



Cultural Holism and Religious Dis-Integration: Content Analysis of the Incident of Buddha Statue of Jahanabad.



Introduction

This paper scrutinizes the media coverage regarding Jahanabad Seated Buddhist statue, in Pakistan, considering both its destruction in 2007 and the subsequent restoration campaign.

Method

Using content analysis on 41 online news archives (broadcast on national, regional, and global news outlets), the findings unravel the marginalized narratives of the local community.

Results

Digitally Mediated Community Activism DMAC appeared as a significant dimension. Antithetical to the grammar of violence disseminated by radicals, the grammar of compassion emerged.

Conclusion

The tourism value of this site contributed to its safeguarding and rebuilding. The interplay of these aspects promotes Jahanabad Seated Buddhist statue as a second chance tourism site, in in-situ and ex-situ forms.

Discussion

Community's proactive attitude toward heritage sites even though they belong to other religions and civilizations. Innovative alliance points toward SDGs#17.

