

Role of ISPR in Countering Hybrid Warfare

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ABSTRACT

In recent years, hybrid warfare has come up as a real challenge for states especially, the ones which are developing like Pakistan and tensions of hybrid warfare due to some allegations from Indian media. The relationship between both Pakistan and India becomes more complicated; therefore, this research study is designed to find out the role of ISPR towards handling of national media in the prevalent security environment with a view to recommend measures to integrate both for larger national security interests. Therefore, according to the need of recent research study, researcher adopted the explorative research design and the population comprised of all the media production by ISPR and sample was collected by using purposive sampling technique. Moreover, ISPR is in principle, an authoritative military media and the study explore the role of ISPR being media and public relations wing of the Pakistan armed forces and the main source of information in point of view of hybrid warfare and in spreading awareness regarding hybrid warfare are the findings gathered from content analysis of the media campaigned. The findings revealed that the purpose behind the creation of such content was to paid homage to the brave soldiers of armed forces of the land of Pakistan and also falsified the propaganda impose by foreign media to spread rumors against Pakistan.

Keywords: Hybrid War, Broadcast, Propaganda, Homage, Rumors.

Introduction

ISPR, acronyms of Inter-Services Public Relations; which is a well known organization. It occupies the statues of media wing specially to present the soft appearance of the Pakistan Armed Forces to create the communication link between the community and forces. Moreover, the main responsibility of ISPR is to broadcasts and coordinates military news and information so that the country's civilian media and the civic society are being informed. The basic purpose of the ISPR directorates is to develop unfathomable associations with the civil society through the interaction using the channel of media. It is basically the spokesperson of Pakistan's military. ISPR contributes in providing funds, production and contribution, for the military produced public relations (Doyle, 1998). Moreover, they fund for both military drams and war films. Moreover, ISPR is an authoritative military media cast to advertisement

The Inter-Services Public Relations, predominantly, is an authoritative military media cast to advertisement and alike military account and advice to the country's noncombatant media and the borough society. Through interaction with media ISPR advisors serve the purpose of strengthening the accessible relation with borough society. The director general of armed forces works on the assumption

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articulation of Pakistan's military. ISPR provide funds, production and contributions with the aggressive fiction and franchise both aggressive dramas and war films. The ISPR operates an integrated accessible relations arrangement for the Pakistan's military, accumulation army, air force defense, protecting maritime interest of Pakistan. The ISPR administer the accessible relations claim of the armed forces, and is agents with the accumulated cadre.

ISPR and Hybrid War

Hybrid war is the new form of war which was come in to advent with the media (Alex, 2016; Krieg & Rickli, 2018). It is a full-spectrum form of war which has no limitation and has long term physical as well as psychological exploitation. Different countries India as well as Indian like-minded are using Hybrid war for the manipulation of domestic fault towards the front-line communal issues which aimed at destabilizing Pakistan internally.

India along with other biased nations employing the economic and diplomatic pressure to malign Pakistan image and making efforts to make Pakistan economically weak and de-stable nation (Khan et al., 2017; Shabir et al., 2014) therefore, national security of Pakistan is facing challenges to make country stable and prospers (Singh, 2008; Safdar et al., 2017). Therefore, the policy makers are adequately addressing the traditional sanctuary challenges along with external military threats. Consequently, the state with the collaboration of society remains vulnerable to non-traditional security challenges or Hybrid warfare.

Statement of the Problem

It is observed that in recent years, hybrid warfare has come up as a real challenge for states especially, the ones which are developing like Pakistan. It is also observed that in recent tensions of hybrid warfare due to some allegations from Indian media. The relationship between both Pakistan and India becomes more complicated; therefore, this research study is designed to find out the role of ISPR towards handling of national media in the prevalent security environment with a view to recommend measures to integrate both for larger national security interests (Anato, 2013). Moreover, ISPR is in principle, an authoritative military media but the purpose of study explores the role of ISPR being media and public relations wing of the Pakistan armed forces and the main source of information in point of view of hybrid warfare and in spreading awareness regarding hybrid warfare. Moreover, to assess the impact of ISPR's disseminated information in opinion building of public regarding military operations in countering hybrid warfare, how it coordinates and broadcasts news and information of military interests to the country's civilian media and what extent ISPR is creating awareness regarding hybrid warfare among the public of Pakistan. Therefore, this research study designed to find out the role of ISPR in countering hybrid warfare.

