

Contribution of local media in peace building in Mogadishu, Somalia

A Thesis

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DECLARATION A

"This thesis is my original work and has not been presented to any University or Institution of higher Learning for any Academic Award".

Liban Abdi Mohamed

Name and Signature of Candidate



Date

DECLARATION B

"We confirm that the work reported in this thesis was carried out by the candidate under our supervision".

Dr. MWANIKI ROSEANN

Name and Signature of supervisor

Date

DEDICATION

I dedicate this thesis to my lovely parents Hawa Hassan Mohamed and my father Abdi Nohamed and my brothers and sister Sahra Abdi, Mohamed Abdi, Abdirahman Abdi, Abdiaziz Abdi, Abdifitah Abdi, Hassan Abdi and my cousin Ahmed sh ALI with much love, for any effort and sacrifice they provided throughout my academic life and career development, also my respected friends for being supportive to me spiritually, emotionally, morally.

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Finally I would like to express special thanks to all my friends for their continuous support and encouragement.

ABSTRACT

The purpose of the study is to describe the contribution of local media in Mogadishu, with a view of suggesting practical recommendations to enhance peace building. In addition, it will also test the null hypotheses of no significant relationship between contributions of local media in peace building. The study adopted a descriptive co-relational, expost facto and a cross-sectional survey research design. The descriptive co-relational design was used to establish the relationship between contribution of local media in peace building in Mogadishu. The expost facto design was used because respondents were requested to things that have already happened. The cross-sectional design was employed because; a cross-section of construction managers was selected to participate in the study all at once. It was a survey since many respondents were included in the answering of questionnaires. This study was set to find out the relationship between contributions of local media in peace building in Mogadishu-Somalia.

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CHAPTER ONE

THE PROBLEM AND ITS SCOPE

Background of the study

The media and journalists in Somalia are frequent victims of the conflict in the country though their contribution to conflict is more often noted than praise given to their role in awareness rising, peace building, and development contributions. In many respects, however, the news media and journalists in Somalia are at the forefront playing active roles in exacerbating tensions in divided societies and raising their awareness towards moving forward by functioning effectively and are therefore crucial for the safeguarding peace and broader development. (Galtung, 2000).

The conflicting parties impose some rules and regulations to the local Media that forced them to stop holding the debates and programs talking about the peace building in Mogadishu, because the armed conflicts are benefiting instability and insecurity in Mogadishu. So, that is why the researcher wants to study the contribution of local Media on peace building in Mogadishu-Somalia. Media can play an important role in peace building by providing accurate and unbiased information to populations affected by conflicts, and proactively delivering programmes that aim to impact knowledge, attitude and behaviour of the population about different groups and issues related to peace building. Effectively utilizing media in peace building activities requires thorough analysis of the situation, careful planning, and on-going and systematic monitoring and evaluation, as in any other peace building research. How can media support peace building? Media have played a destructive role in many conflicts; but media programming can also play a positive role, particularly when integrated into an overarching peace building strategy. Free and independent media can also foster democracy. (Berry, 2008).

This study summarizes the concepts of media and peace building and looks at trends and challenges. Media can contribute to peace building through indirect activities

(providing non-partisan, balanced information and accountability) and through direct conflict-related programmes.

According to Spurk, (2002), recent trends have seen greater attention to media in peace building and stricter examination of media assistance. As this is a new field, there are still contentious issues around the roles of journalists and the measurement of impact.

1. Some argue for 'peace journalism', which is shaped by its intended outcome, and for journalists to act as facilitators in conflict resolution.
2. There is little discussion about the impact of media interventions on the peace building process. It is still not well known what is required for a sustainable contribution to peace building via media.

The media and peace building sector also faces challenges in terms of clarifying concepts and approaches and improving design and implementation.

Media history in Somalia

Before the fall of the central government, two radio stations—Radio Mogadishu and Radio Hargeysa— offered a variety of news and entertainment in several languages. The provisional government had no control of Radio Hargeysa, and in May 1991, the SNM-run station was renamed Voice of the Republic of Somaliland. The first Somali television station, which is state-run, began broadcasting two hours per day from Mogadishu this television service was disrupted in the 1990s. Most press activity in Somalia is centered in Mogadishu. Newspapers and magazines are published in English, Somali, and Italian. Different sources claim two to nine daily newspapers operating in Somalia; unfortunately, each report may be accurate depending upon the day figures were gathered and the political situation. These newspapers have limited readership—most under 10,000—and inconsistent circulations due to the conflicts. The Ministry of Information and National Guidance publishes a variety of weekly and monthly publications, and *Xiddigta Oktobar* (October Star), a daily Somali language paper. One privately owned newspaper managed to open in 1991, *Al Majlis*

(TheCouncil) and several others have opened between 1997 and 2002. There are many factional papers that are photocopied and have small distributions.

Television and Radios

- i. Somali Telemedia Network (STN) - private, rebroadcasts Qatar-based Al-Jazeera TV and CNN.
- ii. HornAfrik TV - private, rebroadcasts Al-Jazeera, CNN
- iii. Somaliland National TV (SLNTV) - owned by Somaliland government
- iv. Somali Broadcasting Corporation (SBC) - private, Puntland
- v. Radio Mogadishu - FM station operated by transitional government, coverage limited to the capital.
- vi. Radio HornAfrik - popular private FM station based in Mogadishu, rebroadcasts BBC.
- vii. Radio Shabelle - private FM station in Mogadishu, Marka.
- viii. Radio Banaadir - private, Mogadishu-based FM station.
- ix. Holy Koran Radio - private, Mogadishu FM station.
- x. Radio Simba - private, Mogadishu FM station.
- xi. Radio Hargeisa - owned by Somaliland government, via FM and shortwave.
- xii. Radio Galkayo – Puntland.
- xiii. Voice of Peace – Puntland.
- xiv. SBC Radio - private, Puntland.

As long as Somalia lacks a unified federal government and civil war continues, it seems that only incremental growth and change will occur in the press, or the country as a whole. International support for Somalia is necessary for significant growth in the economy, educational institutions, and media outlets. If the groups desiring an Islamic state are victorious, it can be assumed that the media will continue to be measured by Islamic *Shari'a*, and limits and censorship will continue to dominate the press. Perhaps as more Somali journalists are trained and able to take a leadership role in the press

system, these individuals will become advocates to improve the literacy and economic situation of the general population.

Statement of the Problem

The crash of the civil war, waves of violence, fleeing and evacuating, insecurity, instability situation in Mogadishu and the absence of the central government in Somalia have diminished the contribution of local media on peace-building. It has caused them to become the victims of war which is going on in the country. There were many reconciliation and peace-building conferences which have been made, but all these efforts ended up in failure. The problem is whether the local media in Mogadishu have played a role and still play a role or not in the process of peace-building. The conflicting parties impose some rules and regulations to the local Media that forced them to stop holding the debates and programs talking about the peace building in Mogadishu, because the armed conflicts are benefiting instability and insecurity in Mogadishu. So, that is why the researcher wants to study the contribution of local Media on peace building in Mogadishu-Somalia.

Purpose of the study

The main purpose of this study is to identify the contribution of local media on peace building in Mogadishu –Somalia.

Research Objectives:

General objectives

To correlate the relationship between the contribution of local media and obstacles in Mogadishu, Somalia

Specific objectives

1. To determine the demographic characteristics of the respondents as to: Age, gender, highest qualification and number of years work experience.
2. To determine the contributions of local Media to the peace building In Mogadishu-Somalia.
3. To determine the obstacles faced by the local Media in peace building In Mogadishu, Somalia.
4. To establish if there is significant relationship between the strategies of local media in peace building and obstacles faced by the local Media in peace building In Mogadishu, Somalia.
5. To establish if there is significant difference between the strategies of local media in peace building and obstacles faced by the local Media in peace building In Mogadishu, Somalia.

