



Agenda of Setting and Media Narratives:

Amanullah Shah¹, Parvaiz Qadir², Asi Asif Iqbal³

Research Scholar Bhagwant University Ajmer

Abstract:

The role of media in shaping public perceptions and influencing the discourse on various topics is a well-established phenomenon in the field of communication and journalism. This paper delves into the concepts of agenda setting and media narratives, exploring the dynamic relationship between media outlets, the topics they prioritize, and the narratives they construct. Through an examination of theoretical frameworks, case studies, and contemporary examples, this study aims to provide insights into how media shapes societal agendas and narratives.

Agenda setting refers to the media's ability to determine the importance and prominence of certain issues by highlighting them in their coverage. This paper explores the influential role media plays in shaping public awareness by focusing on specific subjects, often resulting in those issues becoming salient in public discourse. The study analyzes how media outlets' editorial decisions, coverage patterns, and emphasis on particulars

Introduction

Agenda setting describe stability (of news paper) to influence the salience of topics on the public agenda i.e.; if the news item is covered frequently and prominently the audience will regard the issue as more as important. This theory was developed by Dr. Max McCombs and Dr. Donald Shaw in a story on the American president elections in 1968. This theory can be traced to the first chapter of Walter Lippmann's 1922 book, Public Opinion. In the media narratives discourse, the media agenda setting is be ingrelated with the analysis of the different frames of the single particular issue. In agenda setting, media first builds the agenda to cater their audiences. Agenda building refers to the process by which news organizations and journalists features, emphasize or select certain issues/events or sources to cover over others. It is also related to work in political science or policy agenda setting which focuses on how media/news coverage both reflects and shapes the priorities of government officials, decision makers and elites. And the same thing is the today's contemporary debate in front of the audiences that what they must read and from which

newspaper? In this small research work, the agenda building by the newspaper establishment starter their audiences and for the high circulation of their copies is being discussed. The only difference between the agenda setting and agenda building in the media narratives are; Agenda setting: the media attempts to determine which stories to cover and how much time and effort to dedicate to those stories. Agenda Building: how the media goes about gathering all the information which will be presented to the public in news stories.

For the newspaper of the Jammu and Kashmir, there are so many examples which relate the media agenda building and narratives; like the news about the hardcore separatists published in the Kashmir based news papers and on the other hand, the same news not visible in the Jammu based newspaper and the only reason behind this is the agenda building of the Kashmir audience and Indian audiences respectively.

Also, in the recent incident of the human shield row in 2017, the Kashmir based newspapers covered the incident with the special interviews of the Human rights activists and on the other hand the Jammu based news papers just reported the whole incident along with the Army version and the Major version. There are so many examples of the agenda building and setting by the media in Jammu and Kashmir in which some are discussed above.

Analysis of the media narratives: How these two newspapers framed the issue In order to understand the Kashmir issue, one needs to realize and accept its complexity. depending on the side from where you view it, the conflict in Kashmir be a fight for identity or a fight against the state, as the remnants of partition or a fight against political status quo, the result of religious assertion or long denied political promises or just as a result of India-Pakistan friction. More over, Kashmir has often been described as.

LITRATURE REVIEW

Litrature review the unfinished business of partition by the Pakistani leadership and the finished business of partition by the Indian leadership. The former tries to test the theory of two nations and the latter weighs it with the secular model. In between these two models are the helpless people of Kashmir who want to live their life with dignity.

The mass uprising in 2016; which was triggered by the death of BurhanWani (the Hizbul commander) was continued for more than 100 days. The uprising had resulted into tal shutdown throughout the Valley with massive protest marches. To prevent the marches and publicmeetingsfor“Azadi”,the government came down heavily on the marchers resulting in clashes all over the Valley. Pellet guns, teargas, paper gas and even straight bullets were used to prevent assemblies and marches. Continuous curfew was imposed throughout the Valley. It was a virtual siege and the Valley was converted into a huge prison with the induction of additional troops.

