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## **The Role of Social Media in Pakistan-India Conflict: A Case Study Of India's Propaganda During May 2025 India-Pakistan War**

**Muhammad Umair Ahmad**

Department of Political Science and International Relations, University of Management and Technology, Lahore, Punjab, Pakistan.

[S2024389002@umt.edu.pk](mailto:S2024389002@umt.edu.pk)

**Umair Irshad Abbasi**

Department of Political Science and International Relations, University of Management and Technology, Lahore, Punjab, Pakistan.

[S2024389004@umt.edu.pk](mailto:S2024389004@umt.edu.pk)

### **ABSTRACT**

*This article explores the role of misinformation and disinformation in May 2025 India-Pakistan war showcasing that social media is used as strategic tool during war by both state and non-state actors. It highlights India efforts during war to spread information which causes internal unrest and impact on public perception. The paper also discusses reason of war and overview of Pakistan India relations and exposes India propaganda during war 2025 because in this modern era of war Indian media used information warfare as a tool for their own purposes which has toxic impact on public in the form of hatred, disunity, and try to justify their aggression (because according to studies, Indian media was influenced by political goals which left public at high emotional end and struggle to intensify conflict between two countries (Bashir & Shahid, 2025). It critically examines Indian media effort during war, India's misinformation tactic, AI-generated videos like video game footages showed as evidence of Indian military victories, social media manipulation, conflict journalism and government censorship and also analyze tactics and consequences. It also highlights rising vital importance of media information warfare in modern conflict and emphasizing the need of media literacy, government accountability, social media regulation, controlled, censored broad casting and the role of international media in exposing lies, de-escalating tensions and taking action for releasing controlled and censored information. The impact of information warfare on international diplomacy, public trust and regional stability.*

**Keywords:** Misinformation, AI Generated Videos, Propaganda, Media Amplification, Government Censorship, International Media Psychological Impacts.

### **Background**

India is a traditional enemy of Pakistan since its formation. Both countries fought four wars before and now a recent war of May 2025. Both countries have conflict over disputed territory of Kashmir. Pakistan always tries to negotiate and resolve issue through peace talks and at diplomatic end but India always negate and tries to create chaos inside Pakistan through different ways like through social media, supporting militant groups and accusing Pakistan for terror attacks in Pakistan like pulwama attack in 2019 while Islamabad always denied being involved in attacks. Again in April 2025, a terror attacked happened in the Kashmir in which 26 were died and all were tourist. India accused Pakistan for this pehalgam attack. India said

that (TRF) was responsible for this attack claimed responsibility for this attack.(Bashir & Shahid, 2025)

At the same time Indian external affair minister said that Pakistan tries to create state-sponsored terrorism in India, moreover, he accused that Pakistan support terrorist proxies like TRF (the resistance front) to destabilize Jammu Kashmir. But all of his claims were without any evidence. (2025)

International news resources and Experts analyze that India's quick blame on Pakistan just after the attack without any proof shows that its pre-planned, and such a big claim without any proof make it hard for world to acknowledge india's claim which hurts indian credibility of accusation. (2025)

And on 7 May launching "Operation Sindoor" targeted nine places in Pakistan saying these were the spots of militant groups and in response to this Pakistan launched "Operation Bunyan al Marsus". So, the relation between the two countries are always at stake, every time negotiation fails and the issue of Kashmir remained unresolved. In fact, after the war relations are more intensified but ceasefire held between the two countries.

### **Introduction**

Today is the era of modern war with the passage of time tactics of war are also changed, there is transformation in warfare, in today world narratives are weaponized, words are weaponized through "information warfare". False news spread more than officials. In recent India Pakistan war of May "information warfare" played an important role. Indian media used it as a tool and misguided public polarized their opinions through disinformation. On social media platforms like X and WhatsApp they spread false news. So this article determines Indian media tactics and their propaganda to escalate war. How their propaganda manipulates public mind their opinions which cause an environment of confusions that what is right and what is wrong, moreover, it highlights honored Indian media channels using vile tactics, political interference in spreading disinformation to spread negative impact on people mind regarding Pakistan for their own purpose like Elections. BJP seeing it a useful way to get more votes by igniting people against Pakistan.

(So this study determines to show intricate dynamics of media and public interactions amid war. It is noticeable how Indian media frame mechanism and propaganda which was intentionally employed towards a particular purpose of escalating war. (Entman, 1993). Through examining the role of media and how they fought war through hashtags and headlines on the battlefield) (Zahra & Shahid, 2025)

Moreover, it shows Pakistan narrative negating this false news and the role of international society and media in showing truth and taking action against disinformation.

