

THE ROLE OF THE MASS MEDIA IN PEACE BUILDING AND CONFLICT RESOLUTION
IN THE DURFUR REGION OF WESTERN SUDAN.

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Degree Master of Arts in Conflict Resolution and Peace Building

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DECLARATION

“This Thesis is my original work and has not been presented for a degree or any other academic award in any university or institution of learning”.

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Signature:..... Date:.....

APPROVAL

I clarify that I have supervised and read this research report and that in my opinion; it conforms to acceptable standards of scholarly presentation and is fully adequate in scope and quality as a dissertation for partial fulfillment for the award of Degree of Master of Arts in Conflict Resolution and Peace Building of Kampala International University.

Signature: Date:

Dr. Abugo Mokono Isaac

DEDICATION

I dedicate this book to my mother, father and to my sisters and brothers and to my wife, and All my friends and relatives who have helped me in my academic struggle.

ACKNOWLEDGEMENT

I thank the Almighty Allah for his love, protection and guidance He gave me throughout all my academic endeavors especially in writing this thesis.

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ACRONYMS OR ABBREVIATIONS

- ICC : International Criminal Court
- IDP : Internally Displaced Person
- Jem : Justice and Equality Movement
- Slm/A: Sudan Liberation Movement/Army

ABSTRACT

The study assessed the role of the mass media in peace building and conflict resolution in the Darfur region of Western Sudan. The study was guided by five objectives which included; to determine the profile of the respondents in regard to age, sex, education and occupation, to investigate the strategies used by the media in reporting conflict events in the Darfur region, to analyze the role of media in reporting conflict in Darfur, to examine the effects of the media on conflict resolution in Darfur region and to evaluate the overall contribution of the media in the process of conflict resolution and peace building in Darfur region.

The study used descriptive correlation research designs as the best methodology to describe the situation the way it was found in the field.

Data were analyzed using the Statistical Package for Social Scientists (SPSS) where frequency distribution tables, means and percentages were the main statistical tools used.

The findings of the study reveal that most of the respondents were males (60%). Publicity, peace journalism and creating Media Mass Consumption were found to be the main strategies used by the mass media in reporting on the conflict events in the Darfur region.

It was concluded that the media plays a significant role in conflict resolution and peace building especially in disseminating information relating to conflict to all stake holders although the government sabotages its role in most cases. It was concluded that there is a strong relationship between Mass media and conflict resolution and peace building.

The study recommends that the government should give freedom to the media and to the people of Darfur in general.

CHAPTER ONE

THE PROBLEM AND ITS SCOPE

Background of the Study

The Darfur Conflict is an ongoing guerrilla conflict or civil war centered on the Darfur region of Sudan. It began in February 2003 when two groups, the Sudan Liberation Movement/Army (SLM/A) and the Justice and Equality Movement (JEM), in Darfur took up arms, accusing the Sudanese government of oppressing or committing genocide against black Africans in favor of Arabs (Amir, 2005).

One side in the conflict is composed mainly of the official Sudanese military and 'police and the "Janjaweed" Sudanese militia group recruited mostly from the Arab Abbala tribes of the northern Rizeigat region who are mainly camel-herding nomads. The other side in the conflict is made up of rebel groups, notably the SLM/A and the JEM, recruited primarily from the non-Arab Muslim Fur, Zaghawa, and Masalit ethnic groups. Although the Sudanese government publicly denies that it supports The Janjaweed, it has been providing financial assistance and weapons to the militia, and has been organizing joint attacks targeting civilians (Amir, 2005). There are various estimates on the number of human casualties, ranging from under twenty thousand to several hundred thousand dead, from either direct combat or starvation and disease engendered by the conflict. There have also been mass displacements and forced displacement, forcing millions into refugee camps or over the border and creating therefore a large humanitarian crisis (Madut, 2007).

The Sudanese government and the JEM signed a ceasefire agreement in February, 2010, with a tentative agreement to pursue further peace.(Jennifer2010) The JEM has the most to gain from the talks, and could see semi-autonomy, almost much like South Sudan had before the referendum which resolved its position for full independence from July, 2011. However, talks have been disrupted by accusations that the Sudanese army launched raids and air strikes against a village, violating the February agreement. The JEM, the largest rebel group in Darfur, has therefore said they will boycott further negotiations. Darfur is located in the far west of Sudan sharing external borders with three African countries, namely Libya to the North, Chad in the West, and the republic of Central Africa to "the south-west.

The current crisis of Darfur dated back to 2003, when the Sudanese Liberation Movement/Army (SLM/A), and the Justice and Equality Movement (JEM) armed groups began a rebellion against government polices in Khartoum that have marginalized the Darfur region and they seek equitable development, land rights, social and public services, democracy , and regional autonomy (Amir,2005). As a result war erupted in Darfur indicating that this prolonged turmoil has caused a lot of suffering amongst the Darfurian in terms of more people dead, diseases, rape, maternity rates and detention among other violations of human rights, which have been committed by the government forces and its militias (Madut, 2007).

Since 2003 up today many media houses have/has been set up in Darfur to provide basic services and protect rights of people of Darfur, and during this

period of time, the region has been under focus and attention of the international community, where the mass media from all over the world have gathered to provide, adequate and, achieved through various means, the participation of the mass media to particularly important, i.e. victims of torture and sexual violence and sensitization about basic human rights especially to the internally displaced people (IDPs) (Madut, 2007).

Statement of the Problem

The Sudan conflict is typically characterized as a conflict between the Arab/Muslim North, and the non-Arab/Muslim "African" South. Dr Francis Deng, a well known Sudanese journalist and academic, explains that the identification with Arabism "is the result of a process in which races and religions were ranked, with Arabs and Muslims respected as free, superior as well as a race of slave masters; while Negroes and heathens were viewed as legitimate targets of slavery, if they were not in fact already slaves." Lack of development and the absence of democracy, as well as the monopoly of power and wealth in the hands of northern Sudan, are "jallaba" as they called in Sudan accent. It has been argued that the continued fighting in the Darfur region results from lack of enough concerted effort from government to bring about peace in the region. This is, however, not exactly correct because something is being done by civil society organizations. This study intends to explore and assess the role of the media in conflict resolution and peace building, using precisely the case of Darfur region.

Purpose of the study

The purpose of this study was to establish the role of the mass media in conflict resolution and peace building in Nyala district of Darfur region of west Sudan.

General Objective

The general objective of the study was to assess the role played by the mass media in Darfur region.

Specific Research Objectives

The specific objectives of the study were to:

- i. Determine the profile of the respondents in consideration of age, sex, level of education, type of employment / occupation
- ii. Investigate the strategies used by the media in reporting on the events in the conflict in Darfur.
- iii. Analyze the role of the media in reporting conflicts in Darfur.
- iv. Examine the effects of media on conflict resolution in Darfur.
- v. Evaluate the overall contribution of the media in the process of conflict resolution and peace building in Darfur.

Research Questions:

This study answered the following research questions:

- i. What is the profile of the respondents?
- ii. What strategies do media use in reporting the happenings in the Darfur conflict?
- iii. What is the role of the media in reporting conflicts?

- iv. What are the effects of the media on conflict resolution in Darfur?
- v. How effective is the contribution of the mass media in the process of conflict resolution and peace –building in Darfur?

Research hypothesis

There is no significant relationship between the role of the mass media and conflict resolution and peace building.

Scope:

Geographical scope

The study took place in Darfur region located in 'Western Sudan. Darfur was chosen because it had one of the worst experiences for extensive killing of people in Africa.

Content scope

The study concentrated on the role of the media and media in bringing about peace in the Darfur, the strategies used by the media in reporting the Durfur conflict, the effect of media on conflict resolution and the contributions of mass media to conflict resolution and peace building.

Time scope

This study covered the period between 2003 when the present strife in the region began up to 2011, giving it time coverage of some eight years.

Significance

The finding and conclusions and recommendations of the study should provide information on the needs of the displaced people; and this will enable government to provide assistance in form of material requirements.

For internally displaced people, the findings should help to sensitize them on available resettlement programmers and how they can benefit from such programs. The findings should also bring awareness to the international community with regards to the magnitude of assistance that the people who are affected need. They should help to throw light on the causes of the war, and on how peace may be attained.

Further, the findings and recommendations of the study should bring out to the media group the role the mass media have played or might continue to play in peace building in Darfur.

For the humanitarian agencies, the findings should help them aware of their role, and the need for them to intervene to save people and their property in the conflict region of Darfur. Finally, in the area of scholarship, the findings should be able to contribute to the generation of additional literature and knowledge for future researchers on the same or related topics of study.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter presents the review of literature pertinent to the topic of this research. The review is structured in terms of definitions of concepts according to ideas and opinions of experts, the theoretical perspective, and related literature.

