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**CHALLENGES AND OPPORTUNITIES OF MEDIA IN PROMOTING HUMAN RIGHTS IN JAMMU AND KASHMIR**

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**ABSTRACT**

The media plays a crucial role in promoting human rights by informing the public, raising awareness about violations, and holding authorities accountable. In regions affected by conflict and political tension, such as Jammu and Kashmir, this role becomes particularly significant yet highly challenging. Media in J&K faces a multitude of obstacles, including censorship, legal restrictions, internet shutdowns, and threats to journalists' safety, which constrain its capacity to operate freely and report objectively. Despite these challenges, the advent of digital media, social platforms, and international attention has created opportunities to amplify human rights issues and mobilize public opinion. This paper explores the dual role of media as both a constrained institution and a potential catalyst for human rights advocacy in Jammu and Kashmir. It examines the challenges faced by journalists and media organizations in reporting human rights violations, as well as the opportunities presented by technological advancements and global connectivity. By analyzing these dynamics, the paper aims to highlight the critical importance of media in advancing human rights, even under restrictive conditions, and offers insights into how media can be leveraged to promote transparency, accountability, and justice in the region.

**Keywords:** Media and Human Rights, Jammu and Kashmir, Press Freedom, Censorship, Digital Media

## **I. INTRODUCTION**

Media is widely regarded as the fourth pillar of democracy, a cornerstone in the promotion and protection of human rights. In conflict-affected regions such as Jammu and Kashmir, the media assumes a dual responsibility: not only to report events objectively but also to ensure that the voices of marginalized communities are heard. Human rights violations, including arbitrary detentions, extrajudicial killings, and restrictions on freedom of expression, have been widely reported in the region over decades. The media's capacity to bring these issues to the public and international attention is therefore vital. Through investigative journalism, news reporting, and public discourse, media serves as an instrument for fostering accountability and safeguarding civil liberties. However, this function is fraught with difficulties due to the volatile political and security environment in the region, which imposes significant limitations on journalists and news organizations.

The media landscape in Jammu and Kashmir is highly complex and often constrained by both legal and extralegal measures. Since the abrogation of Article 370 in August 2019, the region has experienced significant political and administrative changes, which have directly impacted press freedom. Numerous restrictions, such as temporary bans on publications, website blockages, and frequent internet shutdowns, have impeded journalists' ability to report in real time. The fear of punitive measures, including detention under the Public Safety Act (PSA) or other stringent legal provisions, has also resulted in self-censorship among media personnel. These constraints hinder the media's ability to function as a watchdog for human rights and limit the flow of accurate information to the public, both locally and internationally. Consequently, the media in J&K operates under an extraordinary tension, balancing between the responsibility of reporting human rights violations and the risks posed by government regulations and security restrictions.

Despite these challenges, media in Jammu and Kashmir continues to evolve, creating avenues for human rights advocacy. Digital media platforms, social networking sites, and citizen journalism have emerged as powerful tools for disseminating information beyond traditional news outlets. Platforms like Twitter, Facebook, and YouTube allow journalists and activists to share firsthand accounts of human rights violations, mobilize public opinion, and connect with international human rights organizations. These developments have provided alternative channels to circumvent

traditional censorship, enabling information to reach broader audiences both nationally and globally. Furthermore, digital tools allow for multimedia storytelling, including video, audio, and interactive content, which can be highly effective in documenting human rights issues and increasing public awareness.

Another significant opportunity for media in promoting human rights lies in international advocacy. Reports and stories from local journalists can be amplified through international media and non-governmental organizations, thereby applying pressure on authorities for accountability and reform. This global attention is particularly crucial in regions like Jammu and Kashmir, where local political dynamics and security concerns may otherwise suppress discourse on human rights. Collaborative efforts between local journalists, NGOs, and international media entities can strengthen the credibility of reporting, protect journalists from reprisals, and facilitate sustained advocacy for human rights reforms.

The role of media in Jammu and Kashmir is further complicated by social, cultural, and political sensitivities. Reporting on human rights issues requires careful navigation to ensure that narratives are accurate, balanced, and do not exacerbate tensions. The challenge of maintaining ethical standards, verifying sources under restricted access, and avoiding misinformation is significant. Nevertheless, the persistence of journalists and media organizations in documenting and reporting human rights conditions demonstrates the resilience of media as an institution. The interplay between challenges and opportunities defines the media's unique role in promoting human rights in the region, highlighting both the constraints imposed by political realities and the potential for advocacy and reform through innovative media practices.

