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EXAMINING SPORTS/CRICKET DIPLOMACY AS A TOOL TO INSTIGATE  
POLITICAL INTERESTS: A COMPARATIVE ANALYSIS OF MEDIA  
PORTRAYAL OF CRICKETING RELATIONS BETWEEN INDIA AND  
PAKISTAN

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**Ibtesam Mazahir , Dr. Aazadi Fateh Muhammad , Safeena Yaseen: Examining  
Sports/Cricket Diplomacy As A Tool To Instigate Political Interests: A Comparative  
Analysis Of Media Portrayal Of Cricketing Relations Between India And Pakistan--  
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**ABSTRACT**

With the increasing interest in games and athletic activities, sports diplomacy has been evolving as the newly developed branch of public diplomacy. Therefore, the unique positioning of sports as a major tool of classical diplomacy cannot be overlooked further.

Even with the cultural and social differences among the states, sports grounds are the only platform that brings nations together and helps them in understanding each other. Sporting activities do not only connect people across the world but, also develop means for the governments to accompany the interest in the country's' political activities. Hence, scholars and academicians are taking interest to analyze the role of sports and sports diplomacy in international relations.

Therefore, the objective of this study is to analyze how sports/cricket diplomacy is portrayed by some prominent media groups that belong to India and Pakistan. It will also find out how tone and articulation of both media platforms contrast form each other. A comparative content analysis is performed to analyze the media coverage covering cricketing relations between India and Pakistan. The research findings unveil that sport is considered as the most celebrated topic portrayed frequently in news media of the both countries. The findings also reveal that Pakistani Cricketing

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Actors are considered the most definitive source of information both in India and Pakistan quoted frequently with a positive valence. Competition and Human Interest frames maintain a significant share when it comes to framing news on cricket. The pattern of representing news on the cricket/sports diplomacy is more or less similar in both nations. Lastly, some valuable recommendations for future researches have also been proposed in the research study.

## 1. INTRODUCTION

In 1987, President of Pakistan, Zia-ul-Haq surprised the whole world by travelling to India to watch a cricket match between the two countries amid serious level of volatility in relations and hostility in diplomatic behavior among the two neighboring countries (BBC News, 2005). The visit helped to diffuse a highly tense situation between India and Pakistan; hence a term “Cricket Diplomacy” was coined. The president’s choice to select a cricket match as a venue for diplomacy was not unintentional as those who are aware of the dynamics of South Asia must be familiar with the importance of cricket and the role it plays in building a relationship in the respective society.

According to an online survey cricket is the second most-widely played sport in the world after soccer. Sports are considered as a reflection of society. It enjoys a huge fan-following in South Asia and the game receives much attention in countries like India, Pakistan, Sri Lanka and Bangladesh. Cricket in these countries enjoys a great deal of respect and credibility and occupy a vast proportion of advertising market as they are often seen on television while campaigning for eradication of polio and other consumer drives as well. The message from a cricket celebrity is widely respected and appreciated among the masses. Therefore, the game might also serve as a political tool to bridge a vacuum in diplomatic relations between the both countries. Sport experts in South Asia believe that cricket in the region has been assumed with a similar role because of the magnificent performance of scores of players from South Asia in different parts of the world consistently (Chatterjee, 2004).

Furthermore, Khan (2005) regards cricket as the greater unifying force in the region apart from ethnic and religious differences as it binds the society together and brings unity and peace as well.

The history of enmity between India and Pakistan goes back to decades. In 1947, British India was partitioned into two separate states based on Muslims and Hindu majority areas and they still share similar geographical region, cultural patterns and civilization, but their post-colonial differences merged with some meager interests have divided the region. The rivalry between these two countries remains as one of the most eminent issues of the world (Behera, 2002). These two countries were divided after the partition of the Indian subcontinent. There is much in mutual between the Islamic Republic of Pakistan and the Republic of India. Soon after the partition, the diplomatic relationship grew, but these associations did not guarantee good fellowship and have generally been aggressive. The accusing cycle began not long after Pakistan's foundation when during the world's most generous mass relocation, both nations failed to deliver protection to minorities. For a number of reasons, the peace was broken, and both countries began battling occasionally. There are numerous disputes

between India and Pakistan, including water, Kashmir, trade and commerce, terrorism, border encounters, etc., with Kashmir occupying the top position. As a result, four wars in 1947, 1965, 1971, and 1999 have been battled since then. The Indo-Pak associations have experienced numerous diplomatic strains and burdens. Cricket ended up to be a significant connection between them, and even in the unpleasant times of their history, the public of the two republics would gather in the cricket fields and arenas. The first test series between the two countries was played in 1952 when the Pakistani team visited India, and after that, in 1954-55, the Indian team visited Pakistan for the first time. Soon after then India and Pakistan began playing matches against one another.

Relations between India and Pakistan often remained worst since the emergence of two countries and earlier cricketing ties between the two nations reflected their political relationship as the game was perceived as war between the two countries. President Zia's version of cricket diplomacy didn't bring a major swift in India-Pakistan relations at the beginning and Indian team never toured Pakistan since 1997 (Racine, 2004). However, both cricket teams faced each other in 1997 to play a limited number of One Day International cricket matches on Pakistani soil. But, this bilateral cricket series could not last long with both countries testing nuclear weapons further escalating the bilateral tension. Ice seem to be melted after an informal talks between the two Prime Ministers in SAARC meeting in Sri Lanka followed by a formal visit of Indian Prime Minister Vajpayee in 1999. Both Prime Minister made a valuable decision to resume cricketing ties (Ganguly & Hagerty, 2005).

On October 12, 1999, the Indo-Pak relations were utterly ceased. Before this, in January 1999, India's government had allowed their cricket squad to take part in the first "Asia Test Championship" to be conducted generally in Bangladesh, India, Pakistan, and Sri Lanka. This was a peace gesture by all the countries of South Asia. In April 1999, Pakistan's cricket squad also participated in the Pepsi one-day cup series held in India while matters started to get severe on the boundaries between Pakistan and India.

This was the first tour of Pakistani cricket team to India since 1987. Manager of Pakistani cricket team at that tour and later Chairman of Pakistan Cricket Board, Shahrar Muhammad Khan explains how cricket diplomacy provided communicational opportunities to the team: In every Indian city the team visited, they were welcomed with goodwill gestures by the citizens and Pakistani team was given standing ovation by the 40,000 Indian spectators. Khan (2005) claims that the public relations succeed and good spirit surrounding the cricket tour helped pave the way for this diplomatic milestone. However, much of this refreshed atmosphere was wiped off by the Kargil war and Indian Airlines hijacking by Pakistan-based Islamic radicals in 1999, as after these incidents, a ban on bilateral cricket was imposed by India.

The diplomatic process was reestablished once again in 2003 with the resumption of bus service between Delhi and Lahore and agreement of cease fire in Kashmir (BBC News 2005). Indian Prime Minister Vajpayee and President Musharraf met in Islamabad on account of SAARC summit where both leaders agreed to resume talks and bilateral cricket series between the two countries

(Talbot, 2006:219). The series was labeled as "Friendship" series. Chief Operating Officer of Pakistan Cricket Board. Ramiz Raza while commenting on the breakthrough said, "Until people to people contacts are established and trust is developed, these conflicts cannot be resolved and cricket can be a major vehicle for this purpose (CNN, 2003). Even Imran Khan, the cricketer-turned-politician exclaimed, "I have never witnessed such atmosphere in India-Pakistan series. War is not an option anymore... we need something new (Astill, 2004). The Indian cricket team's 2004 tour of Pakistan can be considered as track-two and track-three initiative. It provided the sportsmen an opportunity to play with each other while representing their country in an atmosphere of friendship and unity. These symbolic representations serve as confidence building measures and mirrored the developments in political arena, which meant that cricket tours had lasting effects on the peace process as it got extraordinary visibility and publicity. India-Pakistan cricket matches remain a focal point of relations between the two countries and provided an opportunity for their leaders to practice cricket diplomacy.

For next three years in 2005, 2006, and 2007 cricket series were played between India and Pakistan, these series helped both the countries to ease tension. When Pakistani team did a tournament in 2005 and 2007. Pakistani cricket fans were cordially welcomed by Indian cricket lovers. It shows the love of masses of neighboring countries for each other. That era between 2004 and 2008 is considered as "the golden era" of political relations of India and Pakistan apart from the good cricket ties, unless the attack on Indian city Mumbai on 26 November 2008 which destroyed the whole time peace process. Through, cricket was not stopped even when Samjhota express train suffered a bomb attack in February 2007, in which many innocent people lost their lives, but after Mumbai attack in 2008, Indian government banned its cricket team from playing against Pakistan in India or in Pakistan.

To lessen the tension between India and Pakistan, cricket tournaments were held between the two states for the following three years in 2005, 2006, and 2007. When the Pakistani team organized a series in 2005 and 2007, Indian cricket fans warmly welcomed the Pakistani cricket lovers. It expresses the adoration of the people of the bordering states towards one another. Besides the excellent cricket relations between, that period from 2004 to 2008 is regarded as "the golden era" of political affairs between Pakistan and India, except for the assault on November 26, 2008, in Mumbai city of India that ruined the all-time peace treaty. Even though cricket did not cease when Samjhota express train endured a bomb blast in February 2007, in which many innocent lives were lost, however after the Mumbai assault in 2008, the Indian government restricted its cricket squad from playing against Pakistan, whether be it in India or Pakistan.

In 2005, upon the invitation of the Indian Prime Minister Manmohan Singh, Pervez Musharraf visited India. The ice between these enemy countries began to melt, and both leaders agreed to open the contested border of Kashmir, and armies were returned to their regular positions. Cricket diplomacy thus once again proved to be a persuasive tool between the two rival nations and played a significant role in bringing them to the table of talks. Keeping this fact in mind,

it can be stated with conviction that cricket has always been a crucial element concerning Indo-Pak neighborly relations and has closed the gap between the two enemies, as cricket will be held between India and Pakistan.

The public in both South Asian countries wishes to watch their cricket teams competing against one another. The "Keen interest of the leaders" of these two states in cricket is another positive side of the cricket tournaments. The best Nawaz Sharif and Musharraf or Vajpayee and Manmohan Singh were huge fans and admirers of cricket; Nawaz Sharif really played club cricket (Rizvi, 2009). In 2011, when Indian Prime Minister Manmohan Singh asked the Prime Minister of Pakistan Gilani to watch India's world cup semifinal versus Pakistan, the next tenure of cricket diplomacy began.

Both sat together to appreciate that. Gilani also invited Manmohan Singh to visit Pakistan on that historical event. Hence, the magic of sports diplomacy again showed its importance. Peace development revived, and negotiations started from that moment on. As an outcome of these negotiations, the Pakistani cricket squad visited India to play a T-20 and 3 One-day series.

India's current prime minister is no different from his predecessor in terms of his enthusiasm for cricket, for he determined to visit with the Pakistani Prime Minister one day before the world cup tournament between India versus Pakistan held in Australia in 2015. In the light of the strained relations between both nuclear powers in those times, this conference created chaos in Indian media.

The Indian press was unsure about Modi's regime's motives and began talking about this conference on media channels. On the contrary, Pakistani print and electronic media named this conference "a peace gesture from the Indian Prime Minister" to settle things down between India and Pakistan.

The purpose, however, of this research is not to analyze whether this episode of sports/cricket diplomacy has been successful or not instead this researcher going to focus on media coverage of sports/cricket diplomacy between India and Pakistan since 2010 till 2018.

The power of media news in influencing mass perception of audience is presented in several studies (e.g. Gamson & Modigliani, 1989; Tewksbury and Scheufele, 2009; Haigh, 2010). Scholars believe that a news story framework matters because it helps the audience to shape their perception towards any specific issue. However, personal perception of public towards sports/cricket diplomacy between India and Pakistan will not be addressed in this paper. But, I am interested to analyze how sports/cricket diplomacy between the two countries has been depicted in the leading media outlets from the two countries. The researcher has chosen this topic because cricket has played an eminent role in peace-talks between Pakistan and India and it is widely played and followed by billions of people in that region. Even United Nations has accredited the services rendered by cricket teams of India and Pakistan. In 2005, when the year was declared as International Year of Sport and Physical Education, the national cricket team of India and Pakistan were appointed as "Spokesperson" to promote the objectives of the year (United Nations 2005). Both teams were selected due to their marvelous efforts and excellent contributions in overcoming tension and bridging peace between the two nations.

