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MASS-MEDIA AND PEACE-EDUCATION

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Abstract

History has shown that the media can incite people toward violence. Hitler used the media to create an entire world view of hatred for Jews, homosexuals, and other minority groups. Rwanda's radio RTLM urged listeners to pick up machetes and take to the streets to kill what they called 'the cockroaches.' Broadcasters in the Balkans polarized local communities to the point where violence became an acceptable tool for addressing grievances. The media's impact on the escalation of conflict is more widely recognized than the media's impact on peace-building in Education. Yet it is not uncommon to hear experts pronounce that the media's impact on peace-building must be significant given its powerful impact on conflict. Information is power and insight can impact on public discourse. This way, perceptions can be changed by access to media. Different types of media are utilized globally to distribute knowledge and idealistically, free mass media is a tool of and signpost for democracy. Freedom of expression is not only the core of a healthy media but also a fundamental human right and vital for a democratic structure. It stands for freedom of speech, the right to information and the representation of different opinions in a heterogeneous society. The transmission of ideas is also not limited to conventional media such as newspapers, TV or radio. Arguably, the traditional media takes primacy in this, however, new technologies, the internet and digital content should also be considered in this context. Information is power and insight can impact on public discourse. This way, perceptions can be changed by access to media. Different types of media are utilized globally to distribute knowledge and idealistically, free mass media is a tool of and signpost for democracy. Freedom of expression is not only the core of a healthy media but also a fundamental human right and vital for a democratic structure. It stands for freedom of speech, the right to information and the representation of different opinions in a heterogeneous society. In any culture of prevention, effective and democratic media are an essential part and indispensable for societies trying to make a transition towards peace and democracy. Harry S. Truman once said "You can never get all the facts from just one newspaper, and unless you have all the facts, you cannot make proper judgments about what is going on this statement reflects the need for free access to unbiased information. Not giving people the possibility of political participation and not allowing them to express themselves freely is a significant cause of conflict. On the one hand free, independent and pluralistic media provide a platform for debate and different opinions. On the other hand, media can be misused for propaganda purposes, to incite hatred and spread rumors and therefore artificially create tensions. The transmission of

ideas is also not limited to conventional media such as newspapers, TV or radio. Arguably, the traditional media takes primacy in this, however, new technologies, the internet and digital content should also be considered in this context. Lack of information can, at any stage of a conflict, make people desperate, restless and easy to manipulate. The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and the positive outlook on the future. For this very reason, the United Nations Millennium Declaration stressed the need “to ensure the freedom of the media to perform their essential role and the right of the public to have access to information”. For the media it can be problematic to find a balance between preventing harm caused by speech and protecting individual expression. Being able to find this balance however is important especially in conflict situations. Responsible journalism does not just re-publish press releases but is truly concerned with a truthful, balanced and fair account of events. In order to achieve this journalists have to stay clear of judgmental representations and describe reality without embellishment. If democracy is to work properly, society needs access to news and information; analysis of the status quo, debate, practical information and exchange as well as entertainment are needed and provided by the media. The definition of conflict and defining conflict areas is not easy and no two places are alike. Journalists need to know what they can expect on sight in order to define the objectives of their project.

