

Globethics Repository

The logo for Globethics, featuring the word "Globethics" in white, sans-serif font centered within a solid blue rectangular background.

Public Perception about Policies and Practices of ISPR on War on Terror with Special Reference to Military Action in Tribal Areas of Pakistan

This page was generated automatically upon download from the Globethics Repository. More information on Globethics see <https://www.globethics.net>. Data and content policy of Globethics Repository see <https://repository.globethics.net/pages/policy>.

Item Type	Article
Authors	Chaudhry, Sidra;Ali, Shahzad
Publisher	Qurtuba University, Pakistan.
Rights	With permission of the license/copyright holder
Download date	2026-07-08 23:25:03
Link to Item	http://hdl.handle.net/20.500.12424/188108

Public Perception about Policies and Practices of ISPR on War on Terror with Special Reference to Military Action in Tribal Areas of Pakistan

Sidra Chaudhry* & Shahzad Ali**

Abstract

The study aimed to explore perceptions of public regarding military action in tribal areas of Pakistan with perspective of policies and practices of Inter Services of Public Relations (ISPR). In this connection, point of view of five hundred respondents i.e. students, teachers, journalists, and the category of general public was ascertained. On the whole, it was found that majority of the respondents were not in favor of military action in troubled areas of Pakistan. It was also suggested by majority of the respondents that policy of dialogue and reconciliation should be opted in order to ease the tension as well as for establishing peace. The findings also revealed that Public Relations department of armed forces of Pakistan should revise its PR policies in order to build up and sustain positive and soft image of Pakistan army which was tarnished due to military coups and Pro American Policies regarding war on terror.

Keywords: War on Terror, ISPR, Tribal Areas, Pakistan Army, Taliban, Public Relations strategies.

Terrorist attacks on twin towers of world trade centre and Pentagon on September 11, 2001 changed the pattern of World politics. These attacks, not only gave excuse to the hawkish elements of US administration to carry out their crusades against the nations, which they deemed unfavorable to their interests but also exposed American vulnerabilities. The US reaction after 9-11 was swift and brutal. Afghanistan was invaded and Taliban Government was ousted. The aim of this war, as defined by US administration was, 'War against terrorism' but after the victory in Afghanistan, no visible accomplishment was made except the

* Sidra Chaudhry, Lecturer, Department of Media & Communication Studies, International Islamic University, Islamabad

** Dr. Shahzad Ali, Assistant Professor, Department of Mass Communication Bahauddin Zakariya University Multan. Email: shahzadmasscomm@yahoo.com

installation of puppet Karzai regime. To this minute the main Taliban and Al-Qaida leadership, which was the target, is at large.¹

Experts say Pakistani leaders have historically felt it was important to be involved in Afghanistan. This policy of 'strategic depth' led them to encourage – or at least, not put down – groups of Pashtuns in Pakistan that had strong ties to their fellow Pashtuns in the Afghan Taliban. There are millions of Pashtuns in the Pakistani 'Pashtun belt', which stretches across a wide swath of territory from China to Iran. The common Pashtun sentiment in this sparsely populated region has made it a haven for the resurgent Taliban, Cohen says. However, the Taliban's resurgence may also be a result of policy; after 9/11, despite his cooperation with the United States, Musharraf "wanted to maintain the Taliban as a strategic option in case Afghanistan dissolved into civil war and chaos again," Pakistani journalist Ahmed Rashid wrote in the *Washington Post*.²

Recently, U.S. and Afghan officials have become increasingly vocal in their criticism of Pakistan for a wave of suicide attacks that has hit Afghan provinces bordering Pakistan in recent months. More than thirty attacks have killed some 100 people – including U.S. soldiers, a Canadian diplomat, and NATO peacekeepers – as well as dozens of Afghan civilians. Members of the resurgent Taliban in Pakistan are blamed for the attacks. Experts say the Taliban has developed, quite openly, an infrastructure in Pakistan that includes recruiters, trainers, safe houses, and people who arm suicide bombers. "The suicide bombers are being recruited in [the city of] Karachi, not just the rural areas," Ispahani says. They are then trained in safe houses in Quetta and Chaman in Balochistan, Rashid writes. During a state visit to Pakistan in February, Afghan President Hamid Karzai gave Musharraf detailed dossiers on suicide bombers and trainers and asked for help in stopping the attacks against Afghanistan.³

Overall Security Situation

Quite serious, some experts say. "The security situation in Pakistan has worsened very significantly over the last nine months to a year," says Mahnaz Ispahani, adjunct senior fellow for south and west Asia at the Council on Foreign Relations. She cites a litany of concerns for Pakistani President Pervez Musharraf's government, including armed clashes between insurgents and the government in the Waziristan tribal area; tribal unrest and conflict over energy resources in Balochistan province; massive anti-American and anti-Musharraf demonstrations in the Northwest Frontier Province; the resurgence of the Taliban; the violent demonstrations over the European cartoon controversy; and increasing

sectarian violence between Sunnis and Shiites. In addition, Pakistan has a continuing rivalry with India and a complex relationship with another country on its border, Iran. "The Pakistani government is in a difficult position," says Stephen Cohen, a senior fellow and Southeast Asia expert at the Brookings Institution. "The country's more insecure than it's been for a long time." says Stephen Cohen.⁴

Experts say Musharraf's choice to join the U.S. war on terror has placed him in direct opposition to the tribal leaders who control the provinces mostly outside government control near the Afghan border. "Through millennia, there's been a tradition of tribal leaders being fiercely averse to any kind of government control over their territory," says Anupam Srivastava, director of the Asia program at the University of Georgia's Center for International Trade and Security. The historical agreement in these areas was that if there was any kind of security problem, the Pakistani government would approach the tribal leaders and let them handle it. Now, however, Pakistani troops are stationed in the region searching for Taliban and al-Qaeda leaders pushed out of Afghanistan by U.S. troops. A recent U.S. air strike against a village suspected of harboring al-Qaeda leader Ayman al-Zawahiri further inflamed passions in the region and brought threats of retaliation by tribal leaders. Tensions – and fears – are high across the country. "There is an insurgency building across Pakistan in isolated parts," Srivastava says, and Pakistanis are increasingly saying the situation is unwinnable. "Either Musharraf antagonizes the Jihadis, or he's [been] seen as a stooge of the United States," he says.

Bin Laden and other senior al-Qaeda leaders are widely believed to be hiding on the Pakistani side of the border with Afghanistan. Experts say U.S. officials are intensely frustrated that bin Laden – after four years of an international manhunt and with a \$27 million U.S. bounty on his head – is still at large, and are increasingly taking matters into their own hands. "The recent missile attacks by the U.S. don't demonstrate a lot of confidence about the ability of the Pakistani army to get the job done," Ispahani says.

Many U.S. officials also suspect that catching bin Laden is not a priority for the Pakistani security services, many members of whom – especially in the border provinces – may be sympathetic to the al-Qaeda leader. "Osama is very popular in those regions, where [the security services] have had very little success in the last three years," Ispahani says. While Pakistani security forces have helped arrest half a dozen key al-Qaeda operatives, "the continuing presence of its leaders in Pakistan indicates that al-Qaeda has a congenial place to relocate itself, close to its

former bases in Afghanistan," terrorism expert Peter Bergen wrote in the *Washington Post*.⁵

Cohen says the effectiveness of Musharraf's forces in the northwest is limited. "Huge sections of the region are not under the control of the Pakistani government and never have been," Cohen says. William Milam, a senior policy scholar at the Woodrow Wilson International Center for Scholars and a former U.S. ambassador to Pakistan, agrees. "They're trying to control an area that's almost uncontrollable," he says. "People just don't understand how difficult it is," pointing out that Pakistan has lost significant numbers of troops in fighting in the region.