Some critics might suspect United Nations for expecting too much from sports diplomacy where other tools have failed. As this is a growing field of research, not much work has been done concerning this topic; this does not in any way undermines its strategic significance. Its actual impact on the lasting relationships between the countries is yet to be ascertained. Former Chairman of Pakistan Cricket Board, Shaharyar Muhammad Khan states that more than any other sport, cricket can help in bringing people from two rival countries close to each-other. Moreover, it can help in shaping healthy environment for bridging peace and bilateral ties across the borders.

Therefore, this researcher would like to investigate to what extent cricket is presented as a tool of sports diplomacy in order to strengthen/improve relations between India and Pakistan and what the similarities and differences are in the coverage of cricket among the leading electronic and print media outlets of India and Pakistan. Assessing media coverage of cricket and sports/cricket diplomacy, this research will ground its inquiry on two complimentary theoretical components that I will mobilize in building up my theoretical background for the research: (a) Introduction to Sports/cricket diplomacy, (b) Media portrayal of the issues presented.

## 2. LITERATURE REVIEW

### 2.1 Diplomacy

According to Sayfullaev (2020), the word diplomacy has been derived from the Greek word “Diploma”, which means official authorizations. Ambassadors in ancient Greek society were awarded official credentials so as to authorize them to act on behalf of the ruler. The word ambassador is common in European countries since 16<sup>th</sup> century. Scholars argue that the concept of ambassador was firstly found in the texts of Julius Caesar during 102-44 BC. Thus, the traces of art and practice of diplomacy goes back to the history of mankind itself (Eban, 1998).

Diplomacy is all about managing or performing bilateral or bilateral relations with the other countries, where the major context remains the protection and promotion of national interests. Such duties are usually performed by foreign ministry officials or the professional diplomats but at the same time, the task can be performed by other representatives of states as well. However, at official platforms, the management function is carried out primarily by the UN system (Kapitsa, 2009). Therefore, diplomacy must be viewed in a broader way in terms of representation. Therefore, Strezhneva and Rudenkova (2016) regards diplomacy as a process of communication and representation not only between states but also between different subjects and individuals.

Sharp (2004) concludes that athletes and other sports personalities should be considered as diplomatic actors like in the case of national cricket teams of India and Pakistan. In 2005, when the year was declared as International Year of Sport & Physical Education, the national cricket team of India & Pakistan were

appointed as “Spokesperson” to promote the objectives of the year (United Nations, 2005). Both teams were selected due to their marvelous efforts and excellent contributions in overcoming tension & bridging peace among the two nations.

## 2.2 Public Diplomacy

According to Gilboa (2008), several scholars have come up with different confusing, problematic and vague definitions of public diplomacy. There are two prominent groups of scholars who define public diplomacy in two different ways. The first group of scholars differentiates public diplomacy from traditional diplomacy by acknowledging the importance of interaction and involvement of foreign audience in diplomatic practices. Public diplomacy according to them is classified as official, state-centered interaction between government and public that too linked with foreign policy goals (Mcphail, 2011). For instance, Malone (1985) defines public diplomacy as a direct communication with foreign public with an aim of influencing their thinking and their government as well.

The second group of scholars identifies more actors, new objectives, activities and strategies for what is called “new public diplomacy” (Melissen, 2005). For instance, scholars like Gregory (2011) defines public diplomacy as an instruments used by states, associations of states, sub-state and non-state actors to manage and build relationships; to influence public opinion; to represent culture; to mobilize actions to advance their interests and values.

There exist no universal definition of public diplomacy. Different scholar from different region have come up with their own definition of public diplomacy in line with their country’s objectives. United States Information Agency (USIA) defines public diplomacy as an attempt to promote national interest of the United States by informing, engaging, understanding, persuading and influencing foreign public (Cowan and Cull, 2008).

Public diplomacy has been a part of scholarly debate since 50 years so it has witnessed an evolution as well. Initially, it was defined as new diplomacy tools different from traditional diplomacy as it indicates “public”. Later on, it got transformed into new public diplomacy due to changes in national and international socio political setup and factors like establishment of democratic regimes and technological advancements (Fitzpatrick, 2011).

The recent literature on new public diplomacy transforms this discipline in to more collaborative, relational and networked one allowing more actors on board (Zharna et al., 2013). However, lack of comprehensive theoretical frameworks hinder academic scholars to conduct research in the area. One of the contested areas of public diplomacy literature is how to treat non-state actors in the realm of public diplomacy (Reinalda, 2001).

Traditional public diplomacy (TPD) transmits from government to public. It remains official in nature and linked to national security and foreign policy outcomes. It encourages passive public involvement and follows one way

informational and two-way asymmetric (unequal partners in communication) model (Snow and Cull, 2020).

Other scholars differentiate between non-state actors and government stating that government conducts public diplomacy while non-state actors like NGOs, companies and firms pursue practice International Public Relations (IPR). However, on the other hand scholars like Wilcox, Ault, and Agee (1992) argue that IPR is a well-planned strategy on the behalf of company, institution or government to initiate mutually-beneficial-relations with other nations.

Snow and Cull (2020) determines another dimension of public diplomacy includes those individuals who do not serve as official governmental representatives of the state but still their voices are heard to a larger audience. These scholars argue about the influence of musicians, actors and sports person on general public. With the massive fan following, they may not be able to walk freely in the corridors of diplomacy but their opinion does matter for the general public.

Despite growing significance of public relations in this contemporary world, researchers and scholars have not yet come up with concrete and comprehensive theoretical research in this area. Although several research model and tools have been developed in various disciplines of public diplomacy but it still lack an integrated framework (Gilboa, 2008). According to him, there exist substantial gaps at different levels: Researcher and scholars in public diplomacy areas have often ignored relevant literature and knowledge in areas of communication and PR and vice-versa. Therefore, this researcher will try to revamp this gap in this thesis by using theories related to both public diplomacy and communication studies to provide a basis for the theoretical framework.

### **2.3 Sports Diplomacy: Origin, Exploration and Evolution**

For the scholars advocating the prominence of sports in international relations, sports serve as a purpose of an efficient diplomatic device that has been rarely used despite of its role towards conflict resolution and confidence building (Murray, 2018).

Murray (2018) believes sport is a universal language without any spoken words but it has power to avoid acrimony and strengthens bonding in international relationships. Sporting events can bring up nations leaders close together away from formal negotiating table and discusses issues of mutual importance in an informal manner far from official protocols.

Sport has a power to shape the world, it has the power to inspire the world, and it has a power to unite the people. Sport can build a ray of hope in dark and disparity, it serves as a universal language which everyone can understand (Mandela, 2000). Similarly, according to Coakley, (2004), this sport has been witnessed as sense of identity, belongingness and unifying force for the population of the country like in the case of India & Pakistan.

Dr. Caitlin Byrne as cited in (Murray, 2012) states: Sports diplomacy comes under the branch of public diplomacy, which involves sports-persons to carry on diplomatic activities on behalf of their government. Although, the practice is supported by traditional elements of diplomacy but it takes an advantage of sporting celebrities or events to build a positive image of respective country



among foreign public that ultimately helps the sending country in bridging & boosting foreign relations.

Cricket diplomacy is an example of sports diplomacy, which elaborates the role of sports in developing relations between the states. Houlihan as cited in (Beacom, 2000) also refers to the merging of sports and politics for their greater role in nation building and access to international arena.

Sporting events have served as a great opportunity to diffuse tensions between the two states and initiates dialogues between the political leaders. President Nixon's visit to China in 1972, often regarded as Ping-Pong diplomacy, has served as a successful attempt to initiate a dialogue between the rival countries (Murray and Pigman, 2014).

Korea and Japan collaborate with each other to co-host the FIFA World Cup in 2002. The two nations used this opportunity to initiate a dialogue and improve their deteriorating relationship. The event allowed a greater bilateral relationship between the two countries while easing the visa regulations for the visitors and boosting the states' economy by bringing foreign exchange. In 2004, it was reported by Korean Overseas Information system that the same event enhanced political talks between the two countries as a result of co-hosting the mega event (Heere et al., 2012).

Murray and Pigman (2014) agree that sports and diplomacy have been discussed and practiced in international relations since their emergence. However, due to limited research on the subject matter the evidence of utilizing sports as an effective instrument of sports diplomacy have not been fully established. According to Murray (2012), sports and politics have been related by scholars since decades, however a theoretical model on this relationship is hardly been explored. He believes mixing sports and diplomacy will not lead to desired results for the nations, however, initiating a comprehensive discussion between theories and practitioners from both sports and diplomacy could create a more sustainable and practical relationship between the two fields.

Certainly, sports do have impacts on international arena: It is a universal language mutually shared by people living across the globe. It has the potential to bring people from different caste, creed, cultures and religion to unite together. A report from Sports Development and Working Group (2008) suggests that sports provide an opportunity to the people to move beyond their cultural, national and traditional constraints. An endorsement from European Sports Charter, ESC as cited in Institute for Cultural Diplomacy ICD (2011), recognize sport's role in fulfillment of the objectives of the European Council by acting as a unifying force among the member countries.

While cultural diplomacy ponders on people to people contacts and cultural exchanges, sports diplomacy also act as facilitates the negotiation and peace process between states and individuals, sometimes even transcending cultural and traditional differences (ICD, 2011). The report from Institute for Cultural Diplomacy, Berlin encourages the induction of sports diplomacy as an aspect of cultural diplomacy in theory of international relations. Ideas are exchanged between the participating countries during such mega events like Olympics or FIFA World Cup, while the idea for co-hosting European Football

championships: Belgium and the Netherlands in 2000, Switzerland and Austria in 2008, and Ukraine and Poland in 2012 also set an arena for the neighboring countries to achieve mutual understanding and accept those values based on each other's culture.

Impressed by Indian-Pakistan episode of cricket diplomacy, Murray (2012) commented: Sports diplomacy does carry a strong potential and glorious future. Individuals are excited about it. President Obama's 2016 visit to Cuba is considered as a recent example of a head of the state deliberate attempt to successfully utilize sports to bring two nations close together. By this event, U.S. President reconnects the two nations diplomatically besides bridging the ideological and political differences between Cuba and U.S by reminding the Cuban people the shared passion for baseball equally enjoyed by the people of both countries. As noted earlier, watching sporting events by two head of the states help to bridge linguistic, cultural and political differences between the two countries (Heere and Trunkos, 2017).

Sports diplomacy transcends cultural differences and creates opportunities for alternate avenues for overcoming hostilities, official dialogue, people-to-people relations and uniting separate nations through a love of sports (Murray, 2012). He considers diplomacy as a soft power tool of initiating possible policy shift in the relations: "In the recent scenario, people are most likely to be engaged by soft power ventures like sports and cultural exchanges, which serves as alternative options for evolving people to people contact and cultural exchanges."

Revolutionary leader Nelson Mandela has asserted that sports have the power to shape the world. Some countries have used sports as a tool to build bridges while others have used it for initiating diplomatic purposes for instance achieving foreign policy goals (Murray, 2018).

Theoretically speaking sports diplomacy lagged behind in the field of diplomatic studies. Also noted by Murray (2018) majority of the researchers explored the relation of sports in international relations and diplomacy by presenting common narratives. For instance (Hong and Yi, 2008; Wasserstrom, 2000; Cornelissen, 2010; Chehabi, 2004) and others presented historical accounts of sport's involvement in political relations. Also, authors like Goldberg (2000) wrote papers entitled "Sports Diplomacy" but did not dig deeply on the subject matter. However, during the course of recent years, the interest of researchers and scholars on this field has been increased considerably. Murray (2012) was the first author to present his first paper on new Sports Diplomacy. His work was followed by other studies in domain of sports diplomacy including (Murray, 2016; Murray and Pigman 2014; Murray, 2018).

A total of twenty- two peer- reviewed articles were published and special issues of The Hague Journal of Diplomacy (2013), Sport in Society (2014) and Diplomacy & Statecraft (2016) devoted to sports diplomacy. From one article in 2012, the student, scholar and practitioner now have dozens of publications on sports diplomacy but still a lot of work is yet to be done in to dig this domain further. Moreover, among all those publications no concrete investigation has been surfaced to explore the role of media in strengthening/improving relations

between countries. This thesis by analyzing sports/cricket diplomacy between India and Pakistan would serve a different study of its kinds to do so.

#### **2.4 Constructing evaluators for Sports diplomacy**

The idea to use sports as a tool of cultural/public diplomacy is not new for those scholars working in the field of political and social sciences and many academicians have idealized sports as a powerful instrument of diplomacy but unfortunately, no proofs of its durability has been ascertained yet (Henry, 2005). Neither any relevant theory has come that could reveal the possible indicators of sports diplomacy and measure its effectiveness. However, a recent report compiled by ICD (2011) has illustrated how sports can be and is already applied as a tool for cultural/public diplomacy. After going through the extensive literature review of relevant theories on sports and cultural diplomacy, the report has proposed few possible dimensions of sports as a tool for public diplomacy that may evaluate the effectiveness of sports in diplomatic practices. These possible indicators for sports as an instrument for public diplomacy are explained below, followed by some others indicators proposed by this researcher after careful review of the relevant theories and literature.