Keyword: - *Mass-media, Peace-Education*

INTRODUCTION

The mass media have extended their reach in what is termed era of globalization, marked by the end of the cold war and collapse of the Soviet Empire. This era of globalization possesses unique features differentiating it from the former era of internationalism or imperialism which, had shaped the world, Geddens and Person (1998, p.64) define globalization “as *the sine qua none of modernity, the intensification of worldwide social relations which, be events occurring many miles away and vice versa*” others definitions offer different perspective, whether economic. Trade, Cultural, political, social or communication for this paper the role of globalization in linking the relations and nations of the world is crucial and this has been facilitated by communication. Globalization in this sense is *the process of world shrinkage, of the distances getting shorter, things moving closer. It pertains to the increasing ease with which, somebody on one side of the world can interact, to mutual benefit, with somebody on the other side of the world*” (Larson, 2001, p.9) This definition emphasizes the role of media in the process of cultural or socio-political change. As this paper is based on research that relates to the media in general and the press in particular, it explores globalization from this perspective. The assumption is that globalization promotes harmony and understanding- as envisage in McLuhan’s concept of the, global village’. However, the global era is also characterized by the amount of conflict and war, whether local, regional, or international. The media can be for and against conflict sometimes, in Sudan my home country the media played a great role in the 1990s in mobilizing public and contributing them to war and conflict by media specially the TV which produced a weekly programme called in redemption arena or to scarification, this programme make the fighting in the south a holly and made it Jihad that made all people support it and involved. Whereas the first step after the peace agreement the government stopped the programme and the media produced new programmes which can support peace building and decrease the conflict’s reasons. Also the example from the case of Darfur can clearly show how

media is powerful and how it can breeds many reactions nationally or internationally, in 2004 after one year of the conflict breakdown, the New York Times columnist published an article about Darfur with some photos and that was the beginning of the save Darfur form which played a great role in internationalization the conflict.

Conflicts and its types

There are different kinds of conflicts, these diversity come from the verity of its causes and locations, so there is the internal conflict which, is between two parties in same country or more, as there is regional conflict that between two neighboring countries and the international one that between more than one countries like the first and second world wars. And as it is an old phenomena which, featured all periods, but it become the post-cold war remarks, as it dominates the contemporary's political concerns. Conflict is one of the defining features of the modern world. Since the end of the Cold War there have been countless conflicts that have involved the deaths of millions of people and the suffering and displacement of millions more. It is impossible to accurately quantify human suffering due to conflict.' (Puddephatt, 2006, p.5). This paper will attempt to define and clarify conflict, while highlighting the media's involvement, and role in reducing conflict. Conflict is an intrinsic and inevitable aspect of social change. It is an expression of the heterogeneity of interests, values and beliefs that arise as new formations generated by social change come up against inherited constraints. But the way we deal with conflict is a matter of habit and choice. It is possible to change habitual responses and exercise intelligent choices' (Ramsbotham, 2011). Conflict is the term that can be used to describe the clashes and disagreements occurring inside a country, or war between two or more countries. The term, violence, may also be used, as conflict may breed many crimes and violence against civilians, as well as the military. Conflict may take many forms, all of which attract media concern due to its importance, as Barrett argued. ,Some conflicts do not acquire the status of ,war' in media eyes, though they may be as violent, devastating, and above all, strategic, as formal military conflict.' (Allan and Zelizer, 2004) Moreover, there are many types of factors, which cause conflicts, as will be discussed, so are the kinds of conflict?

Religious conflict

The variety and widespread religious beliefs may sometimes cause conflicts, and could form a source of potential tension. This does not mean that religion is conflictive, but may spark conflict, if people are different in race and ethnicity, where a weak group can use it as a tool with the purpose of gaining power in the political or economic fields. Also, disagreement may arise in a context of religious diversity, if people refuse to accept or choose to ignore others' faith. ,In virtually every heterogeneous society, this means religious difference in source of conflict, a triggering event that can cause the conflict to escalate and at this stage, tactics often come detached from goals and radical interpretations are increasingly favoured'. (James, 2008) cited in (Brahm, 2005) This type of conflict can be classified as one of the difficult ones to resolve, because it may give extremists the upper hand. Moreover, the two groups will have supporters from co-religionists, and then it may escalate beyond control (Brahm, 2005).

Social Conflict

Social conflict refers to: ,the conflict between individuals and groups within society with differing amounts of material and non-material resource with the more powerful groups using

their power in order to exploit groups with less power' (Brahm, 2005) Money, it has been argued, is the main cause of social conflict, as it represents a mechanism in Social Conflict theory. Like the other types, social conflict is one that can become political and breed many resolutions, and may sometimes bring the external intervention. So conflicts represent a top human concern and tension, which put them the top of the media's agenda. The media represents the mirror that reflects, and provides information on, the conflict. So how media deal with these conflicts?

