



Analyzing the Role of Peace Journalism to Sustain Social Cohesion: Case Study of TLP protest in Pakistan

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Article Info	Abstract
<p>Article History:</p> <p>Received: April 30, 2022</p> <p>Revised: June 21, 2022</p> <p>Accepted: June 22, 2022</p> <p>Keywords: Controlled Media, Gatekeeping Theory, Perception Building, Media, Peace Journalism, Social Cohesion, Social Responsibility and Narrative Building, TLP</p>	<p><i>Media, the fourth pillar of the state, plays a significant role in shaping the society and perception building of individuals and communities. Though media rapidly grew in Pakistan in Musharraf's era, therefore a room of legislation, well-articulated policies and structured strategies were lacking. These shortcomings have an inclination towards peace and stability of social cohesion. The comprehensive policy plan of media in collaboration with the rest of the three pillars of state remained questionable. This impediment of policy boosted the chaos with any upcoming conflict or movement. Subsequently, the persistent movement of Tahreek e Labaik Pakistan (TLP) in Pakistan hampered the fabric of social cohesion and dully impaired by the exaggerated reporting through media. For an in-depth analysis of the role of media in strengthening society, a dire need to have comprehensive knowledge of internal and external issues of Pakistan, the complexities of media and finding out its relevance with Gatekeeping theory of communication studies. The immensity of the subject necessitates to select and compare news reported on TLP through top-rated news channels of Pakistan (PTV News, Geo TV and SAMAA News) to have concrete evidences of peace journalism and its impact on social cohesion. Finally, this paper endeavors to address the multifaceted and challenging phenomenon of peace journalism and establish a linkage to prosperous social cohesion and draw lessons from the role of Government in limiting and controlling media during the protest of TLP in recent years. Furthermore, the social responsibility of media makes all broadcasting channels accountable for any mislead or misperception among the masses through the narrative building.</i></p>

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