Digital Disruption and the Impact of Social Media on Traditional News Media

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Abstract: *The Kashmir conflict has been the most persistent and contentious issue in the bilateral relations between India and Pakistan since the partition of British India in 1947. This research paper explores the role of the Kashmir dispute as a central cause and catalyst in the major wars fought between India and Pakistan in 1947- 48, 1965, and 1999 (Kargil War) as well as its impact on diplomatic tensions, military strategies, and regional security. By tracing historical events, geopolitical influences, and nationalistic sentiments associated with the Kashmir issue, this study seeks to understand how the territorial disagreement over Jammu and Kashmir has repeatedly escalated into armed conflict.*

The research employs a qualitative methodology, drawing upon historical records, government documents, and scholarly analyses, to examine the evolution of the conflict and the motivations of both nations. It also explores the roles of international actors such as the United Nations, the United States, and China in conflict mediation and peacekeeping. The study highlights how unresolved territorial claims, religious and ethnic differences, and political rhetoric have contributed to a cyclical pattern of hostility and mistrust between the two nuclear-armed neighbours.

Additionally, the paper discusses how the Kashmir issue affects the domestic policies of both countries, influences their defence spending, and exacerbates the arms race in South Asia. Special attention is given to the shift in conflict paradigms from conventional warfare to proxy wars, insurgency, and cyber tensions in the post-Kargil period.

The findings suggest that without a mutually agreeable political solution to the Kashmir issue, sustainable peace in South Asia remains elusive. The study concludes by recommending a multilateral dialogue framework, confidence-building measures (CBMs), and increased people-to-people contact as potential pathways toward lasting peace..

Keywords: Kashmir conflict, India-Pakistan wars, territorial dispute, South Asia, Kargil War, diplomacy.