Conceptual Framework

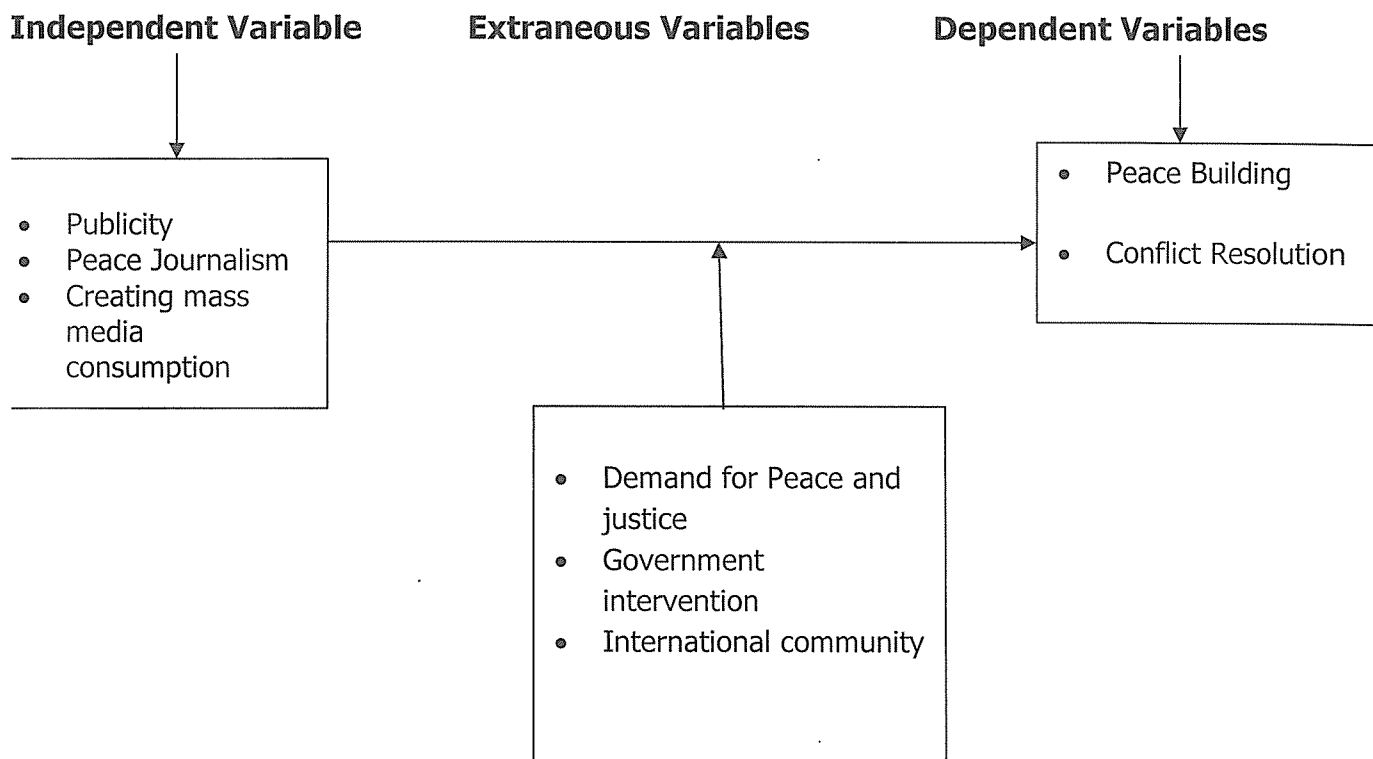


Figure 1: Conceptual Framework

From the conceptual frame work above, it is generally seen that the process of peace building and conflict resolution depends on publicity, peace journalism, and creating mass media consumption. It is also observed that the demand for peace and justice by the people of Darfur, government interventions as well as the pressure from the international community have all affected the process of peace building and conflict resolution in the Darfur region.

Concepts, Opinions, Ideas from Authors and Experts

Definitions of Media

As a basic definition, the media are the several mediums or channels used in an organized fashion to communicate to individuals and groups. The most commonly recognized forms of the media are print, audio, video and new information technologies, which can be divided between 'mainstream' and 'alternative' outlets depending on their structure, focus and content.

Whilst the term 'mainstream' media is relatively universally understood, there is more divergence about what constitutes 'alternative' media. Although this proposal does not seek to provide a definitive definition, it is assumed that alternative media should fit into one or a number of the categories below: The media is 'issue-driven' and actively supports like-minded outlets and civil society initiatives; Alternative approaches to societal activity are promoted in contrast to existing commercial interests and socio-economic hierarchies; The editorial focus is based on 'new' perspectives, providing different interpretations of issues and events; The consumers are often rich groups; Maximizing profits is not a key consideration.

Although news and information are most often the basis for media and conflict activities, entertainment programmers, ranging from chat-shows to soap operas, are also important mediums. In this regard, all forms of media, if based upon accurate and balanced standards, can communicate diversity and understanding. This report also takes 'traditional and non-conventional' media into consideration, including literature, poetry, music, art, rural and urban socioeconomic forums, religious groups and socio-ethnic ceremonies. Although some of the content and structural considerations outlined below are mainly applicable to the 'mainstream' and 'alternative' media, a number of the considerations are equally relevant to 'traditional and non-conventional' media.

Conflict

William (2010) defines a conflict as a disagreement through which the parties involved perceive a threat to their needs, interests or concerns. Conflict is an inevitable part of interpersonal relationships. If you are working with groups of people, you are bound to encounter some personal or business related conflicts along the way (Scott, 2008).

According to Rummel (2009), the idea of conflict is basic to our understanding and appreciation of our exchange with reality of human action. Conflict can be treated broadly as a philosophical category denoting the clash of power against power in the striving of all things to become manifest. Or, conflict can be seen simply as a distinct category of social behavior as two parties trying to get something they both cannot have. Moreover, conflict can be apprehended as a potentiality or a situation, as a structure or a

manifestation, as an event or a process. The concept of conflict is multidimensional; it envelops a family of forms (Rummel, 2009).

Conflict Types

Another misconception is that conflict only occurs between individuals. Internal conflict can cause strife that is sometimes more difficult to identify and resolve. Before attempting to resolve conflict with another person you should be sure you do not have internal conflict. In other words, don't fight when you don't even know what you stand for. Internal conflict is not when you are arguing about one thing with someone when you are really upset about them doing another thing. Internal conflict is the kind that makes you unhappy with no apparent reason. Don't forget that conflict can occur in these areas. Be sensitive to your own personal struggles to avoid projecting problems on others, and creating external conflict with others ((Rummel, 2009).

The concept of peace building

Former UN Secretary General Boutros -Ghali defined peacekeeping and peace building as follows: peacekeeping: the deployment of a UN presence in the field, hitherto with the consent of all parties concerned, normally involving UN military and/or police personnel and frequently civilians as well;” “peace building: action to identify and support structures which will tend to strengthen and solidify peace in order to avoid a relapse into conflict (Jell 1999).

William H. Lewis, an American military scholar at the National Defense University (US), defined the terms as follows: "peacekeeping: traditionally involving military personnel as monitors/observers under restricted Rules of Engagement once a cease-fire has been negotiated. Examples of this type include Cyprus, and the Golan Heights;" "peace building: rebuilding institutions and infrastructure within a country to create conditions conducive to peace, such as in Cambodia, and Somalia," (Lewis 1994 and Jell 1999,).

The Concept of Conflict Resolution

Scott (2008) defines conflict resolution as a process of finding a solution to end the perceived differences between two parties. A Conflict causes ill feelings, like an itch that needs to be scratched. It is however inevitable, and individuals can use conflict to their advantage. Resolving conflict is an important skill to use when working with others, but it is necessary to understand the root of the conflict before using strategies to fix it (Rummel, 2009). One misconception is that conflict is a negative thing; however, conflict is one of the best opportunities to strengthen relationships.

Teams who are able to work through conflict become more likely to succeed in future. Conflict resolution in personal relationships is no different. The best strategies for resolving the conflict are going to depend on the situation. Some conflicts need to be resolved immediately. Resolving a conflict with peers may look much different than resolving a conflict with your boss. (William, 2010).

One way to peacefully resolve conflict is for each side to come together voluntarily and cooperatively on the issues under the guidance of a trained facilitator. Conflict resolution should be a voluntary process that reflects an organization's values if applied throughout the organization (Scott, 2008).

With most conflicts, it's important to find a resolution. This seems like a statement of the obvious, but many people suppress their anger or just 'go along to get along.' They think that by addressing a conflict, they are creating one, and simply keep quiet when upset. Unfortunately, this isn't a healthy long-term strategy. For one thing, unresolved conflict can lead to resentment and additional unresolved conflict in the relationship. Even more important, ongoing conflict can actually have a negative impact on your health and longevity (Rummel, 2009). Unfortunately, resolving conflict can be tricky as well. Handled improperly, attempts at conflict resolution can actually make the conflict worse.