Research Questions

The following research questions are prepared to guide the study:

1. What are the demographic characteristics of the respondents as to: Age, gender, highest qualification and number of years work experience?
2. What is the contribution of local Media to the peace building In Mogadishu-Somalia?
3. What is the obstacle faced by the local Media in peace building In Mogadishu, Somalia?

4. is there significant relationship between the strategies of local media in peace building and obstacles faced by the local Media in peace building In Mogadishu, Somalia?
5. Is there significant difference between the strategies of local media in peace building and obstacles faced by the local Media in peace building In Mogadishu, Somalia?

Null Hypothesis

There is no significant relationship between the strategies of local media in peace building and obstacles faced by the local Media in peace building In Mogadishu, Somalia

Scope of the study

The geographical scope:

This study has been carried out HOWLWADAAG district in the capital city of Mogadishu- Somalia.

Theoretical scope

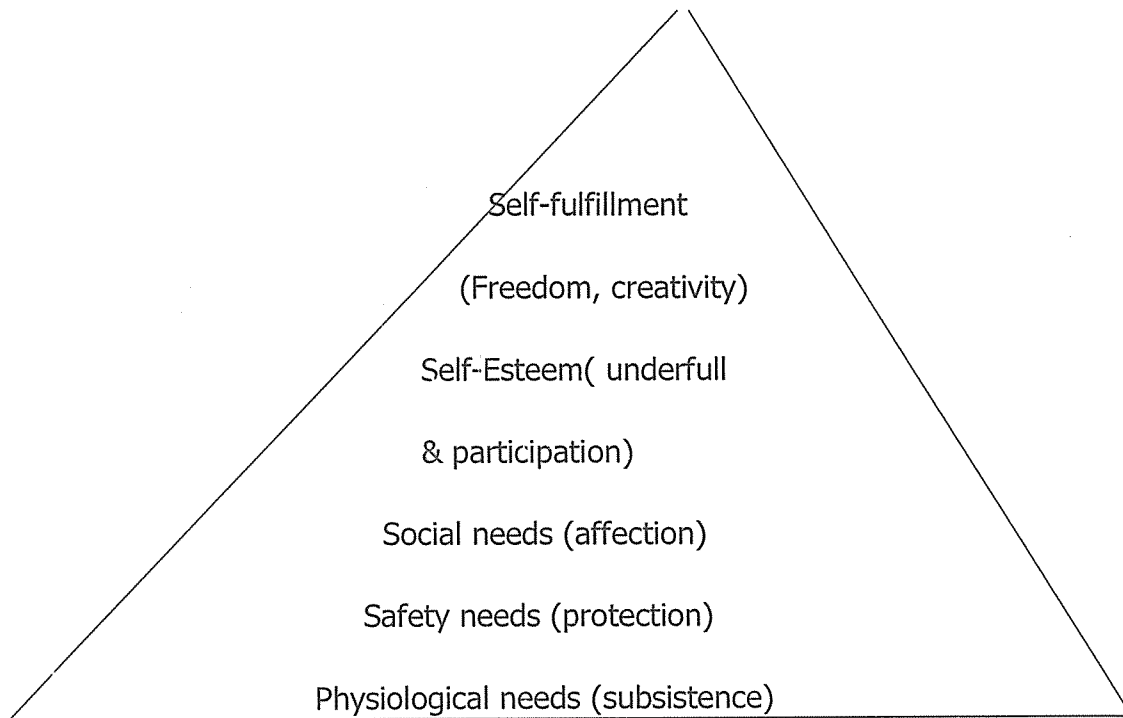
Scholars over the last years have tried to develop theories to explain the existence of conflict at different levels of social interaction: between individuals (inter-personal) between groups, between institutions, states and societies. The basic theories of conflict:

Human Needs theory

The Human Needs theory

Every human person has a variety of needs: these are interrelated and they and they influence our behavior and performance.

MASLOW'S identified the following hierarchy of needs



Basic human needs are physical, psychological, social, cultural and spiritual, without which life and existence become impassible. Human needs are universally expressed, they are not culture specific. Ever man, and women, child is aware of them. They are irresponsible. Once these human needs are not satisfied it is a major catalyst to violent expression of a need-based-conflict. There is what is called non-negotiable human needs; these include recognition, identity, security, autonomy and affection. Anny form of Relative Deprivation of a particular need leads to conflict. Once these basic human needs are not fulfilled, this leads to frustration, protracted conflict and dysfunctional development.

Content scope:

The study concentrated on the contribution of local media on peace building in Mogadishu-Somalia, challenges faced media and peace building and strategies used to contribution of local media on peace building.

Time scope: The study will be carried out the period between may, 2012 upto October, 2012.

Significance

The findings and recommendations of this study are useful to the media and to other organizations that are involving to restore peace in Somalia. The researcher hopes that the study will form a basis for further research on the role of the media in peace building and reconciliations. This should lead to the generation of new ideas for better and more efficient of ways of peace building and reconciliations in Somalia and rest of the world.

This study guides other researchers to know more about the contribution of local media in peace building and reconciliation in Somalia. Also it encourages other media to participate in the peace process in Somalia and to make reconciliation among the conflicting parties.

Operational Definitions

Media: refers to all types of print media such as newspapers and magazines as well as electronic media (including radio and TV programmes). This definition will exclude theatre, school and other educational institutions.

Journalism: covers all activities conducted by journalists, reporters and editors. It is not limited to "news" journalism or "news agency" journalism; it includes all types and formats of reporting (larger stories, analysis, background features, comments, opinions), editing (selection of news, controlling), and designing programmes (formats, series, supplements).

Peace building: is seen in the strict sense, used by peace research, "The overall aim of peace building is to prevent violent outbreaks of conflicts or to transform violent conflicts in a sustainable manner into peaceful means. The specific aims vary according to the different phases, i.e. pre-conflict, open conflict or post-conflict situations

CHAPTER TWO

LITERATURE REVIEW

INTRODUCTION

This chapter presents literature review on the contribution of local media on peace building in Mogadishu-Somalia. However, this study would fill the gap that was left by other scholars with particular reference to the contribution of local media on peace building in Mogadishu-Somalia. The review of literature guided by the objectives of the study as mentioned in chapter one were discussed in the following sections.

Contribution of local Media on Peace Building

According to BERRY (2008) 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 utilised 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.

According to Trueman, Harry S. (2008) said "You can never get all the facts from just one newspaper, and unless you have all the facts, you cannot make proper judgements 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 rumours and therefore artificially create tensions the transmission of

ideas is also not limited to conventional media such as newspapers (Wolfsfeld, Gadi 2004)).

Television 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 (Pankowski, Rafal 2007).

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" (Pankowski, Rafal ,2007).

Journalism does not need justification for its existence. Its service to society is justification in itself. Journalism can not only help to distribute information but also counter hate-speech and create an environment of balanced opinions, information equilibrium (Koven, Ronald (2004).

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 judgemental 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. (Deutsche Welle – Global Media Forum ,2009).

In case of a crisis or a conflict, the international media can attract worldwide attention. The mass media is a pervasive part of daily life especially in industrialised countries and thus able to shine a light on conflicts anywhere in the world. Since most armed conflicts these days have governmental and not territorial reasons; the parties are often concerned with making sure that the majority of people are on "their" side, which bears a lot of potential for misrepresenting facts and trying to seize control over the distribution of information. For this very reason the intervention of unbiased and free global media is important not only for the world public but also for the people directly affected. The number of conflicts, however, that gets international attention is small; therefore local media is vital in this context (United Nations Office for West Africa ,2005).