In conclusion, the introduction of new digital platforms and international collaboration has created a complex yet promising environment for media in Jammu and Kashmir. While significant challenges remain, including censorship, threats to journalists, and restricted access to information, these obstacles coexist with opportunities for increased advocacy and global visibility. Understanding these dynamics is essential to appreciating the critical role media plays in promoting human rights, raising public awareness, and contributing to accountability and justice. The following sections of this paper examine in detail the specific challenges faced by media in the region and the potential opportunities that can be leveraged to advance human rights discourse.

## **II. CHALLENGES FACING MEDIA IN PROMOTING HUMAN RIGHTS**

### **1. Censorship and Legal Pressure**

Media outlets and journalists reporting critically on human rights issues have faced arrests, detentions, and raids. Journalists such as Irfan Mehraj and others have been charged under stringent laws like the Unlawful Activities (Prevention) Act (UAPA) and the Public Safety Act (PSA).

Government policies and restrictive media laws allow for greater control over what can be published or broadcast. A 2020 media policy revision, for example, aimed to control content and prevent the spread of what authorities labeled “anti-national” news, effectively restricting independent reporting.

### **2. Shrinking Professional Space**

Independent newsrooms have shrunk: reports indicate that many young journalists struggle to find platforms for professional reporting, leading to a surge in informal and unverified “social media journalism,” which can sometimes reduce the credibility of information shared.

### **3. Digital and Communication Restrictions**

Internet shutdowns, throttling of broadband speeds, and digital surveillance are frequent in J&K. Such measures limit access to information for journalists and citizens, curtail real-time reporting, and reduce the public’s ability to engage with global audiences. 1

### **4. Censorship Beyond Journalism**

Censorship often extends beyond journalists to literature and academic discourse. For instance, recent bans and book seizures targeting critical narratives about J&K reflect broader restrictions on media and free expression.

### **III. OPPORTUNITIES FOR MEDIA TO PROMOTE HUMAN RIGHTS**

#### **1. social media and Digital Platforms**

Despite traditional media restrictions, social media offers a relatively accessible platform for disseminating human rights information. Citizen journalism, live streaming of events, and grassroots advocacy on platforms like Twitter, Facebook, and YouTube can bring international attention to human rights conditions and injustices. For example, analyses show that digital platforms have been used to share personal accounts and mobilize support beyond local borders.

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#### **2. International Engagement and Advocacy**

Digital media allows local voices to reach international audiences, including human rights organizations, foreign media, and global civil society networks. This can lead to broader scrutiny from international bodies like the United Nations and Amnesty International, thereby increasing pressure on authorities for accountability.

#### **3. Hybrid Journalism Models**

Journalists and media activists increasingly adopt hybrid roles—as reporters, advocates, and researchers—documenting human rights abuses, preserving testimonies, and collaborating with international NGOs. This diversifies both the mediums and reach of information. For instance, investigative reporting that combines multimedia content enhances engagement and documentation of rights violations.

### **IV. CONCLUSION**

Media in Jammu and Kashmir occupies a unique and pivotal position in the promotion of human rights. Despite facing formidable challenges such as censorship, legal restrictions, internet shutdowns, and threats to journalists' safety, media continues to serve as an essential platform for documenting and disseminating information on human rights violations. The constraints imposed by political sensitivities and security concerns often limit the freedom and effectiveness of traditional journalism, yet the rise of digital media, social platforms, and international engagement provides new opportunities to amplify the voices of marginalized communities. By leveraging

these tools, journalists and activists can document abuses, mobilize public opinion, and engage global audiences in meaningful advocacy for human rights. The dual nature of media as both a constrained institution and a potential catalyst for human rights reform underscores its critical role in Jammu and Kashmir. Ensuring media freedom, protecting journalists, and promoting access to accurate information are crucial steps toward strengthening human rights advocacy in the region. Ultimately, media remains an indispensable instrument for fostering transparency, accountability, and justice, demonstrating resilience even under restrictive circumstances.

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