The fields of peacekeeping and international relations have yet to identify consistent definitions of "peacekeeping" or "peace building." Cousins, Kumar, and Wermester (2001) admit that peace building has been perhaps the most confusing and often misstated term in the field.

Some definitions are so general as to include virtually all forms of international assistance to societies that have experienced or are at risk of armed conflict; some are more precise but show greater interest in clarifying international mandates than conditions for peace in a target country; others

are more willing to ask tough questions about the comparative value of international efforts vis-à-vis one another and in contrast with domestic initiatives.

Cousens, Kumar, & Wemester (2001) present an excellent cross section of definitions that note the presence of two axes on which the possibilities of peace building could be placed: deductive and inductive. Peace building in the deductive sense — that in which the content is “deduced from the existing capacities and mandates of international agencies and organizations” involves linking the activities of these organizations. Research into the deductive element of peace building has also been conducted by Ginifer, (1996), Kühne (1996), and the Fafo Programme for International Cooperation and Conflict Resolution (1999).

The inductive approach noted above defines those situations “where the content of peace building is determined by the particular matrix of needs and capacities in individual cases” (Cousens, Kumar, and Wemester 2001,).

Longstanding root causes can be identified using the inductive approach and determining the problem before devising a solution that allows for an inductive, “more nuanced assessment of what a particular society most needs in order to solidify a fragile peace, without assuming that all war-torn countries will benefit equally from the standard menus of international assistance” Weaknesses exist in both the inductive and deductive approaches.

The policymakers in the international arena do not answer such causal questions in an appropriate manner. Robinson (1997) exemplifies this shortfall: "human rights imperatives can and should be injected into every aspect of the Organization's work (since it is important)...to understand that today's human rights violations are the causes of tomorrow's conflicts." The weakness in the deductive approach is its inability to respond to operational questions about "when and under what conditions those tools (international peace building tools) can responsibly and effectively be deployed" (Cousens, Kumar, and Wermester 2001).

Some researchers and military commanders view peace building as a contributor to the effectiveness of field-level peacekeepers (Doyle and Sambanis 1999, 4 quoting Sanderson 1995). Doyle and Sambanis (1999) offer a unique perspective on peacekeeping-peace building relationships - the figure is reproduced here with the peacemaking components removed and a few other elements removed.

Theoretical frame work

This study is premised on the little theory that is used in determining the media role in peace processes and peace operations (Wolfsfeld, 2004). He points out that "the reason for the gap (theory) might be the fact that most communication scholars are located in the United States. The US has certainly experienced a good deal of political violence and war, but it has not yet engaged in a major peace process since the end of the Vietnam war. Wolfsfeld also sheds light on four major types of influence offered by the media:

First, they can play a major role in defining the political atmosphere in which the process takes place. Second, the media can have an important influence on the nature of the debate about a peace process. Third, they can have an impact on the strategy and behavior of antagonists. Fourth, they can raise and lower the public standing, legitimacy and positions of antagonists involved in the process.

In his theory, Wolfsfeld makes six definitive arguments that sum up his theory quite well as noted "verbatim" below:

1. Due to a fundamental contradiction between the nature of a peace process and news values, the media often play a destructive role in attempts at making peace.
2. The greater the level of elite consensus in support of a peace process, the more likely the news media will play a positive role in that process.
3. The greater the number and severity of crises associated with a peace process, the more likely the news media are to play a negative role in the process.
4. The influence of the news media on a peace process is best seen in terms of a cycle in which changes in the political environment lead to changes in media performance that often lead to further changes in the political environment.

5. The more sensationalist' the media environment the more likely, the news media is to play a destructive role in a peace process.
6. The greater the extent of shared media, the more likely it is that the news media will play a constructive role in a peace process.

As far as the Darfur conflict is concerned given its long history characterized by pole-religious connotations, media can play a fundamental role in helping to unveil the nature and the circumstances surrounding the conflict. However, Wolfsfeld does not point to Africa specifically Darfur where media has not played its part decisively well. This study therefore will make Wolfsfeld's theory relevant by showing the clear role that media should play in as far as the conflict in Darfur is concerned.

Normative perspective:

This study is additionally grounded in normative theories of media, models that suggest that media operate in a certain way for social values to remain intact (McQuail, 2000). The work of journalists can, therefore help to reveal how this happens by asking questions such as the following. How do journalists and their interactions with members of a society shape reporting at a national or international level? How do journalists' values and preferences shape their reporting?

McQuail (2003) explains that although mass media do serve a social purpose by disseminating information and assisting in forming public opinion on issues, there are also consequences arising from how information are

presented. In the case of news reporting, effects can be attributed to “those who own or direct the media and work in them as well as those for whom the media provides channels of communications, including governments, authorities and individual communicators (McQuail, 2003).

Normative perspectives assume that sources used by journalists constitute an important part of the news production process. Stanton (2007) explains that news media reliance on their known networks - corporations and governments - as credible sources of information ‘forces all interpretation of issues and events into a narrow frame proscribed by the actions or policies of the corporations and governments as the defining pillars within the relationship. There are sources that get access to journalists as insiders, and there are those whom journalists find or come across in the process of investigating a story.

Related studies

Strategies used by the media in reporting conflict events

The mass media have a powerful influence on how people view the world. Newspapers, radio, and television are frequently the only link to events happening outside of one's neighborhood. A reporter's story on a conflict can be the sole information available to his audience. How the reporter frames the conflict can bias the audience in favor of one party, or one solution, over another. Because the media are so vital not only to presenting and explaining conflicts, but also keeping them from escalating, it is necessary for parties to a conflict and conflict resolution practitioners to know how to work with the media effectively.

Media coverage is at times something to be eagerly sought out, and at other times something to be avoided at all costs. Knowing when to seek coverage and how to handle it, both when it is desired and when it is not, can make a huge difference in how amicably and quickly a conflict is resolved. Journalists benefit from learning more about conflict resolution because it can improve their reporting.

All too often conflict is regarded as more newsworthy than resolution. That does not have to be the case. Bringing journalism and conflict resolution techniques together can result in solid news stories that are beneficial to the conflicts and people covered.

Publicity

The sayings "any publicity is good publicity" and "there's no States. Unfortunately, they are not always true when dealing with conflict. Conflict resolution professionals are not trying to keep their work a secret, but it is often not possible for them to do their job without some confidentiality. To be successful, mediation and other peace processes require that all parties be allowed to speak candidly at the table and consider a wide range of possible solutions. If they are being recorded, the participants may become self-conscious and careful not to say anything that sounds foolish or angers their constituents. If any party "leaks" the discussions to a reporter, the talks could break down completely over breach of trust ((Galtung, 2002).

To avoid these scenarios, conflict resolution professionals need to take preventive action. Before mediation begins in a high-profile conflict, the

intermediary should consider meeting with local news outlets. Sitting down with reporters and perhaps newspaper editors and station managers gives conflict professionals a chance to explain how mediation (negotiation, etc.) works and why reporters are not desired at the talks themselves. When the mediation is ready to begin, the mediator should also clearly explain to all participants that a common ground rule is that there will be no individual contact with the media (Galtung, 2002).

Galtung (2002) asserts that just because one meets with journalists beforehand is not a guarantee that they will still not try to get quotes from participants or get access to the meetings. After all, it is their job to find and report information to the public. Most, however, will be respectful of mediators' requests if the reasons for the secrecy are legitimate and explained thoroughly. As a trade off for not being in the meeting, most mediators will provide journalists with periodic updates and schedule a press conference with all parties present to answer questions after negotiations end. Holding a press conference after mediation or negotiation is a win-win situation in that the parties to the talks can present their success together and journalists have access to all of the participants.

Although publicity frequently can be damaging to conflicts, there are certainly times when it is instrumental. The pressure the media can apply to persons or groups who are seen as hypocritical or malicious.

Wanting media attention does not automatically translate into receiving it, however. Whether or not the media will be interested in a particular situation depends on several factors. Generally speaking, news

outlets are looking for unusual events that will interest a large audience. Television news also needs events with dramatic visuals. Journalism is not a monolithic entity, but rather a collection of many people and organizations, each with different theories regarding what news is and how it should be reported. Also, each medium has its own constraints. For example a newspaper gains from adding more stories, but television has a limited amount of time and a fickle audience (Botes, 2002).

Attracting media attention to events that are not automatic media priorities requires "pitching," or marketing, a story to a journalist. Journalists work under extreme time pressures. They are therefore often more willing to work with sources who can provide them with background information in advance, have participants available for interviews on short notice, and return phone calls promptly. It is better to admit not knowing something than to provide false information, as an unreliable source will not be used again. Along the same lines, it is better to present a conflict in the most balanced way possible even if one is biased towards one side. By portraying one's own side as perfect and the other side as completely wrong one loses credibility with the journalist (and general audience) and further alienates the other side (Botes, 2002).

