

**POLITICS THROUGH SPORTS AND CRICKET
DIPLOMACY BETWEEN PAKISTAN AND INDIA:
A CASE STUDY OF NATIONAL DAILY NEWSPAPER
(DAWN PAKISTAN)**

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Abstract

Cricket is the most broadly played sports internationally as determined by leading global sport researches. It is extremely popular in South Asian countries. Pakistani and Indian public are great cricket enthusiasts and are very passionate about the sports. After the independence soon the diplomatic relations were formed. However the relations never guaranteed good relationship and have been mostly aggressive till now. The game of Cricket confirmed to be a vital connection among the public of the both nations usually tried to get together on the cricket ground or pitches even in the most hostile days. Cricket and media both may be exploited for escorting diplomatic relationship and can be a useful device in improving the relations among the both nuclear powers of Asia. Sports diplomacy offers to use sport as a channel to manipulate diplomatic, social, and political relationship. Sports journalism is a vital constituent of any news media association. Socio-political importance of sports journalism is always very obvious. The present study

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objective is to assess Pakistan media presentation and how it regards to the diplomatic relationship of the two nations via cricket reporting, exposure, positive or negative frames, element such as eminence, placement, pitch of the media coverage and content analysis. A sample of daily Dawn a national newspaper was obtained for this purpose. For data analysis, qualitative and quantitative methods were used. Content analysis was employed to verify the media reporting.. The time period chosen for study are the years 2011 and 2012 on the basis of cricket encounters involving Pakistan and India. The study observed that 2 games were played that is Semi-Final of World Cup (2011) on march 30th and second match in 2012 at Mohali on march 18th . Ninety stories were published in the selected newspaper throughout its coverage of the two cricket games. Out of which 55 reports have positive theme frames while 35 have negative theme frames. Coverage on front pages during study period was 27 while 63 stories were covered on sports pages. The study shows that the daily national newspaper has attempted to outline the content optimistically and tried to capture the interest of the people for acquiring harmony among the two nations for the healthier relations and as a regaining peace process. Finally it was concluded that diplomacy through cricket and media appearances assists to build up the needed atmosphere for the teams, public, political establishments and nations to facilitate to ease out the past hostility and tension rather than to resolved issues through force, economic compulsion, or majority forcing will on minority.

Keywords: *Pakistan, India, Relations, Diplomacy, Cricket*

Introduction

After football cricket is the most broadly played sports internationally as determined by leading global sport researches. It is extremely popular in South Asian countries such as Pakistan, India, Bangladesh and nations like Sri Lanka.

Pakistani and Indian public are great cricket enthusiasts and are very passionate about this sports and each tournament has high number of following and people of all age groups are cricket lovers. It is also very popular in England, Australia and South Africa but South Asian countries has an influence as is obvious from the fact that cricket heroes backings and the adequate proportion it occupy in advertising market sponsoring different brands or products and also supporting different causes such as Anti hepatitis anti AIDS and anti-Polio campaigns. The present form of cricket have three main international formats that is, test matches, One day International matches (ODIs) and recently formatted Twenty-Twenty (T20). The governing body of world cricket is International (ICC) Cricket Council formed in 1909, which crafts and implements each and every law governing the global cricket

Indo-Pak Cricket

Following division of India in 1947 and when Pakistan came into being, both nations build their individual cricket teams, few players represented for the undivided India. In October 1952, Pakistan cricket team emerges for the first time in international cricket once it participated its first ever Test series against India in Delhi and from there, their was no looking back onwards and cricket game got an extraordinary attention and enthusiasm from the public as well as administration in these states.

Role of Cricket in Pakistan- India relationship

Pakistan and India are strategically most significant nations in the region of South Asia and were separated after the Indian subcontinent division. There are many things in common between these two countries culturally, features and physique and eating habits etc. After the independence soon the diplomatic relations were formed. However the relations never guaranteed good relationship and have been mostly aggressive till now. Blaming practice initiated almost immediately after the independence of Pakistan when during one of the largest mass migration of the two nations were not able to give protection to minorities. The peace process was interrupted and they resumed warfare because of various diverse rationales from time to time. There are several disputes between Pakistan and India such as Kashmir dispute, water, terrorism, and border conflict but Kashmir dispute retains the top position in the list resulting in 4 wars during the period 1947 to 1999. The relationship between the two nations has witnessed several diplomatic tensions and strains. The game of Cricket confirmed to be a vital connection among the public of the both nations usually tried to get together on the cricket ground or pitches even in the most hostile days.