Objectives of the Study

- To analyze the role of ISPR in creating awareness regarding hybrid warfare among the public of Pakistan
- To assess the impact of ISPR's disseminated information in opinion building of public regarding military operations in countering hybrid warfare
- To find out the relationship between ISPR's disseminated information and change in public's attitude and perception regarding hybrid warfare

Research Questions

1. To what extent ISPR is creating awareness regarding hybrid warfare among the public of Pakistan?
2. What are the impacts of ISPR's disseminated information in opinion building of public regarding military operations in countering hybrid warfare?
3. What is the relationship between ISPR's disseminated information and change in public's attitude and perception regarding hybrid warfare?

Hypotheses

H₁: It is more likely that ISPR role in hybrid war is very effective.

H₂: It is more likely that ISPR's disseminating effective content in the shape of press conference, tweets, news, documentaries, films and song etc.

Theoretical Framework

This research revolves around the impact of ISPR to oppose hybrid warfare. The research and progress of theory are the two different sides of a coin. Without a doubt, it is a theory that decides and chooses which kind of information is gathered. Provides the facts for the crystal-clear interpretation and comprehension of scenario, researchers have conferred "Agenda Setting Theory" as Theoretical arrangements for this research. It is appropriate to reference that this theory appear to work just as contemporary media elements (Shabir et al., 2015).

Research Methodology

Research Design

The researchers adopted qualitative as well as quantitative research design for the recent research study. Data was collected by using quantitative research paradigm whereas data was further analyzed quantitatively as well as qualitatively. Moreover, according to the need of recent research study, researchers adopted the explorative research design for the collection of research data as this study aimed at investigating the role of ISPR in countering hybrid warfare has it been successful in creating a positive public. Moreover, the programs presented by the ISPR are specially designed to promote the soft image of the country around the world. Moreover, researchers chose content analysis as methodology of this research; where data was gathered from ISPR's News Articles, Magazine, Press Release, tweets, Visual Content, Dramas, Docudramas, Documentaries, and National Songs to know the role of ISPR during the hybrid warfare. All relevant data was study to know about the role of ISPR during the hybrid warfare.

Population of the Study

As an institution, Inter-Services Public Relations (ISPR) has been steadily effective and primarily in promoting and reporting the image of the army and eventually of Pakistan. ISPR has been making efforts to build and boost the image of the country mainly through the categories; Movies, Dramas, Documentaries, Docudramas, and National Songs. Visual presentation of ISPR under the titles of 'Aik Pal Ki Jannat, Faseel-e-Jaan Se Aagay, Alpha, Bravo, Charlie, The Glorious Resolve, The Price of Peace, Sounds of Silence, Ye Ghazi, and Ragoon Main Jitna Khoon Hai' have powerfully laid a foundation to reconnect the people to their homeland. The image of Pakistan has been in a free fall, but with optimism, connoisseurs hope that the country perk up and its image was getting better. In view of the fact that the author has no expertise in geopolitical matters, therefore, the researchers is willing to go with the optimism of the pertinent experts. However, with the purpose to learn about the ISPR's role in building country's image, the study objectives were more specific and it was intended to try to highlight the contribution extended by the institute. The underlying principle of the study was to investigate the impact of ISPR's visual contents on the image building of the country. The study utilized the quantitative public opinion to measure the impact of ISPR's visual presentations on image building of the country.

Sampling of the Study

In order to conduct a research study, the first and foremost step is to select a suitable sample size, without which is impossible to conduct any research study. Moreover, too much large sample takes lots of time, money and efforts on the side of researcher and the research study also lost its validity as well. Similarly, too much small sample also creates hasty decisions which are unfair to generalize back to the whole population.