Experts say Pakistan is severe against foreign fighters, but much less so when the militants are Pakistani. "I do think the Pakistanis go after foreign militants as much as they can: Moroccans, Egyptians, and Arabs. But they really don't want to go whole-heartedly against local Taliban – that is, Pakistani Pashtuns," Ispahani says. Cohen says the Pakistani Government's own past policy of supporting extremist groups makes it difficult to clamp down on them now.⁶

Official point of view of ISPR about Military action in Tribal areas of Pakistan

The tribal areas of Pakistan once again assume central stage but for different reasons. The terrorist attacks on September 11, 2001 have flown on the whole world in to the new crisis of suicide bombing the world has become a dangerous place. Suicide bombing has added a new dimension to the state of terrorism and given them an enormous capability to transmit shock across the world. Peshawar the capital of NWFP, the people of this land are proud warrior. From here the world fought one of the greatest and defining battles of modern history, resulting in the withdrawal of Soviet forces from Afghanistan and eventual collapse of Soviet Union, thereby ending the cold war. US General Anthony Zeni is quoted in Tom Clancy book *Battle Ready*. "The Pakistanis had backed our efforts in Afghanistan during the Afghan rebellion against the Soviets. There were now a large number of refugees – and states chaos – on their western border as results; we had (in their view) dumped them. Pakistan is probably the most unsung hero in the war against extremism".

⁷ Federally administered tribal areas (FATA) located in the north western part of Pakistan bordering Afghanistan. FATA consists of seven agencies namely:

- Bajure
- Mohmand Agency
- Kurram Agency

- Orakzai Agency
- Khyber Agency
- North Wazeristan
- South Wazeristan

The last two are most important from the point of view the war on terror. In these areas Pakistan army is engaged in one of the most challenging task of her history. According to the point of view of General Pervaiz Musharraf “it is these tribal agencies where never has army gone inside these tribal agencies. Therefore we made political and military arrangement to first of all penetrate in to all these agencies having done that we took time to establish intelligence. We realize that there is massive concentration of Al Qaida members in one of our agencies and that was south Wazeristan agency. Therefore we decided to launch army operations. In this process by the way May I say the Pak army suffered about 250 casualties, we paid in blood for all these operations against Al Qaida and all these terrorists. We have dislodged the Al Qaida from about five valleys of South Wazeristan. The terrorist is an invisible enemy and war on terror can only be won by constant vigilance and will. Pakistan Army has taken up this challenge and has eliminated hundreds of known terrorists and made several cities of the world a safer place.”⁸

Post Musharraf Era: United States asks Present Govt. to get tough with Militants in Tribal areas of the Country

Amidst growing fears of a unilateral American action against ‘terrorist sanctuaries’ in tribal areas, US Joint Chiefs of Staff Chairman Admiral Mike Mullen made an unscheduled visit to Islamabad on Saturday and met top military leadership of the country to persuade it to ‘act decisively’ against Taliban and Al Qaeda militants suspected of mounting cross-border attacks in Afghanistan. Sources said that the United States was ‘deeply frustrated’ with Pakistan’s lack of ability or willingness, or both, to move decisively to end the rising infiltration by the Taliban militants into Afghanistan.

Recent reports in the *Washington Post* and *New York Times* claimed that the US administration was considering using direct military force to stop the infiltration and it may use commando forces, besides direct missile attacks, on militants’ targets. Admiral Mullen was here on a day’s visit and has already left,” US embassy spokesperson Kay Mayfield told Dawn, but would not say anything about his meetings.⁹ During his brief stay, Admiral Mullen met the Chief of Army Staff, Gen Ashfaq Parvez Kayani, and Chairman of Joint Chiefs of Staff Committee, Gen Tariq Majeed, and discussed with them the latest

situation in Afghanistan and joint efforts to deal with the challenge posed by terrorists in Fata. Pakistan army spokesman Maj-Gen Athar Abbas would neither confirm nor deny the meeting, saying no meeting between Admiral Mullen and the Chief of the Army Staff was scheduled.

The sources said that Mullen conveyed to Pakistan military leaders the US government's growing frustration over Pakistan's 'inaction' against Taliban militants in tribal areas. Admiral Mullen reiterated Washington's stance that these safe havens of the militants should be eliminated, emphasizing that Pakistan's peace deals with terrorists were not achieving the desired results of isolating them and were rather aggravating the problem.

The sources quoted Mullen as complaining that militants were moving across the border with greater liberty now than during the previous government. This was Mullen's fourth visit to Islamabad this year. But, contrary to his previous visits, this visit was kept in low profile and no official announcement was made. The United States, in a clear shift in its military strategy in Afghanistan, has stopped sharing information with Pakistan regarding action against terrorists in tribal areas.

During the meeting, Gen Kayani is reported to have protested at recent attacks in Angoor Adda and Mohmand Agency in which Pakistani troops were killed and injured. The army chief recalled Pakistan's sacrifices in the war on terror and pledged that Pakistan's resolve against terrorism remained firm. The Chief of the Army Staff, the sources said, asked the US admiral to share actionable intelligence against terrorists with the Pakistan army. Mullen had told reporters in Kabul that Pakistan's government needed to crack down on Taliban and Al Qaeda militants in FATA.¹⁰

Pakistan is facing a tenuous security situation. Armed militants are clashing with government security forces in several provinces. The Taliban and al-Qaeda are resurgent, posing problems for neighboring Afghanistan. The suicide car bomb attack that killed a U.S. diplomat and four others in Karachi on March 2 underscored concern about domestic terrorist threats. President Bush's visit to Islamabad will attempt to shore up the U.S.-Pakistan relationship, while highlighting the security challenges faced by Pakistani President Pervez Musharraf's government.

Statement of the Problem

The study aims to investigate/analyze Public Relations, Policies and practices of ISPR in the light of Public Perception about PR practices regarding military action in the tribal areas of Pakistan.

Review of Literature

Several studies have been done so far about role of public relation organizations in building positive and constructive images of communities, political parties, nations and states. To initiate research project in the discipline of public relation/community relation is not a new phenomena. Several hundred research oriented books dissertation at Master, M.Phil and PhD level have been accomplished in various parts of the globe. Similarly extensive and in-depth analysis of public relations its efficacy and about other functions have been explored at academic and non academic level. In this part of chapter, initially crux of some significance selective studies in arena of public relations is being described.

- Edward Bernays has slightly explained in this book titled ‘crystallizing public opinion’ about public relations its functions, types and scopes. Similarly he has explained the various devices which could be used for neutralizing the antagonist and hostile opinion.¹¹
- Sam Black has written a comprehensive research base book entitled “Practical Public Relations” in this publication, The author has narrated in critical manner that how the procedure and tool of public relations could be utilized practically in the public and private sector organization.¹²
- Another researcher Reynolds Johnson has highlighted the phenomena of public relations with perspective of international relations. He further described how the states have used public relation organization in establishing and consolidating the relation with neighboring countries. The author has also put up suggestions for building cordial and smooth relations with other states.¹³
- Similarly, Kadon has written a concise and precise book titled successful Public Relations Techniques, he has presented analysis of various techniques which have been effectively applied by the eminent scholar in the developed world.¹⁴
- R.B Ross has presented critical and in-depth analysis about managerial techniques of effective public relations. He also throws lights on how the tools of public relations could be used to tackle the crisis.¹⁵
- Lawrence Noelle has described in comprehensive style about the basic rudiments of effective public relation. His writing about public relation is generally considered as basics of the discipline which communicates the readers about evolution and

development of public relations in the world, its purposes, scope, and techniques relations practitioners.¹⁶

- Haber G. Gold in his book “organization communication” has slightly elaborated about communication strategies which could play pivotal role in bridging the communication gap and minimizing the grey areas between organization and its internal.¹⁷
- Ronald Loveli in his book “Inside Public Relations” wrote about techniques, tools of managerial public relations. The author has also explored the real practices of public relation done by the practitioners of public relations.¹⁸
- Similarly Alen Brenstein has critically presented analysis how techniques of public relations were used effectively for handling and controlling crisis/state of emergency. The author has put up suggestions/recommendations for building the image of organization as well as the book tells the reader how the organization could establish smooth and cordial relations with media organization.¹⁹
- Similarly Philip Lesley’s book titled “public relations hand book” also communicates about fundamental principles of successful public relations at various level.²⁰
- The book titled, *The Practice of Public Relations* by Frager Seital and another book, *The Power of Public Relations* by Joseph award have highlighted the significance of public relations for various organizations. Similarly they have positively described the magic and power of public relations for erasing the stigmatized and tarnished image of any organization.²¹
- Public relations, or PR, have become more oriented in recent years. As a leading text points out.²²
- Pavlik delineated three major types of Public relations research: applied, basic, and introspective. Basic research in Public relations creates knowledge that cuts across PR situations. It is most interested in examining the underlying process and in constructing theories that explain the public relations process.²³ For example, J.E. Grunig, examined the traditional notions of attitude and behavior change and concluded that a new “situational” view of the process was more useful.²⁴
- For years, executives and practitioners alike bought the popular myth Public relations deals with intangibles that cannot be measured. With each passing day it becomes increasingly difficult to sell those positions to results oriented management...