##### **1) Sport as tool for Development**

One of the major applications of sports in contemporary international relations is directly related to development issues. According to the report ICD (2011), sports can play an effective role in achievement of United Nations Millennium Development Goals, by providing an opportunity to deprived community including socially excluded groups like refugees, orphans and street children for the rehabilitation process. The idea coined as so-called Olympic truce (suspension of hostilities between states during sporting events) can also open the access of humanitarian aid to operate freely in battle zones (Sports for Development and Peace International Working Group 2008).

Sports for Development and Peace (SDP) is an international movement started with the Millennium Development Goals (2000-2015) and is still being continued around the United Nations' Sustainable Development Goals (2015-2020) by its flagship organization UNESCO. The movement uses sports as a tool to collaborate with other organizations and work for humanitarian and welfare issues of the people (Gadais, 2019).

Thus, it would be interesting to investigate in case of this research whether cricket is being used as a development tool in India and Pakistan so as to initiate development work, for instance fund raisings for a certain cause in the respective countries.

##### **2) Sport for peace at an international level**

The everlasting relations between sports and international relations have been extensively researched by the academic scholars. Thus, sports capacity to promote peaceful relations at the global arena will be discussed in the later paragraphs. However, it seems difficult to assume that sporting events may lead to high-level meetings between the political leaders and that are not among those leaders who take advantage from regional or global events in order to excel their

own interests. During sporting events, head of the states and ministers have the opportunity to meet-up in a peaceful atmosphere and discuss on the topics of mutual interests while on the other hand states may also use this opportunity to enhance their national prestige and make use of soft power to highlight their image on international level. Anyhow, sports can bring the people closer by providing an opportunity to initiate peaceful dialogue at international level. Sports is also on the most important parts of global entertainment industry as Olympics and FIFA World Cup are the most watched programs in the world. Thus, sport matters maybe more than ever now, and this development must be taken into account by states and international organizations.

A study conducted by United Nations in 2003 suggested that sports should be actively pursued and practiced to bring/maintain peace in this world (Taylor, 2019). The findings reveal sports' role in uniting nations across the global. Since, there has been rapid growth in development of sports and media technology – sports' potential in resolving conflicts, bringing peace and maintaining unity among the nations should never be avoided.

### **3) Sports as a tool for displaying soft power**

Nye (2004) was the first one to use the term “Soft Power” on international relations. According to the author, soft power means the ability to shape your opinion and preferences over others and establish your hegemony on others without using and force or military options.

Several states, governments, countries and communities have been using sports as a tool of soft power for the sake of public diplomacy and practiced is on since ages. City-States, countries, governments, and communities have been sports as a form of soft power for and public diplomacy purposes for over two and a half millennia. There are a number of examples sports have served establishing a world community around Olympic Games which are broadcasted to 200 + countries (Murray, 2018).

Sportsmen from rival countries competing peacefully during sporting events, rival countries co-hosting sporting events or children from conflict struck areas are able to know other world through sporting activities (Murray, 2018). All such initiatives have proved the utilization of sports as an instrument of soft power.

Boykof (2016) says Adolf Hitler projected the 1936 Olympic Games to show the organized and strong image of Germany under the leadership of Nazi Party. That means countries try to maximize the projection of image in international arena. Utilization of soft power through sports allow states to present the positive image of their country and position in a better position over the international arena through peaceful means.

### **4) Sports as a tool for National identity**

According to Anholt (2010), the terms nation branding and national identity bears different meaning. For instance, nation branding is all about managing business, maintaining reputation of brands and marketing products. However, national identity comes from the field of sociology and psychology and is deeply rooted in social identity theory (David and Bar-Tal, 2009). The point of commonality between public diplomacy, nation branding and national identity is that all three deals with country's reputation and image.

David and Bar-Tal (2009) believes social identity theory elaborates on the association of an individual in a group. It helps a person to identify emotions, values, norms, behavior and self-categorization while keeping his association to a group or community. The term national identity comes from the field of sociology. It reflects the special case of collective identity established on nationalism. National identity embodies a shared history, values, ideology, identity, territory, common myths and memories, public culture, common duties, commonalities, beliefs, and other socially constructed collective characteristics (Buhmann and Ingenhof, 2015; David and Bar-Tal, 2009).

Thus, In case of India and Pakistan, cricket has served as source of national unity and national identity among the citizens of respective country. The nationalistic and stereotypic emotions in India and Pakistan had made the cricketing event a battlefield between the two countries, however, the situation started to normalize after 2004. Recent cricket competitions between the two counties prove that significant symbolic values attached to the national teams could serve as a powerful diplomatic tool indeed.

### **5) Sports as Confidence Building Measures**

Every individual, culture, religion, society or institution has witnessed different forms of conflict (Siddiqi, 2003). Thus, confidence building is termed as a psychological process that brings a major switch in the beliefs of policy makers from hostile intentions to diffusing tensions (Rauf, 2005). Confidence building measures (CBMs), therefore occupy an evident position in multi-track diplomatic efforts by minimizing conflict and diffusing tensions among the states. Akhtar (2003) defines CBMs as those bilateral measures that help in building confidence, reducing tensions, encouraging contacts and uplifting negotiations. To sum up, CBM is intentionally used to melt the ice and making path for initiating a peace process.

Effendi and Choudhrey (2016) suggests developing a new set of CBMs is quite an easier task than initiating new ones. The concept of CBMs is hereby misunderstood as “war-times” approach, although the attempt is more fruitful during peace so as to create cooperative security. The idea behind initiating CBMs is to build trust and cooperation among relevant segments by continuing communication and bring sustainability to it.

In every part of the world CBMs have been used as the starting point for the restoration of trust and going towards healthy relations among the states. Same has been practiced in case of India and Pakistan where cricket diplomacy has been recently used to build up the confidence among the two countries.

### **2.5 Concept of Framing**

Media frames have been defined as a central organizing idea or story line that provides meaning to an unfolding strip of events, weaving a connection between them (Gamson & Modigliani, 1989). They supply content and suggest what the issue is through the use of selection, emphasis, exclusion, and elaboration (Crawley, 2007).

Tewksbury and Scheufele (2009) argue that the basic function of news frame is to suggest how audiences can interpret an issue or event. Each news story is

unique because of the frame used and the details omitted or included. Frames draw attention to certain aspects of the story and direct attention away from other aspects. Individuals make their decisions about an issue by what is discussed in the media even though they lack details (Haigh, 2010). This could play a critical role in shaping how the public understands problem definitions, possible benefits and costs, alternatives etc., and also in reinforcing or potentially changing the direction and scope of public discourse on a particular issue.

Matthes (2009) declared that two basic types of definitions exist. The first ones are more general definitions, which are useful but they describe the term "frame" without clear guidelines for operationalization. For example, according to as cited in Matthes (2009) frames are "principles of selection, emphasis, and presentation composed of little tacit theories about what exists, what happens and what matters." On the other hand there are other definitions that provide precise operational guidelines - they specify what frames generally do, such as defining problems, making moral judgments, and supporting remedies (Matthes, 2009).

Matthes & Kohring (2008) argued that most frame definitions are rather vague and can thus not be directly translated into empirical indicators. Although they are central for the understanding of framing processes, they do not necessarily lead to an applicable operationalization of media frames. According to both authors more detailed and widely accepted definition is offered by Entman (1993). Moreover, Van Zoonen and Vliegenthart (2011) considered that the inclusion of framing in media and communication studies "began only in the early 1990s, when Entman's article about framing as a fractured paradigm was published. He argues that framing is the kind of "scattered conceptualization" and that it essentially involve selection and salience. According to him "frame is to select some aspects of a perceived reality and make them more salient in a communicating context, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described".

Therefore, all of the above mentioned leads to the conclusion that it's really important to understand what stands behind the framing-concept, what effects occur as a result of the framing and how are they perceived and interpreted.

### **2.5.1 Identifying frames in news**

In general, frame analysis examines the selection and salience of certain aspects of an issue by exploring images, stereotypes, metaphors, actors and messages (Entman et. al., 2009). Stated by De Vreese (2005), there are two approaches in identifying particular frame in the news: (1) inductive in nature and refrains from analyzing news stories with a priori defined news frames in mind (e.g., Gamson, 1992; Neuman et al., 1992); and (2) deductive in nature and investigates frames that are defined and operationalized prior to the investigation. Further, De Vreese (2005) mentioned that in content analyses, scholars have argues in favor of applying concise, a priori defined and operationalized of frames. Deductive approach of news frame emphasizes the relevant question of: 'what (which components) in news story constitutes a frame?'

Belgian academician Van Gorp (2009) explains that while locating some frames in the news does require some level of interpretation by the person who is conducting the analysis, hence some level of subjectivity is unavoidable; however, he tends to provide some methodological guideline for doing framing analysis so as to minimize the level of subjectivity. He emphasizes for making a combination of both inductive and deductive framing approach while conducting a frame analysis, which he himself found useful in his news framing of Belgian immigrant issue. This approach broadly resembles the methods proposed by Entman in his 1993 work on framing (Entman, 1993) and differs significantly from the approach where a predefined number of generic frames is set up before starting with the analysis. Hence, since sports/cricket diplomacy is a multidimensional issue, therefore, after careful consideration of the relevant research theories as well as the sample articles, this researcher has come to a conclusion that Van Gorp (2009) would not be fit in this research analysis.

Therefore, this research has used Tankard (2001) framing approach for analyzing the media coverage of sports/cricket diplomacy between India and Pakistan. Tankard (2001) urges upon the importance of framing because according to him it's a helpful alternative for the old objectivity and bias paradigm. Moreover, framing analysis helps in understating mass media effects with some valuable insights for the media practitioners. Further, he explained that earlier research on framing was focused on text analysis when the researcher alone was responsible for identifying frames in the media content. This, according to him might lead to subjectivity in the research process. Therefore, he presented some empirical and systematic approaches for conducting frame analysis. As mentioned in Tankard (2001), "List of Framing" approach is as follows:

#### **The list of frame approach**

The "list of frame approach" is quite similar to "media package approach" as it also focuses on inclusion and exclusion of certain key terms. However, this approach presents a list of indicators for the coder to catch frames in the news content. As described in Tankard (2001), 11 focal points or indicators for identifying frames in news coverage, are as under:

- headlines and kickers
- subheads (small headlines over the main headlines)
- photos
- photo captions
- leads (the beginning of news stories)
- selection of source or affiliations
- quotes selection
- pull quotes (quote that are blown up in size for emphasis)
- logos (graphic identification of the particular series an article belong to)
- statistics, charts, and graphs
- Concluding statements or paragraphs of articles

In general "list of frames approach" recommends the following steps:

- Make a list of possible frames explicit.
- Put the various variables in manifest list.
- Develop keywords, catch phrases, symbols for frame identification.

- Use the frames in the list as categories.
- Ask coders to code articles in to those categories.

How media framing works is described by Tankard (2001) as “[they] show understanding of some key points: that news framing can eliminate voices and weakens arguments, that the media can frame issues in ways that favor a particular side without showing an explicit bias”. Framing recognizes the ability of a text – or a media presentation – to define a situation, to define the issues, and to set the terms of a debate. Frame embeds in media content during the framing process; when journalists construct the news message in such a way that many elements refer to that frame.

## 2.6 Research Questions

Reviewing the literature and studies on cricket/sports diplomacy between India and Pakistan, several studies have confirmed that media plays a significant role in shaping public opinion. It has further raised a question on how media from India and Pakistan portrayed sports/cricketing ties between the two countries and how it is differed among the two countries.

RQ1: How do leading media groups in Pakistan and India portray news on cricket?

RQ2: To what extend cricket can be considered as the influential tool of sports diplomacy that can help in strengthening the relationship between Pakistan and India?

RQ3: What are the correlations and differentiation between Pakistan’s and India’s media coverage of cricket?

Combining the conceptual framework derived from the literature review as well as the research questions mentioned above, a research model is developed. Analyzing how media from India and Pakistan has portrayed sports/cricket diplomacy among the two countries, this research incorporated the evaluators of sports/cricket diplomacy (ICD, 2011) and Tankard (2001) framing approach. The output of news processing within a news organization is the news itself that are printed or broadcasted in the media. As studied by scholars, the same news can be presented with different framing in different media. Identifying how cricket is depicted in the news media of both countries, this research will adopt the empirical approach of frame measurement, which covers several framing devices such as source of information (quoted actors in the news), quotes, tones, and its valence.