News Media and conflict

The media role in conflict and war is not straightforward. 'The media is a double-edged sword. It can be a frightful weapon of violence when it propagates messages of intolerance or disinformation that manipulate public sentiment.' (Howard, 2002). It has been argued that the media has become a weapon employed in conflicts; for some scholars, it has become an arm used by armies. 'Highlighting the crisis of democracy in the twenty-first century, Douglas Kellner argues that the media have become the 'arms of conservative and corporate interests'...' (Kumar, 2006). In relation to war the media can be used in different and opposite ways. For instance, in a case of war, the media can select to focus on the destruction of war as opposed to freedom from tyranny, can frame the event as an invasion versus attack, can emphasize the victims versus invaders, and can highlight a positive versus negative attitude toward the war.' (Dimitrova, et al, 2005). News media in the era of globalisation benefits from the technological revaluation and add many elements to its old coverage way which make it more attractive and then full of power, from these elements I can take the photograph's power in printed media, for example during the war every side tend to reflect that the troops are not in danger, as it can play the opposite role by reflecting the miserable face of the civilians or the troop as well as the videos and TV coverage. The horrors of war entered the living rooms of Americans for the first time during the Vietnam War. For almost a decade in between school, work, and dinners, the American public could watch villages being destroyed, Vietnamese children burning to death, and American body bags being sent home. Though initial coverage generally supported U.S involvement in the war, television news dramatically changed its frame of the war after the Tet Offensive.



Images of the U.S led massacre at My Lai dominated the television' (McLaughlin) Also it played a great in Darfur conflict and generated the concepts of genocide and ethnic clearings, so after the publication of these photos the concepts spread worldwide.

Darfur region is known of its tribal conflicts for years, which are mainly for economic reasons, as the table below shows:

S.No.	Tribes in Conflict	Reasons of Conflict	Tool of Resolution	Date of Conflict	Location
1.	Kbabish (Arab), Kwahlla & Barti	On Pasture	The Native Administration	1932	N. State of Darfur
2.	Barti, and Zebadia	Tribal Border	The Native Administration	1956	N. State of Darfur
3.	Midub, Zeyadia, Kababish	Malha Agreement	The Native Administration	1957	N. State of Darfur
4.	Barti, and Zebadia	Tribal Border	The Native Administration	1965	N. State of Darfur
5.	Mallya(Ar), Rezigat(Ar)	Tribal Conflict	The Native Administration	1964	S. Darfur State
6.	Midub(Ar) , Kababish(Ar)	Killing and looting	Killing and looting	1965	N. State of Darfur
7.	Zagawa, Zagawa(the same tribe)	Water Resource	The Native Administration	1976	N. State of Darfur
8.	Bani Helpaa (Ar), Rezigat(Ar)	Tribal	The Native Administration	1975	S. Darfur State
9.	Rezigat (Ar), Dinka(Af)	Farmer and Nomads Conflict	Government intervention	1976	S. Darfur State
10.	Taais(Ar), Salaamat(Ar)	Farmer and Nomads Conflict	Government intervention	1978	S. Darfur State

Source: (Musa, 2010)

As the table above shows there were many conflicts which took place in different periods and with different reasons, and the significant result which will help in understanding the recent conflict and gives it the right definition, is that most of historical conflicts were for economic reasons as there many which were between members of the same tribe like the tribal one that was in 1996 between Zegawa- Zegawa. Moreover, there were also conflicts which were for revenge or that on land. As it is clear in the table, the significant point is that the southern state which is more fertile most conflicts were between the nomads and farmers, whereas the Northern states conflicts were on the water resources as drought state. Also there were many conflicts its reasons were lootings or revenge or some tribal reasons.