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. The danger of manipulation and inflammation of ethnic tensions, however, cannot be ignored. Another advantage of local media, especially radio is that in border areas it is possible to convey peace messages to passing fighters and refugees alike Democratic media structures need more than this; it is vital that the use of information within a society is not solemnly passive but that the population gets actively involved in creating content and broadcasting it. (Deutsche Welle – Global Media Forum ,2008).

Internal conflicts do not occur spontaneously but tend to have a history. Local media usually have a deeper understanding of the existing political structures, the participants of the conflict as well as the changes preceding the outbreak of violence. The media can therefore not only influence society before the conflict by recognising and properly addressing the issue but also afterwards. Unlike international media covering conflicts, local media are a recognized part of society with the ability to accelerate and magnify fears or reduce them. One should not forget that journalism can play a role in escalating conflicts, which also demonstrates the potential for positive

purposes. The media have the power to defuse tensions before they even reach a critical point and keep a critical eye on government, opposition and society. By supplying credible information and reaching a large audience, the media help in managing conflicts and promote democratic principles. In the aftermath of a conflict, reconciliation and societal development can be encouraged as well. (Westphal, Florian 2004).

A measure of peace-building can be enhanced peace journalism. Peace journalists try to uncover the causes behind a conflict and true goals of all participants while making sure to humanise all victims of the conflict. The journalists don't try to exploit the loss and suffering but make sure that the reporting is balanced and also demonstrate how easily news can be manipulated. Part of the ethical guidelines for this kind of reporting is to bring out people that use peaceful measures and speak out against war and violence and document the suffering and loss on all sides. Possible solutions and trying to prevent further escalation of the conflict are at the centre of peace journalism as well. (Himelfarb, Sheldon and Chabalowski, Megan 2008). Journalists do not shy away from difficult, sensitive or uncomfortable topics such as human rights abuses. In this context, journalists can be considered the helpers of all human rights defenders for they have committed themselves to ethical and moral standards in reporting as well as to addressing important topics in way that can be productive for everyone involved.(Berry, 2008).

Assistance from public opinion is and always has to be the goal of any reporting since without reaching a broad audience that can take action, the effect of the media is limited at best. Therefore non-democratic governments try to harass and persecute journalists in order to keep them in line and prevent them from exposing misconduct and abuse of power. Increasingly this practice can be observed in democratic countries as well and is being heavily criticized. (Freedomhouse ,2010).

It is noteworthy that despite the fact of democracy being the rule of a majority, a truly democratic framework also demands and ensures that those elected must be accountable. This includes protecting against gender discrimination, protecting the rights of minorities, protecting freedom of speech, and more importantly they do not have the right to justify any transgressions by endorsing new laws (Deutsche Welle – Global Media Forum ,2008).

Media and journalism can be a great assistance in conflict management and peace building. However, the power they have is also limited, as they will never be able to eliminate armed conflicts altogether. The media can be a good tool in a healthy and functioning environment but more is needed than ethical and responsible reporting to ensure lasting peace and safety. The role of the media is twofold: on the one hand, the media report and reflect on pressing issues and can help to question established concepts and ideas. On the other hand, they can be used for propaganda purposes and instead of revealing truths, try to cover things up and by this curtail people's freedom and right to information. Regardless, the potential of the media in conflict and post-conflict situations remains a net positive, and has been sadly underutilized to this point in time.

And undervaluing non-violent, According to the Peace Journalism (PJ) approach, editors and reporters make choices of what stories to report and how to report them, which create opportunities for society at large to consider and to value non-violent responses to conflict. (Peace Journalism, 2006).

Galtung, J. e. (2000). described "Peace Journalism as a set of tools for counterbalancing traditional war journalism". These tools, they argue, try to balance out the patterns of omission in war journalism by making peaceful and non-violent initiatives visible. In their words, Peace Journalism "gives peace a chance". This requires transcendence—going beyond the obvious, taking a holistic view and being creative when it comes to conflict resolution, they argue.

The concept of Peace Journalism was first introduced 40 years ago by the "father" of peace research, (Galtung ,2006).

In Peace Journalism, journalists must avoid portraying a conflict as consisting of only two parties contesting one goal where the logical outcome is for one to win and the other to lose (McGoldrick and Lynch, 2001). Instead, a peace journalist would disaggregate the two parties into many smaller groups, pursuing many goals, opening up more creative potential for a range of outcomes. The first job of Peace Journalism is to map the conflict, identifying the parties and analysing their goals, and to treat the information they supply in the light of their specific agenda ([www. globalissues.org](http://www.globalissues.org) 01/08/06).

According to Ghali, B,B (1995). War journalism concentrates mainly on war and violence, following militaristic logic and relying heavily on official, especially governmental and military, sources, and by representing the events in a linear fashion in a bipolar setting, ends up constructing war as a "zero-sum-game" Overvaluing violent, reactive responses to conflict developmental solutions.

This, argue PJ advocates, leaves the victims of the violence further humiliated. Galtung calls on Peace Journalists to harness their power to focus on suffering on all sides and on women, the aged and children. This he sees as giving voice to the voiceless and by illustrating the nature of people's problems and concerns, fostering a realisation that people are the true peacemakers, not elites or their treaties or their institutions (www.transcend.org18/04/06).

In the post-conflict era, journalists should focus more on Reconciliation, Reconstruction and Resolution (3Rs) as part of helping to rebuild the society. Galtung (2006) argues that if "you do only one of these three without the other two, you will not even get that one". Reconciliation can best take place when the parties

cooperate in resolution and reconstruction. Reconstruction without removing the causes of violence will lead to its reproduction.

Obstacles of Peace-building

There are several obstacles which restrict to get a peace in the country such:

a. **Political instability.**

The political instability is main problem of the peace and reconciliation because there are different people those has different views and everyone has its own interest which become chronic diseases for the societies. (Joao Honwana.2003).

Warlords who are benefiting from the *status quo* lead most of Somalia's factions. Some have committed heinous crimes and therefore feel uncertain about their futures. These warlords have used violence and intimidation after peace accords were signed.

In spite of the commitments and efforts made thus far, peace in most of African countries remains fragile. A combination of local, regional and international factors creates numerous obstacles to the attainment of sustainable peace and successful reconstruction. The risk of resumption of conflict in many situations is high and peace processes remain vulnerable. Among the critical obstacles to the consolidation of peace is the lack of capacity to ensure the desired (and sustained engagement) for the envisaged comprehensive reconstruction efforts. (Monica,2005).

Much of South-central Somalia is in the hands of Alshabab with the warlords becoming the biggest losers in this equation. Some people even argue that *Alshabab* is now doing Ethiopia's job basically because of their continued warfare in Somalia even after their withdrawal. Kenya, on the other hand, is concerned with the security of its porous border with Somalia and possible infiltration onto the Kenyan side of the border by the insurgents. The Kenyan media is also either ignorant or biased and this is dangerous because they are misreporting on developments in Somalia. There is therefore need to balance this picture and provide the true picture of developments in

Somalia and their security implications in Kenya which may not be that negative if closely studied and objectively reported on. (National Civic Forum, 2009).

b. Regional countries

The regional bodies have also been blamed for contributing to the lack of stable and effective government system in Somalia. However, it has been pointed out that regional players have a right to show their interest in a country, but it is up to the leaders of that country to decide. It is also the leaders who can positively engage the foreign players. (National Civic Forum ,2009).