Even though it will not answer all the questions or sway all decisions, systematic research is the foundation of effective public relations. This trend toward research is contributing. The *Public Relations Research Annual* was started in 1989. A 1990 issue of *Public Relations Review* was devoted to research, and several books concentrating on Public relations research have been published in the last few years. A study by Lindenmann found that 75% of public relations practitioners agreed that research was an integral part of the public relations process.²⁵ Today techniques such as survey research, content analysis, and focus groups are widely employed in this field. A survey by Ryan and Martinson found that focus groups were used the most by PR professional (61%), followed by mail survey (60%), telephones surveys (57%) and personal interviews (55%). Used the least were content analysis (29%) and participant observation (23%).²⁶ Public relations researchers, however, use these methods for a highly specific reason: to improve communication with various publics. Thus examined organizational ideology, structure, and communication efficacy. She noted that organizations characterized by openness were more likely to have effective communications programs.²⁷ The third major type of PR research is introspective research, which examines the field of Public relations. Of all the media professions discussed in this book, Public relations tend to be the most self analytical. From 1990 to mid 1992, *Communication Abstracts* described a dozen studies in this area. To illustrate, K. F. Worth²⁸ (1989) used a survey to provide a profile of the status of minority PR professionals Rentner and Bissland²⁹ examined the correlates of Job satisfactions among PR professionals, and Toth and Cline³⁰ surveyed practitioner attitudes toward gender issues. As pointed out by Brody and Stone³¹, informal or exploratory methods are still widely used in Public relations research despite the availability of highly developed social science methods. Lindemann reported that about 70% of the respondents to his survey of PR professionals reported that they thought most research on the subject was informal rather than scientific.³² There are five major categories of Public relations research: environmental monitoring programs, Public relations audits, communication audits, social audits, and evaluation research. The first four were identified by Lerbinger³³ more than a decade ago. Research in public relations involves monitoring relevant developments and trends, studying the public relations position

of an organization, examining the messages produced by an organization, measuring how well an organization is living up to its social responsibilities, and evaluating public relations campaigns. Lindemann found that 75% of PR practitioners reported that they did research at the planning phase while 58% did implementation research and 56% did evaluation research.³⁴ Public relations professionals are relying more on the techniques of social science in their evaluation efforts. Bissland analyzed the evaluation techniques used by “*Silver Anvil*” award winners (the Silver Anvil is PR’s equivalent of the Oscar). He found that only 25% of winners used social science methods in 1980-1981 compared to more than 40% in 1988-1989.³⁵ Linenmann³⁶ discusses several examples of evaluation research used by corporations. The Aetna Life and Casualty company has used before and after polling during the last few years as part of a campaign to introduce a long term health care plan for elderly Americans. Their pre campaign polling revealed that a large majority of Americans incorrectly believed that Medicare coverage routinely extended to nursing home stays. After a communication campaign, the company’s polls found that more people were aware of Medicare’s limitations than they had been before.

Hypotheses

After conducting extensive review of the relevant literature, the following hypotheses have been formulated and developed.

H1: Most of the respondent’s would not consider ISPR as a credible source of information about war on terror/military action in tribal areas of Pakistan.

H2: Most of the journalist would not consider ISPR as credible source of Information.

H3: The ratio of general public and journalist, those don’t believe ISPR as credible source of information would be greater as compared to other categories (Teachers, Students)

H4: Majority of the respondents would not support military action in tribal areas of Pakistan against Militants

H5: Ratio of the respondents in favor of withdrawal of armed forces from the tribal areas of Pakistan would likely to be greater.

H6: The ratio of the journalists in support the withdrawal of forces from the tribal areas of Pakistan as greater compared to other categories of respondents. (General public teacher and student)

H7: The ratio of respondents those watch Indian news channel for rechecking the news stories sourced by ISPR about the military action would be nominal or negligible.

H8: Most of the respondents would tune to Pakistani Private TV channels in order to recheck the news stories by ISPR about the military action in FATA.

H9: Majority of the respondents would support the process of reconciliation and dialogue for saving the issue of militancy in tribal areas of country.

Methods of the Research

Keeping in mind the nature and objectives of topic, the following methods will be used in order to investigate policies and practices of Inter Services Public Relations with perspective of war on terror/war against Taliban/militants in Tribal areas of Pakistan. It is relevant to mention here that it is comprised of research design, population, sampling procedure, characteristic of the samples, operational definitions of the key terms/categories, methods of data collections and reliability.

Research Design

Application of survey Method: In order to obtain/ analyze Public opinion about PR Policies and Practices of ISPR in general and the Policies related to military action in tribal areas of Pakistan in particular, the method of survey was used. Similarly, the historical method of the research was used in order to analyze evolution of Pakistan Army and brief historical description of ISPR. The several historical documents about Pakistan Army and ISPR were used for the said purpose.

Population of the Survey: It is pertinent to mention here that one of the significant objectives of the study was to ascertain opinion of resident of Multan and D.G Khan Divisions regarding the issue. In this regard opinion of all walks of life namely students, teachers, journalists and general public etc was obtained in order to analyze the Public opinion. It can be said in convenient manner that population of the study comprised of residents of Multan and D.G Khan Divisions.

Sample size: it is relevant to describe that 700 questionnaires were distributed among the target samples of the Population out of 700 samples, 505 respondents returned there questionnaires. It was comprised of 26 questions close ended and open ended questions were included in the questionnaires. In order to round off the number of respondent or to

simplify the statistical analysis opinion of 500 respondents was considered for analyzing/ finding out the public opinion break up of distribution of questionnaires 700 and 505 returned questionnaires is as under:

Name of category	No. of QS Distribution	No. of questionnaires
Students	375	318= 84.8%
Teachers	75	50= 66.1%
Journalists	100	41= 41%
General Public	150	96= 64%
Grand Total	700	505= 72.1%

Out of 96 questionnaires related to the general Public, opinion of respondents 91 was considered in the study. Non random sampling method was applied. In this connection available/ convenience sampling technique was used to excess the subjects/samples.

Demographic Characteristics of the Samples

Demographic characteristics of the targeted samples belonging to Multan, Khanewal, D.G Khan, Muzafar Garh, Layyah, Rajanpur districts are as under

- Out of 500 respondents 356 were urban dweller, while 144 were the inhabitants of rural areas of Multan and D.G Khan Divisions.
- Similarly targeted samples of the study comprised of 290 males and 210 females.
- Gender wise sub classification of urban and rural samples is as under. Out of 356
- Urbanized respondents were females. Whereas out of 54 respondents were males and females respectively.

Language wise distribution is as under, 410 respondents were Saraiki speaking, while total No. of Punjabi and Urdu speaking respondents were 80 and 16 respectively.

The data of above mentioned table indicates that out of 375 students, 84.8% (318) students returned the questionnaires while 50 teachers out of 75 responded in positive manners and returned their questionnaires among the categories, the ratio of returning of the questionnaires was lesser/least among the journalists. Only 41% media practitioners of Multan city returned the same, while 64 % (96) respondents out of belonging to the category of general public cooperated in process of the survey.

Definitions of Categories

General Public: Our general Public belongs to urban and remote areas and they were the lawyers, doctors, businessman, Landlords and housewives. It is relevant to mention here all 91 respondents of this category were the residents of Multan city. In this category twenty five were females while sixty six were males. In simple words this category may also be named that miscellaneous category.

