



A Comparative Study of Media Agenda Setting Communication Theory with Reference to Media Coverage on Scrapping Article 370 of the Indian Constitution

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ABSTRACT:

The role of media organizations play in a democratic country like India is a matter of study. In a democracy, the media can be used as a bridge between the rulers and the ruled. The purpose of this paper is to analyze the fact that how media plays the role of 'Watch Dog of Democracy' by providing government related information to the public and secondly, to what extent it creates a public opinion by becoming the voice of the views of the citizens. Nation building through political, social, economic and cultural democracy, the role of the media as a representative forum is not only to disseminate information and entertainment, but also to educate the public about social and political movements and then to form public opinion, after which the opinion of public is directly or indirectly translated into legislation affects construction. In a country where there is widespread poverty, unemployment and backwardness, the media should be oriented towards development journalism, which along with the creation of public opinion can give the legislature and political parties the right to influence the progress of the common man of the country. Can media force the making of key laws in the parliament? Therefore, this research study assesses the media's ability to give policy shape to the preferences of the common man. The problems faced by the public are disseminated through print media, electronic media and social media networking sites such as Twitter, Facebook, Instagram and WhatsApp are put in front of the public and the government, after that public opinion is created, this public opinion gives a policy basis to those problems and legislations related to them are also created. On 5th August, 2019, Union Home Minister Amit Shah moved a resolution in the Rajya Sabha, stated that not all sections of Article 370 of the Constitution of India will apply in Jammu & Kashmir. Home minister Shah further added that after the approval of the President of India, not all clauses of Article 370 will apply. Bahujan Samaj Party leader in Rajya Sabha Satish Chandra Mishra had said that his party will support the central government of India on the decision to remove Article 370 from the Indian Constitution in the context of Jammu & Kashmir under democratic process for the common citizens of India. On the other hand, NDA's Janata Dal United did not stand with the BJP/NDA ruling central government of India on this decision. Media agenda communication theory surfaced as an alternative way of reporting in which the journalists "care as well as know" and in which the notions of responsibility and accountability goes hand in hand. The media coverage of Jammu and Kashmir in the context of conflict resolution and media agenda communication has been a subject of interest for journalists and scholars alike. As a result of major escalation in the Kashmir conflict after the abrogation of Article 370 of the Indian Constitution, the study at hand analyzed the coverage of J&K conflict through the perspective of media agenda setting along with comprehending the extent to which ideals of media agenda related to election campaign used first time in American presidential election to draw the perspective and gratification of the public towards a particular candidate of political party can be translated to journalistic practices to influence public opinion and legislation making on the basis that media agenda setting theory of communication has gone traditional once considered to election campaign but now in the modern time of ICT it has become any issue based to influence the public opinion by the opinion leaders, elites for their self interest.

Key Words: *Media agenda setting, public opinion, Scrapping Article 370, legislation making, parliament, democratic process, citizens, policy making, administration, multifaceted digital media, biased reporting, untruth of media agenda setting, influence of media agenda setting, gate keeping in social media, public opinion, credibility of media agenda setting in the era of ICT, driving forces of media agenda setting*

INTRODUCTION:

Foreign media and national media of India highlighted news on scrapping Article 370 to draw the attention of the world nations. Foreign media tried to set its media agenda communication among the masses to table the scrapping Article 370 from the Indian Constitution in negative way to tell the world that scrapping Article 370 is not veracity and injustice with the people of Jammu & Kashmir as they have lost special status of Jammu & Kashmir State, while most of national media of India presented its positive views on scrapping Article 370 from the Indian Constitution as this Article 370 was a major challenge to the unity, integration of India, stymie in the development of Jammu & Kashmir and also generator of militancy and uproar in Jammu & Kashmir for many years. After the advent of huge information technology, globalization or new media, masses understand the things in their way not under the influence of agenda setting of particular media as in the past or traditional media age people used to follow media and react in positive or negative way. So the same, most of Indian people and people of Jammu & Kashmir took scrapping Article positively as national media set its agenda in

researched way and positively that scrapping Article 370 was correct by BJP ruling central government of India, also Indian media users rejected the negative media agenda setting of mainstream foreign media in the context of scrapping Article 370 as media agenda is not set by the media but it is the creation of opinion leaders, political power or political elites for their vested interests to influence the public in fact by filtering the truth.