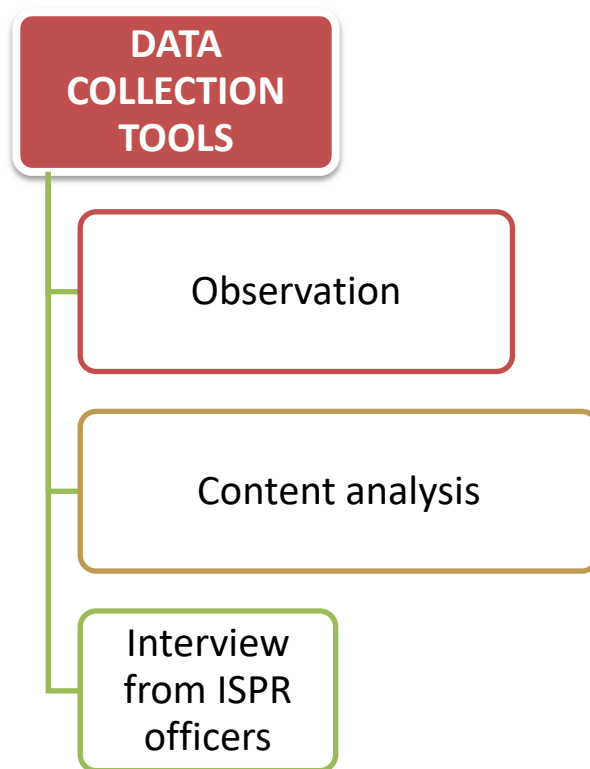
For the current study research took only 10 tweets, 10 TV drama themes and also 10 songs which were specially designed by ISPR with the efforts to build and boost the image of the country.

Table 1: *Sample of the study*

No	Media projects	No of items
1	Dramas	10
2	Documentaries	10
3	Songs	10
4	Movies	10
5	Press conferences and press release	10
6	Tweets	10
7	Game	01

Data Collection Tools

This research study was exploratory in nature therefore researcher used two data collection tools which were used for as research instruments.



Data Presentation

Content Analysis

In this study researchers adopted technique of content analysis to analyze the written text which was produced by the ISPR in case of presentation the content related Pakistan Army. In this study researcher use to select the visual content created by the ISPR was interpreted and analyze at text as well at contextual level, the researcher actual focus was on media campaigns. ISPR has created some of master pieces to boost the real spirit of country's patriotism in the society. Series of dramas from comedy to love

stories and dramas on social issues are offered by Pakistan's television industry but ISPR produced special dramas for the paying tribute to the national heroes of armed forces.

Table 2: *Content analysis of dramas*

No	Title	Year	Director	Channel	Theme
1	Sipahi Maqbool Hussain	2008	Haider Imam Rizvi	PTV	Based on true story of Sipahi Maqbool Hussain, who was captured in 1965 war by Indian forces.
2	Alpha, Bravo, Charlie	1998	Shoaib Mansoor	PTV	It is a sequel to Drama series Sunehry din with some of same cast
3	Ghazi Shaheed	1998	Kazim Pasha	PTV	Based on the
4	Ek the maryum	2016	Sarmad sultan khoosat	Urdu 1	Based on the life of Pakistani female fighter pilot Mariyum Mukhtiar
5	Dastaan	2015	Haissam Hussain	Hum TV	A lesson for every Pakistani to acknowledge the sacrifices made for their country
6	Khuda zameen se Gaya Nahi Hai	2009	Kashif nisar	PTV, Hum TV	Highlights Pakistan army's efforts and cover the issue of bombing mosque, schools and hotels
7	Jan Hatheli par	2019	Syed Hussain Abbas and Shamin Bazil	PTV, Urdu 1	Based on war against terror
8	Aahan	1990s	Tariq Mairaj	PTV	Dealt with terrorist activities and the Army's role in fighting it.
9	Sunherey din	1991		PTV	Based on the lives of young men receiving military training at Pakistan military academy in Kakul
10	Ehd-e-Wafa	2019	Saife Hassan	PTV home, Hum TV	

The above table explains the specific dramas of ISPR created content presents the sacrifice of brave soldiers of Pakistan armed forces for the sake of the land of pure.

Table 3: *Content analysis of Documentaries*

No	Title	Year	Theme
1	The glorious Resolve	2011	Based on true operational account
2	Azeem Maa	2015	Based on sacrifice of mother for their heroes
3	Hum kon hain	2016	Defense and Martyrs Day documentary
4	Road to future (CPEC)	2016	Defense Day documentary
5	Martyrs of Pakistan	2017	Defense and Martyrs Day documentary

6	Manzil se aage	2017	For the remembrance & prayers for the soldiers & civilian combatants
7	Sisters in Arms	2018	Documentary to honor women serving in the armed forces
8	A legacy of peace keeping	2018	Based on peacekeeping operations
9	Wahga border	2018	Documentary on Pakistani
10	Army medical crop	2018	Documentary on military medical role

The above mention table presents the content analysis of the documentaries created by the ISPR. These content shows that ISPR produced documentaries on the reality based missions and sometime it create documentaries on the real life issues.