Teachers: All the 50 teachers were selected from degree colleges and B.Z.U Multan. For this category, apart from the University, respondents were selected from Govt. Degree College for Woman katcheri road Multan and Govt. Girls Degree College Jahania. All these respondents of the category were engaged in teaching at graduate and Post graduate level. Secondly all the respondents were the teachers of arts, linguistics and social sciences.

Students: Most of the respondents (261) of this category belong to B.Z.U Multan. In this connection, the students of linguistics, humanities and social sciences were selected for the said study. Moreover, each fifty students of Degree College for Woman, Katcheri Road Multan and Govt. Girls Degree College Jahania were chosen in order to ascertain their point of view regarding PR policies and Practices of ISPR with perspective of war on terror in tribal areas of Pakistan. Further more, these male and female students/ respondents irrespective their urban and rural backgrounds were included in this category. Respondents of this category were enrolled in under graduate and post graduate programs of the colleges and B.Z.U Multan.

Journalists: in this category, the questionnaire was distributed among the journalists of daily Jang Multan, daily Khabrain and daily Nawa-e- waqt. Most of the respondents were the sub editors of the respective news papers. Most of the respondents of this category having the qualification of post graduation (Master degree holder in the discipline of Social Sciences).

Data Collection

Keeping in mind nature and dimensions of the topic, primary and secondary sources of data were used in order to accomplish the research project. In this connection, the interview of personnel and director general Maj. Gen Athar Abbas of ISPR were conducted as a primary source in order to ascertain/obtain their version on PR policies and

practices the respective organization. Similarly the data was gathered about their responsibilities and other related matter in the light of these interviews. In this regards, face to face interview technique was applied.

Secondary Sources: Despites utilization of primary sources, several other secondary sources were also used namely books, popular articles, research journal brochures, archives websites/net material, CDs DVDs and video cassette. These secondary sources provided useful information about back ground of the issues, organization setup, policies and practice of ISPR and above all, relevant information was accumulated regarding scope and significance of public relations in this millennium.

Data Presentation: The findings of the survey would be presented in the form of tables. Primarily two types of tables have been designed to describe the respondents about the questions. For example: the first table briefs the cumulative results/ overall results of the survey while table “A” of each question highlights the responses of all categories (Teachers, Students, General Public and Journalists). The responses of the samples have been measured/ described with the help of Percentile. Each response of all categories has been measured vertically and horizontally.

Table No. 1
Are you familiar to the abbreviation of ISPR?

- Yes
- No

Categories	Respondents	Ratio
Yes	401	80.2%
No	99	19.2%
Grand total	500	100%

Overall the study reveals that more significantly respondents of the target sample were familiar to the abbreviation of ISPR. The Table no. 1 further describes that (401, 80.2%) respondents were familiar with the abbreviation of ISPR while (99, 19.2%) respondents did not know about the ISPR.

Table no. 1-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Yes	47 11.72%	236 58.85%	81 20.20%	37 9.22%	401

No	3 3.03%	82 82.82%	10 10.10%	4 4.04%	99
Grand total	50	318	91	41	500

The results of survey depicts that more significantly the subgroups (teachers and journalists) were familiar to abbreviation of ISPR in contrast to rest of the subgroups of the target sample. The data in this table also indicates that in response to this question 401 respondents were familiar with the abbreviation of ISPR (Inter Services public relations) and 99 respondents (were not familiar with the abbreviation of ISPR) said “NO”.

The data in this table suggests that most of the respondents were aware/familiar with the ISPR as the data shows 401 respondents said “yes”. It is easier to conclude that among all respondents teachers (94%) were highly familiar with the abbreviation of ISPR. While the ratio of level of awareness of journalists and students were 90% and 74% respectively.

Table No. 2

Have you ever read/ view the coverage of press conferences by DG ISPR related to the issue of Military action in South Waziristan, Swat, Wana and Bajure?

- Yes
- No

Categories	Respondents	Ratio
Yes	284	56.8%
No	216	43.2%
Grand total	500	100%

The study highlights that somewhat significantly respondents of the target sample have read/ view the coverage of the DG about the military action. The table no. 2 also tells the readers that 284 (56.8%) respondents said that they read / viewed the coverage about the issue of Military action in South Waziristan, SWAT, WANA and Bajure.

While 216 (43.2%) respondents ✓ the option “No”.

Table no. 2-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Yes	28	171	54	31	284

	9.85%	60.21%	19.01%	10.91%	
No	22 10.18%	147 60.05%	37 17.12%	10 4.62%	216
Grand total	50	318	91	41	500

The findings of survey indicates that more significantly the subgroup of journalists have read/ view the coverage of the DG about the military action in tribal areas in contrast to rest of the subgroups of the target sample. The table also highlights that 284 respondents said “yes” they read the coverage of press conference by DG ISPR related to the issue of South Waziristan and WANA, SWAT etc and 216 respondents said “No” they didn’t read the proceeding of conferences.

It was found that (75.60%) journalists read the coverage of press conference by DG ISPR. While General Public and Teachers were 49.34% and 56% respectively.

Table no. 3

Do you think that ISPR is communicating the true picture of political turmoil and military action in tribal areas of Pakistan?

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Neutral

Options	Respondents	Ratio
Strongly agreed	20	4%
Agree	127	25.4%
Disagree	151	30.2%
Strongly Disagree	75	15%
Neutral	127	25.4%

The study reveals that somewhat significantly the respondents were disagreed and strongly disagree that ISPR is not presenting the true picture about the military action in tribal areas in contrast to other options. It was also found that 151 (30.2%) respondents said that they disagreed with the statements. In other words they said that ISPR is not communicating true picture of political turmoil and militancy in tribal areas of Pakistan.

Similarly 75 (15%) subjects strongly disagree with the statement. Moreover, 20 (4%), 127(25.4%) respondents were strongly agree, and

agreed with the statements respectively, whereas, 127 (25.4%) respondents encircled the option of neutral in the statement.

Table no. 3-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Strongly agree	5 25%	10 50%	3 15%	2 10%	20
Agree	17 13.38%	83 65.35%	22 17.32%	5 3.93%	127
Disagree	18 11.92%	96 63.57%	21 13.90%	16 10.59%	151
Strongly disagree	5 6.67%	40 53.33%	20 26.67%	10 13.33%	75
Neutral	5 3.93%	89 70.07%	25 19.68%	8 6.30%	127
Grand total	50	318	91	41	500

The results of the survey illustrates that somewhat significantly the subgroups of the target sample were disagree that ISPR is presenting the true picture of the military action.

It was also found that 39.02% journalists, selected that option disagree whereas 36% teachers and 30.78% students also selected the same option. It means majority of the respondents were disagreed with the statement of the said question.

Table No. 4

Do you think that ISPR officials share actual facts and figures related to their casualties in troubled areas of Pakistan?

- Yes
- No

Option	Subject	Ratio
Yes	187	37.4%
No	313	62.6%
Regional	500	100%
Grand total	500	100%

The study reveals that more significantly respondents of the target sample selected the option “no” of the said question. The results of the survey also describe that 313 (62.6%) respondents said that ISPR

officials do not share actual facts and figures related to their casualties in troubled areas of Pakistan.

Whereas 187 (37.4%) respondents communicate that ISPR share actual facts and figures.

Table No. 4-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Yes	23 12.30%	126 67.36%	29 15.50%	9 4.81%	187
No	27 8.62%	192 61.34%	62 19.80%	32 10.22%	313
Grand total	50	318	91	41	500

The study illustrates that more significantly the subgroup of the journalists believed that ISPR does not share the actual facts and figures about the casualties. The table also shows that 187 respondents said “yes” they think that ISPR officials share actual facts and figures related to their casualties in troubled areas of Pakistan.

This data strongly tells us most of the respondents think that ISPR does not sharing actual facts and figures related the casualties in troubled areas of Pakistan.

Overall it was found among all respondents 78.04% journalists said that ISPR doesn’t share actual facts and figures while general public 68.13% and students 60.37% have also responded in the same manner.

Table No. 5

Do you consider ISPR as a credible source of information for controversial issues?