The definition of media agenda setting first of all was proposed in 1972 by Prof. Maxwell McCombs and Prof. Donald Shaw at the University of North Carolina. They described that the agenda-setting theory has two core assumptions such as 'media controls reality' and 'media gives topics importance'. Media controls reality means that the mainstream media does not report the "reality" of any issue or event. Media only acts as a filter and fabrication allowing some aspects of the reality to reach their audience while blocking others.

Next, media gives importance to cover or report on a certain issue or event in order to public follow that issue as being the crucial issue than other issues. McCombs and Shaw also described and defined two levels of agenda setting by the mass media such as First-Level Agenda Setting through which the media filters or distorts facts of events as being worthy of being reported to the audiences. It is featured by object prominence by media that media's attention is directed towards that particular issue or event and mentions as important issue being covered by that particular media.

Second-Level Agenda Setting through which the media tries to influence *how* public/audience think about certain issues or events, having already produced *what* to think about in the first level of media agenda setting.

When Article 370 of the Indian Constitution was abrogated, then foreign media reported to influence the Indian audiences and people of Jammu & Kashmir on the issue of abrogation Article 370 as it reported that it was wrong with the people of Jammu & Kashmir by removing this Article of special State status while Indian mainstream media supported abrogation 370 for the welfare of the people of Jammu & Kashmir and some Indian media criticized this action of Government of India. It is object salience or first-level media agenda-setting to draw the attention or thinking of the audience towards particular issue of abrogation Article 370.

Moreover, media agenda setting of different foreign media and national media tried to draw the attention of people positively and negatively over the issue of abrogation of Article 370 from the Indian Constitution. While maximum mainstream foreign media told abrogation of Article 370 as illegal step of Bharatiya Janata Party (BJP), the Government of India and Indian national or mainstream media tried to tell it a right decision to abrogate Article 370 for the welfare of Jammu & Kashmir and terrorism free Jammu & Kashmir. The mainstream media of India opposed the media agenda of foreign media including Pakistani media and some communist media of India. This is second-level media agenda setting where audiences are told how to think about abrogation of Article 370 from the Indian Constitution.

NEED OF STUDY:

The need of present research study focuses on whether the media has the strength to shape public opinion by setting media agenda on any issue to draw the attention of the public, and also needed widely comparative study of national mainstream media and mainstream foreign media whether the way media attempts to influence media users by filtering media contents and media agenda driven by mainstream foreign media's bias on politics, economy, culture, inter-national relations among the nations of the world in the context of internal issues of the developing nations. Further, the study needed whether the nations have more political power receive higher media exposure and whether the media agenda setting communication theory emerged from America and its use in Presidential Election to influence the public behaviour towards any political party has turned to raise any issue to influence the public opinion by opinion leaders behind the media agenda setting for their self-interest as media agenda setting theory of communication is not relevant in the age of Information Communications and Technology (ICT) and public media literacy to judge the truth and media agenda setting has become issue based media agenda setting of elites, political power, influence of opinion leaders, community to raise at national and international level to gain benefits and dominate the others.

REVIEW OF LITERATURE:

In the past also many books and research articles have been published whose objective was to find out how media agenda setting has been influencing public opinion formation and legislation-making and how important is the role of media agenda setting in legislative process research done in this area. G. Gopal Reddy in his research work entitled 'Media and Public Policy, he mentioned that the influence of media agenda setting on policy making cannot be denied. The influence of media agenda setting on policy depends on two factors, first, the way the media portrays an issue and second, media gives prominence to special public issues. Only after studying these two elements, an opinion should make on the inter-relationship between the policy makers and the media. Stromback, Jesper in his research work entitled 'Four Phases of Modernization: An Analysis of the Mediatization of Politics (2008), he is agreed about the fact that there is constant interaction between media or journalists, members of parliament (MPs) and members of the government due to which both influence each other's actions and activities as political and the reciprocal power relationship between media actors is complex and constantly changing according to the needs of the times. The research scholar Halima Zoha Ansari in his article Press and Policy: Can Media influence Policy Making? The article highlights the need for regulation of the media and the Press, describing the relationship between media and politics as a sensitive one. Media is popularly regarded as the fourth pillar of democracy to provide political participation to the citizens and to bridge the gap between the two acts as a bridge. News from newspapers, magazines, radio, TV and social media generate political awareness, which in turn shapes public opinion and public opinion ultimately influences law and policy makers. The author states that through news coverage, the media itself has been successful in informing the public opinion about the government by acting as a political agent, prime examples of which are the Nirbhaya rape case of 2012, the Citizenship Amendment Act, the Farmers Act as well as the India-China tension reactions between Indians, etc. Ankitha Praveen in her article