Table : A. The chronology of major events and matches

Important Dates	Events
1952	Pakistan toured India for the first time
1954-55	India toured Pakistan for the first time
1995	New Delhi indicts Pakistan of arming and training the militants. Relations bittered severely and cricket suffers
1992	Destruction of Babri mosque in Ayodhya damaged relations further
1993	Serial blasts in Mumbai around 250 killed. India accuses Pakistan for harboring the main suspect
1997	After eight years India and Pakistan played a limited series of one-day internationals
1998	Both countries carry out tit-for-tat nuclear weapons tests, increasing tension across the world
1999	The friendliness disappeared as Indian troops fought a concise but bloody conflict with Pakistan-backed forces in the mountains of Kargil in Indian-held Kashmir
2001	Indian prime minister holds a summit with Pakistan President in Agra, but was not successful because of differences over Kashmir.
2001	India accuses Pakistan-based militants for an attack on the parliament in New Delhi with 15 people dead.
2003	Both countries consented a ceasefire on the LoC in Kashmir, improving relations.
2004	formal peace process was initiated, called Composite Dialogue, to address a extensive range of bilateral- issues
2005	Pakistan cricket team tours India. Indian Prime Minister invites Pakistan president in New Delhi to watch the game. Later on they said that the peace process was now “irreversible.”
2006	Indian cricket team tours Pakistan. Serial blasts in Mumbai suburban trains kill 174. India accuses Pakistan-
2008	Mumbai attack, killing 166 people. India accuses Pakistan and discontinues the peace dialogue. Indian team visits Pakistan for a full Test series for the first time since 1989 as part of a diplomatic initiative called the “Friendship Series.”

2011	Following high-level contacts between the nations, they agree to resume peace talks to solve all unresolved issues, including Kashmir. Indian prime minister invites Pakistan President and Prime Minister to watch the semi-final World Cup between the two rivals in Mohali.
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Source: Showkat N (2013)

Cricket Diplomacy

Communiqué applied to the relationships or affairs among nations or states is called Diplomacy. Diplomatic contacts has centered directly on, government to government communication, however current intellectual concentration has started on to revolve to a lesser amount of straight type of “communal-diplomacy” where governments of states try to utilize the opinion or view of media and people of a second to get electorate or political strain on the other state’s administration to take steps in favor. (Ahmed, Q., 2011) determine that these type of pressure can be aimed at both to increase or restrict the leeway of foreign-policy regarding making decision on hand to the target government. (Ahuja, R., 2011, Anderson, B., 1991, Ashraf, Z., 2012) study the exploitation of public relations and news management modus operandi via various governments to affect their interpretation in the print and electronic media of a marked nation. Indo-Pak matches grasps the interest of huge number of public in two nations and transmit an easy and vastly emblematic memos; The game of Cricket confirmed to be a vital connection among the public of the both nations usually tried to get together on the cricket ground or pitches even in the most hostile days.

Cricket Diplomacy and its Significance

Cricket is believed to be the most popular game worldwide but it is a craze or obsession in Subcontinent especially in Pakistan and India. Both have fought 4 battles since the two nations came into being in 1947, and their troubled relations rests underneath several of South Asia’s most staling problems, especially Kashmir dispute, lasting for decades. Diplomatic improvement was trodden in two thousand and eight when suspected militants terrorist attacks in Mumbai. The blame as usual was put on to Pakistan by Indian government but then the discussion on peace recommences in World cup cricket game involving these nations. Outcome of the competition was in the shape of fresh commencement of peace dialogue among the two former foes. As a goodwill act, Pakistan government before of the game set free a national of n India Gopal Das, who has spent 27 years in a prison as an suspected secret agent (27-03-2011). It demonstrates that a match can alter the fortune of state and its populace.

Cricket and media both may be exploited for escorting diplomatic relationship and can be a useful device in improve the relations among the both nuclear powers of Asia. Cricket diplomacy is taking advantage of craze for of cricket game as a politics instrument to improve or deteriorate the diplomatic relationship among both cricket playing states. The cricket enmity among teams of the national cricket level of both countries is the most passionate sports enmities of the globe. Both countries feels intense sporting rivalry after independence in 1947 who had a prior similar cricketing heritage. People feel that diplomacy through Cricket is a constructive step, which can lead to visit each other and boost the relations of 2 Asian nuclear powers.

