

## Effects of Alarming Rise of Violent News Coverage by the National Media on Manipuri Diaspora

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### Abstract

The study examines the effect of the alarming rise of violent national media coverage of the ethnic conflict between the Kuki-Meitei on Manipuri Diaspora. Media and news broadcasts are created by specific cultural contexts and docket, which in turn, influence public perception and psychological well-being. There is a need to understand the fact that National news media have increasingly adopted elements of truculence, sensationalism, gratuitous aggressiveness, and framing, which may contribute to negative perception, affecting the mindset of Manipur diaspora. This study employed a survey research design using a structured Google Forms questionnaire to collect data from 100 diaspora respondents between the ages of 18 and 30 years. The findings reveal that the majority, 80% of respondents, experienced frustration and psychological disturbance, while 56% of respondents reported a reduced desire to visit Manipur amidst conflict after viewing violent and aggressive news. Overall, the study highlights the psychological strain, negative impact on Tourism, and a sense of disillusionment within the Manipuri diaspora. These outcomes highlight the need for more ethical, balanced, and context-sensitive media reporting to lessen adverse psychological effects and maintain the socio-cultural integrity of Manipur.

**Keywords:** Violent News Coverage, National Media, Tourism, Manipuri Diaspora.

### Introduction

The media play a vital role in shaping people understanding and perception of conflict, peace, and social reality. What audiences see and hear about conflict is mostly influenced by editorial priorities and news values, often encapsulated in the journalistic saying, “If it bleeds, it leads” (Best, 2021). As a result, violent events tend to dominate headlines (Lawton and Wawa, 2025), while narratives of peacebuilding, reconciliation dialogue receive comparatively little attention. This imbalance in coverage contributes to a distorted perception of reality, fostering the belief that conflict is widespread and peace is an exception rather than the norm. Empirical studies consistently show that the media’s influence on conflict escalation outweighs its impact on conflict prevention and peacebuilding initiatives (Bharath, 2025). Wolfsfeld (2004) identifies a “fundamental contradiction between the nature of a peace process and news values,” arguing that media frequently play a destructive role in efforts toward peace.

In this context, Wilson (2009) highlight that media have a responsibility to promote honest and pluralistic political debate and to provide accurate and timely information that can reduce tension, combat ignorance and fear, and create conducive environment. A language is an indispensable tool of the journalist and, according to McDonald (2017) demands the ultimate in craftsmanship, moral sensitivity, and intelligence. This is because the word usage and the

meaning attached to it depend on the experience of the reporters and the media literacy level of the readers or the listeners (Governor et al., 2024).

When media sometimes fail to uphold ethical and professional responsibilities, the consequences can be profound. Sensationalized and repetitive portrayals of violence may triggered frustration, hopelessness, and emotional fatigue among audiences (Hassan, 2018). This raises key questions regarding the role of national media in conflict-sensitive regions: Are media fulfilling its responsibility to inform, providing accurate information, educate people on issues and rights report, and present balanced truths? Do they contribute to constructive understanding, or do they reinforce fear and negative attitude? In the case of Manipur, national media coverage has mainly highlighted images of gun violence, bomb attacks, ethnic conflict, political instability, religious tensions, and economic distress. Such portrayal risk constructing a persistently bad image of the state at National and International levels.

These bad portrayals have implications not only for residents within the region but also for the Manipuri diaspora. Diaspora communities play a vital role in the economic and social development of their homeland (Gupta, 2022), extending beyond remittances to include tourism promotion, foreign direct investment, entrepreneurship, and cultural diplomacy (Yadav, 2017). However, persistent exposure to violent news and narratives can weaken emotional bonds, lessen patriotic sentiment, and discourage engagement with the state. Despite governmental efforts to restore normalcy such as the deployment of security forces and the revival of cultural and tourism events like the Shirui Lily Festival, Sangai festival, tourist inflows have declined sharply since the outbreak of conflict (Times of India, May 20, 2024). Even positive developments often fail to counterbalance the dominant narrative of violence circulated by national media.

Moreover, the increasing prominence of violent news related to terrorism, social unrest, and armed conflict has significant psychological and perceptual effects on diaspora populations. Although geographically distant, Manipuri diaspora rely on media to remain connected to their homeland. Prolonged exposure to violent depiction may contribute to heightened anxiety, distorted perceptions of Manipur, and a growing sense of detachment. Considering this, the present study investigate the effect of national media's conflict-centric coverage on the mental health, identity, and emotional attachment of the Manipuri diaspora.