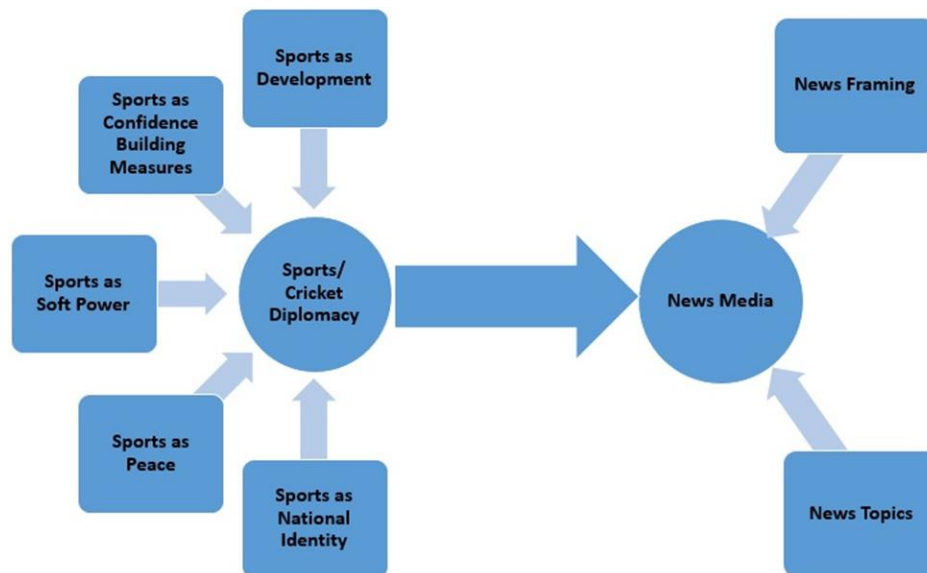


Figure 1: Research Model

### 3. METHODOLOGY

#### 3.1 Research Method

While analyzing news framing of sports/cricket diplomacy between India and Pakistan, this study incorporates a quantitative content analysis approach. Neuendorf (2002) defines content analysis as:

“A summarizing, quantitative analysis of messages that relies on the scientific method (including attention to objectivity-inter subjectivity, a priori design, reliability, validity, generalizability, replicability, and hypothesis testing) and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented.”

Krippendorff (1980) believes that the process of doing content analysis involves several steps which include unitizing, sampling, recoding/coding, reducing data, inferring contextual phenomena, and finally narrating the answer to the research questions.

Broadly speaking, content analysis can be referred to an approach where the texts of a message help in concluding the content. (Nachmias, 1976 as cited in Prasad, 2008). It is a scientific study of the content of a communication, whereas here studies are referred to the meanings, contexts and intentions contained in messages.

According to Roessler (2012), an extensive literature has emerged in the field of media content analysis (for example Krippendorff, 1980, 2004; Neuendorf, 2002; Roessler, 2012) but it only occasionally refers to the problem of cross-cultural analysis.

Content analysis interprets data about media content such as topics or issues, volumes of mentions, “messages” determined by keyword in context, circulation of media (media reach) and frequency (Macnamara, 2003). This expectation could be interpreted as a reliable scientific method to extract less subjective data from a framing that, as stated by Maher (2001) could be elusive. This statement

is supported by Macnamara's concept of media content analysis (2003): "Media analysis is a non-intrusive research method that allows an examination of a wide range of data over an extensive period to identify popular discourses and their likely meanings."

Therefore, this research analyzes how sports/cricket diplomacy is portrayed by the news media from India and Pakistan, for this purpose content analysis is the most appropriate method to apply. The empirical approach is important to measure the media frame. Using quantitative content analysis, this study attempts to be more systematic in identifying the extent of sports/cricket diplomacy in the news and minimize researcher's subjectivity during the analysis.

### **3.2 Codebook Development**

Recoding/coding is one among several procedural components of content analysis (Krippendorff, 2013). All measures for human content analysis coding need to be fully explicated in a document called codebook, which corresponds to a coding form that provides spaces appropriate for recoding the codes for all variables measured (Neuendorf, 2002). Further, Neuendorf mentioned that the goal in creating codebook is to make the set as complete and unambiguous as to almost eliminate the individual differences among coders.

Few scholars have recently tried to examine cross-cultural framing in the Fukushima crisis case in several chosen country newspapers: Singapore, Germany, USA, UK, Japan, and India. For this purpose, quantitative content analysis has been undertaken as a content analysis methodology (Mazahir et al., 2019). The codebook is a reference document summarizing definitions used to assign items from open-ended survey content or media content analysis and other related text (e.g. focus group transcripts) to specific category's (generally assigning numeric identification) for purposes of further analysis (Priest, 2010). To conduct the content analysis, a codebook has been developed as guidance to recode the news samples, which are the news articles from the two leading newspapers from India and Pakistan. The codebook has been divided into two categories. 1- ) Formal Categories: It consists of those variables that reveal the general information about the articles. 2- ) Content Categories: It consists of those variables which have been deducted from the relevant literature and research questions, thus help in answering them.

#### **3.2.1 Operationalization of Codebook General Coding Instructions**

The coding for all articles will be initiated with the following steps:

1. The coder has to check if the article fulfils the requirements as a sample: Code the article if at least 20 per cent of the respective article is referred to sports/cricket diplomacy or media coverage of cricket match between India and Pakistan. Also, the coder will code the article if the article talks about India-Pakistan relations or bilateral ties with a reference to cricketing relations between India and Pakistan.

2. Read the whole article.
3. Code all variables in all categories, both formal categories and content categories.
4. Continue the same procedure to all relevant articles.

### **Codebook Structure**

The codebook can be divided into two parts, which are:

#### **Formal Categories**

In this section general characteristics of the articles will be coded. It covers formal information of the articles such as article number, publishing date, country of origin and media from which the article has been taken.

#### **A. Content Categories**

To have a comprehensive analysis of the depiction of sports/cricket diplomacy in leading media outlets from India and Pakistan, content categories contain several variables that are included within these sections.

Content categories comprised of the following section:

#### **1. News Topics**

News topic section aims to identify the topic of the news article. Five possible topics that reflect the dimensions of India- Pakistan relations are included in the codebook (Sports, Terrorism, Kashmir issue, Economics, Culture and Entertainment). Besides identifying the main topic of the news, this research also try to recognize whether each topic dimension constitute a share in the news. For the subtopic, the codebook implement the assessment whether or not each topic dimension present in the news article. These topics have been extracted by the researcher after careful examination of relevant literature and a limited proportion of the news articles. The researcher believes that a major proportion of the news articles would be revolving around sports/cricket diplomacy; however, other issues as mentioned above should not be neglected. Therefore, part of the research also aims to explore which topics/issues are covered by the news media while portraying sports/cricket diplomacy between India and Pakistan.

Further, valence of overall article as well as for each topic dimension is measured. Valence refers to tone of the news, which can be comforting (positive), alarming (negative), both comforting and alarming at the same time

(ambivalent), and neither positive or negative (neutral).

## ***2. Tone of article***

Concerning our research question, another important aspect to analyze is whether cricket diplomacy between India & Pakistan is usually portrayed positively or negatively. Therefore, it is interesting to ascertain the general tone of the article.

## ***3. Source of Information***

While analyzing the news coverage of sports/cricket diplomacy between India and Pakistan it is important to scrutinize which actors have been quoted in the articles and what are the valences of their quotes.

## ***4. News Frames***

Entman (1993) states that frames in the news can be examined and identified by “the presence or absence of certain keywords, stock phrases, stereotyped images, and sources of information and sentences that provide thematically reinforcing clusters of facts or judgments”. The framing technique used in this research follows the list of frames approach (Tankard, 2001). To identify frames empirically, Tankard (2001) suggests to “make the range of possible frames explicit, put the various possible frames in a manifest list, and develop keywords, catchphrases and symbols to help detect each frame, use the frames in the list as categories in content analysis, and get coders to code articles into categories”. To identify the news frames that associate sports/cricket diplomacy in the news, a list of keywords have been developed. The list of keywords is obtained through a content analysis of several relevant articles on the relevant topic.

## **B: Content Categories**

### **News Topics: B1**

During the initial stage of the research process, the researcher tried to incorporate some dimensions of sports diplomacy as proposed by the annual report of ICD (2011) to the research model. However, after extracting news frames while applying Tankard (2001) approach on the articles, the researcher identified these so-called indicators as the news frames that were evident in the media coverage of both countries. So, after much consideration, it is decided to enlist them as news frames.

However, since the idea is to gather articles covering at least 20 per cent content related to cricket/sports diplomacy between India and Pakistan and covering media coverage between the two countries, hence it allows other topics of discussion in the remaining 80 per cent content of the article. Therefore, during

the process of conducting pretest, with the help of other literature recommendations as well as from the news articles – following news topics were extracted for further analysis in the research process. The idea behind this attempt is to gauge to which extent cricket/sport is portrayed as the focus of the articles in comparison with other news topics for instance like terrorism, economics etc.

News topics in this research cover the following topics.

- **Sports**

Since the coverage of India-Pakistan cricket matches constitutes a vital share in the gathered articles for this research, therefore sports/cricket has been a major topic of discussion in many news articles. Hence, it makes a solid ground for the inducting of Sports/cricket in the list of news topics on a priority basis. It would help in analyzing to what extent sports/cricket is in the focus of an article as opposed to terrorism, economic issues etc. It also helps to examine if sports are reported more often in connection to for instance economic issues or terrorism.

- **Politics**

Another important aspect of the news coverage of sports/cricket diplomacy between India and Pakistan are political relations between the two countries. Therefore, this category is intended to analyze to which extent political relations between India and Pakistan has been portrayed in the news coverage what share it constitute in comparison with other news topics of the articles.

- **Terrorism**

One of the major topics found in the news coverage of both newspapers in India and Pakistan is terrorism. It refers to terrorism activities carried out in both countries. Each side blames the other for initiating insurgency and terrorist activities in the rival countries. It also involves policymaking for the counter-terrorism strategy in both countries

- **Kashmir Issue**

Kashmir is referred to as bone-of-contention in friendly relations between India and Pakistan. Soon after independence Kashmir conflict raised that also became base of the enmity between both Pakistan and India, the state of Jammu and Kashmir is a landlocked territory that lies in the northwestern part of the Indian subcontinent. Kashmir became a disputed territory soon after the partition in 1947, the Kashmiri people were mostly Muslims and were having their affiliations with Pakistan but the ruler of the Kashmir was a Hindu so he refused to opt for Pakistan (Hussain, 2009). Since then both countries termed this land as an integral part of their respective country. Both countries have fought three wars for this piece of land.

- **Economic Issue**

Another important issue which has been covered by the news media is economic progress and initiatives, which include ranges of steps like initiating trade between the two countries, business exchanges, introducing strategies for raising economy, depreciating rupee value and others.

- **Culture and Entertainment**

Each society exhibits certain cultural values and norms. Sporting events present a great opportunity to represent one own's culture to the whole world. It also includes arranging a series of entertaining events for the visitors. Both newspapers have also covered such events and happenings where a culture of both India and Pakistan was projected and several pleasant aspects of India-Pakistan relations were portrayed.

### **3.3 Sampling**

Print media is one of the traditional and basic forms of mass communication, which includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. The contribution of print media in disseminating information among the masses can never be neglected. Even after the advent of electronic media, this traditional medium of communication has not lost its charm. Various surveys on the usage of print media acknowledge the increasing demand for print media globally. This has been supported by the fact when Time Magazine referred to Johannes Gutenberg's printing press invention as the most crucial event of the millennium (Kipphan, 2001). The importance of print media and newspapers in the modern world is also supported by several studies. For instance, Chaffee and Frank (1996) in their study on influencing power of newspaper and television on audiences' political knowledge in the United States, conclude that people seeking political news turn to newspapers more often than electronic media. Meanwhile, Neuberger, Tonnemacher, Biebl and Duck (1998) also acknowledge that online publishers are dependent on printed newspapers to base their activities; hence they design their product accordingly. Thus, this research has selected the most prominent, reputed and credible newspaper of the respective country for the analysis i.e. The Dawn (Pakistan) and Hindustan Times (India). Both newspapers have been selected with the perception that they represent the views of their respective country.

- **The Dawn**

The oldest newspaper of Pakistan is "The Dawn". It is a widely-read English-language newspaper. Dawn and Pakistan, both are founded by Quaid-e-Azam Muhammad Ali Jinnah – one in 1940 and other in 1947 as a part of his struggle for an independent homeland for Muslims. It was first published from Delhi, the capital of British India, to raise voice against the British administration. It has a week-day circulation of over 138,000 copies and a total readership base over 759,000. Read every morning by policy and decision-makers in the public and private sectors, at federal and provincial government level, the Dawn has been at the forefront of the many events that constitute Pakistan's history (Malik, Iqbal, 2010).