It is not possible to analyze Somali conflicts without considering it within the complex regional context. The historical power of Horn of Africa is Ethiopia. This country is placed in the middle of the region and it is without a seaport and surrounded by Muslim countries such as Sudan (even if internally religion divided), Somalia and Arab Peninsula. The religious and political history of Ethiopia has it diametrically opposed to the political and social culture of Islamic countries. The Ethiopia Christian government, in a country where about half of the population is Muslim, is unceasingly obsessed by the political Islam danger. It has been waging a ten years battle against Islamistic insurgency groups who enjoy support from external Islamic backers. (Menkhaus,2003).

There are also allegations that Ethiopia is working on creating new states mainly in south and central Somalia. These regional blocs may create obstacles for a strong central government for Somalia. An example is Puntland which is making huge demands. (National Civic Forum, 2009).

c. International Bodies

Arab states seek a strong the central government in Somalia in order to create a counterbalance to Ethiopia in the region and European and American want to regulate the country so that these group become an obstacle the central government of Somalia. (Bestemen and Cassanelli, 1996)

Foreign intervention has also been blamed for contributing to the lack of stable and effective government system in Somalia. However, it has been pointed out that regional and international players have a right to show their interest in a country, but it is up to the leaders of that country to decide. It is also the leaders who can positively engage the foreign players. If there were no strong government in the country, there was piracy, killing, etc and foreign intervention was inevitable. (National Civic Forum, 2009).

Another challenge facing reconciliation in Somalia is who is entitled to reconcile warring parties. Egypt has recently announced it is organizing a reconciliation conference for Somalis. Locally some clan elders at times announce they will mediate the government and its opposition. Therefore, it should be made clear who has the powers to launch a reconciliation initiative. (National Civic Forum, 2009).

Strategies used to local media on Peace-building

A suggested frame work used by peace-building media can employ different strategies such as:

1. Conflict-sensitive and peace journalism.
2. Peace-promoting citizen media.
3. Advertising or social marketing for conflict prevention and peace building.
4. Media regulation to prevent incitement of violence.

If the intent of peace building and conflict prevention programs is to change attitudes and behaviors, a single media strategy is insufficient in an environment of pervasive violence. An integrated and diverse set of media practices, however, can carry maximum effect.

A media project's impact corresponds with its integration into conflict prevention and peacebuilding efforts. Media will have maximum impact when it is fully integrated into the overall conflict management strategy, which will use media to assist in, areas such as enabling refugee return, promoting human rights, addressing past abuses etc. To accomplish this, all actors involved must collaborate on an overall strategy and share peace building media practices and plans.(Himelfarb,2009).

1. Conflict-sensitive and peace journalism

Basic journalism, teaching accurate, impartial and responsible reporting training, remains a core component of media development. Conflict-sensitive journalism goes beyond this by encouraging journalists to be aware of what effects their language and reporting can have on the conflict—as well as how they may become victims of the violence. Conflict-sensitive journalism is often met with resistance from the news profession, as it is commonly conflated with peace journalism, a more agenda-driven reporting style. Peace journalism approaches activism, as it is intended to focus attention on peace efforts and the search for a nonviolent solution to conflict. In Colombia, for example, newspapers such as *El Tiempo* have had both war correspondents and peace correspondents. Peace journalism can overlap with social marketing in that it works to “sell” peace.

2. Peace-promoting citizen media

The scholars agreed that citizen media largely falls into two sub-categories: community media and user-generated content emerging from new technologies. Community media operates on a local level through traditional platforms such as television, radio and print. In general it serves as a conduit for community information.

However, the specialists pointed to examples in Southeast Asia and Latin America where village radio stations have organized peaceful resistance against the surrounding violence.

User-generated new technology media begins with more independent, individualistic production of blogs, text messages, wikis, etc., but take their power from the social networking capabilities of these new technologies. Many examples were cited in which communities were mobilized quickly for both constructive and violent purposes on the basis of the new so-called Web 2.0 collaborative technologies. The power of citizen media lies in its grassroots, bottom-up authenticity and spontaneity. Leveraging its potential therefore will come less from trying to "organize it" than from showing citizens, through training, how to use new tech media or how to counter hate media when it arises in community outlets. (Himelfarb,2009).

3. Advertising or social marketing for conflict prevention and peace building.

This media leverages many distribution channels and formats, ranging from soap operas to public service announcements (PSAs), to street theatre and concerts. Its dramatic, often fictional formats offer the advantage of being able to tackle contentious and divisive issues that might be too inflammatory to discuss in "real" life. For example, Nigeria's "The Station", produced by Search for Common Ground, is a television soap that follows the lives of a fictional television news team who examine current national issues along with the everyday drama of their lives.

PSAs, on the other hand, such as those produced to "sell" the Good Friday Peace agreement in Northern Ireland ("It's Your Decision") and the "Respect" campaign in Bosnia-Herzegovina in support of new property rights laws send more explicit messages and aim to have a more direct effect on the conflict.

Both formats, however, were considered "social marketing" by the experts group, although there was considerable discussion about whether indirect or direct peacebuilding messages are more effective. This led to a general consensus on the

need to improve impact evaluation within and across peacebuilding media programs. (Chabalowski, 2008).

4. Media regulation to prevent incitement of violence

Media regulation, encompassing both codes of conduct and ownership issues, is the necessary "rule of law" component of every comprehensive media development project. While the previously discussed strategies create and encourage open media through production, regulation is a parallel effort to ensure that what is produced and aired is not inflammatory or contrary to the public's interest in peace. When done well, the peace building benefits are substantial.

There was thorough consideration of Bosnia-Herzegovina as a regulation success story. Two years after the Office of the High Representative formed the Independent Media Commission, the country had 200 licensed television and radio broadcasters, a functioning market, virtually no hate speech, public broadcasters and local ownership over regulation. In contrast, the experts group reviewed the unsuccessful efforts made in Iraq to do something similar and the challenge of imposing regulation in an unstable environment.

Integration into overall conflict prevention and peace building strategy the framework proposes that to maximize its effectiveness, a peace building media program must be incorporated into other conflict management planning. An assessment of the broader media and conflict management environment was recommended at the outset of any media initiative to ensure optimal use of media dollars and avoid duplication of effort. A comprehensive assessment will also permit the program's developers to design appropriate evaluation criteria and protocols. It was observed that to date, most peace building media programs have had largely anecdotal evidence to back their claims of effectiveness. This has, in turn, made funders justifiably skeptical. (Megan Chabalowski, 2008)

The field is maturing however, partly as a result of recently improved efforts at collaboration and information sharing.

Related Study

There are three types of peace-building approaches that have been described by The Institute for Multi-Track Diplomacy (1993), all of which seem to be necessary for the successful transformation to a peace system: political peace-building, structural peace-building and social peace-building.

a. Political Peace-building (agreements)

It normally deals with establishing political arrangements that provide the over-all context within which to understand the relationships of the various parties and their resources. It is about building a legal infrastructure that can address the political needs and manage the boundaries of peace system. Negotiations, technical-working groups, fact finding, etc. are some of the examples of the political peace-building approach.