### **Literature Review**

However, it is notable that the application of social media in conflict zones has become a subject of great interest to scholars mainly in areas concerning its application in the construction of narratives and propaganda. According to scholars like Tufekci (2017) and Rogers (2019), social media is an effective platform to spread as well as misdisseminate information in a conflict. Considering the situation of India-Pakistan tension, social media has played a crucial role in augmenting the discourse that is beneficial to the national interests, and in many instances, the boundaries between factual information and propaganda tended to be obscure.

(Moreover, according to theory framework CET (conflict escalation theory) which explains that how small disputes or political interference can lead to a major conflict so, in the aspect of India-Pakistan war it shows how local attack converted into military actions. Another theory (strategic defense theory) SDT states when two states have nuclear weapon they should avoid full pledge war. In May 2025 war Pakistan and India being both nuclear states avoid full scale war and agreed upon ceasefire.)<sup>10</sup>

The research on the situation in 2025 between India and Pakistan says that both nations resorted to an intensity of strategic communication campaigns via social media in order to influence national and global opinion. Scholars such as Ahmed and Malik (2025) have captured the tendency of Indian authorities and media to feed narratives over time that place Pakistan in the position of aggressor, and use Pakistani media outlets to broadcast declarations of sovereignty and victimhood. The spread of disinformation, fake news, bot activity, and troll farms were also noted to increase these messages making it difficult to identify the real information (Reddy, 2025).

Moreover, the literature highlights the importance of the social media propaganda in the formation of perceptions, the aggravation of tensions, and their influence on the diplomatic relations (Khan, 2023; Mehta, 2025). Misinformation, censorship, and platform responsibility are other ethical issues dominating the scholarship capturing a lot of attention lately (Zafar, 2024). Altogether, the currently existing literature emphasises the importance of social media as a conflict field of narratives during the conflict between India and Pakistan, particularly the war in May 2025.

**Misinformation:** the wrong information spread without any intent or concern by misunderstanding is called misinformation.

**Disinformation:** the wrong information which is spread with intent.

### **Media landscape**

Indian media fought war on channels and social media platforms by spreading disinformation they used Psychological warfare as tool and encouraged influencers to spread false information

(like on May 8, a famous Hindu nationalist named as Abhjit Iyer-Mitra with over 286000 followers praised X users for sharing dis information regarding Pakistan's military coup, Pakistani planes high jacking and escaping, capturing Pakistani pilots, attacks on Karachi and Rawalpindi.

He ignites nationalist spirit of users by saying this will help Indian military goals.

Other large accounts like Jaipur Dialogues (462K followers) and Vijay Gjera (272K followers) spread wrong messages and even posted that

"If false information damages Pakistan spread it, but if true information damages India hide it because its war not journalism"

And this clear psychological warfare, not ethical journalism.) (*New Report: Inside the Misinformation and Disinformation War between India and Pakistan - Center for the Study of Organized Hate*, 2025)

Indian anchors raised their vile voices against opposition and human right activist and said they are "Traitors".

Moreover, Indian media framed that Pakistan is sole aggressor which striated the war while India's operation Sindoor is "just a retaliation nothing more".

And to show their military superiority they release unverified information or news from unofficial accounts that “air superiority achieved”, POWs are captured and terror launch pads are active.

Indian media dismissed all voices that raised Kashmiri opinions, civilian casualties and those who want to stop the war, Indian media declared them as “state enemy or “enemy propaganda”). And international accounts like The Wire and Scroll in were either banned or labeled as unverified or “anti-nationalist “accounts. On digital platforms more than 80,000 accounts were removed

Also when Indian officials like NSA internationally claimed “show even a single photo of Pakistan’s success” this statement faced backlash by foreign media like BBC and Washington post.

NDTV (in English) was pressurized to represent India’s narrative on international level by government affiliated diplomats.

- India just retaliate in self-defense
- Pakistan violated ceasefire first
- Hindu and Muslim are united

Actually Indian media spread false news because they are ruled and owned by government officials (BJP) Government uses advertising budgets and licensing threats to control media channels. War like conditions are beneficial for BJP to mobilize voters and strengthen Hindutva identity. Furthermore, topic like “war” and “nationalism” increases TRPs of news channels like “exclusives”, “India air strikes” and “Pakistan in panic” generate high curiosity among public and social media platforms.