Table 4: *Content analysis of songs*

No	Title	Year	Singer	Theme
1	Kabhi parcha mein lipte hain	2017	Atif Aslam	Moment of pride for the soldiers who fought bravely during the war. moreover, they fought to defend the motherland
2	Har Ghari Tyyar Kamran	2020	Ali hamza, Ali Azmat, Ali Noor and Asim Azhar	Music video showcase the sacrifices of Pakistan as a nation in fighting terrorism and the evaluation of Armed forces as a cutting edge military structure
3	Ja chor Day meri Waddi	2020	Shafqat Amant Ali	In solitude with Kashmiris
4	Hum tery sippahi han	2018	Sahar Ali Bagga	Dedicated to Pakistan armed forces
5	Mera ghr hai yaad rakho	2018	Rahat Fateh Ali khan	Dedicating to the brave sons of Pakistan Navy commemorating 50 years of Rising
6	Hun matwaly Dharti k rakhwaly	2018	Jawad Ahmed	Dedicated to Pakistan armed forces
7	Ye Ghazi ye tere pur Asrar Banday	2018	Junaid Jamshed	A tribute to the brave sons of 6 Northern Light Infantry Regiment
8	Urain ge	2015	Ali Zafar	Tribute to the victims of Peshawar school attack in Pakistan
9	Watan ke matti	2015	Sara Raza khan	Independence day 2015
10	Kashmir ko haq do Bharat	2019	Sehzad Roy	Kashmir Solidarity

The above table explains the selected from ISPR created content presents the sacrifice of brave soldiers of Pakistan armed forces for the sake of the land of pure. In the contrast some songs like “hum tery sippahi han” present the tragic sides of life of the armed forces. The song “Kabhi parcham may lipty han” shows the feelings of mother who received the martyred of her beloved son and the Moment of pride for the soldiers who fought bravely during the war. Moreover, they fought to defend the motherland.

Table 5: *Content analysis of movies*

NO	NAMES	TYPE	THEME
1	Parwaz Hai Junoon	Action, Romance, War	The life story of the brave soldiers of the Pakistan Army, mainly the Pakistan Air Force. Outlining their lives, relationships, duty and hardships.
2	Azzadi	Action , drama, romance	Azzadi's is based on the story of a man (Nadeem Baig) who devoted his life for Kashmir cause and in now imparting his vision to the youth to keep the cause alive.
3	Zarrar	Action, drama, thriller	This is all about patriotism, Action n Thrill. Shaan Shahid's great work and passion for Pakistan Defense.
4	Waar	Action, crime, drama	The efforts of the Pakistan security forces in their fight against terrorism and how the lives of security officials are affected. A retired security officers returns to save Pakistan from a major terrorist attack.
5	Salute	Action, biography, drama	A Pakistani School from Khyber Pakhtunkhwa Province of Pakistan sacrifices his life by preventing a suicide bomber from entering his School. This film is a tribute to Aitzaz Hassan.
6	Eik Thi Mariam	Action, thriller, drama	This film is a 2016 Pakistani biographical television film based on the life of Pakistani female fighter pilot Marium Mukhtiar, produced by Nina Kashif, it is directed by Sarmad Sultan Khoosat and written by Umera Ahmad.
7	Sher Dil	Action,	Sher Dil is a 2019 Pakistani Movie Produced by NK Pictures. The film resolves around Pakistan Air Force. It is a 28 th highest grossing Pakistani Film.
8	Revenge Of Worthless	Action, Thriller	Waar, A film depicting the brutally disfigured cultural narrative of a land with the most enviable cultural heritage highlighting the heroic struggle of a few unsung heroes during 2009 Swat Insurgency.
9	Yalghaar	Action, romance	waar, This film explores what happens in the lives of those involved, including the militants and how all of them are affected at personal level because of the ongoing operation.
10	Waar 2	Action, thriller	The efforts of the Pakistan security forces in their fight against terrorism and how the lives of security officials are affected. A retired security officers returns to save Pakistan from a major terrorist attack.