entitled 'Role of Media in Democracy and Governance, she says that media plays an important role in the governance of the nation, it not only disseminates information but also helps in forming public opinion, making good laws and taking good decisions. The researcher has discussed the important aspects of the Indian Constitution provided that the provisions with special emphasis on freedom of speech and expression and right to information and abrogation Article 370 have been explained the scope of media agenda setting to govern good citizenship and made good opinion among the masses towards this right decision of the government of India. Kumar Abhinav in his article 'Role of Media in Society', he says that in a democratic society, where officials are elected, laws are made on the basis of opinion. The media agenda is one of the most cardinal influences on public policy as a means for governments to control their affairs. They use media and common people use media to put their problems in front of the administration and government, and politicians, campaigners have their views through social media networking sites, Facebook and Twitter to abrogate Article 370 from the Indian Constitution in the common interest of citizenship in a democratic nation India. Ayddiqua, Khalid Sultan, Atif Asharaf and Ghulam Shabir (August 2021) in their article that most of national media of India covered abrogation of Article 370 from the Indian Constitution by BJP ruling Central Government of India and interpreted this abrogation was for the establishment of Hindu majority in Kashmir. From this angle, the researchers supported the media agenda set by the foreign media and Pakistani media in negative way as abrogation of Article 370 is violation of the human and constitutional rights of the people of Jammu and Kashmir. The researchers did study one sided on the media agenda setting theory of communication in which Indian national media's agenda setting is ignored and described in negative way over scrapping Article 370 from the Indian Constitution neither conducted comparative media agenda setting of Indian media and foreign media to know the reality of each media agenda setting or media framing and driving forces behind media agenda setting to influence the masses to favor and disfavor the abrogation of Article 370. However, Indian national media's truth based coverage and positive response of most of Indian people including people of Jammu and Kashmir on abrogation Article 370, misuse of Article 370, corruption creation owing to Article 370, challenges of separatism from Article 370, Article 370 as the gate of militancy, Article 370 as danger for the unity & integration of India, unequal civil code and separate constitution of Jammu & Kashmir under Article 370 for many decades are not studied by most of foreign media. The researchers Neha Khanna and Amaresh Jha also studied on the topic 'Abrogation of Article 370 to DDC Polls: Framing Kashmir in the National Newspapers-The Times of India, The Hindu and The Indian Express'. These researchers studied the media agenda setting or media framing comparatively by conducting research on the media coverage of three national newspapers namely The Times of India, The Hindu and The Indian Express. From these researches it is cleared that media agenda setting theory of communication has different media agenda setting to influence the masses or receivers but masses or receivers living in the revolution of Information Communication Technologies (ICT) are more aware on the messages of media as what is right and what wrong message of media and news is. Now 'What to Think' as earlier the thinkers of media agenda setting usually claimed earlier during the Presidential Election of America now masses across the world know through different media resources to study and know the truth and driving forces behind the media agenda setting of each TV Channel, Radio, newspaper and social media. The researchers described that The Times of India, The Hindu and The Indian Express are national newspapers of India which have their own media agenda or media framing and driving forces or opinion leaders behind their media agenda setting to influence the public opinion in the right towards right decision of abrogation Article 370. However, media always raised voice against Article 370 and set media agenda to influence policy makers to remove Article 370 for the interest of the common citizenship in India and integration of India. The Indian Express, The Times of India narrated abrogation of Article 30 from the Indian Constitution was correct decision for national integration, peace and human development, while The Hindu newspaper reported Jammu and Kashmir has been a theatre of muscular Hindutva nationalism and abrogation Jammu & Kashmir's special status is the wrong way to an end. The researchers described the media agenda setting of these newspapers or media houses to influence readers positively on abrogation Article 370 while The Hindu newspaper negatively presented abrogation Article 370. The researchers did not research the ideology, driving forces or opinion leaders behind any media reporting. After the August 5th decision of revocation Article 370, a veteran journalist Rahul Pundita covered and aired a discussion program on "Valley after Article 370" on News 24x7 TV in the context of Kashmir in his media coverage immediately, in his media coverage he stated that the clandestine majority of people supported the revocation of Article 370 as media all time used to raise the issue of Article 370 to influence the policy makers and shape public opinion for the betterment of Jammu & Kashmir and common citizenship. It is media and its media agenda setting that media reports and discussions found that the Gujjar-Bakarwals, Shias, masses of Jammu, Ladakh and an illuminati number of Sunni Muslims in the valley supported the revocation of Article 370 because media opened their eyes about the disadvantages of Article 370 in the name of special Status State of Jammu & Kashmir. One of the major factors that boosted the central government to take the decision of revocation of Article 370 on the basis of trusted intelligence and media research reports of independent researchers. These researches done by independent researchers floated that people of JK were scandalized of militancy and bloodshed, conflicts and disgusting gimmickry of the separatists and family mainstream political leadership of Jammu & Kashmir. These researches depict that people of Jammu & Kashmir are seeking for honest transformation, good governance, prosperity, peace, employment and all around development of Jammu & Kashmir.