- **Hindustan Times**

Hindustan Times has been considered as the most widely read newspaper across the capital and surrounding regions of New Delhi. It has been voted on the list of top three English-language newspaper of the country which boasts a readership of 3.7 million and a daily circulation of 1.4 million copies a day. Hindustan Times is a newspaper which is popular among readers of all ages. This makes it ideal for all kinds of advertising-Matrimonial, Recruitment,

Education, Retail, Travel, Announcements, Business and more. ([www.hindustantimes.com](http://www.hindustantimes.com)).

The sample is obtained by Lexis Nexis, which holds to retrieve article from the both newspapers from both countries during the period of 2010-2018. This period has been selected since a major shift in India-Pakistan relations is witnessed during the same time frame. The articles were retrieved by using keywords like Cricket Diplomacy, India Pakistan Rivalry, Sports Diplomacy, Indo-Pak Relations, India Vs Pakistan, India Pakistan Relations, India Pakistan Cricket Match, India Pakistan Cricketing Ties, India Vs Pakistan, Pakistan India Rivalry, Pak-India Relations, Pakistan Vs India , Pakistan India Relations, Pakistan India Cricket Match, Pakistan India Cricketing Ties, Pakistan Vs India. Following guidelines were followed while data collection.

- a) The article should be in English.
  - b) The article should discuss sports/cricket diplomacy or cricketing relations between the two countries for at least 20% in the content. Therefore, other articles having very little proportion of cricketing coverage are ignored from the sample.
  - c) Opinion pieces are treated as sample. Although it represents personal view, the presence of the opinion piece in the news website has passed through editorial board selection and has a great chance to influence reader's opinion on the image of Indonesia.
  - d) Repetitive articles are excluded from the sample. It refers to articles that have at least 75% content similarity with another article that has been in the sample.
- After these conditions are applied to the retrieved articles, a total number of 397 articles are gathered out of which 166 articles were collected from The Dawn while 231 were obtained from Hindustan Times.

### **3.5 Inter-Coder Reliability**

Before the data collection started, one coder training session is conducted to familiarize the coder with the codebook. In the following sessions, the researcher coded 10% of the total articles and noted the problems occurred during the coding process. Hence, based on these coder training sessions, the codebook was revised by including extra coding guidelines and examples to improve the understanding of the codebook.

Inter-coder reliability is the widely used term for the extent to which independent coders evaluate a characteristic of a message or artefact and reach the same conclusion. Although, in its general use as an indication of measurement consistency. Tinsley and Weiss (1975, 2000) note that the type of specific term for the type of consistency required in content analysis is inter-coder (or inter-rater) agreement. They argue that while reliability could be based on correlational (or analysis of variance) indices that assess the degree to which "ratings of different judges are the same when expressed as deviations from their means," inter-coder agreement is needed in the content analysis because it measures only "the extent to which the different judges tend to assign the same rating to each object". In other words, reliability means whether coders code identical content in the same way. Therefore, to improve reliability a pretest was conducted before data collection. For the inter-coder reliability, 10% of the total

sample was randomly selected which are 33 articles in total. The researcher code the articles based on guidelines mentioned in the codebook, with the help of a fellow student. Since the fellow student was not familiar with the codebook, enough time was planned for coder training of the coders. Both coders coded identical articles.

There are numerous methods of measuring inter-coder reliability. Popping (1988) identified 39 different "agreement indices" for coding nominal categories, which excludes several techniques for interval and ratio level data. But there are only a few mostly used: per cent agreement, Holsti's method, Scott's pi (p), Cohen's kappa (k), and Krippendorff's alpha (a). In this report, Holsti's method is used for inter-coder reliability. This statistic reflects the number of agreements per total number of coding decisions. Holsti (1969) coefficient of reliability (C. R.) provides a formula for calculating per cent agreement. The formula for determining the reliability of data in terms of percentage of agreement is,  $(2M) / (N1 + N2)$ , where M is the number of coding decisions on which two coders agree, and N1 and N2 refer respectively to the total number of coding decisions by the first and second coder.

The Holsti coefficient was calculated after inter-coder reliability test is conducted. The result shows that the codebook is acceptable with the Holsti coefficient of .859. The good reliable result is obtained for both the formal and content category. The formal category shows a perfect agreement, with the coefficient of 1.00, while the coefficient for the content category is 0.858. Most of the categories obtain good reliability coefficient of more than 0.80 in general. Nevertheless, there are two variables (out of 30 categories) obtain seemingly low-reliability coefficient; soft power (0.733) and competition (0.735) Hence, more specific explanation and examples of two variables were added to the codebook to improve coder's understanding of those variables and to improve its reliability. Hence, the changes in the following two categories include adding a few pertinent examples to each category as well as improving its description.

### **3.6 Data Collection**

Before starting this coding procedure, a pre-test is conducted to identify a list of news frames from the terms of the article. As explained in Tankard (2001), to identify the news frames, several steps have to be conducted; "make the range of possible frames explicit, put the various possible frames in a manifest list, develop keywords, catchphrases and symbols to help detect each frame, use the frames in the list as categories in content analysis, and get coders to code articles into categories". Applying these steps to this study, the researcher selected 10% of the total articles to be treated as pre-test sample, and note all associating terms found within a news article, by paying attention to 11 focal points suggested by Tankard that involves headlines and kickers, subheads (small headlines over the main headlines); photos; photo captions; leads (the beginning of news stories); selection of source or affiliations; quotes selection; pull quotes (quote that are blown up in size for emphasis); logos (graphic identification of the particular series an article belongs to); statistics, charts, and graphs; concluding statements



or paragraphs of articles. The list of news frame extracted from the news articles was then incorporated into the codebook for further analysis.

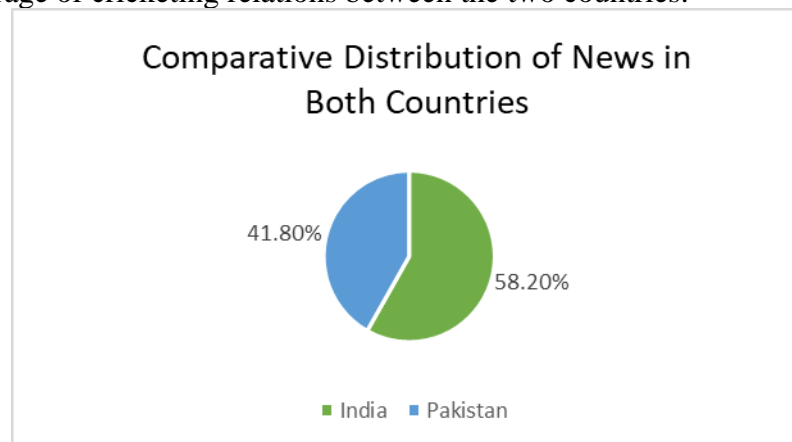
## 4. Results and Interpretations

Answering the research questions of this study, this chapter will consist of three parts. First, the descriptive result of formal categories will be presented. Secondly, the depiction of sports/cricket diplomacy in India and Pakistan will be analyzed in terms of four aspects: (1) news topics; (2) most quoted source of information (actor) in the news; (3) tone of the articles; and (4) news framing. Difference in terms of media coverage between India and Pakistan publications will be addressed.

### 4.1 Descriptive data analysis of formal categories

#### 4.1.1 Comparison of news coverage portraying sports/cricket diplomacy between India and Pakistan

During the respective time frame, a total number of 397 articles were published in leading media outlets from Pakistan and India. In comparison, a modest coverage of sports/cricket diplomacy is found in Pakistan's "The Dawn" and India's "Hindustan Times" with the number of news articles of 166 (41.8 % from the total sample) and 231 (58.2% from the total sample) respectively. However, Figure 2 reveals that Indian media supersedes its Pakistani counterpart in terms of coverage of cricketing relations between the two countries.



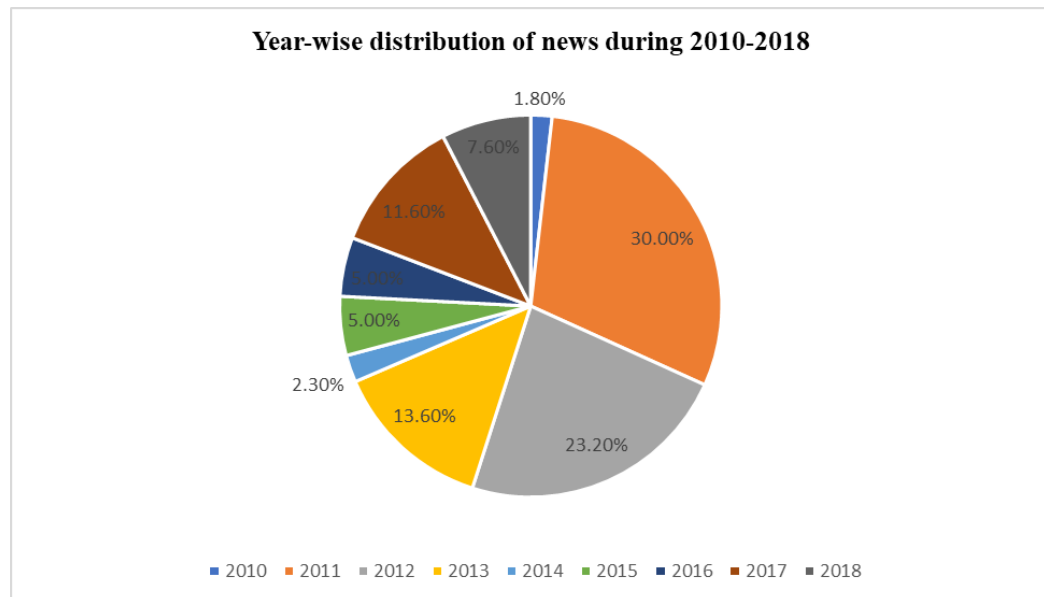
**Figure 2: Amount of news covering sports/cricket diplomacy in both countries**

The findings on modest coverage of news articles covering sports/cricket diplomacy between India and Pakistan suggest that this issue is given larger importance in both countries. Murray (2018) suggests that recently people are easily engaged via sports. Perhaps, this is the reason sports/cricket diplomacy is widely projected through coverage of international matches by news media of both countries.

#### 4.1.2 Amount of news coverage per year found in India and Pakistan

The articles covering sports/cricket diplomacy between India and Pakistan varied each year. The highest number of coverage is found in 2011 (30.0 %) and 2012 (23.2 %) respectively. Several studies have maintained that some issues are given prominence in the media coverage because they attract public interest to larger extent. However, the news coverage of sports/cricket diplomacy every

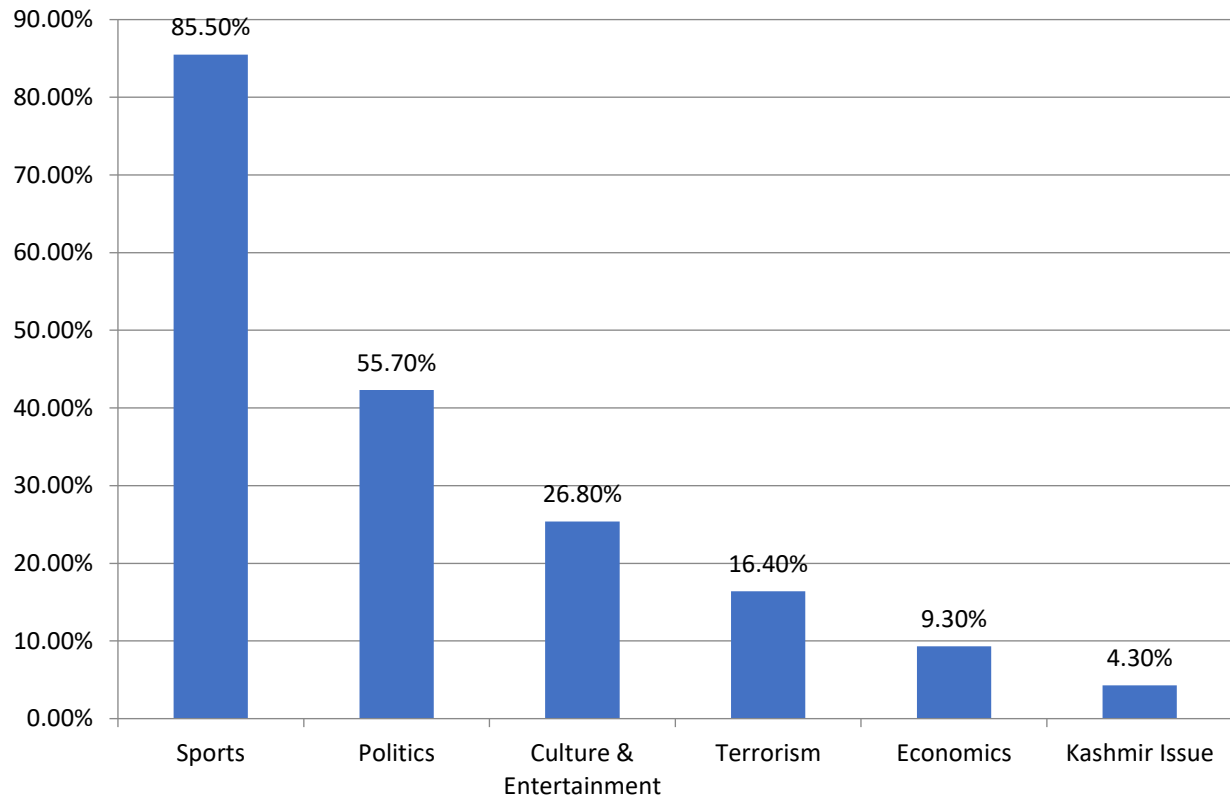
year may have been influenced by the political happenings and cricketing occasions between India and Pakistan. For instance, the larger share of the year 2011 in news media of both countries is evident from the fact that Indian and Pakistani cricket teams faced each other at the semifinal of International Cricket World Cup 2011 in Mohali, India. Subsequently, the event crossed the hypes as Prime Minister Gilani was invited by his Indian counterpart to watch this cricket episode together at Mohali Stadium. The event was followed by a couple of meetings among the official of both countries.