Peace Journalism

Peace journalism is a term coined by Johan Galtung to describe a style of reporting which deliberately seeks to de-escalate a conflict through focusing on "conflict transformation. Peace journalists look at a conflict from a resolution point of view and ask questions such as "what are the deeper

roots of the conflict?" and "what are the parties' real goals?" This theory of journalism is not without controversy. Many journalists view peace journalism as a departure from strict objectivity and believe that it is overstepping the bounds of journalism. Galtung and others argue that journalists can and ought to do more than report from a distance. As Jannie Botes notes, "The urgent task of preventing genocidal violence should shape the evolution of journalistic paradigms in ways that will enable the profession to contribute to the prevention and resolution of conflict more effectively (Botes, 2002).

Creating Media mass consumption

Another side to working with the media is to actually create programming for mass consumption. This is "media" in the sense of content - stories, television and radio programs, songs, etc. The 1994 massacres in Rwanda were horrifying proof of how strong an impact "hate media" can have on its audience. *Radio Mille Collines*, a popular radio station in Rwanda at the time, is believed to have played a significant part in the genocide by heightening the fear and tension between the Hutu and Tutsi populations. Before the genocide began, its programming was subtle, but after the killing started it aired such chilling statements as "What are you waiting for? The tombs are empty. Take up your machetes and hack your enemies to pieces." These types of inflammatory statements encouraged the killing that left 800,000 dead in less than 100 days. In response to hate media, groups such as The Search for Common Ground and the United Nations have created "peace media." Peace media introduces tolerance for differences and peaceful conflict resolution techniques by working them into popular entertainment on television and radio (Galtung, 2002).

Studio Ijambo is an example of successful peace media in an area infamous for violent conflict. Created in 1995 by Common Ground Productions and Search for Common Ground Burundi *Studio Ijambo* was Burundi's first independent radio station. *The station* employs both Hutu and Tutsi staff to produce news, public affairs, and cultural programming. The station's flagship radio drama, "Our Neighbors, Ourselves," describes the common problems facing neighbors, such as drought and division in the village, and how they overcome them together. A recent survey showed that an estimated 87 percent of Burundians listen to the radio, and 82 percent of those surveyed believe that Common Ground's programs in Burundi greatly help reconciliation. *Studio Ijambo* reaches an estimated 12 million people throughout the Great Lakes region.

As Loretta Hieber (2002) points out in her article "Media as Intervention," there are several stumbling blocks for organizations trying to establish a peace media presence. The first major obstacle is to create partnerships with locally-based media. The difficulty is to find partners who are not seen as biased by the audience and who will not demand content control. The second obstacle is to find a way to get the audience to accept the broadcast. Research shows that the most effective combination for successful communication is a mixture of entertainment and "desired outcome," or message, programming. Audiences will reject any messages that they feel are being imposed on them by outsiders (yet another reason it is useful to have local partners). Finally, once the project is underway it can be hard to measure its effectiveness because of a lack of resources, the

scarcity of proven research methods, or difficulty contacting scattered audience members.

While there are many difficulties to be overcome, when peace media does succeed it is an extremely valuable tool for helping to prevent and de-escalate conflicts. Psychologically, a friendly source of news in a time of chaos is very calming, and after a conflict, by making available space or airtime for the expression of grievances, media encourages an essential part of the healing process (Galtung, 2002).

The role of the media in reporting conflicts

New communications technologies such as mobile/video phones and laptop computers are allowing journalists to gather and disseminate information with ease from many parts of the world. The digitization of the news industry, which has led to a compression of time and space, means we see news images of demonstrations, riots or coups within minutes of these occurring in the streets of Jakarta, Suva, or Port Moresby. These images not only inform global audiences, but may instigate further campaigns of violence at home. Chin Saik Yoon cites an example of this in India when the BBC World Television News Service relayed, almost instantly, footage of violent clashes during an attack on a Hindu shrine by Muslim fundamentalists. The horrific scenes were seen by a large number of Indians and triggered widespread clashes around the country (Chin, 2000).

As a result, the media's reporting of a conflict became central to the unfolding of the conflict itself. While technology has reduced the tyranny of distance, the commercial realities of news gathering have also affected the reporting of conflicts. The higher cost of news gathering in remote regions, coupled with the geopolitical and economic priorities of the West, mean that conflicts occurring at close proximity to the metropolitan centers receive coverage at the expense of those occurring further away in less developed regions of the world. A study of conflict reporting in the world's major news outlets in 2000 shows that the Israel Palestine conflict was by far the most covered - five times greater than the next most covered conflict. Virgil Hawkins, the researcher who conducted the study, notes: 'By contrast, conflict in Africa, which has been, in the post-Cold-War world, responsible for up to 90 percent of the world's total war dead, suffered an almost complete media blackout. Coverage of the massive war in the Democratic Republic of the Congo (DRC), which caused in excess of one million deaths in the year 2000, was almost insignificant (McGoldrick and Lynch, 2000).

With the international news agenda controlled by the world's major media giants, it has become crucial to develop and strengthen media at the local level to maintain diversity of opinion. As media in many developing nations, such as Indonesia, move away from state control towards private enterprise, it is essential for local media to find their own voice and professional codes. A well developed media system with professionally trained journalists usually benefits both global and local audiences and provides a vital link to the outside world during conflict situations. For example, the civilian coup d`etat that occurred in Fiji on 19 May 2000 brought world-wide

attention to a small web publisher, Fijilive.com, which provided the only communication link out of Suva during the critical first 48 hours of this crisis. The Fijilive publisher, Yashwant Gaunder, a journalist by profession instantly recognized the power of the Internet in maintaining the global communication flow. In an amazing example of reverse news flow, the world's news media took direct feeds from Fijilive.com to inform international audiences about the events unraveling in Fiji's Parliamentary compounds. Gaunder himself was surprised by the interest his website generated worldwide (Gaunder, 2003).

Effects of Media on Conflict resolution and peace building

The effects of media on conflict can be viewed in one sense, in terms of the negative repercussions that inadvertent or overt propagandistic or one-sided reporting may have in terms of fuelling tensions and provoking conflict (McQuail, 2003).

Conversely, the media may potentially have a positive impact, if based upon basic professional standards, combined with diverse access to information, reasonable financial resources and adherence to ethical codes. Such media can contribute to societal reconciliation, alter misperceptions and broaden understanding of the causes and consequences of conflict (Jett, 1999).

The negative effects of violent conflict on media are well known. In conflict-developing situations it is freedom of expression and the impartiality of the media that are often the initial victims. In weakly founded democracies

where editorial independence is not sufficiently ensured, state and non- state entities often succeed in making the media a tool for nationalistic and xenophobic propaganda. This is the case for both the state and independent media. Conflict generating propaganda in the media can serve to provoke or escalate violence and is also often a convenient occasion for the authorities to crack down on press freedoms and freedom of expression.

According to Jett (1999), a conflict also erodes media environments and undermines the economic viability of marketplaces. Although during conflict an explosion in the number of media is often seen, the vast majority of these is of limited resources and serves purely propaganda purposes of one side or another. In this regard, they generally do not survive long after the conflict subsides, although the resultant degradation to the media environment often has a lasting impact after the conflict.

The effects of the media on conflict and vice-verse are dependent on the context in which the interaction takes place. Such contextual factors dictate the role and scope of the media to influence the root causes, patterns of violence and current future dynamics of conflict. In this regard, it is helpful to consider these factors in terms of 'structural' and 'content' considerations.

The contribution of media to conflict resolution and peace building

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? But there is another aspect to the media. It can be an instrument of conflict resolution, when the information it presents is

reliable, respects human rights, and represents diverse views. It's the kind of media that enables a society to make well-informed choices, and which is the precursor of democratic governance. It is the media that reduce conflict and fosters Human security'.

The role of media also presents a cultural dimension of white European North America domination of the media related studies. Ignatieff (1998: 292) calls for a change in process, as he believes bias and partiality are inevitable in such a white-dominated media system. Most of the research on the role of media has dealt with an outlet that is mainly present in only developed society: television (Hagos, 2001). Hagos (1993) noted that, "the reality in Africa today is that oral communication still remains the primary means of social interaction". Onadipe and Lord (1998) indicate that media and conflict go hand-in-hand.

Similarities between media and "conflict resolvers" (those involved in trying to mediate or arbitrate a dispute) are quite obvious according to Botes (1996). First, they both provide protagonists with a representative voice; second, open, perceptive thinking is essential in both journalism and conflict resolution; and third, both professions involve confidentiality and impartiality (Botes, 1996).

Hagos (2001) gives an example of peace building and media interactions is that of "peace radio." The case studies employed in this thesis offer insights into such efforts.