Famous Indian news channels like ZEE TV, News Ganga and News 18 India spread false news like “Pakistani army chief general asif munir has been arrested and Indian military take control of Islamabad and Rawalpindi. (*New Report: Inside the Misinformation and Disinformation War between India and Pakistan - Center for the Study of Organized Hate, 2025*)

Another aspect of Indian media is media’s irresponsibility and inclination towards jingoism and hyper nationalism. The Indian media sensationalized news like shouting loud, siren, alerts and false visual depicting that India attack on Pakistan mainland and according to experts this way of spreading news has become the norm of Indian media from past decade. This directly shows the mentality of Indian polity and their impact on those who reads news and follow these new channels which creates nothing but hate for neighbor country Pakistan. Even though Indian media is debunked as unofficial but they were restrained to give any clarification.) (Moazzam & Mustafa, 2025)

They also show inflated casualties figures in Pakistan during their attacking and try to exaggerate Indian military victories while downplaying losses.

Moreover, on social media platforms India used Hashtags propaganda like #Karachi under attack, and #India victory. On contrary to this many journalist and activist defend their misinformation campaign by citing it as “nationalism”.

### **Fabricated victories**

Indian media shows multiple videos and images about their fabricated victories like fake naval strike of India by INS Vikrant destroyed Karachi port but in reality it was the footage of Indian naval drill. (Ellis-Petersen, 2025)

There were circulating videos of Indian air strike on Pakistan but in reality it was the video of Israeli airstrike on Gaza.

Moreover, AI generated videos, manipulated satellite images, video games footages are used to show that Pakistan is in bad situation

(Using video games and saying that Indian air force drowned Pakistani JF-17 also by showing the footage of Russia-Ukraine war they claimed it as “massive airstrike on Pakistan”.

AI generated videos were used to Pakistan’s defeat and visuals of Turkish pilot used in fabricated reports and claimed that they captured Pakistani pilot.

Moreover, doctored images of former prime Imran Khan are used and reported that he is murdered. And many of Indian media accounts showing this false news gained millions of views) (Ellis-Petersen, 2025)

Most famous channels from India like Aaj Tak and ABP news reported that “terrorists from Pakistan” they done suicide bombing in Rajour.

ZEE news reported an old image of Kashmiri civilian of Qari Muhammad Iqbal saying that he is a terrorist in reality he was 46-year-old teacher who was killed in cross border shelling.

Indian accounts like Jaipur dialogues show old videos of Gaza bombing claimed them as attacks on Karachi and Sialkot.

Moreover, AI generated video in which Indian prime minister was directing Pakistani army chief regarding ceasefire.

Video games with edited with soundtracks, visual effects that showed Pakistani jet is being shot down in Bhuj India. and this post received over 2.2 million views.

Another AI generated video in which Pakistani army general Ahmad Sharif claiming that Indian forces has shot down two Pakistani jets and this clip was shared by Harsh Vardhan Tripathi and Sudarshan News.

Another post Shared by Amitabh Chaudhary, it became one of the most viral pieces of disinformation garnering 9.6 million views, 129k likes, and 12,700 reposts. Which showed that Rawalpindi cricket stadium is ruined after Indian air strikes.

Many post on X are shared by Indians that Pakistani army chief is changed

Famous X accounts such as Kreately Media, @erbmjha, Voice of Hindus, The Jaipur Dialogues, and Cyber Hunts escalated the conflict by spreading disinformation in their posts they claimed that after Indian air strikes there has been a nuclear leakage in Pakistan and on social media a key word is used that “medical emergency in Pakistan” and showed the images of hospitals where there is rush in emergency while all these posts were old. Photographs from COVID-19 period was taken to show emergency situation in Pakistan all these post were synchronized efforts of Indian media to propagate their propaganda. Moreover, CSOH also detected this disinformation regarding nuclear leakage in Pakistan. (*New Report: Inside the Misinformation and Disinformation War between India and Pakistan - Center for the Study of Organized Hate*, 2025)



The wrong use of social media was on both sides Pakistan and India but Indian media and their influencers were beyond limits.

False statements of spokespersons on like AI generated video with effects of Pakistani prime minister where he “accepted defeat” (*New Report: Inside the Misinformation and Disinformation War between India and Pakistan - Center for the Study of Organized Hate, 2025*), altered maps government aligned media showcasing biased news. (*New Report: Inside the Misinformation and Disinformation War between India and Pakistan - Center for the Study of Organized Hate, 2025*)

### **Pakistan’s response strategy**

The paper also discusses Pakistan’s strategy that in response to the Indian media propaganda, ISPR released fact-checks and real time footage, on international press conferences negating India’s narrative.