Normally, political peace-building efforts tend to work on bringing peace when conflicts occur either between groups (inter-community conflict) or between nations (international conflicts). In this sense, the final outcome of the political peacebuilding is for the parties and leaders to reach an agreement and sign a peace accord. (Cooperation for peace and unity ,2005).

b. Structural Peace-building

Structural peace-building is about activities, which deals with creating structures, systems of behaviour, institutions, and concerted actions that support the embodiment or implementation of a peace culture. It is about building an economic, military, and

social infrastructure that provides concrete and realistic avenues through which a new peace system might express itself. Disarming warring factions, repatriating refugees, monitoring elections, cooperative projects for economic and social development, etc are the activities that are considered to be closely related with structural peace-building.

According to Galtung, (2000) observed that all people live within some form of political structure whether formal or informal This political structure may or may not benefit the individual or the general public as a collective entity. If the development, in its widest sense, is to truly benefit the people, then the political structure must be responsive to their needs and aspiration as well as protect their rights and their property. Structural peace-building or political development is a process of gradual change overtime in which the people increase their awareness of their own capabilities, their rights and their responsibilities. And use of this knowledge to organize themselves so as to acquire real political power in order to:

(1)To participate in decision making at local level and to choose their own leaders and representatives at higher level of government who are accountable to the people.(2) To plan and share power democratically. (3) To create and allocate communal resources equitably (fairly) and efficiently among individual groups. Hence it may be possible to avoid corruption and exploitation, realize social and economic development, political stability and peace, and create a politicized population within the context of their own culture and their own political system. (Galtung, 2000).

c. Social Peace-building

Social peace-building deals with feelings, attitude, opinions, beliefs, values, and skills as they are held and shared between peoples, individuals and in groups. It is about building a human infrastructure of people who are committed to engendering a new culture, a "peace culture" within the social fabric of communal and inter-communal life. As a matter of fact, the contexts in which we are born and brought up sufficiently influence our attitude and behaviour.

We each have different sets of values, which guide our thinking and behaviours. These values influence us to take certain actions and to reject other. This reality of life in fact leads us to a situation where we find people who have different perspective on life and things when we meet them or work with them. In which case, conflict happens when people pursue different perspective and goals that clash. In order to move a conflict habituated system to a peace system, we needed to change the way we think. The preamble of UNESCO echoes this sentiment: "since war beings in the minds of men, it is in the minds of men that foundation of peace must be constructed". Change in the attitude and behaviour can be achieved through formal and informal peace education. Peace education can promote the development of an authentic consciousness that is necessary to change attitude and behaviour in order to achieve greater cooperation and peaceful problem solving. (Cooperation for peace and unity, 2005)

CHAPTER THREE

METHODOLOGY

INTRODUCTION

Methodology is the means, techniques and frames of reference by which researchers used and carry out an inquiry. This chapter intends to discuss the research design, study population, and sample size, sample selection techniques, methods of data collection and data analysis tools.

Research Design

Research Design

This study utilized the descriptive correlation design; the descriptive design was adopted because the study sought to describe the demographic characteristics of the respondents, and the extent of contribution of local media and peace building, Somalia.

The simple correlation design was adopted because the study sought to test the relationship between the extent contribution of local media and peace building, Somalia

The study was largely quantitative in approach because by nature the study sought to test hypothesis such an endeavor can only be accomplished when quantitative approaches are adopted.

Research Population

The study was conducted in HOWL WADAAG district with a population of about (134) respondents. The target population was the listeners or audience living in this district.

So the researcher selected HOWL WADAAG district to collect the data from the population of the study which is 134 individuals was chosen as a population sample of this study. The reason of chosen HOWL WADAAG district because it locates the central city of Mogadishu, the most population living in this district and also in this district locates the biggest market in Somalia BAKAARA MARKET.

It comprised of both male and female respondents including educated and uneducated respondents.

Sample size

The study selected 100 respondents using purposive and simple random sampling technique. Simple random sampling is a sample obtained from the population in such a way that samples of the same size have equal chances of being selected (Amin, 2005). Thus simple random sampling was used to select to the peace building and purposive sampling was used to select the respondents for local staff using Sloven guideline.

According to the Sloven's formula for sample size:-

$$n = \frac{N}{1 + N \times (e)^2}$$

Where

n= number of sample N= total population

E=level of significance 0.05

The researcher selected 100 out of 134 as a sample size of the study.

Sampling Procedure

The study used purposive sampling technique to select the district to participate in the study. Local media were selected because they are participating peace building in Somalia. They could therefore provide an optimal focus for the study.

Simple random sampling technique was used to select the respondents to the study. A list of employees from each of the local media will obtained; the names were put in rote and were randomly selected. This technique was used because it allows for easy generalizability of the findings and offers least bias.

Research Instrument

The researcher used questionnaires as instrument. Research questions was structured and self administered with a combination both open and closed questions were employed to collect the required data for the study in order to determine the contribution of local media on peace building in Mogadishu-Somalia. Questionnaire is often one time data gathering device on the variables of interest to the researcher (Amin,2005). The purpose of this questionnaire is to collect a lot of information over a short period of time. (Willis Oso & David Onen, 2008)

Validity and Reliability of the Instrument

To measure the validity of the research instrument, the researcher used content validity index (CV I) approach. The researcher rotates the research to three judges that the item is valid then inter-judge Coefficient of Validity is calculated as:

$$\text{Inter judge coefficient} = \frac{\text{Number of judges declared item valid}}{\text{Total number of judges}}$$

According to Amin (2005) the validity of instrument is judge more than once and rating on each of the items as well as the overall validity index on all items. For the instrument

to be accepted as valid, this average index should be 0.7 or above. Therefore it was accepted because the CVI was 0.843.

The reliability of the instruments the researcher used tested and retested. The researcher conducted a pre-test for the two questionnaires in local population in Mogadishu and the test conducted after one week in the same population to the same respondents and it gave the same result. This could show the consistency in the reliability. Therefore the instrument was valid.

Data Gathering procedures

The data was collected by using qualitative and quantitative method from the sample size of 110 people who are listeners of the local radios in Mogadishu during December, 2010 up to January, 2011 using questionnaire. The data was collected by the researcher because to get a reliable information from the respondents.

Data Analysis

After the questionnaires were filled by the respondents, the data was edited, coded and entered into the computer Statistical Package for Social Scientists (SPSS). Data then was processed and analyzed using descriptive statistics showing frequencies and percentage distribution to determine the demographic characteristics of the respondents.

The mean and percentage were applied to indicate the extent of local media and peace building related to financial institutions. The Pearson's Linear Correlation Coefficient (PLCC, r) was used to correlate the variables and to test for existence of significant relationships between the study variables. The 0.05 level of significance, popular in social sciences is used to confirm existence of statistical significance between study variables.

In the questionnaire each item under the independent and dependent variables was measured using a 4 point Likert scale of 1=strongly disagree, 2=disagree; 3= agree; 4= strongly agree. To interpret the extent of local media and the peace building related to local media, somalia.

The following mean range was used to arrive at the mean of the individual indicators and interpretation:

For the local media

Mean range	Respondents mode	Interpretation
3.28 - 4.03	Strongly agree	Very Good
2.52– 3.27	Agree	Good
1.76 - 2.51	Disagree	Fair
1.00 - 1.75	Strongly disagree	Poor

A correlation coefficient to test the hypothesis on correlation (Ho #1) at the 0.05 level of significance. The regression analysis R² (coefficient of determination) computed to determine the influence of the independent variables on the dependent variable.

Ethical consideration

To avoid all unnecessary forms of suspicion or delay before and during field studies, great attention was focused to courtesy through accessing permission from departmental heads and all the business or households. It was also important that the aspect of confidentiality was grossly cantered plus all necessary cases of anonymity among the respondents.