Conclusion

Media are the several mediums or channels used in an organized fashion to communicate to individuals and groups. The most commonly recognized forms of the media are print, audio, video and new information technologies, which can be divided between 'mainstream' and 'alternative' outlets depending on their structure, focus and content. Media usually plays a fundamental role in peace building and conflict resolution in society however much diverse and complex the society might be. A Conflict is an inevitable part of interpersonal relationships. Therefore conflicts have existed throughout history and there are in each and every society.

The idea of conflict is basic to our understanding and appreciation of our exchange with reality of human action. Conflict can be treated broadly as a philosophical category denoting the clash of power against power in the striving of all things to become manifest. Or, conflict can be seen simply as a distinct category of social behavior as two parties trying to get something they both cannot have. Moreover, conflict can be apprehended as a potentiality or a situation, as a structure or a manifestation, as an event or a process. The concept of conflict is multidimensional; it envelops a family of forms.

As far as the Darfur conflict is concerned, given its long history characterized by polar religious connotations, media played a fundamental role in helping to unveil the nature and the circumstances surrounding the conflict as well as showing how government has supported a particular militia group known as the Janjaweed with an intention of eliminating the black

people from the region. It is against this background that the government stopped to support such a militia group and somehow sanity has ensued.

The Conflict that started in February 2003 when two groups, the Sudan Liberation Movement/Army (SLM/A) and the Justice and Equality Movement (JEM), took up arms, accusing the Sudanese government of oppressing or committing genocide against black Africans in favor of Arab continues up to day. The media has since then tried to make a follow up as well as to streamline the avenues for resolving the conflict.

However, the media has not fully involved the locals in attempting to seek a long lasting solution to the conflict in Darfur. Above all, the conflict in Darfur still remains unknown to most of the organizations especially regional organizations. This study therefore intends to bridge this information gap with a view of enabling media play its part appropriately better in as far as the Darfur conflict is concerned.

Although news and information are most often the basis for media and conflict activities, entertainment programmers, ranging from chat-shows to soap operas, are also important mediums¹ In this regard, all forms of media, if based upon accurate and balanced standards, can communicate diversity and understanding. This report also takes 'traditional and non-conventional' media into consideration, including literature, poetry, music, art, rural and urban socioeconomic forums, religious groups and socio-ethnic ceremonies. Although some of the content and structural considerations outlined below are mainly applicable to the 'mainstream' and 'alternative' media, a number of the considerations are equally relevant to 'traditional and non-conventional' media.

CHAPTER THREE

METHODOLOGY

Introduction

This chapter presents the design, sampling procedure, sample, instruments, procedure, and the mode of data analysis.

Research Design

The study employed descriptive co relational research design. Descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way (Best and Khan, 1993). It is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation (Cresswell, 2003).

Research Population

The target populations for this study were the employees of media organizations that operate in Kalma IDP camp in Nyala district, Darfur region of Western Sudan, people in three selected internally displaced people camps, as well as appropriately selected representatives of the Government and of the rebels. In terms of figures, this population composed a total of 10,100 with 450 as the sample size of research population.

Sample Size

In determining the sample size, the table developed by Morgan and Krejcie (1970) was used here. It yielded a sample which is as shown on the table below.

Table 1: Sample of respondents by category

Respondents categories	Population	Sample
Media representatives	100	80
Internal Displaced People	10,000	370
Total	10,100	450

Sampling Procedure

The study involved people in camps, journalist, from whom a sample was selected using stratified sampling to reduce costs, time of doing the research to increase the degree of accuracy of the study, (Saunders et al, 2000). The respondents were in those strata (i.e. IDP camps. Media representatives).

Research Instruments:

The researcher made use of both secondary and primary data. Secondary data were obtained from review of books, journals, periodicals, dissertations, internet sources and others as it was deemed necessary. Primary data were collected from the field using three methods and instruments. Data from journalists were collected using questionnaires. Data from the leaders of internally displaced people were obtained using interviews and observations, while data from, rebel leaders were obtained using, ordinary telephone

interviews, satellite phone and the internet. The interviews with the IDP leaders was face to face. Using an interview guide as an instrument.

The questionnaires were directed towards journalists, who operate in the conflict regions of Darfur. The questionnaires consisted of the main title and introductory letter, while questions on the dependent variables and responses were inform of operations using Liker scale.

Questions on the independent variables (i.e. role of media) which was in form of close ended items requiring Liker scale responses also well as open ended question requiring more elaboration

Validity and Reliability of the Instrument

The validity and reliability of the research instruments was determined using the Cronbach's coefficient Alfa and the pilot study respectively. To come with the reliability of the instrument, the researcher carried out a pilot study whereby 450 questionnaires were given to different respondent. SPSS was used to come up with the cronbach's coefficient Alfa which was more than 0.7 (0.793). Hence the instrument was declared reliable for the study.

Table 2: showing the reliability of the instrument

Reliability Statistics	
Cronbach's Alpha	N of Items
0.793	40

The validity the research instruments was determined using cronbach's formula where the coefficient Alfa was 0.793 indicating that the research instrument was valid.

Data Gathering Procedures

The study began with the writing this Proposal which consists of three chapters and two appendixes. After developing the proposal and obtaining a letter of approval by the school of Post graduate Studies, an introductory letter was obtained from the same school to help in seeking for permission to collect data. Then the researcher carried out a pilot study before the actual research in order to check the feasibility of the research so that the research design can be improved or adjusted if necessary.

After the pilot study and after making of the necessary adjustments, the researcher distributed the questionnaires to the journalists and conduct interviews with the rebels. After one week face to face interviews was conducted with the IDP leaders. When all the required data were obtained, they were processed and analyzed, the process ended with writing a research report and defending it.

Data Analysis

Data on completed questionnaires from journalists and interviews as well as observations from IDP and rebel leaders were edited, categorized or coded and entered into a computer using Statistical Package for Social Scientists (SPSS) to summarize them using simple and complex frequency tables. The same package was used to compute relative frequencies, means and standard deviation at all levels, the role of media was related to conflict resolution or peace building using correlation coefficient as deemed necessary (0.793).

Ethical considerations

To ensure that practiced in this study as well as utmost confidentiality for the respondents and the data provided by them, the following was done : (1) coding all questionnaires; (2) the respondents were requested to sign the informed consent ; (3) authors used in this study were properly acknowledged within the text; (4) findings were presented in a generalized manner.

Limitations of the study

The anticipated threats to validity in this study were as follows:

1. Intervening or confounding variables which were beyond the researcher's control such as honest of the respondents and personal biases. To minimize such conditions, the researcher requested the respondents to be as honest as possible and to be impartial when answering the questionnaires.

2. The research environments were classified as uncontrolled settings where extraneous variables influenced the data gathered such as comments from other respondents, anxiety, stress, motivation on the part of respondents while in the process of answering the questionnaires. Although these were beyond the researcher's control, efforts were made to request the respondents to be as objective as possible in answering the questionnaires.
3. Testing: The use of research assistants rendered inconsistencies such as differences in conditions and time when the data was obtained from respondents. This was minimized by orienting or briefing the research assistants on data gathering procedures.
4. Instrumentation: The research tools were non standardized hence a validity and reliability test was done to arrive at the measuring tool.
5. Attrition: A representative sample may not have reached as computed due to the circumstance within the respondents and beyond the control of the researcher. Exceeding beyond the minimum sample size was done by the researcher to avoid this situation.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

INTRODUCTION

This chapter presents the study results it includes characteristics of the respondents; the broad purpose of this study is to establish the role of the mass media in conflict resolution and peace building in Nyala district of Darfur region of west Sudan. The study will assess the role of both the local and global elements of the mass media namely the broadcast and electronic media in the light of their communication to the parties involved in resolving the conflict and bringing about peace.

In the presentation of the findings, tables and figures have been used; however, they have been described in frequencies and/or percentages. The discussion of these findings follows in the subsequent chapter.