Pakistan denied Indian claims that the areas they bombed were terror camps and called them “false excuse”. DG ISPR Ahmed Sharif response that “we will response and world will witness our response” And real time fact checking by AVM Aurangzeb Ahmed to international media where he explained all the tactics the Pakistan used and exposed Indian media.

On social Pakistani public counter Indian by tagging # truth of war and # India fake news. Moreover, in response Pakistan also launched “operation bunyan-ai-marsus” targeting 26 areas in India.

Pakistani analysts commented that this was not a first instance of India blaming Pakistan of terror attacks with the desire to attack those using armed forces and winning support of diplomats. Pakistani analyst also said that India had the same narrative during Pulwama attack claiming that India had a tendency of using such incidents as targets of political gain and strategic benefits.

According to Pakistan analysts this is the method of Indian media to:

- \* Kills the trust
- \* escalating aggression
- \* Diverts attention from actual problems in Kashmir and the region as a whole to avoid tough questions. (2025)

On the other hand

- \* Pakistan demanded tranquility and restraint, and wanted evidence based charges.
- \* It denied the allegations of India, and it had no evidence that proved that Pakistan was involved in the attack.
- \* Pakistan requested the UN or any neutral organization to look into the accusation of using chemical weapons which it totally denied.

This demand indicated the Pakistanis readiness to peacefulness as opposed to the Indian aggressiveness.

Pakistan also:

- Appealed to the efforts of other regional and international actors
- Put more accent to diplomatic solutions
- Issued a warning on forming military decisions through propaganda) (2025)

(Firdous Ashiq Awan, the adviser to the Pakistani Prime Minister, declared, news should not be reported out of likes, money or political hype, the behavior of Indian media has been unethical and unprofessional. (2025)

**Role of Pakistani news networks:**

- Brought out the contrast between the Indian and Pakistani coverage of the media.
- Stressed that the problem should be investigated by neutral experts internationally to identify the truth. (2025)

Pakistan vehemently refuted what India said and wrote letters to:

The UN, the OIC and Different capital cities across the world

\* Pakistan requested the international, non-biased investigation and recalled the world about the previous false allegations, such as Pulwama 2019 and Balakot attacks, which have no independent evidence as well (Foreign Office Pakistan, 2025).

\* Pakistan wanted to look responsible, concentrated on law, proof and collaboration rather than India making emotional and quick statements.) (2025)

The army of Pakistan (ISPR) denied those and claimed that the targets were in fact civilian such as:

- Schools
- Water supply lines
- People belonging to the civilian population were killed including at Neelum Valley.
- Pakistan opened its doors to foreign journalists and diplomats to come and see the places- exactly as it did in the case of Balakot.

Also France 24 and The Guardian journalists discovered no militant camps, which makes India claims questionable ( ISPR, 2025; Harding, 2025). (2025)

**The Official Diplomatic and Legal reaction of Pakistan**

Pakistan relatively maintained a very calm and understandable stand after the attack in Pahalgam and the immediate blame by India on Pakistan. Pakistan wanted to reduce the tensions and neutralize what it termed as wrong propaganda by use of legal and peaceful international collaboration.

**Immediate Response**

In less than 24 hours the Foreign Office of Pakistan issued a condemnatory statement declaring the Indian charges as baseless and rushed.

Rather than pointing the finger against each other, Pakistan requested a joint inquiry under the scrutiny of United Nations or any other impartial body.

According to Pakistan, the objective was transparency, accountability and evidence-based inquiry because the incident created tension in region.

The Foreign Minister of Pakistan remarked saying: "There is nothing in Pakistan to hide about and the International community was welcomed to come and check in the places where India claimed that the terror camps were located (Ministry of Foreign Affairs Pakistan, 2025).

**Multilateral and Legal Performances**

Pakistan contacted, Members of UN Security Council (UNSC), Organisation of Islamic Cooperation (OIC), and European Union members. It also filed a note verbale through which it protested the action of India as ones that went against international law specifically Article 2(4) of the UN charter which forbids the use of force against the sovereignty of any state.

Pakistan remembered how India had made false allegations against it in the past, such as:

- Pulwama attack (2019)
- Surgical strike assertion (2016)
- and these claims of India will again claimed false (Khan & Aslam, 2025).