- Yes
- No

Options	Respondents	Ratio
Yes	237	47.41%
No	263	52.6%
Grand total	500	100%

The findings of survey depicts that no more likely significant difference of respondents of the target sample was found that ISPR is as a credible sources of information. The table no. 5 also highlights that 263 (52.6%) respondents said that they don’t consider the ISPR as a credible source of information for military action in tribal areas of Pakistan where as 237

(47.4%) subjects believed ISPR as a credible source of information. The hypothesis No.1 predicted that most of the respondents would not consider ISPR as a credible source of information about war on terror/military action in tribal areas of Pakistan. The data of Table No. 5 supported the prediction. As the data shows that 52.6% respondents did not consider ISPR as credible source of information.

Table No. 5-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Yes	23 9.70%	163 68.77%	35 14.76%	16 6.75%	237
No	27 10.26%	155 58.93%	56 21.29%	25 9.50%	263
Grand total	50	318	91	41	500

The data of this table shows that total 237 respondents said “Yes” ISPR is a credible source for military action in tribal areas of Pakistan, comprises of 23 (9.70%) teachers, 16(6.75%) journalists, 163(68.77%) students and 35(14.76%) general public.

Those who said “No” ISPR is not credible source for military action in tribal areas of Pakistan including 27(10.26%) teachers , 25(9.50%) journalists, 155(58.93%) students and 56(21.29%) general public.

It is easier to conclude that general public (61.53%) and journalists (60.99%) have expressed that ISPR is not credible source for military action in tribal areas of Pakistan.

In hypothesis 2 (H₂) it was predicted that most of the journalist would not considered ISPR as a credible source of information about the military action in tribal areas. The findings of the survey support more significantly the hypothesis as 60.99% journalists expressed that they didn’t consider ISPR as credible source of information. Similarly in the hypothesis 3 (H₃) it was predicted that the ratio of the general public and journalists, those believe ISPR is a credible source of information would be greater as compare to other categories of respondents (teachers, students).

The findings presented in the above mentioned table support more significantly this hypothesis, as the ratio of general public and journalists were 61.53% and 60.99% respectively. While on the other hand 54% teachers and 48.74% students said that ISPR is not credible

source of information that it was prove that ratio of general public and journalist were greater than to the teachers and students.

Table No. 6

Do you support or favor military action in South and North Waziristan against Taliban and foreign intruders of Al-Qaida

- Yes
- No

Options	Subjects	Ratio
Yes	214	42.8%
No	286	57.2%
Grand total	500	100%

The study reveals that somewhat significantly respondents of the target sample were against the military action. The data of table no. 6 highlights that 286 respondents out of 500 said that they are against the military action. Whereas, 214 respondents said that they support military action in South and North Waziristan.

The data of table no. 6 somewhat significantly supports Hypothesis no. 4, it was predicted that majority of respondents would not support military actions in the tribal areas of Pakistan as 57.2% respondents , were not in favor of military action.

Table No. 6-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Yes	20 9.34%	150 70.09%	27 12.61%	17 7.94%	214
No	30 10.48%	168 58.74%	64 22.37%	24 8.39%	286
Grand total	50	318	91	41	500

The study illustrates that more significantly the subgroups of general public and teachers were against the military action in contrast to rest of subgroups of the target sample. In this table 214 subjects said “yes” they were supporting or in favour of military action in north and South Waziristan against foreign intruders of Al-Qaida and Taliban,

Over all it was found that (70.32%) general public expressed their opinion that they were not in favor of military action in troubled areas of Pakistan. whereas (60%) teachers and journalists (58.53%) were also not in the support of military action.

Table No. 7

What is the solution of political turmoil in North, South Waziristan, Swat and Balochistan, Wana?

- Govt. should deal these elements with an iron hand
- By reconciliation policy to solve the issue(through dialogue)
- Any other

Options	Respondents	Ratio
To deal with an iron hand	125	25%
To solve the issue through dialogue	332	66.4%
Any other	43	8.6%
Total	500	100%

The findings of survey reveal that more significantly respondents of the target sample supported the solution of the issue by the dialogues. The data of table no. 7 also highlights that overwhelming majority of the respondents (66.4%) said that Govt. of Pakistan should resolve the issue of political turmoil in tribal areas of Pakistan through dialogue by adopting reconciliation policy whereas just 125(25%) out of 500 respondents supported or favored option 1 Govt. should deal with anti state elements with an iron hand. The hypothesis no. 9 predicted that majority of respondents would support the process of reconciliation and dialogue for solving the issue of militancy in tribal areas of the country. The data of table No.7 supported this prediction. The results of table No. 7 highlights that 66.4% respondents said that govt. should solve the issue by reconciliation process.

Table No. 7-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Deal these elements with iron hands	17 13.6%	78 62.4%	19 15.2%	11 8.8%	125
Through dialogue	32 9.63%	204 61.44%	68 20.48%	28 8.43%	332
Any other	1 2.32%	36 83.72%	4 9.30%	2 4.65%	43
Grand total	50	318	91	41	500

The study significantly illustrates that all the subgroups of the target sample supported the option of dialogue in order to resolve the issue in contrast to rest of the options. This table also shows that total 125 respondents said that Govt. should deal these elements with iron hand, including teachers 17(13.4%), students 78(62.4%), Journalists 11(8.8%), general public 19(15.2%), while 332 respondents said the solution of political turmoil in north and south Waziristan was this according to the teachers 32(9.63%), through the reconciliation policy issue could be resolved. Same opinion was expressed by the following category comprises of students 204(61.44%), journalists 28(8.43%) and general public 68(20.48%).

Those who tick the option 3 (any other) were 43 respondents including teachers 1(2.32%), students 36(83.72%), journalist 2(4.05%) and General public 4(9.30%). we can easily conclude that most of the respondents said dialogue is the best solution for resolving the issue. It was also found that 74.72% general public supported the option of dialogue while journalist 68.29% and 64.15% students were found 2nd and 3rd regarding the option of dialogue.

Table no. 8

In this present civilian era do you think that forces may be withdrawn from these areas?

- Yes
- No

Options	Subjects	Ratio
Yes	317	63.41%
No	183	36.6%
Grand total	500	100%

The study illustrates that more significantly respondents of the target sample were in favor of withdrawal of the forces. The results of the survey indicate that majority of respondents (63.4%) said that the forces may be withdrawn from the turbulent areas of Pakistan. Whereas 183 respondents said that the present civilian Govt. should not withdraw the armed forces from these areas. The fifth hypothesis predicted that the ratio of the respondents in favor of withdrawal of armed forces from the tribal areas of Pakistan would be greater. The data of table No. 8 more significantly supported this prediction and hypothesis was proved. The findings of the survey indicate that 63.4% respondents said that they support the withdrawal of the forces from the troubled areas of the country.

Table No. 8-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Yes	29 9.14%	185 58.35%	66 20.82%	37 11.67%	317
No	21 11.47%	133 72.67%	25 13.66%	4 2.18%	183
Grand total	50	318	91	41	500

The findings of survey highlights that more significantly the subgroup of journalists were in favor of withdrawal of the forces in contrast to rest of the subgroups of the target sample.

The data in this table strongly supports that respondents think that forces may be withdrawn from these areas. The result of the survey also highlights that 90.24% journalists selected the option yes of the said question where as 72.52% general public and 58.17% students also communicated that armed forces may be withdrawn from the troubled area of Pakistan.

Hypothesis 6 (H_6) predicted that the ratio of the journalists in support of the withdrawal of forces from the tribal areas of Pakistan would be greater as compare to other categories of respondents (general public, teachers, and students). The data of above mentioned table strongly supported the prediction as the results of the survey depicts that 90.24% journalists were in favor of withdrawal of forces. While on the other hand 58.17% students, 72.52% general public and 58% teachers. The data clearly shows that the ratio of the journalists was greater as compare to other categories of respondents.

Table No. 9

What are the other sources which you ever opted for rechecking of the news items disseminated by ISPR?

- To watch Pakistanis private news channels
- Indian news channels
- Western and the US news channels

Options	Respondents	Ratio
To watch Pakistan private news channels	423	84.6%
Indian news channels	16	3.2%
Western and United States news channels	61	12.2%

The findings of survey reveal that more significantly respondents of the target sample tune to Pakistani news channels in contrast to Indian and Western channels. It was also found as indicated in table no. 9 that overwhelming majority of the respondents (84.6%) said that they used to watch Pakistani private news channels in order to recheck the information about troubled areas of Pakistan. whereas 16 and 61 number of respondents encircled option 2 and 3 respectively.