16The significant point is the increasing of governmental intervention in the solution while in the past the public administration was the tool of the resolutions. Also in globalisation era it becomes political conflicts between the tribes and the government as it gained international concerns.

Media and Peace Education

“Two words, media and peace education: seem to be repeated over and over again. The two go together like a horse and carriage to use a pre educational metaphor. Peace education is one of the elements that had a remarkable impact on the media, as it represents an indicator of relations between the media and society. ,*One of the key points in the globalization debate has been the declining hold of the nation-state on individual’s identities*” (Rantanen, 2002, p.6). *The territorial nation was too small for the big problems of life and too big for the small problems of life*”. Internationally, globalization is said to make the nation state increasingly irrelevant. Therefore, globalization can be beneficial as it is able to cross borders created by external powers and without any concern for the differences or similarities in cultures between people in the state. Therefore, the media can play a positive role in bridging the gaps and creating unity, in how it influences and guides. However, the media may also play negative roles by creating new values and guiding the public to adopt them, resulting in cultural conflicts between conservatives and believers in the new concepts. The media is crucial in reproducing ideology; Williams (2003) argued that there would be no globalization without media and communications. Indeed, many other scholars consider the media as a tool of globalization. There is no question that all these globalizing trends are made possible with the help of mass media at both the domestic and international level (Jan 2009).

The new media system has an important element, represented in the natural birth of new economic and political factors, which have replaced the old media style. So journalism and news gathering have been affected by globalization and communication flow, and have become connected to it. Like every other social practice, journalism cannot now fully be understood apart from globalization. As part of a larger platform of communication media, journalism contributes to this experience of the world-as-a-single-place and thus represents a key component in these social transformations, both as cause and outcome’ (Reese, 2010). This is the result of significant growth of social interconnections, which is built on the thought of the global village that shrinks borders and time, creating awareness of any single location and place and its relative position within the global experience. The media contributes to this experience, and represents the key tool for these social transformations (Reese, 2010). Globalization is mainly an economic aspect, as appears in its definitions. In this new paradigm, there seems to be a shift in the balance of component political, social and economic values that shape the definition of the public interest’. However, Boyd and Rantanen (1998) argued in their book on the globalization of news, that commercialization started with the news agencies, which dominated the news markets, and propaganda, which was political, becoming economic, but continuing to use the same methods. They studied the role of news agencies, and how these globalised the mass media, so when the developed countries’ agencies dominated the news market, national states started to establish their own agencies to reflect their national news globally, and thus started globalization in the media sector.

“This ‘international news culture’ can be said to exist insofar as it describes infrastructure heavily reliant on international news suppliers like the Associated Press and Thomson Reuters, regional news exchange unions such as the European Broadcasting Union, and transnational

rolling news channels willing to sell their feeds, such as CNN.1 In addition, the bureaucratic structures of Western journalists” (Riegert, 2011).

The remarkable change in the media sector in the globalization era is in news sources and news gathering. This is a result of the wide spread of new technologies, which are more effective and faster than past ones used by correspondents and news organizations, thus, creating diversity. In some theories, the media is classed as an industry that produces culture, and sells it commercially, placing it in the economic area. Serves and Lie (2008), as Lacey (2002, p.35) said, *“The driving economic force in western society is capitalism, the pursuit of profit, means that most media organizations need to commodify their product in order to generate revenue.”* As a result of widespread western capitalism and pursuit of profit, the media is a business with culture is its product, which reflects values and beliefs; so the media is responsible for identity, its preservation or diminution. However, globalization can be beneficial as it is able to cross borders created by external powers and without any concern for the differences or similarities in cultures between people in the state. These differences are important to be reflected, as it can give the clear idea of the concepts. Therefore, the media can play a positive role in bridging the gaps and creating unity, in how it influences and guides. *“There is no question that all these globalizing trends are made possible with the help of mass media at both the domestic and international level (Jan, 2009).*

Role of the Media in Peace Education:

From the foregoing, how can we benefit from the media in building peace and minimizing conflict?