Objective One: Demographic Characteristics of Respondents

The total sample of the study was 450; comprised of 80 mass media workers and 370 refugees. In analyzing the demographic characteristics of the respondents the following items were considered; gender, Age, education, for both the mass media workers and refugees and Media Organization, job position and job experience were considered only for the mass media workers

Table 3: Gender of the respondent

Description	Frequency	Percent
Male	270	60.0
Female	180	40.0
Total	450	100.0

Figure 2: Gender of the Respondents

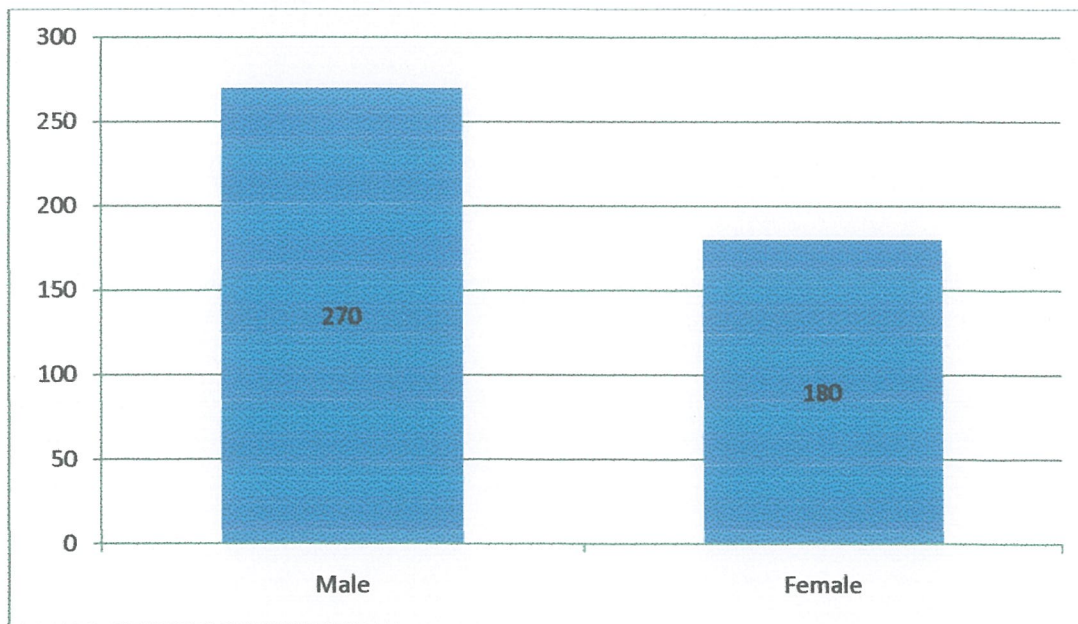


Table 3 shows that out of 450 respondents, the majority of the respondents were males, 270 (60%) while females were 180 (40%). This implies that more respondents were males.

Table 4: Age of the Respondent

Description	Frequency	Percent
20-30	135	30.0
31-40	225	50.0
41-50	45	10.0
51-60	45	10.0
Total	450	100.0

Figure 3: Age of the Respondents

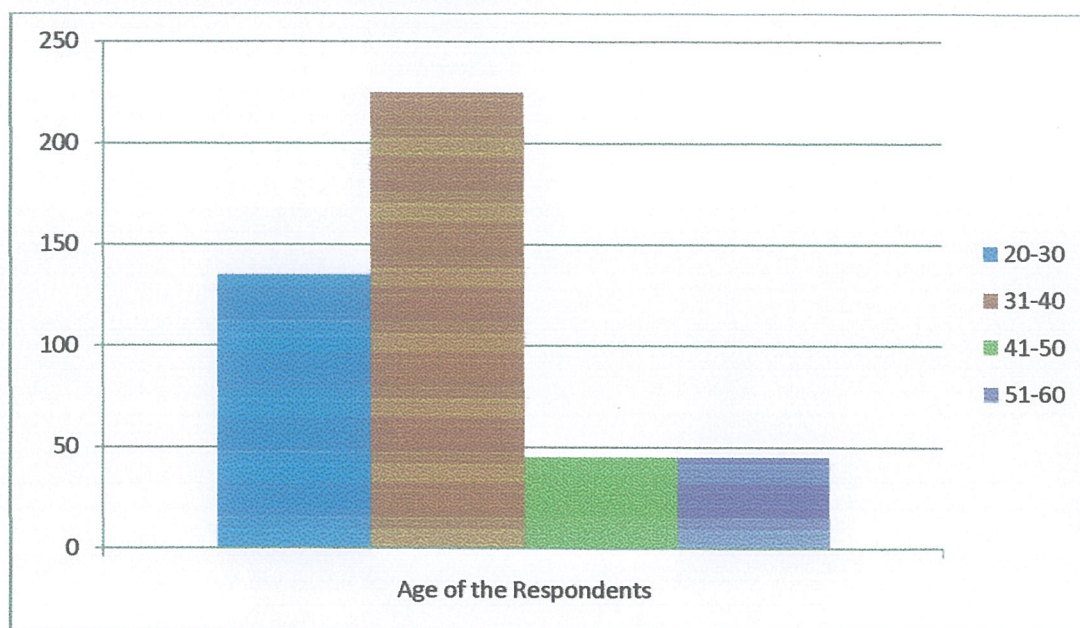


Table 4 shows that out of 450 respondents, the majority of the respondents were in the age bracket of 31-40 225 (50%); followed by those with 20-30 135 (30%); next were those with 41-50 and 52-60 45 (10%) each.

Table 5: Education of the Respondents

Description	Frequency	Percent
primary education	135	30.0
secondary education	45	10.0
high school education	180	40.0
university education	90	20.0
Total	450	100.0

Figure 4: Education of the Respondents

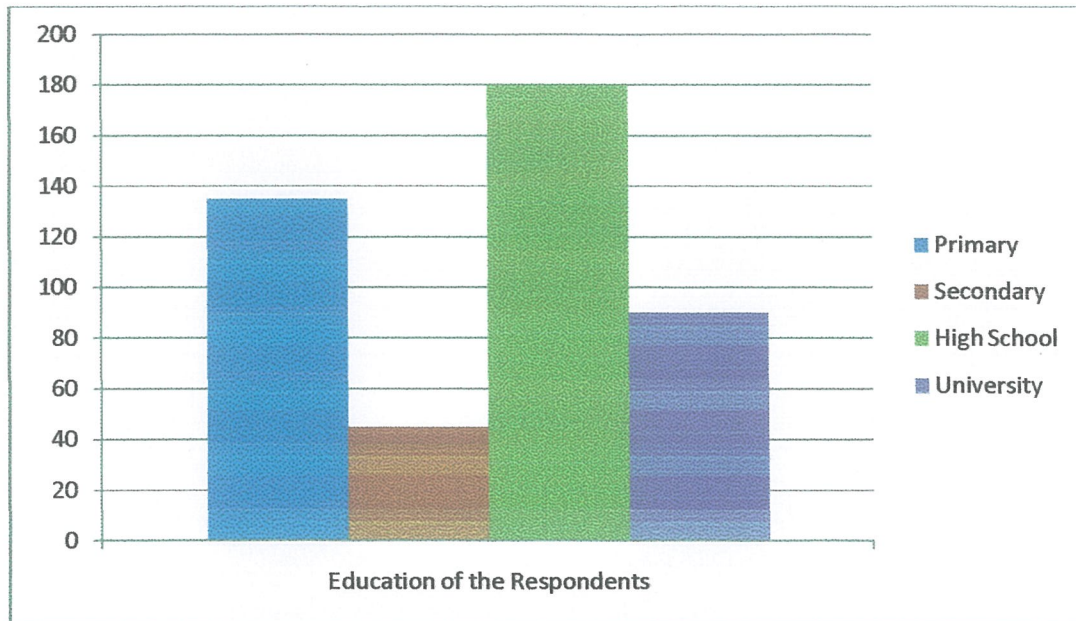


Table 5 shows that out of 450 respondents, majority had high school education 180 (40%) followed by those with primary education 135 (30%), next were those with university education 90 (20%) and lastly those with high school education 45 (10%). This shows that majority had high school education level.

Table 6: Media organization of the Respondent

Description	Frequency	Percentage
news paper	18	22.5
radio station	26	32.5
TV station	29	36.25
Magazine	7	8.75
Total	80	100

Figure 5: Media Organization of the Respondents

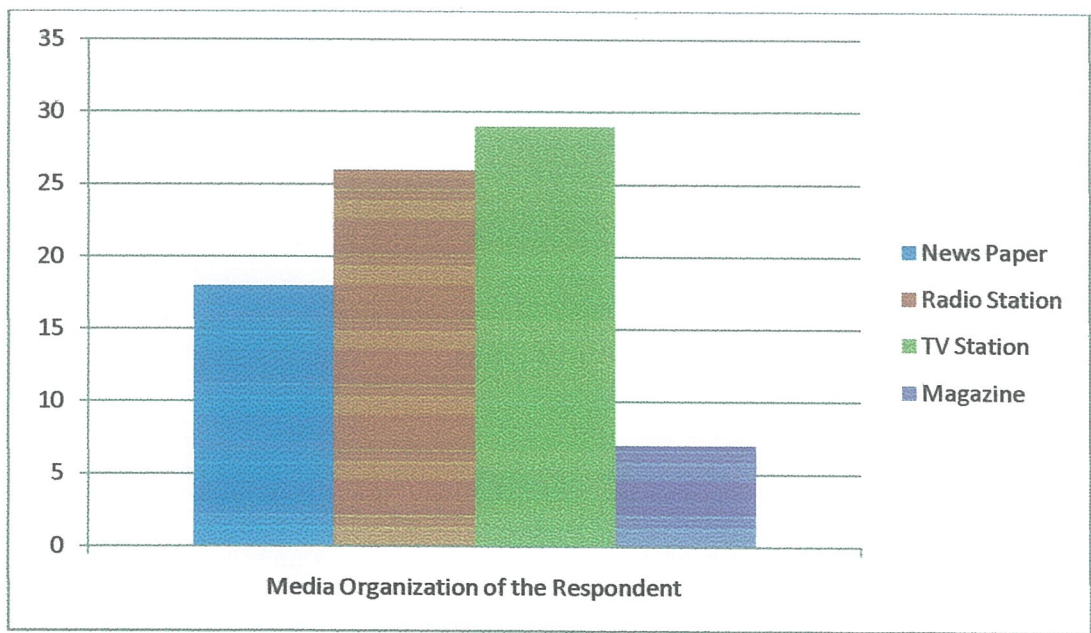


Table 6 shows that out of 80 mass media workers majority 29 (36.25%) were working in TV station, followed by those in Radio station 26 (32.5%) next were those in News paper organization 18 (22.5%) and lastly 7 (8.75%) respondents were those in magazine.