Cricket matches can provide a platform for meeting prospect and for discussions or breaking ice. Sports diplomacy offers to use sport as a channel to manipulate diplomatic, social, and political relationship. Diplomats' advocate that sports diplomacy could excel cultural differences and bring masses closer. In a statement (David, O.O., Bankole, A., 1994), then Pakistani President referred to the recommencement of cricket matches with India as a assurance building step and a step forward to encouragement of public to public communication. Certainly, such efforts insert to the positive environment and bilateral talks. According to highest authorities World Cup 2011 semifinal game versus Pakistan – India in Mohali showed to be a vehicle for develop relations between these nations and bringing the two governments closer.

Nevertheless, sports and politics have had optimistic as well as pessimistic impacts over the past. Patriotic vehemence are at times linked to win or defeat on sports grounds such as Indo-Pak, cricket has repeatedly been the sufferer of bad relations resulting in cricketing ties stopped for years. However it several times been exercised to develop trust and confidence. It can be concluded from above discussion that Cricket diplomacy can play grand role in augmenting bilateral relationship of both nations but with the positive media coverage (Bogue, D.J., 1962)

Cricket has been a significant aspect in the process of enhancing relationship between Pakistan and; Politics and games are in a relatively long line of discourse that affirm that it is impractical to see the sport as a separate and above social, economic, and more exclusively, political activity.

Sport is allied to political socialization (Karen, F., Timothy, M., (2003). The more enthusiastic public is about sport the greater the chances that a state will utilize sport as a medium of policy - control. Sports is a vital means of assisting the

general and political assimilation of a state. The instance when Chennai crowd stood up and applauded cricket team of Pakistan in January 1999, after they beat India and just after 6 months the two teams again were against each other in the hostile background of war on Kargil in a world cup match in 2004, Pakistani audience were admiring India's pace bowler, Balaji etc. The trip of Pakistan President in 2005 to India to watch a Indo- Pak cricket, successfully turn into a high-level meeting and the both nations had an agreement to launch the militarized frontier separating the doubtful Kashmir region. Cricket has a prolonged record of providing a platform for public diplomacy (Rockower, P., 2011)

Journalism on Sports

Sports journalism is a type of journalism which covers the events or topics related to. Sports journalism is a vital constituent of any news media association. Socio-political importance of sports journalism is always very obvious. Best example is cricket buzz related to transcend the spirit of the game and make use social and political importance by linking the public of two or more nations in the general chain of amusement and improving the relationship politically. Journalism is generally relate to the coverage of happenings and materializes it into an emotional attachment to the sports by dispersion of magic words.

Media and Sports Representation

Nation's culture and social heritage is symbolized by sports consequently it affects governmental policies indirectly and the relationship between the countries. (Wood, W., Wong FY., Chachere, JG., 1991). A sponsor influence also would boost any message is being get a crossed. The media definitely have an influence on the feelings and behavior of public that helps society to bring at the peace state of affairs. (David, OO., Bankole, A., 1994)

Role of Media in Diplomacy

Present media, whether print or electronic media which is found in various forms like television, social media, radio, newspaper is now a superhighway of information and has the power to acquaint people about the reality and facts. Media has bent the manner; society considers itself and the feels about Political, economical and religious issues etc. Media influences the public opinion regarding political leaders, determining or formulation of country policy. (Dubey, 2012).

It has even the power improve or deteriorate the state of affairs between two nations. Matters are heaved and ventured through the salience consigned to them

and how an issue is represented influences the way viewers see it. Media publicize publicizes what it suppose is easiest for the community to agree. People's judgments can be clouded by media and instigate perplexity and disillusionment. Media reports are deliberated to sway people's approach, desires and choice urging public to purchase particular products, to vote for particular political person or party. In short words opinions are created through propaganda by media. (Khan, H. K., 2011)

Print media

The most ancient and fundamental type of mass communication is print media and consist of newspapers, weekly, monthly and other types of print magazines,. The role of print - media in informing and conveying of facts is incredible. The arrival of electronic media even cannot able to dent the charm or relevance of print media (Hazan, B.,1982). With more thorough reporting and analysis print media will enjoy the benefit of building a lasting influence on the reader's mind (Khan, HK.,2011) The Pakistan press usually enjoys an high-ranking place and is thought of as watchdog of the country. As an institution, media of Pakistan and India representing the opponent teams in optimistic frame can affect the behavior and feelings of public of these countries

Objectives

- To determine the relations between Pakistani media and cricket diplomacy and interpretation of cricket game through journalism.
- To study the role of cricket diplomacy in bilateral relations.