Limitation of the study

The researcher faced numbers of problems including unwillingness of the respondents to answer the research questions probably. Also the researcher faced language barriers some of the respondents did not know English language so the researcher tried to translate them in their local language.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULTS

Introduction

This chapter shows the profile information of respondents, the level of contribution of local media, level of peace building and the relationship between level of contribution of local media and level of peace building.

Profile of respondents

Respondents were asked to provide information regarding their age, gender, marital status and their education back. Their responses were summarized using frequencies and percentage distributions as indicated in table1

Table 1
Profile of Respondents

Category	Frequency	Percent
Age		
15-25 yrs	42	28.6
26-35 yrs	100	68.0
36-45 yrs	3	2.0
46 and above	2	1.4
Total	147	100
Gender		
Male	78	53.8
Female	67	46.2
Total	145	100
Marital Status		
Single	48	33.3
Married	72	50.0
Divorced	24	16.7
Total	144	100.0
Educational Background		
Had never gone to School	1	.7
Primary	2	1.4
Secondary	11	7.9
Bachelors	62	44.3
Master's degree	64	45.7
Total	140	100

Results in table1 indicate that respondents in this sample were dominated by those between 26-35 years (68%), suggesting that most of the respondents are youths.

Regarding gender, results indicated that male respondents (over 53%) were higher than female respondents (over 46%). This indicates a big gender gap and this gap may be due to women not participating a lot in contributions of local media.

Pertaining marital status, most of the respondents are married with 50%, singles were 33% and 24% had divorced. This indicated that married respondents dominated in the sample.

With respect to educational background, results indicate that majority of respondents are Master's degree holders (over 45%), confirming that majority of workers in construction projects in Mogadishu-Somalia are generally qualified.

Level of contribution of local media

The independent variable in this study was the level of planning skills among construction of local media in Mogadishu, for which the researcher wanted to determine its level. Level of contribution of local media was operationalised using 10 questions in the questionnaire. Each of these questions was based on the four Likert scale, where 1= strongly disagree, 2= disagree, 3= agree and 4= strongly agree. Respondents were asked to rate the level of contribution of local media by indicating the extent to which they agree or disagree with each question. Their responses were analysed using SPSS and summarized using means as indicated in table 2.

Table 2
Level of contribution of local media

Planning skills	Mean	Interpretation	Rank
The local media have high contribution to peace building in Mogadishu, Somalia.	2.85	High	1
Contribution of local media on peace building in Mogadishu-Somalia is important to peace building and awareness for the Somali community debates.	2.83	High	2
Contribution of local Media to the peace building in Mogadishu-Somalia is transforming the destructive conflicts to the constructive debates.	2.78	High	3
Contribution of local Media to the peace building in Mogadishu-Somalia can be political arrangement for the conflicting parties.	2.76	High	4
Political leaders are the main obstacle of local Media during the peace building in Mogadishu-Somalia.	2.76	High	5
Government leaders are one of the challenges to the local Media to make the restricted rules and regulations during the peace building in Mogadishu, Somalia.	2.74	High	6
Lack of freedom of speech for the local Media during facilitating peace building in Mogadishu-Somalia.	2.73	High	7
Lack of effective government institutions ruling the rights of local Media in Mogadishu- Somalia.	2.73	High	8
Educating local population in order to participate peace building and the restoring the stability of the country.	2.73	High	9
Strategy to Empowering community and showing the important of peace building to reduces the violence caused by instability and lack of security.	2.71	High	10
Total mean	2.76	High	

Mean range

3.26 - 4.00

2.51 - 3.25

1.76 - 2.50

1.00 - 1.75

Response range

strongly agree

Agree

Disagree

strongly disagree

Interpretation

Very high

High

Low

Very low

Results in Table 2 indicate that the level of contribution of local media is generally high and this is indicated by the total mean of 2.76. The highest rated aspect of contribution of local media was; The local media have high contribution to peace building in Mogadishu, Somalia (mean=2.85) and this was followed by; Contribution of local media on peace building in Mogadishu-Somalia is important to peace building and awareness for the Somali community debates. (mean=2.83); Contribution of local Media to the peace building in Mogadishu-Somalia is transforming the destructive conflicts to the constructive debates.(mean=2.78); Contribution of local Media to the peace building in Mogadishu-Somalia can be political arrangement for the conflicting parties. (mean=2.76); Political leaders are the main obstacle of local Media during the peace building in Mogadishu-Somalia.(mean=2.76); Government leaders are one of the challenges to the local Media to make the restricted rules and regulations during the peace building in Mogadishu, Somalia (mean=2.74); Lack of freedom of speech for the local Media during facilitating peace building in Mogadishu-Somalia (mean=2.73), and the lowest rated aspect on contribution of local media was; Lack of effective government institutions ruling the rights of local Media in Mogadishu- Somalia (mean=2.71).

Level of peace building

The dependent variable in this study was the level of peace building in Mogadishu, peace building was operationalised using 10 questions in the questionnaire. Each of these questions was based on the four Likert scale, where 1= strongly disagree, 2= disagree, 3= agree and 4= strongly agree. Respondents were asked to rate the level of peace building among construction projects in Mogadishu by indicating the extent to which they agree or disagree with each question and their responses were analysed using SPSS and summarized using means as indicated in table 3.

Table 3
Level of peace building

Project success	Mean	Interpretation	Rank
Promoting peace building among the conflicting parties to reach an agreement.	2.97	High	1
Making aware the importance of peace to the society through local media channels	2.84	High	2
Mobilizing peace related efforts of peace building through local media.	2.81	High	3
Arranging seminars and workshops for peace idea exchanges to disseminate the importance of the peace to the conflicting parties.	2.80	High	4
Strengthening a community's capacity to deal with conflict.	2.78	High	5
Peace building sector also faces challenges in terms of clarifying concepts and approaches and improving design and implementation.	2.77	High	6
Peace building is to prevent violent outbreaks of conflicts	2.76	High	7
Peace building to transform violent conflicts in a sustainable manner into peaceful means.	2.73	High	8
A measure of peace-building can be enhanced peace journalism.	2.72	High	9
Journalism can be a great assistance in conflict management and peace building.	2.56	High	10
Total mean	2.77	High	

Mean range	Response range	Interpretation
3.26 - 4.00	strongly agree	Very high
2.51 - 3.25	Agree	High
1.76 - 2.50	Disagree	Low
1.0 - 1.75	strongly disagree	Very low

Results in Table 3 indicate that the level of peace building in Mogadishu is generally high and this is indicated by the total mean of 2.77. The highest rated aspect of peace building was; the local media have high contribution to peace building in Mogadishu, Somalia (mean=2.97) and this was followed by; Contribution of local media on peace building in Mogadishu-Somalia is important to peace building and awareness for the Somali community debates (mean=2.84); Contribution of local Media to the peace building in Mogadishu-Somalia is transforming the destructive conflicts to the constructive debates (mean=2.84); Contribution of local Media to the peace building in Mogadishu-Somalia can be political arrangement for the conflicting parties. (mean=2.81); Political leaders are the main obstacle of local Media during the peace building in Mogadishu-Somalia (mean=2.80); Government leaders are one of the challenges to the local Media to make the restricted rules and regulations during the peace building (mean=2.78); Lack of freedom of speech for the local Media during facilitating peace building in Mogadishu-Somalia (mean=2.77); Lack of effective government institutions ruling the rights of local Media (mean=2.76); Educating local population in order to participate peace building and the restoring the stability of the country (mean=2.73); Strategy to Empowering community and showing the important of peace building to reduces the violence caused by instability and lack of security (mean=2.72); Promoting peace building among the conflicting parties to reach an agreement (mean=2.56).