The Western media and some Muslim countries' media mostly Dawn newspaper of Pakistan, Turkey media and Al-Jazeera media also covered a biased reporting over the decision of scrapping Article 370 as these handful nations used its media to make pressure on Indian government and criticized this decision of the Indian government as these nations are never in favor of India's unity and nationalism passion. These media portrayed its anger against India at international level for violation of human rights in Jammu & Kashmir. Many international mainstream media journals and newspapers like New York Times, The Independent, Al-Jazeera and The Guardian portrayed India as an infringer of human rights in Jammu & Kashmir. These newspapers' media reports held guilty Prime Minister Modi for autocracy and Hindu extremism in India and also reported that the nationalist BJP government in India is intolerant of the autonomy being enjoyed by the only Muslim-majority State of Jammu & Kashmir in India. These international media or Western media reported to spread rumors that BJP government in India is planning to transform the demography of Jammu & Kashmir. Furthermore, these foreign media created false fears about the future of secularism and minority communities dwelling in India. Another bulky media criticized the decision of BJP government to scrap Article 370 and then it created security, communication lockdown in Jammu & Kashmir and detention of the political leaders of Jammu & Kashmir. These braggart media alleged India for violations of human rights, violations of Indian Constitution, denial of fundamental rights,

torture by security forces in Jammu & Kashmir. These rubbish media reports showed its fraudulent and insufficient knowledge of the history, background and other parts of the Kashmir conflict. Such media publications hardly showed any the references pertaining to fast growing militancy, anarchy and radicalization in Jammu & Kashmir that compelled Indian Government to scrap Article 370 to restore peace and public welfare development. While foreign mainstream media agenda setting ignored by the public of India and policy makers as it could not influence the public according to foreign media's interest to create tension among the masses over abrogate Article 370 from the Indian Constitution and foreign media always remained in the support of Article 370 and issue of Jammu & Kashmir conflict between India and Pakistan. The foreign media never supported the right claims of India, Jammu & Kashmir as integral part of India after the Independence of India and misuse of Article 370 under which a special State status was granted Jammu & Kashmir. The researches done by different researchers on media agenda setting's influence public opinion and policy makers reveal that people dwelling in modern revolution of information technology, digital media and social media know the truth behind each media's agenda setting. In earlier time when traditional media like radio and newspapers used to in existence and such traditional media's approach was also limited to common people but opinion makers like subject experts, professionals, leaders and elite groups of the society behind the media agenda setting influence the public opinion, law-makers and policy makers for their vested interest but now in modern age of advanced communication technology people have plethora of access to multimedia to know the truth and have much knowledge to judge the truth, untruth and propaganda. A big section of Indian media always reported, discussed over Article 370 to abrogate it from the Indian Constitution to bring common citizenship, peace, human development, peace, integrity and terrorism free Jammu & Kashmir to make the public opinion and policy makers against misuse of Article 370.