Methodology

For data analysis, qualitative and quantitative methods were used. Content analysis was employed to verify the media reporting. Descriptive statics were used for the variables in terms of occurrence, perspectives, framing and several more feature also makes a significant tools in present research as they are very suitable for this type of data analysis evaluation because the outcome of the study defines the objectives in a simple manner. The study objective is to assess Pakistan media presentation and how it regards to the diplomatic relationship of the two nations via cricket reporting, exposure, positive or negative frames were considered by employing particular set of laws and element such as eminence, placement and pitch of the media coverage. For this purpose a qualitative and a quantitative analysis was done.

Sample

A sample of Daily Dawn newspapers was obtained because it was difficult to deliberate all the media coverage of the country.

Time period

The time period chosen for present study is the years 2011 and 2012 on the basis of cricket encounters involving Pakistan and India during this time. The study observed that 2 games were played that is Semi-Final of World Cup (2011) on march 30th and second match in 2012 at Mohali on march 18th . Because of the significance and enthusiasm regarding these matches, there was an enormous coverage of media. The duration of time comprises of study sample newspaper prior to and following the cricket clashes (one week before and of one week post-matches).

Content Analysis

It is a means of examining the message of media in content in the social sciences. Spots the various rationales that Content analysis is exercised for incorporating and formatting the trend in interpretation in media manuscript, policies and goals of the news makers, evaluating the representation of specific matters, extracting inferences regarding media influence at the same time to compare the media content with the rest of the world.

Framing is constructing or de-constructing a matter or occasion using various constituents and media content. Framing describes the covering of a content of expression in a way such as to support particular versions and to oppose others. It is an unavoidable method of selective manipulation over the public view of the implication accredited expressions or words. Media frames could be positive or negative and sometime neutral owing to world's advancement.

Framing can also be defined as prototype of presentation and perception of pictograms and theses that categorize the discourse. They facilitate reports to sort out and set the information efficiently for viewers. Method by which various facet of realism are preferred that becomes more momentous in the content. The mass media found to have a major impact on which issues the people ponder and how it think concerning them. Two of the consequences of the mass media are personified in the concepts of memo setting. In this study, the frames formed or implemented by the opted newspaper in current study in representing Cricket and Diplomacy via cricket have been examined by means of preferred code and frames.

Results:

Overall coverage

The table below shows the coverage that has been done by the national newspaper the daily Dawn. The information was analyzed to note the number of reports that have printed during the study time period. Ninety stories were published in the selected newspaper throughout its coverage of the two cricket games (Table 1 and 2). The content of the reports were examined which consists News story, editorial, article, opinion and letters to the editors etc. News story is a report including whichever news relevant to certain vital events, happenings reported by the media organization. Editorials are a vital element of the research for representing the view of the newspapers. Several articles composed by various well-known individuals were also considered as news stories. Articles are not fictional prejudiced text examples creating an autonomous division of a publication. Any reader or individual have a right to write articles for publication. It is a personal attempt on the basis of construal of an author. The item written by the ordinary reader was considered as an article. Additionally, letters to the editors were included as well.

Placement

Reports and issues are classified by reason of significance of the reports and those having tall news significance attain more value and are covered on front pages. Placement of the story is way to capture interest of the readers issue or topic as well. Placements of these reports in the daily Dawn obviously emphasize the importance of the newspaper in the direction of the story.

After examining the headlines concerning cricket games, it was observed that a decent percentage of these had a reference to the Indo-Pak political relationship. Dawn had more headlines discussing the bilateral relation and diplomatic implications, focusing on to bridge the crack between India and Pakistan

Table 1: shows coverage on front and sports pages 2011

Date	Front Page	Sports Page
23 march	1	1
24 march	1	1
25 march	2	3
26 march	2	4
27 march	1	1
28 march	1	2
29 march	1	7

Match day	0	5
31 march	0	5
1 April	1	2
2 April	0	1
3 April	1	1
4 April	0	3
5 April	0	2
6 April	0	1
Total	11	39
Grand Total	50	

Source: Daily Dawn 2011

Table 2: Shows coverage on front and sports pages 2012

Date	Front Page	Sports Page
11 march	1	2
12 march	0	1
13 march	1	3
14 march	1	1
15 march	0	2
16 march	0	0
17 march	3	4
Match day	0	3
19 march	7	3
20 march	1	1
21 march	1	2
22 march	0	1
23 march	0	0
24 march	0	0
25 march	1	1
Total	16	24
Grand Total	40	