To compare the tone and importance given by the two leading news papers to the news published on the very next day of Burhan’s encounter, let us compare the headlines, sub-headlines and lead given by the two leading news papers of the two regions:

It is obvious from the above table that the Daily Excelsior has reported the news in most neutral and simplistic manner by giving only three column story with a picture; the Greater Kashmir has flared it up by adding heroic introduction of the militant in lead like ‘the face of new age militancy’ ‘carried a bounty of Rs.10,00000’ and highlighting the widespread impact of his death. Also, the headline of Greater The

Whenever framing of the issues by the various media and news paper groups discussed in any platform, we need to consider some of the ways in which media texts mediate the world to us. It has been already stated that, one of the most important ways of framed mediated communication is through the codes and conventions of narratives. Here we can use the Hall's Encoding/Decoding & Ideology of News given as given in Laughe (2007) as follows:

Media institutions and the text they generate are important ideological dimensions through which we make sense of the world. Hall deploys semiotics to understand the sense making process by which media transmit messages to their audiences. Language is encoded (made to mean something) by those with the 'means of meaning production' (i.e. producers) and is then decoded (made to mean something) by audiences. institutional/political/ideological order imprinted in them' and can be decoded in any of the three decoding codes given in the model shown above.

For instance, the news of Burhan Wani killing was carried by the both the leading newspapers of Jammu and Kashmir but with different angles in lead, head lines and subhead lines keeping in mind the line of thoughts of their audiences of Jammu region and Kashmir region respectively. The Kashmir centric newspaper Greater Kashmir used the word 'forces' in lead which is understood as Indian forces or government forces by Kashmiri audiences and played up the news by adding heroic description of the militant while on the other hand the Jammu centric news paper Daily Excelsior did not use such words at all and framed the news in most neutral and simplistic way. The framing of the same issue using the word forces is an encoded message by the media small column so that there will be a message to the audience that this is the only end of the militancy.

From the above example the same news was framed for the different audiences; on one hand, the news is presented like the general information that some militant was killed in an encounter with security forces and on the other hand, the same news is framed to gain the sympathy among the audiences of the Kashmir by the two newspapers.

Analysis of the content, placement of stories and colours used as codes in the highly circulated news papers of Jammu region and Kashmir region: The 2016 Unrest in Kashmir was also known as the post Burhan Wani killing unrest as the Hizbul Mujahideen, militant commander, Burhan Wani was killed in the month of July 2016 in an encounter with the security forces which lead to the series of the violent protest in the valley. Also, this 2016 unrest was the biggest unrest till reported in the Kashmir valley and the backing of this unrest was the youngsters as Burhan Wani cultivated the Azaadi agenda within the brains of the Kashmiri youths with his video clips on the social sites. The art of analyzing the newspapers are through the pictures they used and all the content they used in their newspapers whether in the form of the colored headlines or the sub headlines. The news paper the irrespective audiences, which are tried to highlight in this research and tried to show the difference of the ideologies of the news papers which gives birth to the narratives within the media and also the regional war inside media coverage. which youth in thousands

Whereas, the headline of Daily Excelsior 'Widespread violence leaves 12 dead, 160 including 96 security men injured' is more sympathetic towards security forces and frames them as victims not perpetrators. Daily Excelsior carried the front-page news of the clashes erupted in the Kashmir with a photograph of the security personnel firing a tear gas shell on the protester. It had a sub headline of the

mobile internet restrictions and other curfew situation in the valley. The front-page news also carried the information for the Amarnath yatra suspension which was mostly missing in the Kashmir based newspapers. The yearly Amarnath yatra also suffered a lot in this phase of the unrest after the killing of Burhan Wani in 2016. Picture of front page is as shown below:

Another copy of the Greater Kashmir newspaper with the front page news item of the Burhan Wani killing post clashes incident with the major headline in red color “Burhan” which showed the sympathy for the militant and an agenda against the Indian Government. The photograph that used by the news item had covered the half page space in which youth in thousands of numbers unfurling the other country flag in their own motherland. All this color ideology cultivates the hatred against the Indian security forces and sympathy among the militants who took the guns against India.