Pakistan also knocked on the doors of international legal bodies such as International Court of Justice (ICJ) to initiate a case against India of conspiring and attacking its sovereignty and committing potential war crimes.

In spite of the fact that there was no official case filed at the time, the Pakistani lawmen were gathering evidence such as:

- Quotes of people living in the valley of Neelum (where jets of India has violated Pakistani airspace)
- Satellite pictures

Foreign media reports that do not agree with the version of India

This scrupulous record keeping was an attempt at the legal level to make the record straightforward that India was a bearer of bad news since it sounded aggressive while being the spokesperson to present Pakistan as a state player who takes care of its responsibilities (Yousaf & Rahman, 2025).

Pakistan also attempted to prevent further violence by the means of backchannel diplomacy. All this was not aimed only at preventing war, but rather it was aimed at persuading India to change their mind regarding rejecting negotiations.

According to Pakistan, there could be no peace because of airstrikes or media pressure, as it can only be achieved through open and transparent communication which has to be done on the basis of facts (Haider & Munir, 2025). (2025)

### **Public perception**

Media create panic by fake siren, alerts, evacuating schools and hospital in cities and confusion in public, anti-monitory hate crimes increased in India due their hate narrative.

Media imposed massive pressure of public on government to take harsh step against Pakistan even before this military action "operation Sindoor".

Through media violence is normalized as patriotism. Through this strategy they reduce diplomatic and international pressure on them

Media incited a sense of superiority in public that their government and military is superior) (Zahra & Shahid, 2025)

Moreover, Indian media anti- Pakistan mode in India and pressurized public to believe what they even its verified or not) (2025)

The international survey also shows that after pehalgam attack and before operation sindoor about 80% of people believed the reason behind it is Pakistan even with no official statement and proofs regarding this.

Another survey showed that about 92% population of India believed what is being told on social media platforms.

This shows that how important is social media in today world in shaping public mind and brainwash which creates long term hatred between the nations and escalate into military actions (2025)

### **International response**

International channels, like BBC, the wire and Al-Jazeera debunked Indian news channels and UN called for accurate reporting and restraint media false news. This hurts Indian channels credibility internationally.

(Using those hashtags and keywords, they gathered around 1,200 social media posts from various platforms—Twitter, Facebook, Instagram, and others.) (*New Report: Inside the*



*Misinformation and Disinformation War between India and Pakistan - Center for the Study of Organized Hate, 2025)*

### **(International Community's Response and Regional Dynamics**

CSOH: Determined critical betrayed issues with professional fact-checkers

- collecting up posts that fitted the terms and tags
- Categorized each of them as either misinformation or disinformation
- Categorized them depending on the kind of content
- determined the ways they were spread and multiplied)

The Indian armed forces argued that the campaign operation Sindoor decimated militant facilities and crippled the British military capacity.

However, the legality of performing the operation came under question because India failed to provide any proof.

According to the world authorities and the intelligence that India has gathered proofs but has not been disclosed publicly or any independent parties have not been sure of what they have. (2025) Some of allies provided general to defend india.

However, the vast majority calmed down and demanded dialogue, such as the UN, EU, and OIC. Pakistan informed UN that the attack violated the Article 2(4) of the UN Charter that prohibits the attack on the sovereignty of another country (UN Charter, 1945; Foreign Ministry Pakistan, 2025).

The strike was illegal and unauthorized under the international law.)<sup>9</sup>The global reaction to the Pahalgam attack and the rising tensions between India and Pakistan was cautious. While India tried to quickly build international support by blaming Pakistan for terrorism in Kashmir, the world response was not fully in India's favor.

### **Global Response**

Jose Antonio Ocampo, a UN Secretary-General, commented to exercise discretion and used dialogue but did not accuse any party.

India was accused of moved to pass judgments very fast without solid evidence and many diplomats felt ill at ease with this state of affairs.

European Union and the United States were also adamant to take sides. They urged that India and Pakistan should not engage in conflict and that it can be done by carrying out investigations based on some available peace mechanisms (UN News, 2025).

Being Pakistan close ally and one of the permanent members of UN Security Council, China fell strongly in support of Pakistan. China termed that move in the form of Operation Sindoor as one that was provoking and destabilizing by India.

Turkey, Iran and Malaysia, too, doubted the speedy resolution and demanded peace in the region. Russia which was normally on good terms with India stated neutrally and privately advised on India to keep calm.