**Figure 3: Amount of yearly news covering sports/cricket diplomacy**

#### **4.2 Amount of News Topics depicting sports/cricket diplomacy in both countries**

Each topic constitutes a different amount of news coverage in media of India and Pakistan. The findings revealed that Sports (85.5 %) is the most dominating topic constituting a major share in the news article depicting sports/cricket diplomacy between India and Pakistan, followed by Politics 42.3 % while Culture & Entertainment news covering, soften aspect of India-Pakistan relation constitute a share of 25.4 % in total. Further, Terrorism topic focusing on terrorism activities and armed insurgencies across the borders of both countries make a share of 16.4 % followed by Economics (9.3%) and Kashmir Issue (4.3 %).



**Figure 4: Amount of news topics found in coverage of sports/cricket diplomacy between India and Pakistan**

#### 4.2.1 Comparative distribution of News Topics depicting sports/cricket diplomacy in both countries

In order to compare the projection of news topics between India and Pakistan, Chi-square tests were conducted. Findings reveal that “Sports” have been reported the most in Indian media (52.4 %) contrary to media in Pakistan (33.2 %). The result suggest that “Sports” topic has been significantly different between India and Pakistan when it comes to the news articles projecting sports as their main topic ( $\chi^2=0.82$ ,  $p<0.05$ ). Politics come as the second most mentioned topic of news in Pakistan (28.2 %) in comparison with India (14.1 %). The value of Pearson Chi-Square Coefficient is 78.1,  $p<0.05$  that means politically motivated news topics enjoy a significant difference in terms of political news coverage between the two countries. More findings suggest “Culture & Entertainment” as the third most mentioned topic in Pakistan (13.9 %) in difference with Indian news media (11.6 %). Therefore, this topic also got a slightly significant value for Chi-square ( $\chi^2=8.8$ ,  $p<0.05$ ).

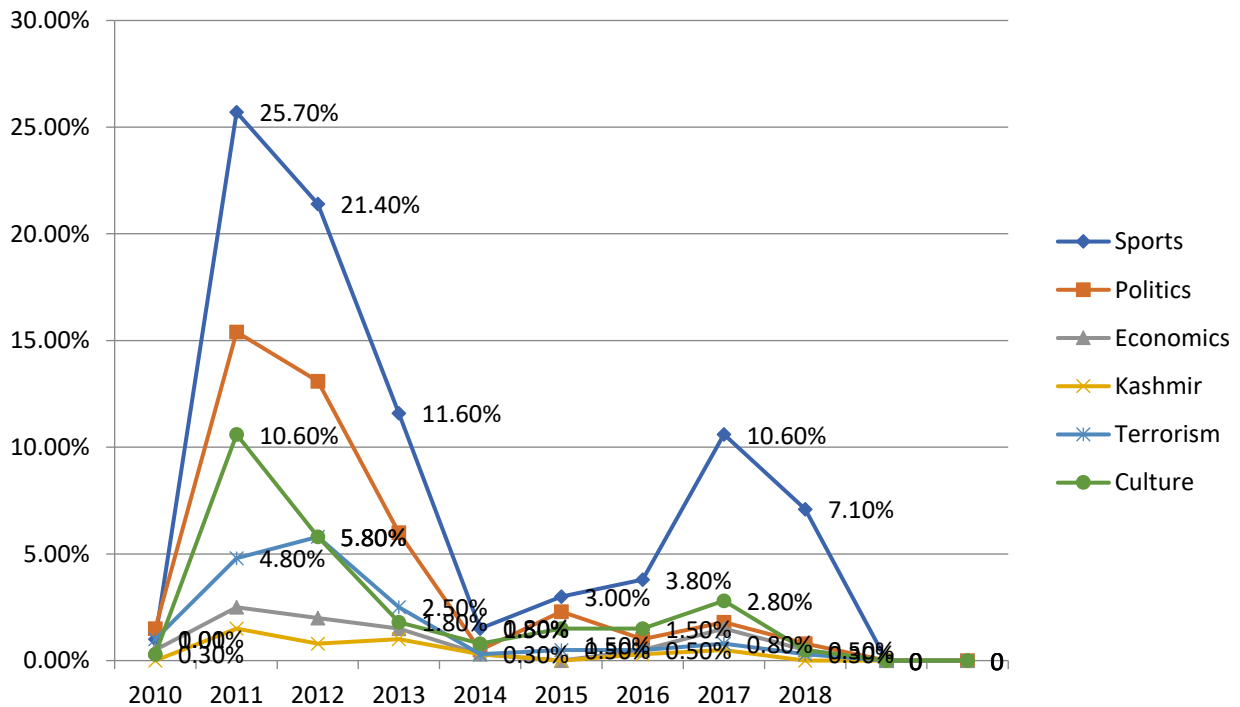
Terrorism stands at fourth with regard to most discussed topic in the press of Pakistan (11.3 %) in comparison with India (5.0 %). The results further explain significant relationship between the two countries in connection with terrorism as a topic ( $\chi^2=24.0$ ,  $p<0.05$ ). In case of “Economics” as a topic mentioned in the news articles from leading media outlets from India and Pakistan, it remains the fifth most discussed topic in Pakistan’s The Dawn (5.3 %) contrasting to its

Indian rival 4.0 %. The Chi-Square value ( $\chi^2=3.8$ ,  $p<0.05$ ) also suggests that this topic is slightly significantly different among the media coverage of both countries. Kashmir Issue remains at fifth place as it has been discussed in 3.3 % of the total news sample while the similar topic was mentioned 1.0% times in Indian media. Further, Chi square test also reveal a somehow significant difference between the countries in connection with this topic.

News Topic	India	Pakistan	Total
Sports	33.2	52.4	85.5
Politics	14.1	28.2	42.3
Culture & Entertainment	11.6	13.9	25.4
Terrorism	5.0	11.3	16.4
Economics	4.0	5.3	9.3
Kashmir	1.0	3.3	4.3

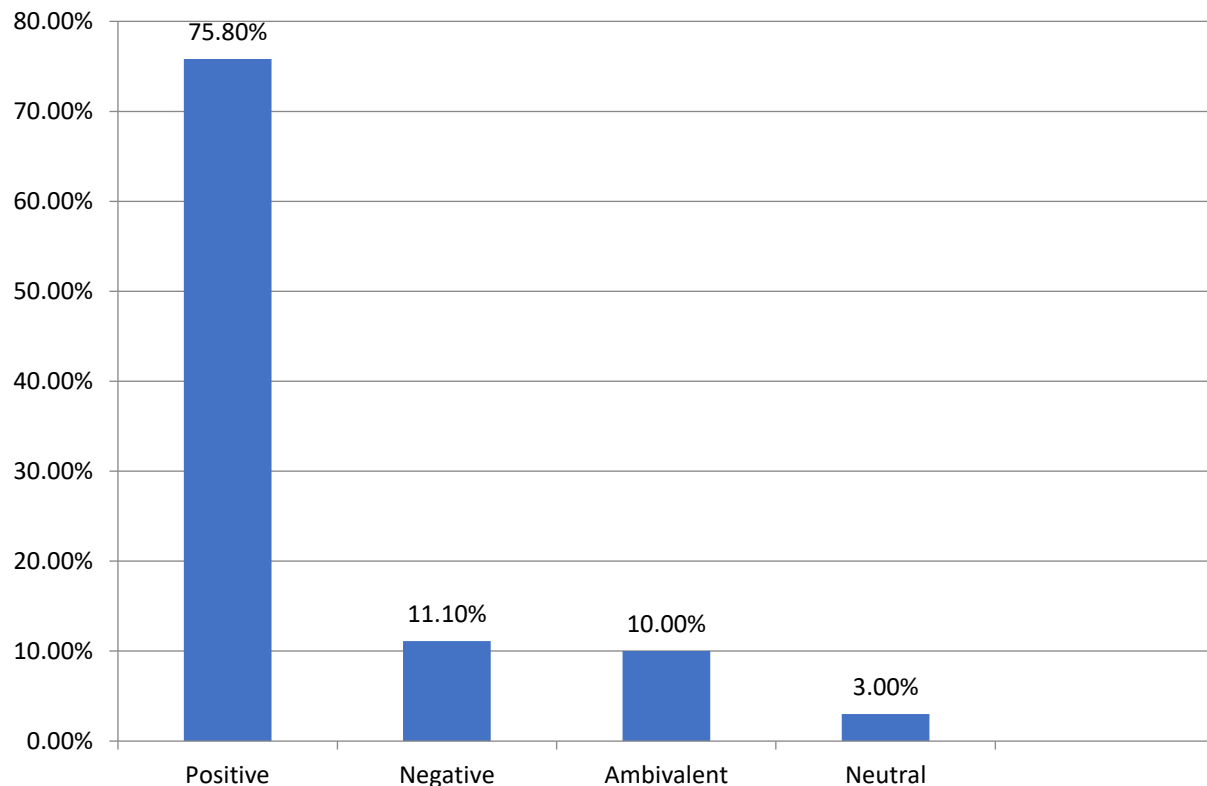
**Table 2: Amount of distribution of news topic covered by the news media of both countries  
N=397**

Since, most of the articles retrieved for this research were published during the coverage of cricket matches between India and Pakistan. Therefore, the abundance of news articles covering “Sports” as their main topic is evident. However, the presence of news topics regarding politics, culture & entertainment also constitute a vital share in news coverage. It indicates that sports/cricket is usually framed by news media in such a way that it strengthen relations between India and Pakistan both in terms of politics and culture as well.



**Figure 5: Frequency of representation of News Topics covering sports/cricket diplomacy during 2010-2018**

The findings on the frequency of representation of news topics from 2010-2018 reveal interesting facts as 2011 remains as the dominant year as far as news coverage of topics are concerned. Figure 5 explains distribution of most mentioned “News topic” in every year. Hence, 2011 dominates with the larger share of articles where these topics are mentioned considerably. Meanwhile, “Sports” remain the most prominent topic during the respective time- frame i.e. 2010-2018, followed by “Politics” and “Culture and Entertainment”. News topics present in the news media can influence reader’s perception on certain issues. In other words news tones of articles covering sports/cricket diplomacy between India and Pakistan depicts the perception of the audience of both countries regarding the subject matter.



**Figure 6: Valence of News tones depicting sports/cricket diplomacy between India & Pakistan**

Figure 6 discloses interesting findings regarding the depiction of the media positions of cricket matches between India and Pakistan. Among all the articles analyzed for this research, positive tones are followed in major share of the articles i.e 75.8%, whereas, 11.1 % of the articles were reported with a negative tones followed by 10.0 % for the ambivalent and 3.0 % for the neutral tones respectively. A Chi-Square test was conducted to compare overall news valence in the two countries.