The hypothesis No.7 (H₇) predicted that the ratio of respondents those watch Indian news channels for rechecking the news stories sourced by ISPR about the military action would be nominal or least.

This prediction was strongly supported (see table no. 21) the data of table no. 21 highlights that only 3.2% respondents said they tune to Indian news channels for the said purpose. Similarly the hypothesis # 8 predicted that most of the respondents would tune to Pakistani private TV news channels in order to recheck the news stories by ISPR about the military action in FATA. This prediction was also strongly supported. The data of table no. 21 also depicts that 84.6% respondents used to watch Pakistani private TV news channels in order to recheck the news items about the tribal areas of Pakistan.

Table No. 9-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Pakistani private channels	39 9.21%	274 64.77%	73 17.25%	37 8.74%	423
Indian news channels	3 18.75%	11 68.75%	2 12.5%	-	16
Western U.S. channels	8 13.11%	33 54.09%	16 26.22%	4 6.55%	61
Grand total	50	318	91	41	500

The study reveals that more significantly all subgroups of the target sample prefer to watch Pakistani private TV news channels in contrast to rest of the options. The data of the table also shows that total 423 subjects used to watch private Pakistani TV news channels to recheck the news items disseminated by ISPR.

In the nutshell, it was found that 90.24% journalists watch private Pakistani news channels whereas students (86.16%) and general public (80.21%) were found 2nd and 3rd in this regard. On the whole, it is easier to conclude that most of the respondents used to watch private Pakistani news channels in order to apprise themselves to rechecking the news items.

Table No. 10

Do you think that ISPR is building the image of Pakistan armed forces in the mind of common man?

- Yes
- No

Options	Respondents	Ratio
Yes	301	60.2%
No	199	39.8%
Grand total	500	100%

The findings of survey illustrates that more significantly respondents believed that ISPR is building the image of Armed forces. The result of the survey also depicts that 301 respondents said that they are agreed to option 1 which states that ISPR is building the image of Pakistan armed forces in the mind of common man, whereas the 199 (39.8%) respondents were not agreed with the statement.

Table No. 10-A

Options	Respondents				
	Teachers	Students	General Public	Journalists	Total
Yes	32 10.63%	190 63.12%	54 17.94%	25 8.30%	301
No	18 9.04%	128 64.32%	37 18.59%	16 8.04%	199
Grand total	50	318	91	41	500

The study reveals that more significantly subgroups of teachers and journalists believed that ISPR is building the image of Armed forces in contrast to rest of the subgroups of the target sample. The data from this table depicts that 301 represents were in favor that ISPR built the image of army in the mind of common citizen (man in the street) and 199 were against the same. The data shows in this table that most of the subjects think that ISPR is building the image of armed forces.

Table No. 11

What sort of strategies ISPR should adopt for presenting the true picture?

- To present actual pictures of troubled areas
- To allow the journalists (local, foreigners) to visit these areas freely for the purpose of reporting
- To arrange weekly meetings with the media practitioners
- To broadcast documentary programs on regular basis on TV, Radio and other sources of information
- All above options

Options	Respondents	Ratio
1.	68	13.6%
2.	90	18%
3.	36	7.2%
4.	68	13.6%
5.	238	47.6%
6.	500	100%

The findings of survey highlight that somewhat significantly respondents of the target sample support that all strategies should be used. The results of survey also indicate that 68(13.6%) respondents said that ISPR should present actual picture of troubled areas.

Similarly 90 respondents said that ISPR should allow journalists (National/International) to visit these areas freely for the purpose of accurate reporting.

Moreover 68 (13.6%) respondents suggested that ISPR should produce and broadcast documentary programs about armed forces on regular basis by mass media. Lastly it was found that 238 respondents said that ISPR should use all above options for building the image of armed forces.

Table No. 11-A

Options	Respondents				
	Teachers	Students	General Public	Journalist	Total
1.	8 11.76%	38 55.88%	14 55.88%	8 11.76%	68
2.	2 2.22%	60 66.66%	14 15.55%	14 15.55%	90
3.	2 5.55%	25 69.44%	7 19.49%	2 5.55%	36
4.	9	47	10	2	68

	13.23%	69.11%	14.70%	2.94%	
5.	29 12.18%	148 62.18%	46 19.32%	15 6.30%	238
Grand total	50	318	91	41	500

The study illustrates that somewhat significantly the subgroup of teachers believe that all strategies as given as options may be used in contrast to rest of the subgroups of the target sample. The data of the table # 11-A also indicates that out of 500 respondents 68 said that ISPR should present the actual picture of troubled areas of Pakistan including teachers and journalists each 8(11.76%), students 38(11.94%), and general public 14(15.38%). Whereas 90 respondents tick the option 2 which states that ISPR should make arrangement for local and foreign journalist to visit these areas freely and safely for the purpose of reporting which teachers 2(2.22%) journalists 14(15.55%) students 60(66.66%)and general public 14(15.55%).

Those who said that ISPR should arrange weekly meetings with media practitioners were 36 of which teachers and journalists each 2(5.55%), students 25(69.44%) and general public 7(19.44%).

68 respondents favored option 4 that ISPR should produce a broadcast news documentary on electronic media out of 68 respondents teachers were 9(13.23%), Journalists 2(2.94%), General public 10(14.70%) and students 47(62.18%).

While on the other hand, 238 respondents said that ISPR should adopt/ follow all above mentioned strategies. Out of 238 respondents teachers were 29(12.18%), journalists 15(6.30%), general public 46(19.32%), and students 148(62.18%).

On the whole, it was found that most of the respondents supported the option no. 5. it was also found that 58% teachers selected the option 5 whereas 50.54% general public and 46.54% students also responded in the same manner that ISPR should follow all the strategies.

Table No. 12

What should be done for building the soft image of Armed Forces?

- To produce the dramas like: Alpha Bravo Charlie, Sunahrey Din
- To broadcast the musical videos about the gallantry of army officers and jawans
- Civilians may be invited in seminars, workshops and walks for the purpose of briefings
- All above options

Options	Respondents	Ratio
1.	107	21.4%
2.	28	5.6%
3.	101	20.2%
4.	264	52.8%
Total	500	100%

The study depicts that some what significant respondents believe all suggestions may be used in order to build the image of armed forces. It was found as mentioned in the table no.12 that 107 respondents said ISPR should produce the dramas like “Alpha Bravo Charlie” *Sunehray Din*, *Nishan-e-Haider Sipahi Maqbool Hussain* etc.

While 28 (5.6%) respondents said ISPR should produce Musical videos about gallantry of officers and *Jawans*.

Similarly 101 (20.2%) respondents were agreed to option # 3 which states that civilians may be invited in workshops, seminar and walks in order to create awareness as well as to building soft image of armed forces. Lastly overall it was found that 264 (52.8%) respondents encircled option #4 that all above options should be used in order to build the soft image of armed forces in the minds of Pakistanis.

Table No. 12-A

Options	Respondents				
	Teachers	Students	General Public	Journalist	Total
1.	4 3.73%	77 71.96%	18 16.82%	8 7.47%	107
2.	1 3.57%	21 75%	6 21.42%	-	28
3.	14 13.86%	53 52.47%	21 20.79%	13 12.87%	101
4.	31 11.74%	167 63.25%	46 17.42%	20 7.57%	264
Grand total	50	318	91	41	500

The findings of survey illustrates that somewhat significantly the subgroups of teachers suggested that all options may be used in building the soft image of armed forces in contrast to rest of the subgroups of the target sample. The data of the table no. 12-A also highlights that out of 500 respondents 107 respondents supported option 1 that ISPR should produce dramas like Alpha Bravo Charlie, *Sunehray Din* etc for building the soft image of armed forces. Among the 107 respondents teachers

were 4(3.73%), journalists 8(7.47%), General public 18(16.82%), students 77(71.96%).