### **Research Objectives**

- To identify the effect of alarming violent newscasts on the Manipur diaspora' mental and emotional stability.
- To check the effect of media violent news broadcasts on Tourism.
- To identify the Patriotic feelings of Manipuri diaspora after violent content being telecasted.
- To identify the role and importance of media in image building of Manipur worldwide.

### Research Questions

- How much the National media coverage effecting diaspora' mental and emotional stability?
- What are the effects of violent news exposure on the proclivity of the diaspora towards tourism in Manipur?
- How much the violent content on National news media are effecting the patriotic feelings of Manipuri diaspora?
- What is the perception of Manipuri diaspora about the role of National media internationally?

### Literature Review

According to Henry (2009), the media plays a crucial role in shaping society's perception of the "other," and in North America, Muslims are increasingly constructed within this category of marginalisation. The widely publicised case of 16 year-old Aqsa Parvez, who was killed by her father in the name of honor killing, is often cited by the media to reinforce such narratives. Consequently, muslim diaspora was impacted overall by the bad stereotypes that the mainstream media perpetuated (Shaikh, M. U., Hussain, T., & Aamir, A.A., 2024).

Several civic bodies criticised the national media, expressing deep dismay over the projection of partial and misleading narratives that portrayed as backward, dangerous, and systemically failed in relation to the Raghuvanshi murder case (East Mojo, 9 June 2025). Such representations have adversely affected people of Meghalaya residing both within and outside the state.

Despite the imposition of President's Rule in February 2024 following the removal of Chief Minister N. Biren Singh, peace remains elusive, as affected communities continue to struggle to return to normalcy amid the loss of homes, livelihoods, and uncertainty about their future (TIMESOFINDIA, May 04, 2025). The U.S. Department of State advises against travel to Manipur due to ongoing violence and crime, as it may not be safe for outsiders (Travel.State.Gov).

The tribunal said "Manipur violence was not spontaneous, but planned, ethnically targeted and facilitated by state failures" (The Hindu, August 20, 2025). Aggressive news headlines such as " Torture, rape, killings in Manipur: An Indian state's brutal conflict (BBC, 20 September 2023) , Bullet and Beats: How a radical militant group wooed Manipuri Youth (BOOM, 24 April 2024) Manipur, India's Blood-soaked ar zone (The New York Times, June 9, 2023), Democracy's Blind Spot: Manipur Burns while India Looks Away (TheWireNews, 2025) heightens fear and social tension. Such news went into great detail to explain how important a part the media had in how the Manipur in India was portrayed. The derogatory and aggressive media coverage severely damaged the public's perception of Manipur.

### Cultivation theory

Cultivation Theory was developed by George Gerbner and Larry Gross of the University of Pennsylvania, Cultural Indicators Project to identify and track the 'cultivated' effects of

television programming (violent content) on American's viewers attitude and behaviors (Miller, 2005). George Gerbner started with the cultivation theory, which attempts to understand how "prolonged exposure to media messages will shape a viewer's concept of reality" (Pierce, 2007).

For example, individuals who regularly watch crime related programs may begin to believe that violent crime is prevalent in their surroundings, regardless of actual statistics. This twisted world is called a "Mediated reality" (Wilcox et al,2003, p.214). Furthermore, the theory also states that, "the increasing effect of television is to create a fake world that heavy viewers come to see as reality" (Huma ZE, 2015).

### **Relevancy of Theory with Research**

This issue of investigating the impact and effect of violent news broadcasting by the National media on Manipuri diaspora was conceptual study which comes under the theory of cultivation theory of communication. Cultivation Theory suggests that the consistent exposure to crime and violent news coverage by mass media possess a small but significant influence on the perception, attitudes and behaviors of audience (Gerbner & Gross, 1976). This is what exactly happening when it comes to the hatred and violent content broadcast. The violence being showcased in much more hyper and exaggerated form compared to the actual events. By continuously projecting alarming negative narratives and undermining the country's reputation, they weaken the sense of pride and belonging among the Manipuri diaspora, many of whom serve as informal ambassadors of our culture and identity abroad. When their confidence and sense of security in their homeland Manipur is shaken, their role as positive representatives becomes compromised, leading to long-term consequences for both national unity and global perception.

### **Following are the hypotheses of the research:**

**H1** The exposure to violent newscasts on National media is disturbing the patriotic feelings of Manipuri Diaspora.

**H2** Excessive exposure to the news contents of National media is discouraging the proclivity of diaspora towards tourism in Manipur.

**H3** The exposure to violent newscasts content is effecting the patriotic feeling of Manipuri Diaspora.

### **Methodology**

The proposed method for the study is quantitative method. The Researcher conducted a survey through Google forms questionnaires to Manipuri Diaspora

### **Population**

The Manipuri diaspora living within the Country and Abroad India is the population of the study.