KNOWLEDGE GAP OF THE STUDY:

On the basis of the review of literature, it has been observed that media agenda setting by mainstream media of the Western countries is intruded into the political, economic, cultural affairs of the developing countries and challenging the sovereignty, democracy and laws and this type of propaganda media agenda against the revocation of Article 370 was made by these nations and instigated the ally country Pakistan, while media setting agenda of the mainstream media of these nations put the issues of violation of human rights, massacre of Kashmiri Pandits and development of Jammu & Kashmir in the margin in the news reporting. Media setting agenda of powerful nations violate the MacBride Commission Report of 1980 as media agenda setting is not fixed by media but it is fixed by riches and powerful politics to influence the masses for their interests. The agenda setting theory by McCombs and Donald Shaw (1968) has no more influence at present in the revolution of information technology and social media as masses understand it the agenda of power politics and agenda of the elites against the poor nations, lower section of the society at different levels.

OBJECTIVE OF THE STUDY:

The specific objectives are:

- (a) To analyze the power of modern convergence media and social media as sources to influence media agenda of mainstream media on any issue to act on the issue.
- (b) To analyze the media agenda of mainstream media of national media and western media is dependent on the sources of social media and news media.
- (c) To analyze media agenda setting is the result of public agenda setting and selective perception of public after the advent of social media and many sources of digital media.
- (d) To analyze the media reports of Western Countries and national media coverage on scrapping Article 370 the Indian Constitution.
- (e) To analyze the credible news sources of media agenda setting of traditional media and social media sources to study public's perception in society on scrapping Article 370.
- (f) To analyze the challenge of Western Countries through their media agenda setting to influence the internal issues of India and law-makers.

HYPOTHESES OF THE RESEARCH:

The media coverage of the mainstream foreign media is not up to mark over the issues of scrapping Article 370 from the Indian Constitution and internal conflicts of India. The national media and masses of India rejected the untrue influence of media agenda setting of the mainstream foreign media, opinion leaders, and media elites including Pakistani media propaganda as masses receive informations from different sources to know the reality. Media agenda setting has taken place of powerful policy makers of the powerful countries for their self-interests.

RESEARCH METHODOLOGY:

The research methodology regarding the present research study is based on empirical as well as doctrinal to find out the fact-situations and base related to the research topic of present research study. The research study subsumed various secondary sources such as books, journals, e-material, newspapers, reporting of TV channels, government reports, etc. An empirical study through questionnaire, interviews, and online official modes gaining the required information, opinions and fact collected thereby from various media sections like editors, journalists, reporters, media professional/media experts, academician, statesmen and general public. An honest effort has been made in collecting, analyzing data for concluding the result of the present research

work. On the other side, the various media agenda setting reports, media ethics, Press commissions, international standards of media, MacBride Commission report, NWICO and earlier media agenda reports on other issues of India, etc. to make the necessary information of secondary data to fulfill the objective of thesis.

Research Design

There are different research techniques that can be used to conduct any research study. All these techniques or methods have theory of knowledge and the foundations of philosophy. With the help of a questionnaire survey method is applied to identify the views of various stakeholders, editors, media reporters, media professionals, social media users, statesmen and general public on media agenda setting. The qualitative and quantitative method is also used to collect the data. A mixed method design is also been applied to determine whether media agenda setting is the agenda of the political elites, opinion leaders in their interests.

Sample Design

The specific definitions of the universe for a particular study are set by the research questionnaire, which specifies who or what is of interests. In this research study, for conducting the research study, universe involves national news items and interviews are retrieved and subsumed the news story of twenty foreign & media editors, Fifty foreign & Indian senior journalists, eighty foreign & Indian media experts/media professionals, fifteen news agencies' reporting, eighty Indian journalists, eighty foreign journalists, one hundred foreign & Indian social media users, two hundred general public and fifty news agencies total 500 samples as the universe for the study. All these are categories are considered as sampling element for the study. The data have been collected from these sources through online-interviews, questionnaire, etc. with the help of deep observation technique.

Foreign & Indian Media Editors: One respondent from each eleven group of western media have been taken (Electronic media and Print media) and 9 respondents will either be from Indian mainstream media group (Electronic media and Print media).