Source: Daily Dawn 2012

Table No.3 Shows Positive themes presented by of Daily Dawn on match day (18th March 2012)

THEME	Appearances in content (No.)
Expectations and hope	4
Synchronization	2
Good possibility	3

Moral support for National standing	2
Acceptance outcome with dignity	4
positive play	3
Game spirit only	2
Total	20

Source: Daily Dawn 2012

Table No: 4 Describes negative themes presented by Daily Dawn on match day (18th March 2012)

THEME	Appearances in content (No.)
Wide gap between two nations	4
Hype for security	3
Low skill high pressure match	4
Political hostility	2
Low confidence in opponent	4
Nuclear rivals	3
Total	20

Table No. 5 Describes positive themes presented by Daily Dawn on match day (30th March 2011)

THEME	Appearances in content (No.)
Peace through cricket	8
Game and politics hand in hand	5
Platform for bilateral talks	7
Cricket enhancing bilateral relations	4
Significant occasion	4
Every strata of society involved	2
Exchange of culture	5
Total	35

Source: Daily Dawn 2011

Table No. 6 Shows negative themes presented by of Daily Dawn on match day (30th March 2011)

Theme	No. Appearances in the content
Low potential meet	4
Thorny relations	2
False initiations	3
Less hope from game	2
It intricate relations	4

Total	15
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Source: Daily Dawn 2012

Positive frames statistics (2011, 2012)

According results for Cricket match played on 30-3-2011: there were fifty stories in Dawn for the duration of the two weeks of study i.e. 23-3- 2011 to 6- 4- 2011 (Table 3 and 5). Cricket match on 18-3-2012 there were forty reports in daily Dawn during 2 weeks of study i.e.11-3-2012 to 25-3-2012 (Table 2).

According to results it was observed that the proportion of positive frames reported by Dawn for its coverage of Pakistan – India match (2011 and 2012)was 2.142% of total coverage (courtesy: Dawn). Overall number of positive frames in 90 reports of daily Dawn was 55.

Negative frame Statistics (2011, 2012)

There were 50 reports in dawn during the fifteen days of study i.e. 23-3-2011 to 6-4-2011 (Table 4 and 6) on Cricket match played on 30th March, 2011: It was observed that the proportion of negative frames reported by the news paper for the coverage of Pakistan – India match was 0.64% (Courtesy Dawn).The total number of negative frames were 15. While Cricket game dated 18th March, 2012: there were 40 reports in daily Dawn throughout the two weeks of study i.e.11-3-2012 to 25-3-2012 (Table 6).It was found that the number of negative frames was 20

Conclusion

The study shows that the daily national newspaper has attempted to outline the content optimistically and tried to capture the interest of the people for acquiring harmony among the two nations. The national newspaper has designated the cricket matches between Pakistan and India as “a bridge between the two nations” for the healthier relations and as a regaining peace process. The newspaper has framed reports in a way to win hearts not the matches and have made an effort to depict that public is more essential than the game itself. It was observed that a healthy amount of coverage had a reference to the Indo-Pak political relationship. Nevertheless regarding negative attitude to some extent the content portrayed war like situation more than a cricket match and that the two countries are rivals and do not desire to bend knees against each in the form of defeat in the match. Media somewhere has emphasized on bitter relations than sports and has associated Cricket with old rivalry and blames other nation for the conflict and has tried relating the cricket game with the past clashes between the two countries.

It's quite conformist that diplomacy has an association with the sub-continent cricket and is considered as a tool for developing relations among Pakistan and India. With the recent upsurge in political agendas, media-technology, diplomatic dealings pivots on multiple fronts and diplomacy through cricket appears to be one such front as is mirrored in the research. The study established that print have a significant role in this regard. The probability of media and cricket culture is extravagant. Setting of an Agenda plays a role in this scenario for example constant messaging can reinforce the insight in society especially when there is frequently an atmosphere of political hostility and strain. The whole lot becomes unimportant against the cricket spirit and that all section of society is caught up in the peace process as storied by daily Dawn and there is a link involving the cricket encounters, media coverage, and the political relations between Pakistan and India. More the matches between these more the release of tension as the public becomes used to the situation and mingling of the people at local level. The exchange of goodwill gestures and the related political statements issued through media during these matches are taken well by the general public.

Finally it could be concluded that diplomacy through cricket and media appearances assists to build up the needed atmosphere for the teams, public, political establishments and nations to facilitate to ease out the past hostility and tension rather than to resolved issues through force, economic compulsion, or majority forcing will on minority.

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