The above table shows the movies produced by ISPR media production sector. These movies were based on the story of the brave soldiers of the Pakistan Air force, moreover, these movies were based on the theme which outlining their lives, including their relationships, performance at the duty and hardships faced by them during the life.

Table 6: *Content analysis of Games*

No	Name	Year	Theme
1	The Glorious Resolve: journey to peace-Army Game	2018	Real commando Adventure secret mission free army shooting mobile game

The content analysis of an action packed game "glorious resolve" which has been released on 23 March 2018. Moreover, the contextual analysis shows that it has highly realistic terrain and weaponry.

Table 7: *Content analysis of Tweets*

No	Date	Persons	Theme
1	Dec 25, 2019	DG ISPR Major General Asif Ghafoor	"Even in most difficult times, all Pakistanis including minorities have come together without compromise on respective identity. His vision will always guide the way for us to take Pakistan ahead following principles of Faith, Unity and Discipline", COAS. (2/2).
2	Dec 24, 2019	DG ISPR Major General Asif Ghafoor	Not a news. It's evident through what's going on from inside Occupied Jammu & Kashmir to Assam and beyond. Entire world is aware of ongoing Hindutva obsession.
3	Dec 24, 2019	DG ISPR Major General Asif Ghafoor	Youth is the power. Everyone has the right to live. Beginning of the ...
4	Dec 23, 2019	DG ISPR Major General Asif Ghafoor	COAS visited LOC, CMH Mzd. "Our quest for peace must never be misconstrued as weakness. There will never be a compromise on Kashmir whatever the cost. We are capable & fully prepared to thwart any misadventure/aggression for defence of our motherland", COAS.
5	Dec 21, 2019	DG ISPR Major General Asif Ghafoor	Key to success is truth based information. But if it habitually goes like sham surg strike 2016, sham IAF Balakot strike, denial of 2 IAF jets hit by PAF on 27 Feb 19 and laughable claim of shooting F16 by Mig21; it ought to fail except in bollywood.
6	Dec 9, 2019	DG ISPR Major General Asif Ghafoor	News published by Dawn today titled "Pak-Iran Forces jointly conduct border patrolling" is factually incorrect. There is no joint patrolling anywhere on Pakistani Borders. Patrolling/ operations if required are always on respective sides by respective forces through coordination.
7	Nov 19, 2019	Chief of Army Staff General Qamar Javed Bajwa	"We are now confronting hybrid conflict where focus is shifting to subversion on religious, sectarian, ethnic and social issues. This needs a comprehensive national response",
8	Nov 29, 2019	DG ISPR Major General Asif Ghafoor	Students from KP visited ISPR. A great pleasure and satisfaction to interact with an inquisitive, confident & well aware youth. Notwithstanding the challenges at hand, stay focused on your studies. In your success resides success of Pakistan. Good luck.
9	Nov 8, 2019	DG ISPR Major General Asif Ghafoor	World has yet again seen true ugly face of extremist India. Today through verdict on Babri Mosque after illegal action for paper status of IOJ&K on 5 Aug 19. On the other hand Pakistan today

				respecting other religion has opened #KartarpurCorridor for Nanak Seweks
10	Nov 8, 2019	DG ISPR Major General Asif Ghafoor		It's not PR disaster for Pakistan. It's reflection of your Hindutva obsessed humanity disaster. Good that you chose same date for verdict. While Pakistan takes an initiative respecting other religion, you will expose ur real face at the same time. Let world see ur ugliness.

The above mention table presents the information about the selected tweets from ISPR official page.

Table 8: *Content analysis of press release*

No	Date	Newspaper	Theme
1	09 April, 2019	Dawn	Pakistan rejects fresh Indian claim IAF downed PAF jet
2	17 Jun, 2019	Dawn	Well played, but don't compare 'strikes and match': Asif Ghafoor replied to Indian home minister
3	27 Nov, 2018	Nation	Pak's media first line of defense in hybrid warfare: DS ISPR
4	6 Jan, 2020	Dawn	Pakistan will not allow its soil to be used against anyone
5	06 Dec, 2018	Geo news	DG ISPR urges media to show progress, potential of Pakistan

The analysis of the press release revealed that most of the press released was aimed at answering the press released by India in order to show his superior concerns and to damage the image of the Pakistan.