News Valence	Pakistan	India	Total
Positive	32.0%	43.8.9%	75.8%
Negative	4.3%	6.8%	11.1%

Ambivalent	5.0%	5.0%	10.1%
Neutral	0.5%	2.5%	3.0%

**Table 3: Overall news valence covering sports/cricket diplomacy between India and Pakistan**

A close look in to Table 3 reveals that cricketing relations between India and Pakistan have been depicted with a positive tone in most of the articles analyzed by this from leading media outlets from the two countries. Negative tones are found in Pakistan (4.3%) in contrary to India (6.8%). Ambivalent tones interestingly constitute an equal share in both Indian and Pakistani media with 5.0% in each country while 2.5% of articles are followed by a neutral tone in India while in Pakistan 0.5%. The findings depict the constructive role played by the media in both countries in terms of promoting/strengthening relations between the two countries as a larger chunk of articles from this news sample are found to be published with a positive tone.

#### **4.3 Source of Information**

The selection of source quoted in the news by the media is one of the lists of framing devices (Tankard, 2001). This study also aims to identify ranges of actors quoted in the news about sports/cricket diplomacy between India and Pakistan in the media coverage of both countries.

For each article, this research coded three most quoted actors. Coding 397 news articles as samples, all in all 698 actors were found. These actors fall into four categories: (1) Pakistani actor, actors that are from Pakistan; (2) Indian actors, actors who are from India (3) International actors, actors who represents any country other than Pakistan or India.

A Chi-square test was conducted to see if there is a statistical difference among the quoted actors in the news media between the two countries (Table 4). The result shows that there is indeed a significant difference of quoted actors among countries ( $\chi^2=92.79, p<0.05$ ). Generally, Pakistani Cricketing Actors dominate the media coverage of sports/cricket diplomacy (28.2%) followed by Indian Cricketing Actors (23.2%) as the second most mentioned actor. While International Actors (5.7%) remain the least present actors in the media coverage of both countries.

Recode:

In the statistical analysis due to the representation of large number of quoted actors recoding process is conducted, Pakistani News Source was recoded in to three categories: "Pakistani Political Actors" including government and politicians; "Pakistani Cricketing Actors" including Pakistan cricket board, Pakistani players, Pakistani cricket team, Pakistani experts and Pakistani team management; remaining actors including NGO, media source, fans/general citizens, artists and security agencies and others are recoded as "Pakistani Other Actors". Same process is conducted with Indian News Source; hence categories of Indian Political Actors, Indian Cricketing Actors and Indian Other Actors are formed. All actors that come under International News Source are merged together to make the 7<sup>th</sup> category of International Actors.

#### 4.3.1 Source of Information (actors) quoted in India & Pakistan

Actors	India (N=592)	Pakistan (N=459)	Total (N=1051)
Pakistani Political Actors	4.9%	8.2%	13.1%
Pakistani Cricketing Actors	16.6%	11.7%	28.2%
Pakistani Other Actors	2.4%	4.3%	6.7%
Indian Political Actors	8.2%	6.1%	14.3%
Indian Cricketing Actors	15.9%	7.3%	23.2%
Indian Other Actors	3.9%	4.4%	9.0%
International Actors	2.8%	2.8%	5.5%

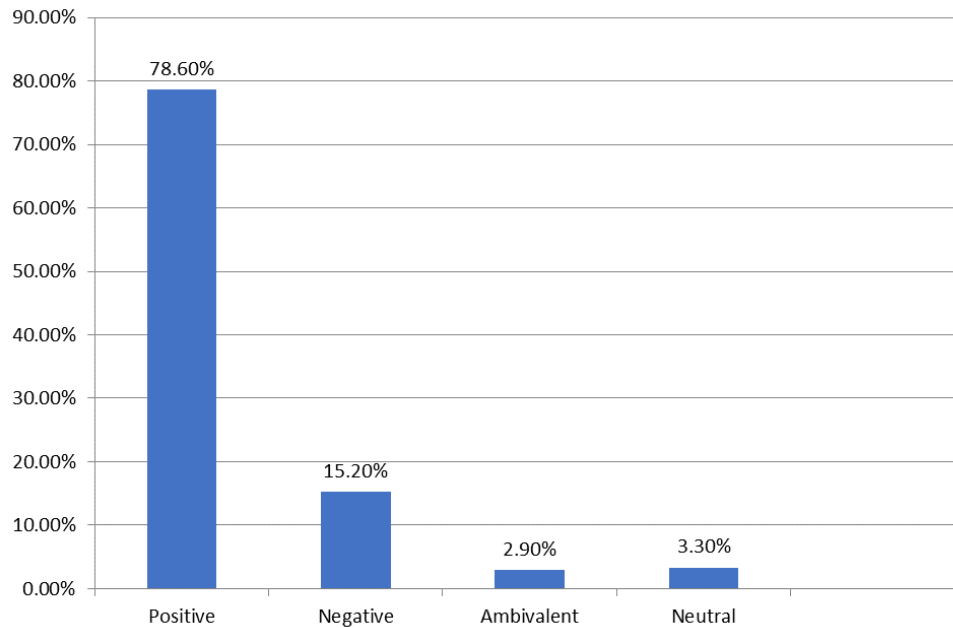
**Table 4: Comparative Distribution of most quoted actors in the news within India and Pakistan (N=1051)**

Looking specifically into each country, Pakistani Cricketing Actors dominate the media coverage both in India and Pakistan (16.6 % and 11.7 % respectively). Indian Cricketing Actors (15.9 %) are the 2<sup>nd</sup> most mentioned actors in India while interestingly Pakistani Political Actors (8.2 %) serve as the 2<sup>nd</sup> hot topic of discussion in Pakistan. International Actors (5.5 %) and Pakistani Other Actors (6.7%) stand at the least discussed actors in India & Pakistan respectively. Furthermore, the valences of quoted actors are analyzed in each country where the findings suggest mostly positive quotes were attributed to the quoted actors both in India (44.3%) and Pakistan (34.3%).

Valence	India (N=587)	Pakistan (N=447)	Total (N=1034)
Positive	34.3%	44.3%	78.6%
Negative	8.8%	6.4%	15.2%
Ambivalent	1.1%	1.8%	2.9%
Neutral	2.6%	0.7%	3.3%

**\*Significant**

**Table 5: Valence of most quoted actors in the news within India & Pakistan (N=1034)**



**Figure 7: Valence of quoted actors in the news coverage depicting sports/cricket diplomacy between India and Pakistan**

#### 4.4 News Frames

While discussing how sports/cricket diplomacy between India and Pakistan has been portrayed by the news media of both countries, it is important to analyze which frames have been used by news media to address cricketing relations between India and Pakistan. For this purpose two steps of coding procedures were conducted. Firstly, 10 percent of the total articles were analyzed while using Tankard (2001) framing approach to gather a list of appropriate frames. These frames were then incorporated in to the codebook with the coding guidelines. During the second coding procedure, a total sample of 397 articles were examined to check the extent of these frames used by the news media to address cricket/sports diplomacy.

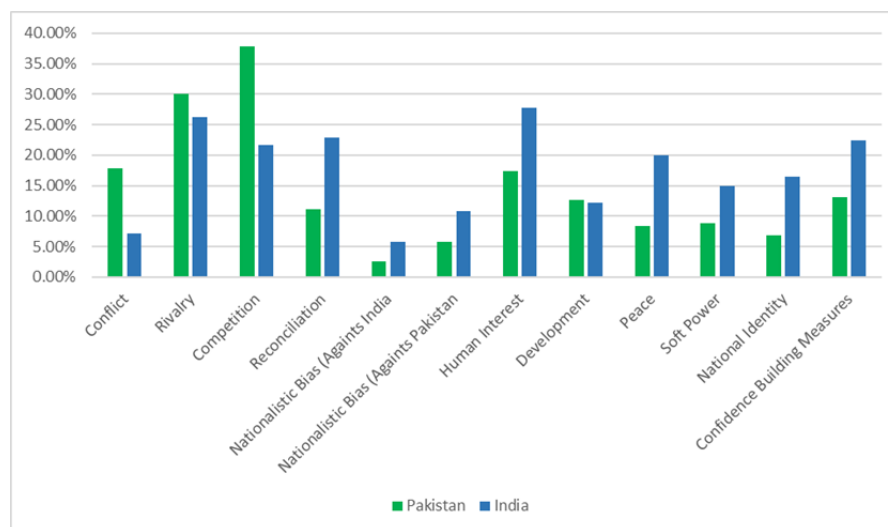
News Frames	Explanation
Conflict	Referred to verbal/nonverbal brawls between cricket players
Rivalry	Traditional hostility and enmity that is associated with Indo-Pak relations
Competition	Competition frames are referred to strong struggle to come over another while playing a cricket match.
Reconciliation	Reconciliatory frames are those frames which talks about the friendly relations between the two countries with respect to cricket as a tool for cricket diplomacy
Bias against India	Nationalistic hostility against India.
Bias against Pakistan	Nationalistic hostility against Pakistan.
Human Interest	Soft stories discussing about people, culture in emotional way.
Development	Sports role for initialing development in the region.
Peace	Sports role for peace.



Soft Power	The use of sports to get your desired diplomatic goals achieved through attraction rather than force or spending bulk of money.
CBM	Using cricket as Confidence building measures to break the ice.
National Identity	Utilizing cricket as national identity.

**Table 6: List of news frames extracted from the sample**

Figure 8 and Table 7 illustrates the most prominent frame found in the news coverage of media in India and Pakistan i.e. “Competition Frame” (59.4%) that discusses the healthy competition among the teams of both countries towards each other. The “Rivalry Frame” (56.2%), which covers the traditional hostility between the two countries was the second most mentioned frame found in the news coverage. Meanwhile, “Human Interest frame” (45.1%), covering the soft image of India-Pakistan relations with respect to cricket remains the 3<sup>rd</sup> most used frame by the media to address cricketing relations between the two countries followed by “Confidence Building Measures frame” (35.5%) on the 4th place. The 5th most mentioned frame is the “Reconciliatory frame” (34.0%), which refers to process of reconciliation between India and Pakistan. On contrary, “Nationalistic Bias (India) frame” 8.3% and “Nationalistic Bias (Pakistan) frame 16.6% gathered least attention from the news media of both countries.



**Figure 8: Amount of News Frames mentioned in coverage of sports/cricket diplomacy between India and Pakistan**

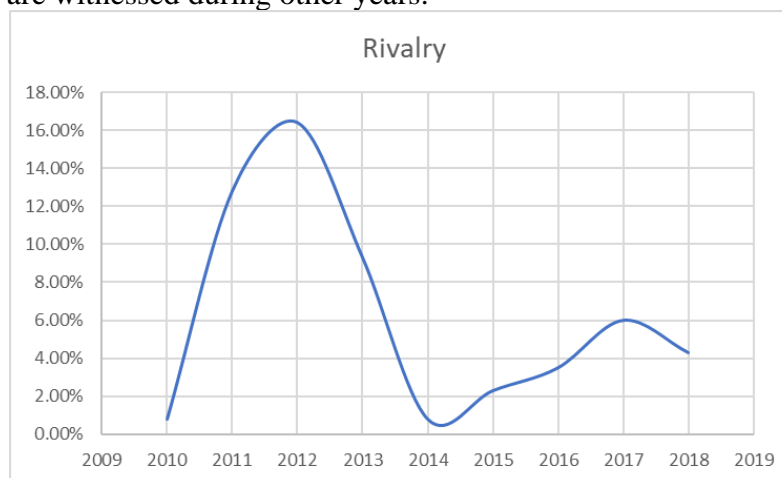
Frames	India N = 231	Pakistan N = 166	Total N = 397
Conflict	17.9%	7.1%	24.9%
Rivalry	30.0%	26.2%	56.2%
Competition	37.8%	21.7%	59.4%
Reconciliation	11.1%	22.9%	34.0%
Nationalistic Bias (Against India)	2.5%	5.8%	8.3%

Nationalistic Bias (Against Pakistan)	5.8%	10.8%	16.6%
Human Interest	17.4%	27.7%	45.1%
Development	12.6%	12.1%	24.7%
Peace	8.3%	19.9%	28.2%
Soft Power	8.8%	14.9%	23.7%
National Identity	6.8%	16.4%	23.2%
Confidence Building	13.1%	22.4%	35.5%
Measures			

**Table 7: Frequency of distribution of News Frames covering sports/cricket diplomacy during 2010-2018**

Looking specifically into each country, the most frequent news frame appeared in the news media of India is “Competition frame” (37.8%) frame in contrary with Pakistan “Human Interest frame” (21.7%) gained the most attention of press while covering sports/cricket diplomacy. “Rivalry frame” (30.0 %) stands to be the second most prominent frame in India as well as in Pakistan (26.2 %). “Conflict frame” (17.9 %) is found to be the 3<sup>rd</sup> most referred frame in India while “Reconciliation” (22.9%) remains at third place in Pakistani news media. Interestingly, Nationalistic Bias (against India) remained a least mentioned frame in both countries.

