of photograph of deaths and injuries. Thus Dawn has more positive nature regarding pictorial coverage of war on terror.

Collateral Demage

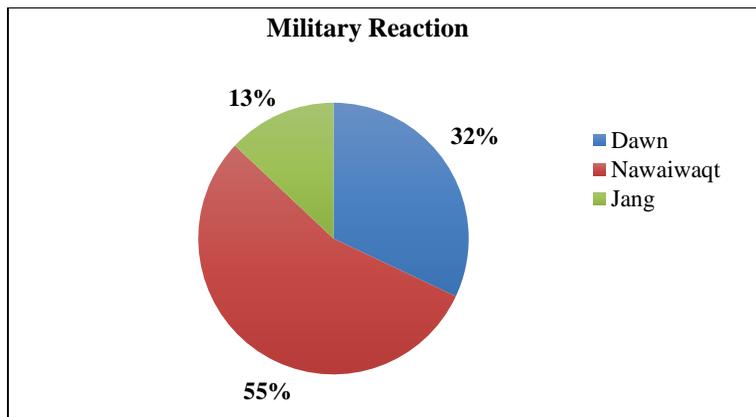19%

23%

58%

■ Dawn
■ Nawaiwaqt
■ Jang

Figure 2: Comparative Study of Frequency of Nature of the Photograph regarding War on Terror Published in Dawn, Nawaiwaqt and Jang for the year of December 2014 to November 2015

Table 2

Nature of Photograph	Dawn	Nawaiwaqt	Jang
Death and Injuries	23%	58%	19%

Figure 2 and Table 2 show that Nawaiwaqt has the highest frequency of the photographs with the nature of collateral damage. While Dawn and Jang has lower frequencies of the photographs with this nature. Dawn has least frequency of photograph of collateral damage. Thus Dawn has more positive nature regarding pictorial coverage of war on terror.

Military Reaction
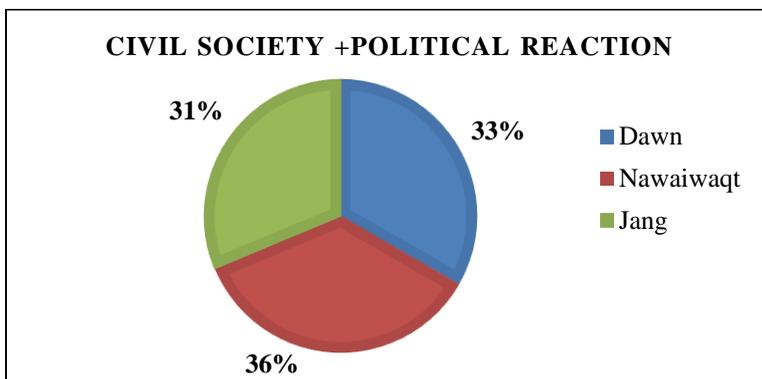
13%

32%

55%

■ Dawn
■ Nawaiwaqt
■ Jang

Figure 3: Comparative Study of Frequency of Nature of the Photograph regarding War on Terror Published in Dawn, Nawaiwaqt and Jang for the year of December 2014 to November 2015

Table 3

Nature of Photograph	Dawn	Nawaiwaqt	Jang
Death and Injuries	32%	55%	13%

Figure 3 and Table 3 show that Nawaiwaqt has the highest frequency of the photographs with the nature of military response. Dawn has the frequency photographs with the nature of military response lower than Nawaiwaqt. While Jang has lowest frequencies of the photographs with this nature.
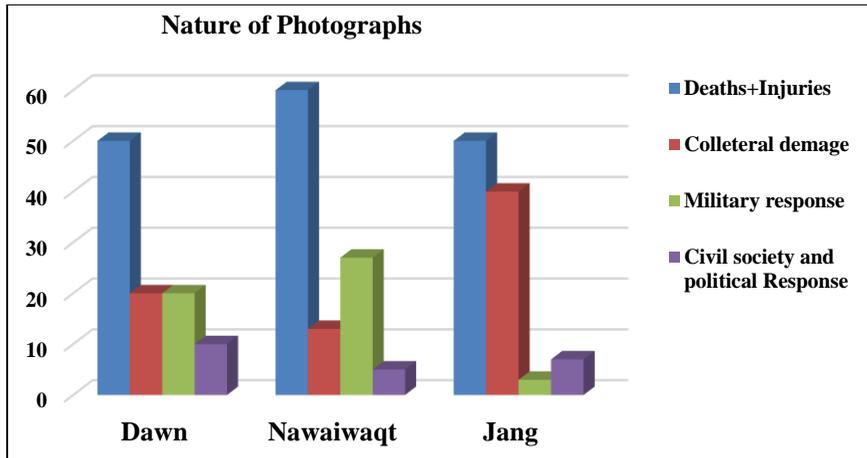

Figure 4: Comparative Study of Frequency of Nature of the Photograph regarding War on Terror Published in Dawn, Nawaiwaqt and Jang for the Year of December 2014 to November 2015

Table 4

Nature of Photograph	Dawn	Nawaiwaqt	Jang
Death and Injuries	33%	36%	31%

Figure 4 and Table 4 show that Nawaiwaqt has the highest frequency of the photographs with the nature of civil society and political response. Dawn has the frequency photographs with the nature of military response lower than Nawaiwaqt. While Jang has lowest frequencies of the photographs with this nature. The trend of photographs with this nature is not highly unequal but there exist little difference among all three selected print media.