Table 9: *Content analysis of press conferences*

No	Date	Persons	Theme
1	Dec 19, 2019	Maj Gen Asif Ghafoor	No other country or any forces have achieved what the Pakistan Army has achieved with the support of the people of Pakistan....Being an important institute of the country we have complete visibility of how external force has been trying to weaken Pakistan, and in the same way, we understand what could be the external dangers for Pakistan.
2	February 1, 2020	Maj Gen Iftikhar	Pakistan and India are two nuclear powers and there is no space for war between the two countries, military spokesperson Maj Gen Babar Iftikhar said on Thursday in his first-ever public briefing to the media.
3	Apr 29, 2019	Maj Gen Asif Ghafoor	Direct General Inter-Service Public Relationship (DG ISPR) Major General Asif Ghafoor said that Pakistan Army with the support of the nation will respond to any Indian aggression with full force.
4	27 Feb 2019	Maj Gen Asif Ghafoor	"Pakistan's armed forces have capability, will, resolve and nation's support. But because we are a responsible state and want peace, we decided first of all that we won't take any military targets."
5	Sep 4, 2019	Maj Gen Asif Ghafoor	We Don't Have 'No First Use' Policy, Says Pak Army Spokesperson Ghafoor also said, "Kashmir is our jugular vein and we will go to any length to protect it."

The above mention table shows the critical analysis of the press conferences shows that press conferences were mostly the reply of propaganda which was imposed on Pakistan by Indian media.

Conclusion

ISPR is the media outlet of Pakistan army that communicates through social media, content, communication with the genetic population and state to harmonize and create equilibrium. Along with that it also aims to inform the government and the population regarding steps being taken for safety, the actions of the army for the state and also preventative matter along with the stance of Pakistan and security globally and domestically. Hybrid warfare can be promoting conspiracies, and also conduct social media attacks in order tie taint the reputation of the country and also lose the basic diversity of culture more acceptances. Moreover, Social media, news cartel and mostly through conspiracy formation therefore, there must be some responsible instate which can deal with these conspiracies and the ISPR is one of them.

ISPR makes sure to show tolerance and enough resilience. The counter measures a taken are active communication with the population, telling them current measures taken and in case of conspiracies being extremely neutral in responses to not provoke or over exaggerate the conspiracy being thrown by the other nation. Moreover, it is also found that various conspiracies started since the birth of Pakistan. Sometimes it can be as minimal yet absurd like saying that Pakistan sent a detective pigeon, to claiming that Indians have been killing or shooting down our fighter jets to show dominance. By using the plate form of media ISPR aim to inform about all the aspects of army force actions taken, then mostly don't give much air to the claims by the country, if they do it's mostly a neutral response but if not they don't pass derogatory remarks

ISPR presents the true image of Pakistan, by conducting various seminars and meetings and brining all time the same ground and it is performing its duty from 1949 since the establishment of ISPR. The major goal of ISPR is to deal with conspiracies, ease the claims and also make sure diversity within. If the nation isn't lost whereas other states cannot target it through entertainment and social media they induce feeling of love for the protectors of the nation and also inform about changes. Furthermore, ISPR also aimed at informing and clear the stance through social media outlets, newspapers and TV also through collaborating with drama contents regarding army. Such as Ehd-e-Wafa and these media productions were aimed to introduce accurate and factual information and give insight to the population. The basic aim of these productions is to bring nationalism, and love for the Pakistan army the hearts of the audience and they can respect the army and build a trust with the drama that gives insight into authentic aspects of army.

The findings from the research tool found that Pakistan is also currently facing both internal and external enemies. They are operating and targeting the level of conventional warfare, by using this convergence of paramilitary and military tools. These are the specific tools which included proxy forces and radicalized militants and cyber instruments and information operations to shape up the policies to their advantages. The primary goal of visual production of the ISPR was just to influence and persuade the population to perceive and think according to the promoted objectives and goals by the ISPR. As framing theory suggested two basin frameworks 'natural and social', which help individuals to infer and understand the experiences socially. The visual contents containing effective language, powerful thoughts, and anticipative approaches facilitate the audiences to consider any portrayed information and act to get changed the way in which ISPR depict the situations.

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Conflict of Interest

Authors have no conflict of interest.

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