### **Sampling Technique**

The researcher has used convenient sampling to choose overseas residents from few countries

of the world namely Korea, Dubai, Thailand, Canada and internal diaspora from few States namely Tripura, Assam, and Nagaland. Then, snowball sampling is used to choose the respondents. Those respondents were chose to attempt the questionnaires that were exposed to the subject media.

### Sample Size

The Data is collected from the 100 Manipuri Diaspora.

### Statistical Analysis

**Table 1: Regions of Respondents**

Country/State	Frequency	Percentage
Korea	6	6%
Dubai	5	5%
Thailand	7	7%
Canada	9	9%
Tripura	22	22%
Assam	37	37%
Nagaland	14	14%

This table 1 shows the regions of the respondents. As (27%) respondents were overseas residents and (73%) were internal diaspora.

**Table 2: Most popular category of channel seen by Manipuri diaspora**

Channel	Frequency	Percentage
News	62	62%
Sports	14	14%
Songs	4	4%
Movies	5	5%
Current affairs	15	15%

The table 2 shows respondents viewership of different channels. (62%) respondents watch news channels, (14%) respondents watch sports, (4%) respondents watch songs, (5%) respondents watch movies and (15%) respondents watch current affairs.

**Table 4: Affecting of the Patriotism**

Responses	Frequency	Percentage
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Due to insecurity	25	25%
Due to crime	12	12%
Due to bad image	25	25%
Due to propaganda	38	38%

Table 4 shows reasons affecting the patriotism of diaspora. (25%) respondents are affected by insecurity, (12%) are affected by crime rate, (25%) are affected by bad image and (38%) are affected by the propaganda.

**Table 5: Media Portrayal**

Responses	Frequency	Percentage
Strongly agree	2	2%
Agree	19	19%
Neutral	2	2%
Disagree	15	15%
Strongly disagree	62	62%

Table 5 shows the response towards media coverage of all the aspects and portray of the true picture of the conditions prevailing in Manipur. A majority of 62% respondents strongly disagree with the statement and 15% disagree While only 2% of respondents strongly agree, followed by 19% who agree, with 2% remaining neutral.

**Table 6: Frustration about the Manipur Present Condition**

Responses	Frequency	Percentage
Never	20	20%
Occasionally	25	25%
Often	45	45%
All the time	10	10%

Table 6 shows that (20%) respondent say they never feel frustrated about the prevailing situation of Manipur, (25%) respondents say occasionally they feel frustrated, (45%) often have the feeling of frustration and (10%) respondents are all the time frustrated about the prevailing situation of Manipur.

**Table 7: Desire to visit Manipur amidst conflict**

Responses	Frequency	Percentage
Yes	56	56%
No	12	12%

Don't know	32	35%
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Table 7 shows the desire of respondents to visit Manipur's hill and valley areas amidst ethnic conflict. 56% of respondents expressed a willingness to visit Manipur despite the ongoing conflict, while 12% of respondents stated they would not. Meanwhile 32% of respondents remained uncertain.

**Table 8: Conflict Analysis of Kuki-Meitei clash**

Responses	Frequency	Percentage
Yes	85	85%
No	5	5%
To some extent	10	10%

Table 8 shows response of respondents that have done analysis of conflict. (85%) respondents say yes, (5%) respondents say no and (10%) respondents say to some extent.

**Table 9: Recommendation for Tourism**

Responses	Frequency	Percentage
Yes	54	54%
No	15	15%
Don't know	31	31%

Table 9 shows response of diaspora if they recommend Manipur for tourism. Over half of the respondents (54%) responded yes, with 31% of respondents neutral while (15%) respondents were not willing for recommendation tourism to Manipur.

**Table 10: Manipur's image is misunderstood and misinterpreted**

Responses	Frequency	Percentage
Strongly agree	55	55%
Agree	23	23%
Neutral	3	3%
Disagree	11	11%
Strongly disagree	7	7%

Table 10 shows response that Manipur's image is largely misunderstood and misinterpreted. A majority of respondents (55%) strongly agree with the statement, followed by 23% who

agree. Meanwhile, 3% of respondents remain neutral, 11% disagree, and 7% strongly disagree that Manipur's image is misunderstood and misinterpreted.

**Table 11: Effect of National media content on Diaspora**

Responses	Frequency	Percentage
Insecure	20	20%
Depressed	12	12%
Anxiety	22	22%
Lose hope	26	26%
Don't affect	20	20%

Table 11 shows the effect of media content on Manipuri Diaspora. (20%) respondents suffer from insecurity, (12%) respondents suffer from depression, (22%) respondents suffer from anxiety and (26%) suffer from losing hope due to violent media coverage broadcasted. Meanwhile, 20% of respondents reported that they are not affected by the violent news content broadcasts.