**Figure 5: Comparative Analysis of the Nature of the Photographs
published in Dawn, Nawaiwaqt and Jang
during the Year of December 2014 to November 2015**

Table 5

Nature of Pictorial Content	Dawn	Nawaiwaqt	Jang
Death/Injuries	50	60	50
Collateral Damage	20	13	40
Military Response	20	27	3
Civil Society and Political Response	10	5	7

Figure 5 and Table 5 show that frequency of photograph with the nature of Deaths and injuries is highest for all three selected print media as compared to other natures. Nawaiwaqt has highest frequency of Death injuries than Jang and Dawn. Jang has highest frequency of collateral damage. Military response is highly frequent in Nawaiwaqt and least in Jang. Dawn shows equal trends for collateral damage and military response while highest for civil society and political response.
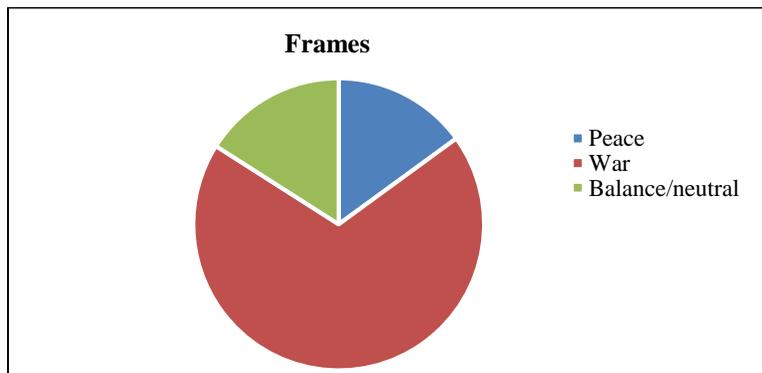
Figure 6: Percentage of Frames of Peace Journalism regarding War on Terror

Table 6

Frames	Frequency
Peace	15
War	69
Balanced/neutral	16
Total	100

Figure 6 and Table 6 show that maximum photographic content published in the defined newspaper during given period of time was based on war frame while balanced and peace frames were observed at almost equal frequency rate.

DISCUSSION

Findings of the content analysis reveal that the mainstream print media of Pakistan is more focused on the nature of the photographs with the depiction of death and injuries at maximum and collateral damage as its second priority. It has been analyzed that the relatively positive nature of the photographs i.e. with civil society and political follow up and response are least published. Meanwhile military operations and reaction are also given importance. Nawaiwaqt has been observed to be more focused on the natures like death and injuries (60%), collateral damage (58%) and military response (55%). The figure shows that civil society and political response has almost equal space for all three selected print media with little differences. Similarly the frequency of the war, peace and the balanced frames have been 69%, 15% and 16% respectively. It complies with the fact that war have been the main focus in the coverage while other two frames were undermined in the overall photographic coverage.

CONCLUSION

A picture has more power to grab attention of the people than words. Photojournalism being integral part of print media can be witnessed highly influential media content. Sensitive issues like war and conflicts are highly dependent on photojournalistic practices. The nature of the picture determines the kind of perception people going to have about the particular conflict. Pakistan has long been indulged I war against terror, suffering huge losses and casualties. The way it has been covered by the national media played important role in making its perception at national as well as international level. Results of the study reveal that while covering pictures of war on terror in selected Pakistani newspapers showed diversity of the nature of the pictures. They mainly focused on death & injuries, collateral damage, military response, civil society and political response. Both English and Urdu dailies showed variety in terms of nature of the pictures published regarding war on terror. Dawn's maximum (50%) photographic coverage was based on death & injuries, (20%) for collateral damage and military response while (10%) of the coverage was based on civil society and political response. On the other hand Nawaiwaqt published (60%) of the photographs representing deaths & injuries, (13%) collateral damage, (13%) for military response while only 5% were civil society and political response. Similarly in case of daily Jang (50%) photographs regarding war on terror focused death & injuries, (40%) collateral damage, (3%) military response and (7%) photographic content was presented

civil society and the political response. Similarly the frequency of the war, peace and the balanced frames have been 69%, 15% and 16% respectively. It can be concluded that English press focuses on the involvement of the civil society and political reaction more than the done by the Urdu press. On the other hand Urdu press is more concerned with the deaths, injuries, military and collateral damage. To follow the principles of peace journalism it suggestive for the media in Pakistan to be more careful and responsible while addressing issue like war on terror or other related conflicts so that media can serve as the problem solving body.

Moreover as indicated by the findings of the study there lies the responsibility on mainstream print media to combine with code of ethics of the photojournalism, to give a transparent and clear picture of any issue in general and a sensitive situation like war on terror in particular, to the reader.

RECOMMENDATIONS

- The media should consider the standards of peace journalism while covering conflicts.
- Media should a more responsible role in society while handling sensitive issues like war on terror.
- Urdu press should avoid sensationalism and dramatization in its coverage of conflicts.

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