Foreign & Indian Senior Journalists: One senior journalist from each eleven electronic media and print media from India. At least 15 senior journalists sample have been taken from their specialization categories such as foreign affairs, political, defense, etc. Rest will be journalists mixed categories including senior reporter, junior reporter, males and females, etc. It makes total 50 journalists' sample sub-editor may also be covered among the sample of 50 senior journalists.

Foreign & Indian Media Experts/Media Professionals: At least three foreign media experts/media professionals will be taken from main western and urban countries. All other media experts/media professionals have been taken from India. Each category of media has been subsumed such as print, electronic and social media. The others from media organizations like DD News, F.M. radio, All India Radio, etc. including editors of different newspapers, magazines and electronic media.

Foreign & Indian Social Media Users: Ten social media users have also been taken from foreign and rest of these have been covered from different States of India.

General Public: Five persons (media consumers) have been covered from each main western nations and urban nations whereas the rest of the sample of 140 has been taken from Shimla city the capital of Himachal Pradesh as a world famous tourist place which also contains the people from various areas of India. Members of general public also falls within the definition of media agenda setting, therefore apart from journalists the sample can include people who watch news channels, read newspapers but do not know about media agenda setting communication theory and its functions to influence audiences.

Press Commissions & Press Council: It will include present members of Press Council of India, former members of press commissions of India and former members of MacBride Commission and NWICO will be taken as sample.

SAMPLE DESIGN

Total Sample Number		
Sr. No.	Sample	Number
1.	Foreign & Indian Media Editors	20
2.	Foreign & Indian Senior Journalists	50
3.	Foreign & Indian Media Experts/Media Professionals	80
4.	Foreign & Indian Social Media Users	100

5.	General Public	200
6.	Press Commissions & Press Council	50
	Total	500

DATA COLLECTION TOOLS:

Primary and secondary data collection methods have been applied for the purpose of the present research study. The primary data is collected through structured questionnaires, interviews, surveys, case studies, telephonic interviews and digital methods, etc. in the present research work.

Primary Data-

- (a) Interviews
- (b) Questionnaire or Media Survey
- (c) Observations
- (d) Focus Groups
- (e) Telephonic Interview

Secondary Data:

- (a) Ethnographies, History and Media Studies
- (b) Documents and Records
- (c) Various Government/ Non Government departments of Jammu & Kashmir
- (d) News, Articles, Debates, Journals, books, Research works done by Researchers
- (e) Comments of People in Social Media
- (f) Indian Constitution and Decisions of Central Government of India
- (g) Political reviews
- (h) Reviews of national and International Media

QUESTIONNAIRE:

For the present research, the following questions were asked to the different categories of media professionals, media organizations, journalists and general public regarding the topic of the research study:

1. Do you think media agenda setting communication theory exists in modern era of Information and Communications Technology?
2. What do you mean by Media Agenda Setting?
3. Does media agenda setting helps in influencing the modern media users?
4. Does the media agenda setting of main stream foreign media of the Western media conduct biased reporting on the issues of developing nations?
5. Does the biased and self-interest media agenda setting not help in influencing the media users to follow and think over the issue raised in media?
6. If no, why (Linked with Question No.3)
7. What impact does media agenda setting has on media users?
8. In what way media users are subsequently affected by media agenda setting?
9. How do modern media users of Information Communications Technology understand and compare the reality and unreality of the different media agenda setting of media?
10. Do you think that Western media agenda setting focuses upon dominant the developing countries than showing the truth while disclosing internal conflict and political issues of the developing countries?
11. Do you think media agenda setting influences the news or information?
12. Are media agenda settings in any way helpful in accessing the real situation or facts to influence the public opinion?

13. Do you think that traditional media agenda setting communication theory given by Western media thinkers now has shifted to the political agenda of powerful modern nations?
14. Was main stream media agenda setting of foreign Western media based on biased reporting over scrapping Article 370 from the Indian Constitution?
15. Was main stream media agenda setting of India/national media based on truth reporting scrapping Article 370 from the Indian Constitution?
16. Do the media users examine the truth and untruth of the media agenda setting through the various media tools of print media, electronic media, digital media and social media?
17. Does the media literacy among the modern public or media users of Information Communications and Technology know the truth and untruth media agenda setting of media behind any social, political, economic issue?
18. Do you understand that media agenda setting is not media agenda of any media organization in fact?
19. Do you think that media agenda setting by any media organization of any nation generally supports its own political, economic, social and cultural interests?
20. Do you think media agenda setting focuses upon TRP more than finding and showing the truth while reporting conflicted issue or any other issue?
21. Do you think that media agenda influences the law making body of any sovereign country on any constitutional issue?
22. Do you think that media does not tell the audience/media users what to think, but rather what to think about?
23. Do you think that after the advent of digital and social media still traditional media maintains the power to set the agenda for the public or has the balance of power to shifting public's perceptions?