28 respondents tick the option 2 that ISPR should produce and make arrangements for the broadcast of musical videos about the gallantry of armed officers and *Jawans*. They were comprised of teachers 1(3.57%), general public 6(21.42%) and students 21(75%). While 101 respondents favored the suggestion no.3 of this question that the civilians may be invited in seminars workshops and walks in order to build and establish understanding between civilian and armed forces of which teachers 14(13.86%), journalists 13(12.87%), general public 21(20.79%) and students 53(52.47%). Remaining 264 respondents tick the option 4 that all above options should be applied for building the soft image of armed forces including 31(11.74%) teachers, 20(7.57%) journalists, 46(17.42%) general public and 167(63.25%) students.

It is easier to conclude that among the respondents, 62% teachers, selected the options 4 stated that ISPR should adopt all the strategies for building for the soft image of armed forces. Whereas, (52.51%) students and (50.54%) General Public also opted the option 4.

Conclusion and Discussion

It is relevant to describe that 700 questionnaires were distributed among the target samples of the Population out of 700 samples, 505 respondents returned there questionnaires. It was comprised of 26 questions close ended and open ended questions were included in the questionnaires. In order to round off the number of respondent or to simplify the statistical analysis opinion of 500 respondents was considered for analyzing/ finding out the public opinion. Five hundreds respondents were comprised of 318 students, 50 teachers, 41 journalists and 91 general public.

The nine hypotheses were formulated and developed with the help of Pilot study. The hypothesis No.1 predicted that most of the respondents would not consider ISPR as a credible source of information about war on terror/military action in tribal areas of Pakistan. The data somewhat significantly supported the prediction. As the data shows that 52.6% respondents did not consider ISPR as credible source of information. In hypothesis 2 (H_2) it was predicted that most of journalist would not consider ISPR as a credible source of information about the military action in tribal areas. The findings of the survey more significantly support the hypothesis as 60.99% journalists expressed that they didn't consider ISPR as credible source of information. Similarly in the hypothesis 3 (H_3) it was predicted that the ratio of the general public and journalists, those believe ISPR is a credible source of information

would be greater as compared to other categories of respondents (teachers, students).

The findings presented in the above mentioned table support this hypothesis, as the ratio of general public and journalists were 61.53% and 60.99% respectively. While on the other hand 54% teachers and 48.74% students said that ISPR is not credible source of information that it was proved that ratio of general public and journalist were greater than to the teachers and students.

The data somewhat significantly supported Hypothesis no. 4, as it was predicted that majority of respondents would not support military actions in the tribal areas of Pakistan as 57.2% respondents, were not in favor of military action. The results of the survey highlights that 286 respondents out of 500 said that they are against the military action. Whereas, 214 respondents said that they support military action in South and North Waziristan.

The fifth hypothesis predicted that the ratio of the respondents in favor of withdrawal of armed forces from the tribal areas of Pakistan would be greater. The data more significantly supported this prediction and hypothesis was proved. The findings of the survey indicate that 63.4% respondents said that they support the withdrawal of the forces from the troubled areas of the country.

Hypothesis No.6 predicted that the ratio of the journalists in support of the withdrawal of forces from the tribal areas of Pakistan would be greater as compared to other categories of respondents (general public, teachers, and students). The data of above mentioned table strongly supported the prediction as the results of the survey depicts that 90.24% journalists were in favor of withdrawal of forces. While on the other hand 58.17% students, 72.52% general public and 58% teachers. The data clearly shows that the ratio of the journalists was greater as compared to other categories of respondents.

The hypothesis No.7 predicted that the ratio of respondents those watch Indian news channels for rechecking the news stories sourced by ISPR about the military action would be nominal or least.

This prediction was strongly supported. The data highlights that only 3.2% respondents said they tune to Indian news channels for the said purpose. Similarly the hypothesis # 8 predicted that most of the respondents would tune to Pakistani private TV news channels in order to recheck the news stories by ISPR about the military action in FATA. This prediction was also more significantly supported. The data also depicts that 84.6% respondents used to watch Pakistani private TV news channels in order to recheck the news items about the tribal areas of Pakistan.

The hypothesis no. 9 predicted that majority of respondents would support the process of reconciliation and dialogue for solving the issue of militancy in tribal areas of the country. The data more significantly supported this prediction. The results of survey highlights that 66.4% respondents said that govt. should solve the issue by reconciliation process.

Suggestions

The suggestions for the betterment of ISPR are as under:

- Keeping in mind the propaganda of foreign Media as well as the growth of electronic media in Pakistan, it is suggested that in order to disseminate the point of view of armed forces and to Cope the negative media criticism specially by the Indian and western Media. The ISPR should use Pakistani Media to counter the Indian propaganda against the armed forces in General and ISI in particular. ISPR should employ the following methods:
- To provide booklet/ brochures on different subject of Public interest.
- To arrange Press briefings by federal Minister of Defence, Federal Secretary and DG of ISPR on regular basis.
- By maintaining an office round the clock/ 24/7 to entertain queries from the Journalists, parliamentarians, lobbyists and others.
- Making in deliberate leaks to put the Media practitioners on a different track in the process, and to spread the point of view of Pakistan Armed forces. In my view, by doing so it would be possible for the ISPR. To minus/ counter the Indian/ Western propaganda against Pakistan armed forces and ISI.
- It was suggested that ISPR should initiate systematic and sustainable Public Relations campaign in order to reestablish positive and construction image of armed forces in the minds of man in the street. In view of the respondents, bright and clean image of army was tarnished and stigmatized due to several Martial law or Military Quasi regime of General Parvaiz Musharraf.
- Concerned officials of Directorate of ISPR should communicate, in view of most of the respondents, apprehensions, concern or point of view of General Public to the top brass of the armed forces that military should not involve in political activities and completely aloof itself from the game of power musical chair. It is need of the hour that the armed forces should render her duties as enshrined in the construction of Pakistan.
- It was also suggested by the most of respondents that ISPR should communicate to men at the helm of the affairs of the armed forces, particularly to the top brass of Army that Tom, Dick and Harry of

Pakistan is not pleased with American Policy of War on terror against Taliban, resultantly our Western border, has become insecure for the first time in the last 60 years. Several hundreds Jawans and officer, sacrificed their precious lives for the said war. In view of the respondents this is not the war of Pakistan. Why we should bring our country at the brink of the disaster by joining hands with America. As concerned by the masses, the armed forces must shun to follow American Policy against Muslims and Islam. War on terror in Tribal areas of Pakistan has severely damaged the integrity and solidarity of Pakistan. In view of the masses, detachment of the army from American Policy of war on terror would reestablish and restore the positive image of armed forces in the minds of man in the street of Pakistan, the land of pure, a country which is considered a citadel of Islam. These feelings were shared by the masses/ respondents to the research.

- It was also suggested that war and military action in tribal areas of Pakistan is not the sole Panacea to establish peace and restore law and order in the troubled areas. Directorate of ISPR should brief to the policy maker of the armed forces that dialogue and policy of reconciliation would resolve the issue. In view of the masses, sleepless efforts should be made in order to implement the policy of reconciliation. The policy would bring peace, prosperity trust and above all the unity of the federation.
- It was also suggested that ISPR should communicate/ present true picture of the war in FATA. In view of the masses, concealment of the facts in this age of media information and globalization would breed mistrust between Public and ISDPR. In view of the respondents, we should learn from the history, Fall of Dhaka and disintegration of Pakistan. In these days, propaganda machinery and organization had not presented actual gravity of the political turmoil. The public was not aware regarding true picture of the war of 1971. It was suggested that accurate information should be disseminated to the general Public about casualties' losses or development of the war in the tribal areas of Pakistan.
- In order to depict the true picture of the troubled areas, it was suggested that ISPR should arrange safe and sound visits of local and international media practitioners for the purpose of free and fair news coverage of this catastrophic situation in the northern areas of the country. Arrangements of such visits on regular basis would go a long way for removing/ erasing mistrust from the minds of masses and general public would be at ease to analyze the situation or cross

examine the situation in the light of media reports from the Govt. controlled and Privately owned print/electronic media.