Significant Relationship between the Level of contribution of local media and Level of peace building in Mogadishu

The last objective in this study was to establish whether there is a significant relationship between level of contribution of local media and Level of peace building in Mogadishu. For this, the researcher stated a null hypothesis that there is a significant relationship between level of contribution of local media and Level of peace building in Mogadishu. Therefore to achieve this objective and to test this null hypothesis, the researcher correlated the means on contribution of local media and those on peace building using the Pearson's Linear Correlation Coefficient, as indicated in table 4.

Table4

Significant Relationship between the Level of contribution of local and Level of peace building in Mogadishu

Variables correlated	r-value	sig	Interpretation	Decision on Ho
Contribution of local media Vs peace building	.610	.000	Significant correlation	Rejected

Results in Table 4 indicated a positive significant relationship between the level of contribution of local media and level of peace building, since the sig. value (0.000) was less than 0.05, which is the maximum level of significance required to declare a significant relationship. This implies that better contribution of local media improves peace building and conflict reduces it. Therefore basing on these results the stated null hypothesis was rejected and a conclusion is made that better contribution of local media, enhances peace building in Mogadishu.

CHAPTER FIVE

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the findings, conclusions, recommendations and suggested areas that need further research following the study objectives and study hypothesis.

Findings

This study was set to find out the relationship between contribution of local media and peace building in Mogadishu-Somalia. It was guided by four specific objectives, that included determining the i) profile of respondents in terms of age, gender, marital status and education qualification; ii) determining the level of contribution of local media iii) the level of peace building; iv) the relationship between contribution of local media and peace building in Mogadishu-Somalia.

The findings indicated that majority of respondents were between 26-35 years (68%) of age, over 53% were male, majority were married (50%) and these were masters' degree holders (over 45%).

Data analysis using means showed that the following planning skills are high; i) the local media have high contribution to peace building in Mogadishu, Somalia (mean=2.97) and this was followed by; Contribution of local media on peace building in Mogadishu-Somalia is important to peace building and awareness for the Somali community debates (mean=2.84); Contribution of local Media to the peace building in Mogadishu-Somalia is transforming the destructive conflicts to the constructive debates (mean=2.84); Contribution of local Media to the peace building in Mogadishu-Somalia can be political arrangement for the conflicting parties. (mean=2.81); Political leaders are the main obstacle of local Media during the peace building in Mogadishu-Somalia (mean=2.80); Government leaders are one of the challenges to the local Media to make the restricted rules and regulations during the peace building (mean=2.78); Lack of freedom of speech for the local Media during facilitating peace building in Mogadishu-

Somalia (mean=2.77); Lack of effective government institutions ruling the rights of local Media (mean=2.76); Educating local population in order to participate peace building and the restoring the stability of the country (mean=2.73); Strategy to Empowering community and showing the important of peace building to reduces the violence caused by instability and lack of security (mean=2.72); Promoting peace building among the conflicting parties to reach an agreement (mean=2.56).

Finally, the findings indicated a positive significant relationship between the level contribution of local media and level of peace building. This is shown by the fact that the sig. value was less than the maximum sig. value of 0.05 considered in social sciences.

Conclusions

This study focused on the contribution of local media on peace building in Mogadishu –Somalia. Based on findings there are factors that have been contributed to the contribution of local media on peace building in Mogadishu Somalia. These include the effect of local media on peace building in Mogadishu Somalia.

Media can play an important contribution on peace building by providing accurate and unbiased information to populations affected by conflicts, and proactively delivering programmes that aim to impact knowledge, attitude and behaviour of the population about different groups and issues related to peace building.

The media have the power to defuse tensions before they even reach a critical point and keep a critical eye on government, opposition and society. By supplying credible information and reaching a large audience, the media help in managing conflicts and promote democratic principles.

Media and journalism can be a great assistance in conflict management and peace building. However, in the post-conflict era, journalists should focus more on Reconciliation, Reconstruction and Resolution (3Rs) as part of helping to rebuild the society.

This one of the most study and clearly found out that contribution of local media is practiced in this city of Somalia and many other towns in the country and it has a great influence on listeners because contribution of local media on peace building is the only channel that points and disseminate the information about peace and reconciliation in the societies.

So if the intent of peace building and conflict prevention programs is to change attitudes and behaviours, a single media strategy is insufficient in an environment of pervasive violence. An integrated and diverse set of media practices, however, can carry maximum effect.

And lastly the media project's impact corresponds with its integration into conflict prevention and peace building efforts. Media will have maximum contribution when it is fully integrated into the overall conflict management strategy, which will use media to assist in areas such as enabling refugee return, promoting human rights, addressing past abuses, etc. To accomplish this, all actors involved must collaborate on an overall strategy and share peace building media practices and plans.

Recommendations

The contribution of local media on peace building considered strong endorsement and a number of recommendations, to the ministry of information including:

- The enhancement of the capacity of the media to engage powerful social awareness raising at all levels, promote peace, advocate for freedom of the press, consolidate human rights and development .
- Promoting awareness of peace building at all levels particularly, through the media by educating listeners, readers and viewers about the facts of the conflicts and how to stop it.
- To engage campaigns providing special focus on the improvement of peace journalists in the country.
- To conduct information campaigns and point out the risks and negative consequences of fighting and insecurity.
- The provision of a platform for participatory governance and the advancement of ideas on media rights and free speech;
- The development of effective and comprehensive early warning mechanisms through the use of the media to prevent any outburst of a conflict;
- Researching into lessons and challenges facing the media in awareness raising, resolving conflicts, development interventions and building bridges for peace, growth as well as broader development;
- Supporting the development, growth and strengthening of the mass media for Peace and Development.

Suggestions for further research

The researcher recommended further research in the following areas:

- Viability of media in weak economies country.
- Content regulation post-conflict and media.
- Elite-controlled media and journalistic ethics.

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APPENDICES

APPENDIX I: TRANSMITTAL LETTER



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OFFICE OF THE HEAD OF DEPARTMENT, ECONOMIC AND
MANAGEMENT SCIENCE

COLLEGE OF HIGHER DEGREE AND RESEARCH (CHDR)

Date November 22nd 2012

RE: REQUEST FOR LIBAN ABDI MOHAMED MDS/22112/121/DF
TO CONDUCT RESEARCH IN YOUR ORGANIZATION.

The above mentioned is a bonafide student of Kampala International University Pursuing Masters Of arts in Development Studies.

He is currently conducting research entitled " **Contribution of Local Media In Peace Building in Mogadishu, Somalia**"

Your organization has been identified as a valuable source of information pertaining to his research project, the purpose of this letter is to request you to avail him with the pertinent information he may need.

Any information shared with him from your organization shall be treated with at most confidentiality.

Any assistance rendered to him will be highly appreciated.

Yours truly,

Mr. Malinga Ramadhan

Head Of Department
Economics and Management Science, (CHDR)

NOTED BY:

Dr Sofia Sol T, Galte

Principal CHDR

APPENDIX II: CLEARANCE FROM ETHICS COMMITTEE

Date _____

Candidate's Data

Name _____

Reg.# _____

Course _____

Title of Study _____

Ethical Review Checklist

The study reviewed considered the following:

- Physical Safety of Human Subjects
- Psychological Safety
- Emotional Security
- Privacy
- Written Request for Author of Standardized Instrument
- Coding of Questionnaires/Anonymity/Confidentiality
- Permission to Conduct the Study
- Informed Consent
- Citations/Authors Recognized

Results of Ethical Review

- Approved
- Conditional (to provide the Ethics Committee with corrections)
- Disapproved/ Resubmit Proposal

Ethics Committee (Name and Signature)

Chairperson _____

Members _____

APPENDIX III
INFORMED CONSENT

I am giving my consent to be part of the research study of Mr. **Liban Abdi Mohamed** that will focus on "**contribution of local media and peace building in Mogadishu, Somalia**".