TOOLS OF ANALYSIS:

The percentage method is used to analyze the collected data. The questions were asked on various aspects of media agenda setting on abrogation article 370 from the Indian constitution and perception thereof was drawn by calculating the percentage method. The pie-charts and diagram would find mention the percentage of response given by the respondents. The percentage method is used to analyze the collected data. The questions were asked on various aspects of media agenda setting on abrogation Article 370 from the Indian constitution and perception thereof was drawn by calculating the percentage method. The pie-charts and diagram found the percentage of response given by the respondents.

LIMITATIONS OF THE STUDY:

However, the hard work in the context of present research study has been done seriously to complete, despite the following limitations such as:

1. The restrictions of Covid-19 Corona virus did not allow the researcher to visit personally to some targeted samples of research study.
2. Further, it was a challenge for the researcher to get primary data from targeted categories such as foreign media editors, senior journalists, policy makers, opinion leaders especially more due to non-seriousness of foreign media.

CONCLUSION AND SUGGESTIONS:

The present research study's findings resulted that traditional media's agenda setting power is no longer universal or singular within media users/audiences of any nation as there are various political, economic, cultural driving forces and opinion leaders behind each media agenda setting of Western traditional main stream media and Indian traditional stream media such as media agenda setting on scrapping Article 370 from the Indian Constitution to shift the public opinion against scrapping Article 370 and favoring in scrapping Article 370. Maximum Western main stream media agenda setting tried to shift the public opinion of both the public of Western countries and public of India against Scrapping Article 370 from the Indian Constitution, while on the other hand, Indian/ national traditional main stream media agenda setting on scrapping Article 370 accepted and supported by the common public of India as it is associated with the constitutional matter and internal issue of India to maintain the peace, unity, progress, human development, terrorism free and corruption free Jammu & Kashmir as this Article 370 was problematic to all the citizens of India and its provinces. The social media agenda settings challenged the traditional main stream media agenda setting and kept gate keeping of the main stream traditional media agenda setting on Scrapping Article 370 in different portals of social media. Social media or digital media in which common public of the world has their access and their own power of making public opinion on any issue has become an examiners to test the reality and unreality of the traditional media agenda of the Western media and national/Indian media or traditional media of the developing countries. As result of the study suggests that traditional media agenda setting is not remained itself powerful to shape the public opinion towards the agenda it raised as social media is itself a greater mass media platform of the common public of the world to give judgement in favor and disfavor of any matter or any issue as in social media there is no driving force behind the traditional media agenda setting to achieve the target objectives. The common people in multifaceted tools of social media test the traditional media agenda setting and let know the truth and reject the biased reporting of traditional media agenda setting as maximum public rejected the biased reporting traditional media agenda setting of Western media over the issue of scrapping Article 370.

SIGNIFICANCE OF THE STUDY:

Academic: In the present times, the whole world community and nations are valuing the global development, while Jammu & Kashmir is still confined to the past due to restrictions and conditions imposed by the State of Jammu & Kashmir laws before scrapping Article 370. This opportunity of development could not prevail to the local people of Jammu & Kashmir, who found it hard to come out from the sorcery of restrictions and leverage from the multiple education and employment opportunities that have been open for all the people of Jammu & Kashmir as for any other citizen of India. Even though the State of Jammu & Kashmir has a good percentage of literate youth, but low connectivity with the educational scenario in the rest of the country has bounded their awareness about the latest education and study trends and other opportunities. Forty percent of the Jammu & Kashmir youth is unemployed, which is the major cause behind the involvement of anti-social activities in Jammu & Kashmir. Yet though there are prominent government institutes like National Institutes of India (NITs) in the State of Jammu & Kashmir, myriads of students remain deprived of quality education and training. This has been creating a vacuum in the right educational guidance, which is circumscribing maximum of the pupils of Jammu & Kashmir from contending effectively on pan-India position. With the scrapping of Article 370 and so Article 35A, the limitations on land authority will be dissolved, which will enable evolved private investment and setting up of assiduousness in the State of Jammu & Kashmir. This is continually going to give rise to specialized training institutes. Considering educational immolations by many organizations will be accessible to the youth right in the State of Jammu & Kashmir. This can bridge the wide gap prevailing between curriculum and industry and inculcate confidence into the students. With this, JK's juveniles will come in sync with the contemporary assiduousness trends. Further, it'll also break social and inner fences across the country and unlock multiple employment and entrepreneurial possibilities. Indeed, the avoidance of Article 370 is a promising step in the direction of a new dawn that will see the rejuvenation of JK and its parsimony as the pride of India. All the people of JK have the right to education and right to know everything. The law now gives the people of JK the right to get education from good institutes present within the State. Investors will invest in Kashmir, and there are 100 chances of new educational institutions coming to the dish; so, this will make children, especially girls, educated.

Social: After the decision of scrapping Article 370, there is no separate constitution of Jammu and Kashmir, no separate flag. Now Indians can come to J&K to buy land there, service of educational education, and apply for government jobs. Now, Indians can buy land there and make huge investments, which will help the land prices raise there in Jammu & Kashmir. Multi-national companies can come and invest there to create jobs and other jobs options to the local people of Jammu & Kashmir to uplift their income resources. All this will lead to the overall profitable development of Jammu & Kashmir. This will lead to employment occasions for the people of Jammu & Kashmir. Crime will reduce as people will not entertain terrorism instead of working and earning for themselves and their families. Now the people of Jammu & Kashmir will get the right to education and the right to information. After revocation of Article 370, the secular passion can assist the masses of Jammu & Kashmir, Ladakh like people of different States of India to overcome trauma and move towards an inclusive future and educating young humans about essential social values, cultures, advocating peace, tolerance, and team spirit can have a transformative impact on now not simply people however the whole society of Jammu & Kashmir. Now after scrapping Article 370 the youths of Jammu & Kashmir struggling from disillusionment, low self-esteem, emotional despair, psychological trauma and lack of cultural connectivity with the people of rest States of India can be fostered in unity in diversity as earlier Article 370 had exacerbated the milieu of secularism, social and cultural connectivity with non-Jammu & Kashmir masses of India.

Professional: The present research study will exhort to the media professional to report on facts and reality not under the influence of politics and negative opinion leaders.

The present research study focuses at investigating the media agenda setting of mainstream foreign media and mainstream national media coverage on scrapping Article 370 from the Indian Constitution. The method of research was to analysis the media coverage by mainstream foreign media and mainstream national media in the context of abrogation Article 370. The news stories published in foreign mainstream media USA based newspaper The Washington Post, London based The Guardian newspaper, USA based newspaper New York Times, Qatar based broadcasting news channel Al Jazeera, USA based multinational cable news channel CNN (Cable News Network), United Kingdom based BBC (British Broadcasting Corporation), Russian based State-controlled international news Television network Russia Today, Pakistan based newspaper Dawn News and India based national mainstream newspapers, magazines and TV Channels such as Times of India, The Hindu, The Times of India, The Tribune, Indian Express, Amar Ujala, Dainik Jagaran, Dainik Bhaskar, Jansata, India Today, The Wire (News and opinion website), multinational English language news channel WION (World is One News), DD News, Aaj Tak, India TV, NDTV, Zee News, News Nation were selected for the purpose of media agenda setting content analysis on the part of abrogation Article 370 from the Indian Constitution and how these media set its agenda to influence the masses mostly Indian people in negative and positive way to what to think rather what to think about agenda set by media. The time span of the research study from 6th August, 2019 to 6th August, 2022 as the scrapping of Article 370 from the Indian Constitution took place on 5th August, 2019 by BJP ruling central government of India. The news stories regarding abrogation of Article 370 from the Indian Constitution were taken from mainstream foreign media and mainstream Indian media available on both online & offline portals, websites of these media. The main words of 'Scrapping of Article 370 from the Indian Constitution in the context of special status of Jammu & Kashmir' was used for analysis as per the media agenda setting of both mainstream foreign media and mainstream Indian media.

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