Since this research aims to analyze the sports/cricket diplomacy between India and Pakistan during 2010-2018, hence it is also interesting to examine which news frames are prominent in which year and how this process of representation of frames in each year follows thus to have a longitudinal image of their evolution. A cross-tabulation was conducted to check the relationship between years of publication with frame itself. So, as the figure 9, 10, 11, 12, 13 suggests among the top five news frames found, the greater proportion of news frames are found during the year 2011-2012 while limited proportion of these frames are witnessed during other years.



**Figure 9: Year-wise representation of “Rivalry” frame covering sports/cricket diplomacy during 2010-2018**

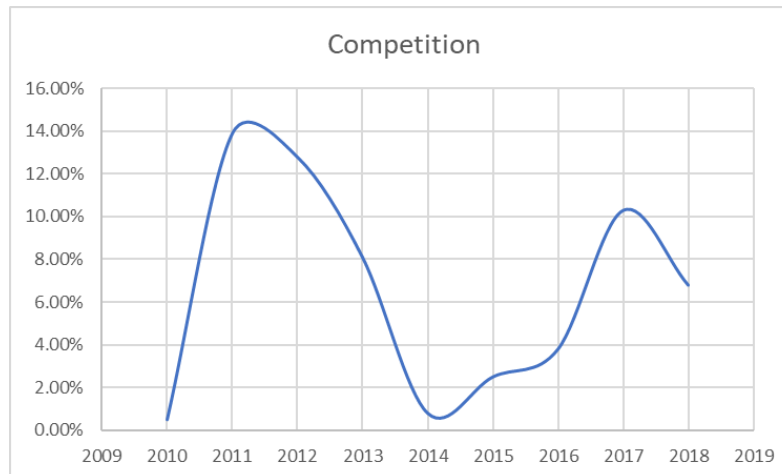


Figure 10: Year-wise representation of “Competition” frame covering sports/cricket diplomacy during 2010-2018

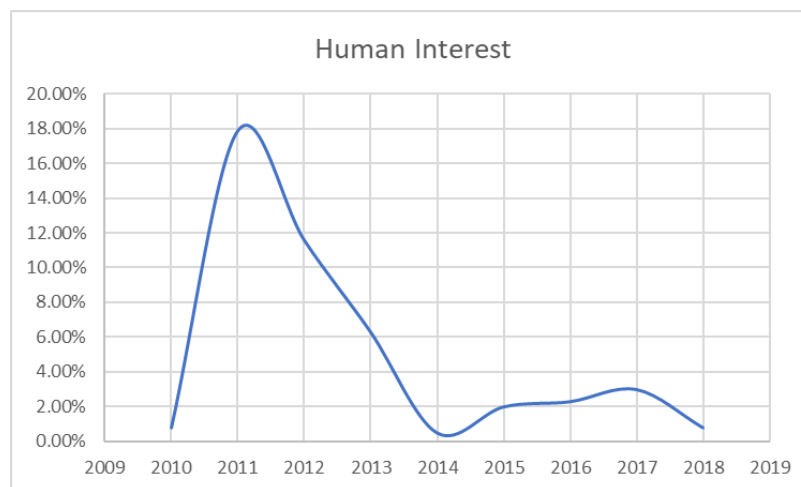


Figure 11: Year-wise representation of “Human Interest” frame covering sports/cricket diplomacy during 2010-2018

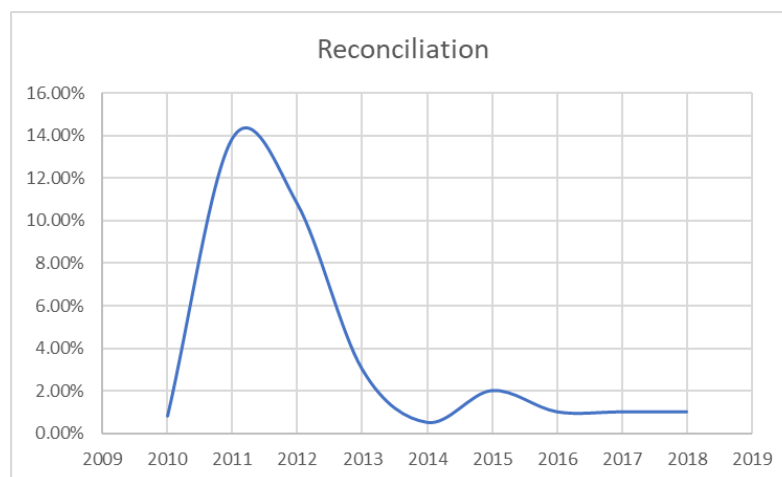
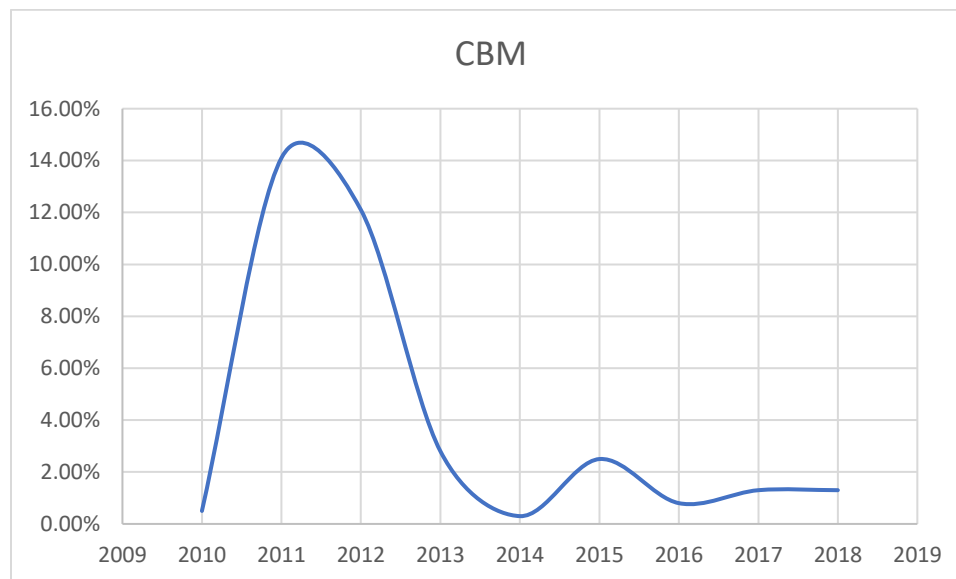


Figure 12: Year-wise representation of “Reconciliation” frame covering sports/cricket diplomacy during 2010-2018



**Figure 13: Year-wise representation of “CBM” frame covering sports/cricket diplomacy during 2010-2018**

#### 4.5 Similarities and Differences on Media Coverage of India & Pakistan

Analyzing how news media in Pakistan and India approach sports/cricket diplomacy between the two countries, four main areas are evaluated in the research. **First**, this study examined ranges of news topics that are predicted to be important in portraying media coverage of cricketing relations between the two countries. Similar findings are obtained after conducting data analysis for both countries as Sports remains the most mentioned topic in India and Pakistan while Kashmir Issue stands as the least discussed topic in both countries. **Second**, general tones of articles both from India and Pakistan are examined in this research. **Third**, actors quoted in the news are analyzed along with the tone of their quotes. In India and Pakistan “Pakistani Cricketing Actors” are most quoted source of information while “Indian Cricketing Actors” are the 2<sup>nd</sup> most mentioned actors in India, interestingly “Pakistani Political Actors” serve as the 2<sup>nd</sup> hot topic of discussion in Pakistan. Quote valence is also similar in both countries as the actors are mostly quoted with a positive valence in India and Pakistan. **Fourth**, this research extracted a number of news frames that are prominent in media coverage of both countries and help in shaping news on sports/cricket diplomacy between India and Pakistan.

According to the research findings, a specific pattern of news framing can be identified. News media in India and Pakistan follows a quite similar pattern to portray the coverage of sports/cricket diplomacy or the cricketing relations between the two countries. Both countries are interested to cover similar actors, topics and tones in a positive way so that positive side of India and Pakistan cricketing relations as well as the sports/cricket diplomacy could be projected. Only in case of news framing, surprisingly “Rivalry Frames” is found to be the

second most mentioned frame in the collective news sample from India and Pakistan.

#### **4.6 Discussion**

The findings can be interpreted from various perspectives. First, these findings have confirmed the durability of sports in international relations as pointed out by various scholars. Chehabi (2004) suggests sports as a tool have been included in diplomacy theory framework, which involves communication mainly at track-two and track-three levels and players as symbolic representation of their home countries. Caitlin as cited in (Murray: 2012) has also acknowledged the importance of sports and sports person in fostering country image. That is the reason sports as a news topic enjoy a dominant position in media coverage of India and Pakistan during 2010-2018 and its potential for peace and other activities are equally projected by the news media of both countries.

Secondly, most news articles from both countries reveal a positive tone to cricketing/general relations between India and Pakistan. Thus, it can be argued that media coverage of sports/cricket diplomacy is mostly followed with a positive tone and high spirit both in India and Pakistan. One reason for these findings could be policy swift in both countries during middle 2000s, when they formally agreed to talk and resolve the disputes with mutual consent. So, incase media might have also reconsidered its policy towards the neighboring country. Thirdly, the prominence of “Pakistan Cricketing Actors” as the most quoted actors also makes sense, since after the re-inception of bilateral cricketing ties in 2004; unlike past cricketing actors from both countries are given due credit for their performance in the match.

Fourth, although “Competition Frame (59.4 %)” remains as the most dominant frame in India and Pakistan. However, the presence of other encouraging frames like “Human Interest (45.1 %)”, “CBM’s (35.5 %), “Reconciliatory (34.0 %)”, “Peace (28.2 %)”, “Development (24.7 %)”, “Soft power (23.7 %), “National Identity (23.2 %)” should not be undermined as they also constitute a suitable frequency in news coverage in India and Pakistan. Thus, role of cricket as a tool of cricket/sports diplomacy between India and Pakistan is quite evident with the frequency of these news frames when cricket has been used as a tool to promote peace, development, image formation, national identity, human interest and reconciliation to strengthen relations between India and Pakistan.

### **5. Conclusion & Recommendations**

#### **5.1 Conclusion**

The research begins with a quest to ascertain media’s role in addressing sports/cricket diplomacy between India and Pakistan. Furthermore, how news regarding cricket is depicted in media of India and Pakistan. Grounding in to two theoretical concepts (Sports/public diplomacy, news framing), the research aims to identify to which extent cricket is portrayed as a tool of sports/cricket diplomacy between India and Pakistan and what are the similarities and differences of depicting news coverage of cricket in India and Pakistan.

Four framing devices of the news are analyzed, which include news topics, tone of the article, source of information and news framing. While analyzing news

content in both countries, a comparative content analysis on articles from “The Dawn” of Pakistan and “Hindustan Times” of India conducted in which majority of the topics were related to sports which portrayed a positive image. Pakistani Cricketing Actors is the most quoted source of information in the news articles, the quoted actors were mostly quoted with a positive valence. Finally, “Competition” frame remains the most prominent frame in the news coverage followed by “Rivalry” frame. Other news frames like “Peace”, “Development”, “Confidence Building Measures”, “National Identity” and others also constitutes a valid share in the news articles, thus indicating sport’s potential for strengthening relations between the two countries. Interestingly, frames with negative denotations like Nationalistic Bias (Against India) and Nationalistic Bias (Against Pakistan) received a limited share in coverage of sports/cricket diplomacy between India and Pakistan. From above discussion it is quite evident that similar pattern is followed by Indian and Pakistani news media while portraying sports/cricket diplomacy among the two countries. Since, a great proportion of development, peace, reconciliatory and soft power frames have been identified from the sample. Thus it is pertinent to mention here that cricket has been positively portrayed as a tool of public diplomacy between India and Pakistan. Also, higher proportion of positive valence of news articles justify the greater role of media in shaping cricketing news to such an extent that it promotes friendly relations between the two countries.

## 5.2 Research Limitation

The research holds several limitations due to lack of useful resources. First and foremost, in Sub continental region there has been lack of research on sports/cricket diplomacy since its inception and there has not been any concrete work done that could define sport’s role in contemporary relations among the countries. Moreover, no academic researchers have yet come up with comprehensive method for the evaluation of sports diplomacy hence; no indicators for its measurement have been evolved. Secondly, this research only analyzes newspapers from both countries. It does not examine websites, television and other version of news as it is difficult to gain access to archives. That is the reason; the findings of this research are only applicable specifically to the print media, therefore, the comparison with electronic and print media is not presentable.

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