I shall be assured of privacy, anonymity and confidentiality and that I will be given the option to refuse participation and right to withdraw my participation anytime.

I have been informed that the research is voluntary and that the results will be given to me if I ask for it.

Initials: _____

Date _____

APPENDIX IV-RESEARCH INSTRUMENT

1. Age: _____

2. Gender (Please Tick)

_____ (1) Male _____ (2) Female

3. Marital Status (Please Tick)

___Single ___Married ___Divorced

4. Educational Background of the respondent (Please Tick):

- 1) Had never gone to school ()
- 2) Primary ()
- 3) Secondary ()
- 4) Bachelor's degree ()
- 5) Master's degree ()

Direction: Please write your preferred option on the space provided before each item.

Kindly use the rating guide below:

Response Mode	Rating	Description	Legend
Strongly Agree	(4)	you agree with no doubt at all	SA
Agree	(3)	You agree with some doubt	A
Disagree	(2)	you disagree with some doubt	D
Strongly Disagree	(1)	you disagree with no doubt at all	SD

Contribution of local media

Scale	1	2	3	4
The local media have high contribution to peace building in Mogadishu, Somalia.	1	2	3	4
Contribution of local media on peace building in Mogadishu-Somalia is important to peace building and awareness for the Somali community debates.	1	2	3	4
Contribution of local Media to the peace building in Mogadishu-Somalia is transforming the destructive conflicts to the constructive debates.	1	2	3	4
Contribution of local Media to the peace building in Mogadishu-Somalia can be political arrangement for the conflicting parties.	1	2	3	4
Political leaders are the main obstacle of local Media during the peace building in Mogadishu-Somalia.	1	2	3	4
Government leaders are one of the challenges to the local Media to make the restricted rules and regulations during the peace building in Mogadishu, Somalia.	1	2	3	4
Lack of freedom of speech for the local Media during facilitating peace building in Mogadishu-Somalia.	1	2	3	4
Lack of effective government institutions ruling the rights of local Media in Mogadishu- Somalia.	1	2	3	4
Educating local population in order to participate peace building and the restoring the stability of the country.	1	2	3	4
Strategy to Empowering community and showing the important of peace building to reduces the violence caused by instability and lack of security.	1	2	3	4

Peace building

No.	Scale	1	2	3	4
1	.Promoting peace building among the conflicting parties to reach an agreement.	1	2	3	4
2	Making aware the importance of peace to the society through local media channels	1	2	3	4
3	.Mobilizing peace related efforts of peace building through local media.	1	2	3	4
4	.Arranging seminars and workshops for peace idea exchanges to disseminate the importance of the peace to the conflicting parties.	1	2	3	4
5	.Strengthening a community's capacity to deal with conflict.	1	2	3	4
6	Peace building sector also faces challenges in terms of clarifying concepts and approaches and improving design and implementation.	1	2	3	4
7	Peace building is to prevent violent outbreaks of conflicts	1	2	3	4
8	Peace building to transform violent conflicts in a sustainable manner into peaceful means.	1	2	3	4
9	A measure of peace-building can be enhanced peace journalism.	1	2	3	4
10	Journalism can be a great assistance in conflict management and peace building.	1	2	3	4

Table 1
Profile of Respondents

Category	Frequency	Percent
Age		
25 yrs		
35 yrs		
45 yrs		
50 and above		
Gender		
Male		
Female		
Marital Status		
Single		
Married		
Divorced		
Educational Background		
Never gone to School		
Primary		
Secondary		
Diploma		
Bachelor's degree		
Other		

Table 2
Level of planning skills

Contribution of local media	Mean	Interpretation	Rank
The local media have high contribution to peace building in Mogadishu, Somalia.			
Contribution of local media on peace building in Mogadishu-Somalia is important to peace building and awareness for the Somali community debates.			
Contribution of local Media to the peace building in Mogadishu-Somalia is transforming the destructive conflicts to the constructive debates.			
Contribution of local Media to the peace building in Mogadishu-Somalia can be political arrangement for the conflicting parties.			
Political leaders are the main obstacle of local Media during the peace building in Mogadishu-Somalia.			
Government leaders are one of the challenges to the local Media to make the restricted rules and regulations during the peace building in Mogadishu, Somalia.			
Lack of freedom of speech for the local Media during facilitating peace building in Mogadishu-Somalia.			
Lack of effective government institutions ruling the rights of local Media in Mogadishu- Somalia.			
Educating local population in order to participate peace building and the restoring the stability of the country.			
Strategy to Empowering community and showing the important of peace building to reduces the violence caused by instability and lack of security.			
Total mean			

Table 3
Level of peace building

Peace building	Mean	Interpretation	Rank
Promoting peace building among the conflicting parties to reach an agreement.			
Making aware the importance of peace to the society through local media channels			
Mobilizing peace related efforts of peace building through local media.			
Arranging seminars and workshops for peace idea exchanges to disseminate the importance of the peace to the conflicting parties.			
Strengthening a community's capacity to deal with conflict.			
Peace building sector also faces challenges in terms of clarifying concepts and approaches and improving design and implementation.			
Peace building is to prevent violent outbreaks of conflicts			
Peace building to transform violent conflicts in a sustainable manner into peaceful means.			
A measure of peace-building can be enhanced peace journalism.			
Journalism can be a great assistance in conflict management and peace building.			
Total mean			

Table4

Significant Relationship between the Level of contribution of local and Level of peace building in Mogadishu

Variables correlated	r-value	sig	Interpretation	Decision on Ho
Contribution of local media Vs peace building				

**Curriculum Vitae for
LIBAN ABDI MOHAMED**

Personal History:

Name: Liban Abdi Mohamed

Place and date of birth: Born in Mogadishu, Somalia on the 20th of June 1990

Sex and height: Male, 170cm

Marital status: Single

Nationality: Somali

Address: kampala, uganda

Telephone: +256791722377

E-mail: wabar11@hotmail.com

Education:

January 2012-up to present. Masters of Arts in Development Studies; at Kampala International University, Kampala, Uganda.

Thesis: contribution of local media on peace building in Mogadishu- Somalia.

May 2009– Dec 2011. Bachelor of Supplies and Procurements; Kampala International University, Kampala, Uganda.

2009 March, Access Program leaving certificate; Kampala International University, Kampala, Uganda

2008 July, Secondary School Leaving Certificate; Mogadishu Primary and Secondary School, Mogadishu, Somalia.

Employment Record:

Head of Sales Department, Abdi & Sons Trading Company, (March-August 2008)

Teacher, Horseed Primary and Secondary School, (May 2007 – April 2008).

Monitoring and evaluation specialist, ACIDI-VOCA food aid project (3rd august-30th November 2012).

Language and Computer Skills:

Mother Tongue: Somali language.

English: Fluent in speech and writing. Participate unrestrained in conversations on all levels.

Arabic: Excellent and Fluent in speech and writing. Able to understand and participate in conversation

Microsoft: word, excel, PowerPoint, FrontPage and outlook express - advanced level.

Leisure and Travels:

I am in **excellent physical shape;** my favourite Sport is **Football;**

Active in football and other sports when time allows. Desire to learn more attend workshops and enjoy adventuring and travel, lastly I do not smoke. Mostly I've traveled nearly all the provinces of the country.