### Hypothesis Testing

#### **H1 The exposure to violent newscasts on National media is disturbing the mental and emotional stability of Manipuri Diaspora**

One- proportion test was applied in Mini Tab Statistical Software.

Confidence level of 95.0

Level of Significance = 0.05

#### **Test and CI for One Proportion:**

Test of  $p = 0.5$  vs  $p > 0.5$

95% Lower Exact

Sample X N Sample p Bound P-Value

1 80 100 0.800000 0.747750 0.000 (meaning  $p < 0.001$ )

### Interpretation

The one-proportion test revealed that 80 % of respondents agreed that the exposure to the violent news broadcast make them frustrated, disturbed, and affect their mental- emotional stability as there is too much sadistic and aggressiveness in media. As P value for hypothesis is  $<0.001$  which specifies it is statistically significant. Therefore, the null hypothesis is rejected, indicating that violent news coverage effect the diaspora mental and emotional wellbeing of the Manipuri diaspora..

#### **H2 Excessive exposure to the news contents of National media is discouraging the proclivity of diaspora towards tourism in Manipur.**

One- proportion test was applied in Mini Tab Statistical Software

Confidence level of 95.0

Level of Significance = 0.05

### Test and CI for One Proportion

Test of  $p = 0.5$  vs  $p > 0.5$

95% Lower Exact

Sample	X	N	Sample p	Bound	P-Value
1	56	100	0.560000	0.499385	0.052

### Interpretation

The one-proportion test shows that 56% of respondents agreed to the statement that the desire to visit hills and valley areas damaged and fades out when they see the vicious and aggressive news. However, the result was not statistically significant at the 5% level ( $p = 0.052$ ). Therefore, the null hypothesis cannot be rejected, indicating insufficient evidence to conclude the national media exposure significantly discourages tourism inclination among the diaspora.

### H3 The exposure to violent newscasts content is effecting the patriotic feeling of Manipuri Diaspora.

One- proportion test was applied in Mini Tab Statistical Software

Confidence level of 95.0

Level of Significance = 0.05

### Test and CI for One Proportion

Test of  $p = 0.5$  vs  $p > 0.5$

95% Lower Exact

Sample	X	N	Sample p	Bound	P-Value
1	68	100	0.680000	0.621479	0.000 (meaning $p < 0.001$ )

### Interpretation

The one-proportion test revealed that 68% of respondents agreed that exposure to violent news broadcasts negatively influences the patriotic feelings. As P value for the Hypothesis is  $< 0.001$ , which specifies that the result is statistically significant. Therefore, the null hypothesis is rejected, and it is concluded that the national media exposure is significantly affects the patriotic sentiments of the Manipuri diaspora.

### Conclusion

It is concluded that Manipuri Diaspora frequently watch news more than sports and entertainment channels. According to research which was conducted the diaspora watch these channels and eventually they get affected by the sadistic news coverage of National news

media. This increase the level of frustration in the diaspora as they sit there watch the hassle and bloodshed in their homeland and they cannot do anything about it, it makes them frustrated, irritated and mentally annoyed. Due to the sadistic, violent and pessimistic news stories on National news media the diaspora as well as the tourists become scared of the law and order prevailing situation of Manipur, thus they hesitate to visit. The aggressive news coverage is affecting the patriotic feeling of diaspora as they see the bloodshed, hypocrisy, and bad governance along with a sleeping nation.

Media in India has all the freedom of expression and speech but the freedom comes with a great deal of responsibility, which National news media is not currently fulfilling as the image and picture of Manipur they are building through their broadcasts are doing nothing but imparting frustration, hopelessness, and bringing down the level of patriotism.

It is the media's duty to showcase the right content and the amount of content that is essential and not harmful to a public. In the end, media has the power to change the picture of this world socially and culturally. They should take this responsibility more seriously and play a good, optimistic role as they are making perceptions and opinions. All these perceptions and opinions will later make a difference in the society

### **Recommendations**

1. The channels and producers should provide quality news and content for their audience and news should not be presented as a source of entertainment.
2. The government should make a set of rules and ethical codes, which media and news channels should follow and all the broadcasts should be according to them.
3. Diaspora should not believe whatever is broadcasted on the media as news stories.
4. Channels are required to be altered and conscious about the news provided to them.

### **Limitations**

1. One of the major limitations of this study was the respondents because the study was conducted on diaspora and finding and getting in contact with a large sample size was difficult.
2. Another issue was to make the diaspora understand the exact meaning of the questions.

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