This demonstrates that India will no longer receive the blind support particularly at situations when its claims lack grounds (Ali & Hussain, 2025)..

### **Regional Reactions**

Bangladesh and Nepal also made broad remarks towards peace but were not in direct support to India. Sri Lanka was involved in internal affairs and remained quiet. However, Indian media raised an issue over the quick deployment of force.

The Taliban government of Afghanistan which supported India, was the sole neighbor to do so, however, but its international recognition as a state was less significant (Iqbal & Dissanayake, 2025).

### **NGOs and the media reaction**

\* International human rights organizations such as:

- Amnesty international
- FIDH (International Federation for Human Rights)
- South Asia Human Rights Forum
- sounded warning over:
- The Indian media driven story
- Terrorist acts on civilians
- Lack of hard evidence to its statements

Al Jazeera, BBC Urdu, and The Intercept investigative reports revealed weak spots in the Indian account of what occurred.

This added substance to the appeal by Pakistan that there be a joint inquiry (Rahman & Aziz, 2025).

India tried show that Pakistan is isolated but Pakistan responded with diplomacy, Pakistan response was based on international law which gain global sympathy because stands with legal and diplomatic solutions rather emotional public and political reaction as a result Pakistan was able to regional countries support and defends its narrative internationally to find truth rather than blaming each other. (2025)

### **Impact of false narrative**

As Indian media prevent international accountability in India and especially in Kashmir region so, it created information vacuum.

Fact checking companies found that disinformation is intently spread to mislead public and gain emotional sympathy to justify their action. Even their own scholars criticize them. Internationally their news is not acknowledged.

(r. According to an analysis published by the Indian news organization The News Minute with Alt News10 fact-checker Mohammed Zubair, disinformation was methodically timed11 to raise tensions, justify military actions, and essentially force both governments to become ever more hostile. Online disinformation ecosystem contributed to an escalation in the world, forming the views of the population and shaping diplomatic discourse.) (*New Report: Inside the Misinformation and Disinformation War between India and Pakistan - Center for the Study of Organized Hate*, 2025)

One of the most well-known journalists and anchor of the India Today television channel, Rajdeep Sardesai, last week apologized to his viewers over the news of Pakistani jets being shot down which was proved at the time when he said that.

This weekend he said, a second time in his Saturday clip on the YouTube video blog, that some of the lies were effort of the right-wing disinformation propaganda under the pretext of government and national interest, and 24-hour news can be lured into a trap at times.) (Das & Pragati K.B, 2025)

Many neutral journalist themselves rejected Indian news reports and said that evidences are missing there is no official report

Many analysts also believe that reason of Indian media spreading false news is to destabilize Pakistan and to distract international media from the worsening condition in Kashmir, moreover this goal of this campaign was to benefit politically as elections approaching.

Also by portraying Pakistan as their enemy also made it easy for government to get public sympathy and helps in avoiding tough questions) (2025)

Youth after seeing media spreading false news and hatred, create mistrust on media and they started relying on alternative sources like unbiased channels

### Recommendations

- There should be strengthen media watchdog
- Fact-checking of data
- Regional cooperation against information warfare
- By establishing independent conflict media, we can avoid propagandist narratives and this unbiased media should give a full coverage
- There should be digital literacy programs and specially for youth so they can filter disinformation during crisis.
- Promoting ethical journalism helps in de-escalating war, indicates human rights and prioritize diplomacy over sensationalism
- Developing AI tools that can curb the false news and inflammatory content during war or crisis
- Peace talks between the countries can help in reducing polarization between the nations due to media disinformation.
- Formation of cooperative research center on conflicts which generates context based and ethical reporting) (Bashir & Shahid, 2025)

### Conclusion

This article infers that this is not the first time that India used vile tactics against Pakistan by spreading disinformation. In this era of Hybrid warfare in which cyber-attacks, fake news on social media and propaganda to confuse people mindset are used against hostile country) (Khan et al., 2019) and India did the same their journalist and well-known anchors on social media claimed false news to manipulate public mind and also widely used AI generated content but in response to all this propaganda Pakistan resolve the issue at diplomatic stage and internationally exposed India. Pakistan called UN to take action against this false propaganda moreover international media and some Indian own experts exposed India pre planned actions. So the explains that HYBRID WARFARE changed the way of competition between India and Pakistan, hybrid warfare mixes traditional threats with modern tactics) (Khan et al., 2019) in last the article highlights that ethical journalism is necessary during crisis and conflicts because they help in shaping public opinions.) (2025)

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