Table 7: Job Position of the Respondent

Description	Frequency	Percent
Manager	4	5
Editor	15	18.75
news anchor	20	25
Director	12	15
Others	29	36.25
Total	80	100

Figure 6: Job Position of the Respondents

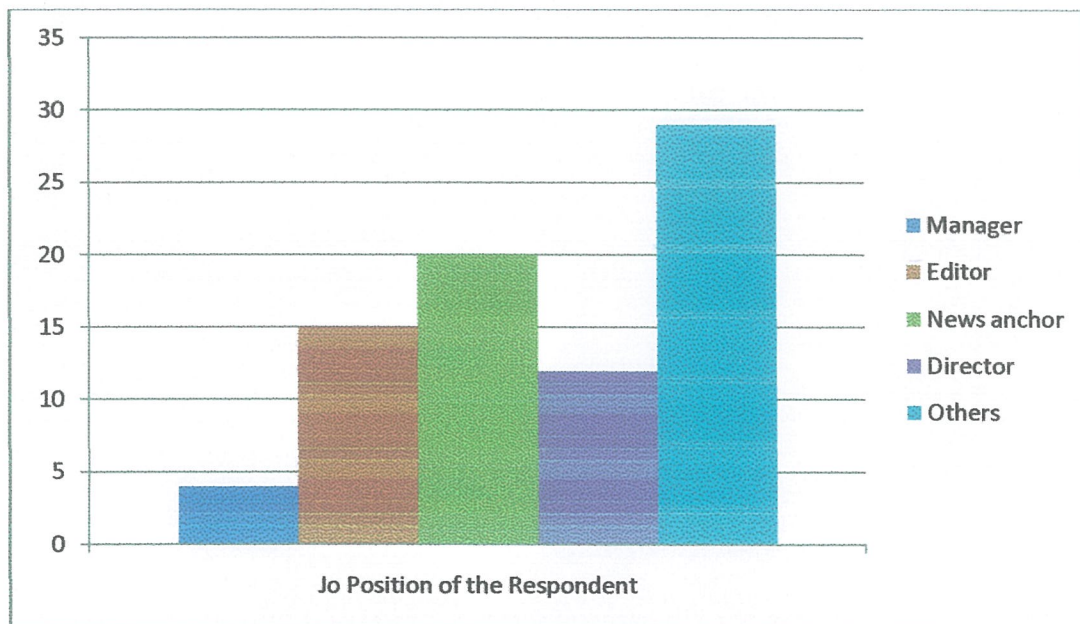


Table 7 shows that out of 80 mass media workers majority 29 (36.25%) had other job position as mentioned in the study, followed by news anchor 20 (25%), next those working as editor 15 (18.75%) follow by directors 12 (15%) and lastly managers 4 (5%).

Table 8: Job Experience of the Respondents in Media Organization

Description	Frequency	Percent
less than 5 years	22	27.5
5 years	23	28.75
10 years	27	33.75
above 10 years	8	10
Total	80	100

Figure 7: Job Experience of the Respondents

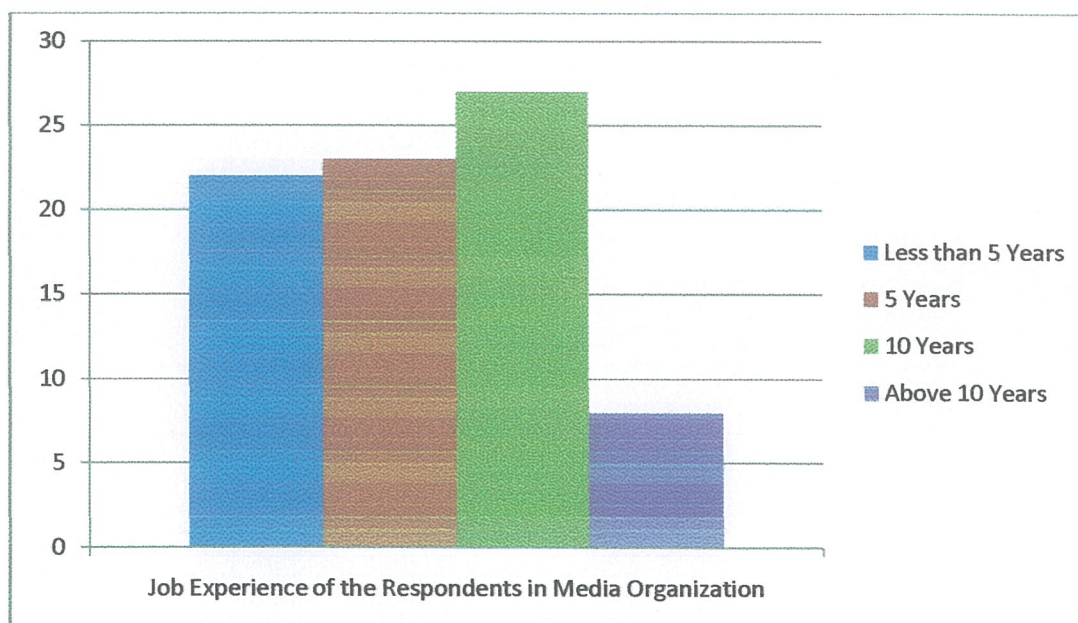


Table 8 shows that out of 80 mass media workers majority 27 (33.75%) had a working experience of 10 years, followed by those with 5 years 23 (28.75%) next were those with less than 5 years 22 (27.5%) and lastly those with 10 years and above 8 (10%).

Objective two: Strategies used by the mass media in reporting on the events in the conflict of Darfur

Objective two was to assess the Strategies used by the mass media in reporting on the events in the conflict of Darfur. To meet this objective, the researcher used mean as the main statistical tool. This parameter was measure in terms of publicity, peace journalism, and creating media mass consumption of which the result are shown below in the table 7, 8 and 9. Table 9 indicates that, the extent of using publicity as a strategy used by the mass media in reporting on the events in the conflict in Darfur had a grand mean of 3.35; the scale indicated that the extent of using publicity as a strategy used by the mass media in reporting on the events in the conflict in Darfur is high

Table 9: Publicity as a Strategy (N = 450)

Publicity	Mean	Interpretation
media reporting will appeal to the conflicting factions to save the life of innocent people in the region	3.20	Good
media report on the strategies that can be used to overcome the Darfur conflict	3.30	Good
media exposes every act of violence as it happens	3.20	Good
media reports to make the international community to know about the nature of conflict in Darfur region	3.20	Good
government gives support in every publicity the media makes regarding the conflict in Darfur	3.30	Good
media does not report any government interference regarding media publicity	3.40	Good
Grand Mean	3.35	Very good

Table 10 indicates that, the extent of using peace journalism as a strategy used by the mass media in reporting on the events in the conflict in

Darfur had a grand mean of 2.89; the scale indicated that the extent of using peace journalism as a strategy used by the mass media in reporting on the events in the conflict in Darfur is high

Table 10: Peace Journalism as a strategy (N = 450)

