

Media the most effective weapon of war

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MEDIA has emerged as the most strategic weapon of war. Particularly, newspapers and radio have been effectively used by rival countries. And in the recent past, dish has also become an important tool in the media war technology. Realising the importance of media, India has also launched 'an airwar' against its smaller neighbours particularly Pakistan by using its satellite channels through Doordarshan and All India Radio since the very first day of its emergence onto the world map. According to an Indian daily *Telegraph*, the aims and objectives of an agreement recently concluded between Doordarshan and CNN were to extend India's influence to neighbouring countries particularly Pakistan, Sri Lanka, Nepal and the newly-emerged Central Asian Republics.

Before imposing the 17-day war on Pakistan in September 1965, India had carried on a systematic campaign of misinformation against Pakistan through its air channel, Akashwani and the state-owned newspapers and due to its frivolous allegational media policy, it had almost succeeded in convincing the world that Pakistan was responsible for all ills, that is why, as the Akashwani flashed the false news of so-called fall of Lahore, even BBC without confirmation, broadcast the same hastily. On the other hand, the Pakistani Radio and newspapers came out with reliable and objective reporting of the events and imbued courage, faith, devotion and determination among the people and the whole nation stood like a rock to frustrate the enemy's designs. Within minutes, the poets, composers and singers appeared on the mike and their poetic contents and compositions were so effective and motivating that they captivated our body and souls. The poets and singers devoted even their *taranas* to the defenders of the geographical frontiers. *Taranas* like *maray naghmay tumharay leayhain; apni jannazar karoon, apni wafapesh karoon; sathio mujahido jag utha hai sar-wattan; eh dushman-e-deen too nay kis qaum ka lalkara hai and eh rah-e-haq kay shaheedo, wafa katasveero, tumhain wattan ki hawain salam kehti hain* in those eventful days, became our national sonic, heritage and contributed an unprecedented deal to boosting the morale of both the masses and the troops and at last, we were able to repel the enemy's aggression. However, after the war was over, India intensified its disinformation campaign against Pakistan.

Today again, Pakistan is confronted with the same situation. The Indian leaders are hurling threats to outrage the sovereignty of Pakistan and have concentrated their troops along the borders. India has intruded its agents in Sindh to fan ethnic feelings and carry out subversive activities. Besides, its media have launched a full-scale proxy war against Pakistan. A former Indian diplomat, Mani Shanker Aiyar who is now a Member of Parliament while analysing different options to destabilise Pakistan, writes in Chapter-3 of his book, *Pakistan Papers*, that "the rationale of first option is that the ideological basis for Pakistan has been manifestly proved false; Pakistan as a nation has failed to gel; the people are oppressed by military rules and yearning to be liberated from the yoke; the continuance of Pakistan by an unrepresentative military coterie is a constant military threat to India because its very weakness and unrepresentative character will lead the regime into launching military aggression or exercising the nuclear weapons option or making the subcontinent a pawn in the 'Great Game of the Super Power'. He adds that the more subtle second option is to aid and abet the internal dynamic that undoubtedly exists towards the disintegration or