CONCLUSION:

Media narratives, on the other hand, involve the framing and presentation of news and information in a particular way that conveys a specific interpretation or perspective. The paper investigates how media narratives not only inform but also shape individuals' understanding of events and issues. It examines the ways in which language, tone, imagery, and storytelling techniques contribute to the construction of narratives that may influence public opinion, policy decisions, and collective memory.

Bibliography

- 1 “Resolutions adopted and decision taken by the Security Council in 1948”
- 2 Official records of the Security Council, Third Year, Supplement for November 1948, document
- 3 Interestingly, the resolution does mention the term ‘will of the people’ and not ‘plebiscite’.
- 4 Lars Blinkenberg, India-Pakistan History of Unresolved Conflicts, Volume One: Historical Part, Odense University Press, Copenhagen, 1997, p. 110. Pakistan asked for a synchronised withdrawal of Indian and Pakistani troops; requested not to disband and disarm the ‘Azad Kashmir troops’; and put India and Pakistan in a position of absolute ‘equality vis-à-vis plebiscite’.
- 5 Sisir Gupta, Kashmir: A Study in Indo-Pakistan Relations, New Delhi, 1966, cited in Blinkenberg, Ibid,
- 6 B.L. Sharma, The Kashmir Story, Asia Publishing House, New Delhi, 1967, cited in Blinkenberg
- 7 Jagmohan, My Frozen Turbulence in Kashmir, Allied Publishers, New Delhi, 1994,
- 8 “UN Secretary General Kofi Annan’s Snub to Pak, Music to India’s Ears”, Indian Express, at <http://www.expressindia.com/kashmir/live0312>

- 9 V.S.Suryanarayan, "U.N.'s Future Political Role", The Hindu, April 19, 2001.
- 10 "Jammu and Kashmir", Ministry of Home Affairs, Government of India,
- 11 B.Raman, "Pakistan: The Shia Anger", South Asia Analyses Group, Paper No. 810, October 7, 2003.
- 12 Khaled Ahmed, "Islamic Extremism in Pakistan" at www.southasianmedia.net/magazine/Islamic_extremism_Pakistan.
- 13 Abdul Hamid Khan, "Pakistan's Heart of Darkness", at http://www.atimes.com/atimes/South_Asia/DH22Df03.
- 14 Annual Report, 2003-04, Ministry of Home Affairs, Government of India,.
- 15 M.T. Butt, "Musharraf Reshuffles Generals as Lord of the Ring" at http://www.satribune.com/archives/oct04/P1_generals.htm.
- 16 J.N. Dixit, Anatomy of a Flawed Inheritance, Konark Publishers, New Delhi, 1995,.
- 17 "India-Pakistan Joint Press Statement", Islamabad, January 6, 2004, at <http://meaindia.nic.in/>
- 18 "Jammu and Kashmir Backgrounder" at http://www.satp.org/satporgtp/countries/india/states/jandk/terrorist_outfits/index.html
- 19 Annual Report, 2003
22. "Annual Fatalities in Terrorist Violence 1988-2004"
23. K.Santhanam, Sreedhar, Sudhir Saxena and Manish, Jihad in Jammu and Kashmir: A Portrait Gallery, Sage Publications, New Delhi, 2003,.
24. "Jammu and Kashmir Backgrounder",
- 25 Annual Report, 2003-04,
- 26 J.N. Dixit,
- 27 "Kashmir: The True Story", January 2004 at www.meaindia.nic.in,
28. Kashmir Issue Indian Polity III Edition by laxmikanth.
29. J&K State History by Zahoor Ahmad Dar: Khaleel Publications.