- In view of general Public that ISPR should launch a systematic media campaign in order to present the positive image of Islam, Muslims and Islamic world. By this campaign with aid of sophisticated audio visual tools, the message would be spread that Islam does not permit extremism and terrorism in any form or manifestation. The effort should be made to erase misconceptions about Islam and Muslims. It should disseminate the message around the globe that Islam is religion of peace and tolerance. If any Muslim is involved in wrong doings, it does not mean that Islam is a religion of fanatics. It was suggested that ISPR should brief the media practitioners the west and USA regarding true teaching of Islam. In this connection, written/ printing material about Islam may be distributed or provided to the concern quarters of various walks of life. BY doing so the gape in then arena of knowledge religion between Muslim world and the United States would be minimized.
- The efforts of ISPR in this regard would do a lot to establishing cross cultural and inter religion harmony and understanding. Net result would be this, trust would replace mistrust, and ambiguity would convert in clarity. Ultimately tarnished image of Islam and Muslim around the world would be ameliorated.
- Most of the respondents were relatively satisfied with the efforts of ISPR for the promotion of Pakistani nationalism and patriotism. In this regard, they suggested that ISPR should produce and make arrangements for the broadcast/telecast of such program in dramas, documentary talk shows, seminars, speech/debate competition and Musical shows based on the theme of patriotism. This media campaign of nationalism would consolidate the feeling of unification among all the units of the federation. Ultimately this campaign would promote passion/love for Pakistan and eradicate the seeds of ethnic, sectarian and provincial bigotry elements.
- It was also suggested that ISPR should take concrete steps for the promotion of ideology of Pakistan, good image of the armed forces. ISPR should take solid steps and initiate PR campaign in order to erase negative image of 1st inter services intelligence. The primary focus should be aimed on the positive image of the armed forces and Pakistan. This public relations campaign of ISPR would project the image of Pakistan as democratic, progressive, moderate Muslim country and armed forces as custodian of geographical border of the country.

- It was also suggested that ISPR should adopt modern and sophisticated strategies/techniques tools of Public Relations. Moreover such individual may be the in charge of ISPR having completely of formal public relations education and knowledge. Degree of Mass communication and Public Relations should be the criteria for the assignment of high officials of ISPR. In this connection, more programs like Siphai Maqbool Hussein, Sunharey Din, Nishan-e-Haidar series may be produced. Such efforts of ISPR would infuse gusto, zeal and zest in the letter and spirit among the youth of Pakistan. Such systematic public relations venture would persuade the youngster to join army. It will create respect/reverence for the armed forces. Ultimately such image building campaign of ISPR would create the feeling of pride and trust in the potential of armed forces.
- Lastly it was highly recommended by the respondents that ISPR should systematically utilize the multiple magic of all forms of Print and electronic media within the country as well as foreign media may be used for image building of ISPR. In this connection, organized and systematic public relations campaign with blend/ aid of all forms of media (traditional/folk media, presentational, Representational and electronic media including internet) should communicate to its Public about all positive and constructive services of all armed forces. Efforts of the armed forces for peace keeping around the globe, for rehabilitation of earth quake, flood ridden people and suffered for any other natural calamity should be disseminated to man in the street in the general and the entire world in particular. In the nutshell, it is easier to conclude that by implementing also above mentioned suggestions, ISPR would be able to improve its performances as well as by and large image reputation of armed forces and Pakistan would be improved around the globe.

Notes & References

- ¹ "US Global Strategy from Post 9-11 to Present". Available at: <http://www.defence.pk/forums/pakistans-war/15537-us-global-strategy-post-9-11-present.html#ixzz21tfPU0lF>
- ² Ahmed Rashid, "He's Welcome in Pakistan", *The Washington Post*. Available at: <http://www.washingtonpost.com/wp-dyn/content/article/2006/02/24/AR2006022401639.html>
- ³ Esther Pan, "Pakistan's Security Situation", The Council on Foreign Relations. Available at: <http://www.cfr.org/pakistan/pakistans-security-situation/p10004>
- ⁴ *Ibid.*
- ⁵ Peter Bergen, "A Guide To the Hunt", *The Washington Post*. Available at: http://www.washingtonpost.com/wp-dyn/content/article/2006/02/24/AR2006022402330_pf.html
- ⁶ Esther Pan, "Pakistan's Security Situation", op.cit.
- ⁷ Tom Clancy, *Battle Ready* (New York: Putnam Adult, 2004)
- ⁸ "Wana Olive", Documentary film, An ISPR presentation in association with Avant-Garde films (2006)
- ⁹ <http://mqmloyals.blogspot.com/2008/07/us-ask-pakistan-to-get-tough-with.html>
- ¹⁰ Anwar Iqbal and Baqir Sajjad Syed, "US asks Pakistan to get tough with militants: Mullen comes unannounced", *The Dawn*, July 13, 2008
- ¹¹ Edward Bernays, *Crystallizing Public Opinion* (New York: Live right, (1961).
- ¹² Sam Black, *Practical Public Relations* (Great Britain: Unwind Brothers, Limited, 1970).
- ¹³ Reynolds Johnson, *International Public Relations* (Kendal-Hunt, 1971).
- ¹⁴ Kadon, Scott & Dale, *A Successful Public Relations Techniques* (Ariz: Modern School, 1976).
- ¹⁵ R.B. Ross, *Management of Public Relations*, (New York: Wiley, 1979).
- ¹⁶ Lawrence W. Noelle, *Fundamentalists of Public Relations*, (New York: Pergaman, 1979).
- ¹⁷ G. Gold Haber, *Organization Communication* (Dubuque: Iowa Brown, 1979).
- ¹⁸ Ronald Loveli, *Inside Public Relations* (Ally & Becon, 1982).
- ¹⁹ Alan Bernstein, *Emergency Public Relations Manual* (Highland Park: N.J, 1982).
- ²⁰ Philip Lesley, *Public Relations Handbook*, (New York: Prentice Hall, 1983).
- ²¹ Frager Seitel, *The Practice of Public Relations*, (Columbus, Ohio: Merrill, (1984).
- ²² Cutlip S. Center, G.A & Broom, *Effective Public Relations* (6th Ed.). (Englewood Cliffs, NJ: Prentice Hall, 1985), 201
- ²³ J.V. Pavlik, *Public Relations: What the Research Tells Us* (Braverly Hills, CA: Sage Publications, 1987).
- ²⁴ J.E. Grunig, *Organizations, Environments, and Models of Public Relations*. (Public Relations Research and Education, 1984).
- ²⁵ W. K. Lindemann, "Beyond the clip book", *Public Relations Journal*, 44:12 (1988).

²⁶ M. Ryan & D. L. Martinson, "Social Science Research, Professionalism and Public Relations Practitioners", *Journalism Quarterly*, 67:2, (1990): 377-390.

²⁷ K.Theus, 'Organizational Ideology, Structure, and Communication Efficacy'. in L.A. Gruing and J.E. Gruing (Eds.), *Public Relation Research Annual*, (Hillsdale, NJ: Lawrence Erlbaum, 1991).

²⁸ T.L Rentner, & J.H. Bissland, "Job satisfaction and its Correlates among Public Relations Workers", *Journalism Quarterly*, 67:4 (1990).

²⁹ T.L Rentner, & J.H. Bissland, "Job satisfaction and its Correlates among Public Relations Workers", *Journalism Quarterly*, 67:4 (1990).

³⁰ E.L Toth, & L.G. Cline, "Public Relations Practitioners Attitudes toward Gender Issues", *Public Relations Review*, 17:2 (1991).

³¹ E. W. Brody, Gerald C. Stone, *Public relations research* (US: Praeger, 1989)

³² W. K. Lindemann, "Beyond the clip book", op.cit.

³³ O. Lerbinger, "Corporate Use of Research in Public Relations", *Public Relations Review*, 3:4 (1977).

³⁴ W. K. Lindemann, "Beyond the clip book", loc.cit.

³⁵ T.L Rentner & J.H. Bissland, "Job satisfaction and its Correlates among Public Relations Workers" *Journalism Quarterly*, 67:4 (1990).

³⁶ W. K. Lindemann, "Beyond the clip book", loc.cit.