‘Information is power and insight can impact on public discourse’ (Kuusik, 2010).

Lack of information can at any stage of a conflict, make people distressed, restless and easy influenced. The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and the positive outlook on the future. For this very reason, the United Nations Millennium Declaration stressed the need *‘to ensure the freedom of the media to perform their essential role and the right of the public to have access to information’* (United Nations Millennium Declaration, (2000) (Kuusik, 2010).

So the access to free information is important to the journalist as they have to balance their coverage of all conflict parties avoiding the hate language. Peace journalism needs to provide a new road map for tracing the connections between journalists, their sources, the stories they cover and the consequences of their reporting. Globalization has impacted the news sources as it opens the door open for the social media which can provides journalists with photos, reports and videos in their places, these source can effects the balancing the reports, as it can be from one side against the other which can affects the peace process.

The media with all its means and types can play a significant role, and can influence the conflict area positively, by applying its influence towards ending the conflict, or at least enhancing the peace environment and driving public towards peace. I will try to summarize some appropriate ways which can enhance peace, journalists have to precise about what they know and if they have not the knowledge they have dig into the history of the place and the roots of the conflict, they also have to focus on the human rights and show the parties the conflicts effects on the citizen. Moreover they must pick up any peace initiative and explore it, try to report on invisible effects for example the psychological damage and trauma.

Broadcasting news by using community radios can help reach people in different areas, even with different languages more easily. This way people can be addressed directly and their own personal experiences and lives can be incorporated much better, than with foreign media.

However, not all conflicts are equal in the attention they gain internationally. Therefore, local media is vital, and must play a significant role in helping people in different areas, using all local languages, especially in broadcasts (radio and TV), which can reach all areas. People can address their personal experiences to the local, unlike the foreign media, as they can cooperate much better with it. It is also possible to convey peace messages through the local radio to the fighters and displaced persons, and influence them to respond positively to peace efforts. However, local media can also create more problems in the conflict area, and worsen the situation, through manipulation and inflammation of ethnic tensions. In the globalization era, most conflicts are internal, but do not occur spontaneously. Rather, they tend to have history and deep roots. Local media is able to understand the existing political structure, the participants in the conflict, and the events prior to the outbreak of violence (Kuusik, 2010).

Conclusion

Harry S. Truman once said “You can never get all the facts from just one newspaper, and unless you have all the facts, you cannot make proper judgments about what is going on this statement reflects the need for free access to unbiased information. Not giving people the possibility of political participation and not allowing them to express themselves freely is a significant cause of conflict. On the one hand free, independent and pluralistic media provide a platform for debate and different opinions. On the other hand, media can be misused for propaganda purposes, to incite hatred and spread rumors and therefore artificially create tensions. The transmission of ideas is also not limited to conventional media such as newspapers, TV or radio. Arguably, the traditional media takes primacy in this, however, new technologies, the internet and digital content should also be considered in this context. Lack of information can, at any stage of a conflict, make people desperate, restless and easy to manipulate. The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and the positive outlook on the future. For this very reason, the United Nations Millennium Declaration stressed the need “to ensure the freedom of the media to perform their essential role and the right of the public to have access to information”. For the media it can be problematic to find a balance between preventing harm caused by speech and protecting individual expression. Being able to find this balance however is important especially in conflict situations. Responsible journalism does not just re-publish press releases but is truly concerned with a truthful, balanced and fair account of events. In order to achieve this journalists have to stay clear of judgmental representations and describe reality without embellishment. If democracy is to work properly, society needs access to news and information; analysis of the status quo, debate, practical information and exchange as well as entertainment are needed and provided by the media. The definition of conflict and defining conflict areas is not easy and no two places are alike. Journalists need to know what they can expect on sight in order to define the objectives of their project.

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