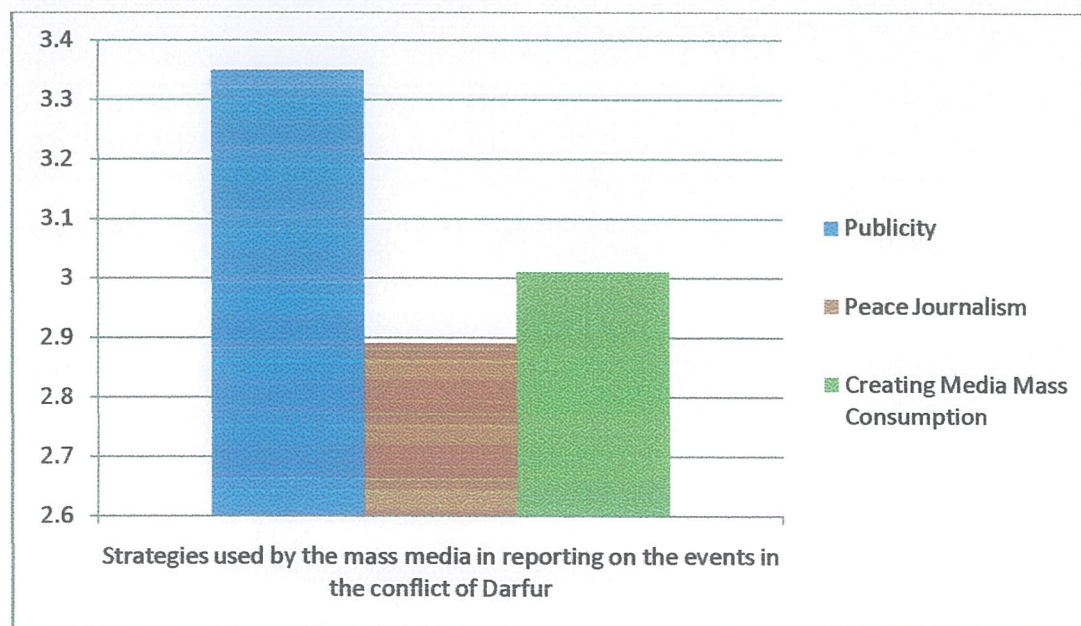
Peace Journalism	Mean	Interpretation
media ensures that people understand the nature of conflicts in Darfur	2.90	Good
the media reveals if the government support conflicts in Darfur	2.70	Good
the media reveals if there are many parties involved in the Darfur conflicts	3.00	Good
media ensures that people are well versed with the causes of the conflict in Darfur region	2.80	Good
the media reveals whether there are many atrocities committed on the people in Darfur region.	2.70	Good
media indicates the peace progress to the conflicts in Darfur and if it will soon end	3.00	Good
Grand Mean	2.89	Very Good

Table 11 indicates that, the extent of using Creating Media Mass Consumption as a strategy used by the mass media in reporting on the events in the conflict in Darfur had a grand mean of 3.01; the scale indicated that the extent of using Creating Media Mass Consumption as a strategy used by the mass media in reporting on the events in the conflict in Darfur is high

Table 11: Creating Media Mass Consumption as a strategy (N = 450)

Creating Media Mass Consumption	Mean	Interpretation
the media mind much about the information they produce	2.90	Good
the media is impartial on their reporting about what is happening in Darfur region	3.10	Good
media offer material support to the war affected people in Darfur region	3.20	Good
the information the media report to the people about Darfur conflict is reliable	3.20	Good
media in doing their work on Darfur conflicts, they respect human rights	3.30	Good
media reporting represents divergent views	3.40	Good
Grand Mean	3.01	Very Good

Figure 8: Strategies used by the mass media in reporting on the events in the conflict of Darfur



Objective three: To Analyze the role of the media on conflict resolution in Darfur

Objective three was to analyze the role of the media on conflict resolution in Darfur. To meet this objective, the researcher used frequency and percentage as the main statistical tool. Of which the result are shown in the table 12.

The findings on media always report incidences of violence the way they happen in Darfur revealed that, out of 450 (100%) majority of the respondents 225 (50%) strongly agreed, 135 (30%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude that media always report incidences of violence the way they happen in Darfur since majority of the respondents agreed with the statement.

Findings on media groups report the needed contextual information on what happens in Darfur region revealed that out of 450 (100%) majority of the respondents 225 (50%) strongly agreed, 135 (30%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude in media group report the needed contextual information on what happens in Darfur region since majority of the respondents agreed with the statement.

Findings on the media reporting is based on primary information from Darfur region revealed that out of 450 (100%) majority of the respondents 270 (60%) strongly agreed, 90 (20%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to

conclude that the media reporting is based on primary information from Darfur region since majority of the respondents agreed with the statement.

Findings on the media disseminate information on Darfur conflicts to all stakeholders revealed that out of 450 (100%) majority of the respondents 270 (60%) strongly agreed, 90 (20%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude that the media disseminate information on Darfur conflicts to all stakeholders since majority of the respondents agreed with the statement.

Findings on the media encourage local people to bring any information regarding the conflict they face revealed that out of 450 (100%) majority of the respondents 315 (70%) strongly agreed, 45 (10%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude that the media encourage local people to bring any information regarding the conflict they face since majority of the respondents agreed with the statement.

Findings on the media has not reported adequately on the IDPs in Darfur region revealed that out of 450 (100%) majority of the respondents 360 (80%) strongly agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude that the media has not reported adequately on the IDPs in Darfur region since majority of the respondents agreed with the statement.

Findings on there is need for the media to focuses on IDPs problems in camps revealed that out of 450 (100%) majority of the respondents 270 (60%) strongly agreed, 90 (20%) agreed, 45 (10%) disagreed and 45 (10%)

strongly disagreed with the statement. Leading the researcher to conclude there is need for the media to focuses on IDPs problems in camps since majority of the respondents agreed with the statement.

Findings on IDPs die in camps due to lack of food, medication because the media fail to focus and address their problems revealed that out of 450 (100%) majority of the respondents 225 (50%) strongly agreed, 135 (30%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude IDPs die in camps due to lack of food, medication because the media fail to focus and address their problems since majority of the respondents agreed with the statement.

Table 12: role of media in conflict resolution in Darfur

Items		Frequency	Percent
media has always reported incidences of violence the way they happen in Darfur region	SD	45	10.0
	D	45	10.0
	A	135	30.0
	SA	225	50.0
	Total	450	100.0
media groups report the needed contextual information on what happens in Darfur region	SD	45	10.0
	D	45	10.0
	A	135	30.0
	SA	225	50.0
	Total	450	100.0
the media reporting is based on primary information from Darfur region	SD	45	10.0
	D	45	10.0
	A	90	20.0
	SA	270	60.0
	Total	450	100.0
the media disseminate information on Darfur conflicts to all stakeholders	SD	45	10.0
	D	45	10.0
	A	90	20.0
	SA	270	60.0
	Total	450	100.0
the media encourage local people to bring any information regarding the conflict they face	SD	45	10.0
	D	45	10.0
	A	45	10.0
	SA	315	70.0
	Total	450	100.0
the media has not reported adequately on the IDPs in Darfur region	SD	45	10.0
	D	45	10.0
	SA	360	80.0
	Total	450	100.0
there is need for the media to focuses on IDPs problems in camps	SD	45	10.0
	D	45	10.0
	A	90	20.0
	SA	270	60.0
	Total	450	100.0
IDPs die in camps due to lack of food, medication because the media fail to focus and address their problems	SD	45	10.0
	D	45	10.0
	A	135	30.0
	SA	225	50.0

Figure 9 : Table 12: role of media on conflict resolution in Darfur

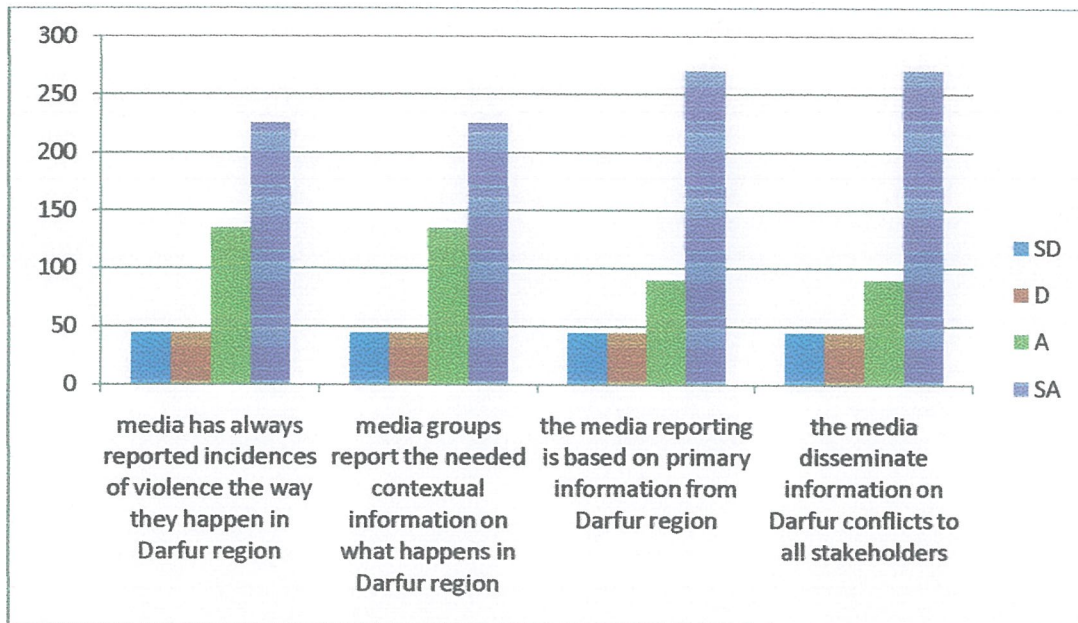
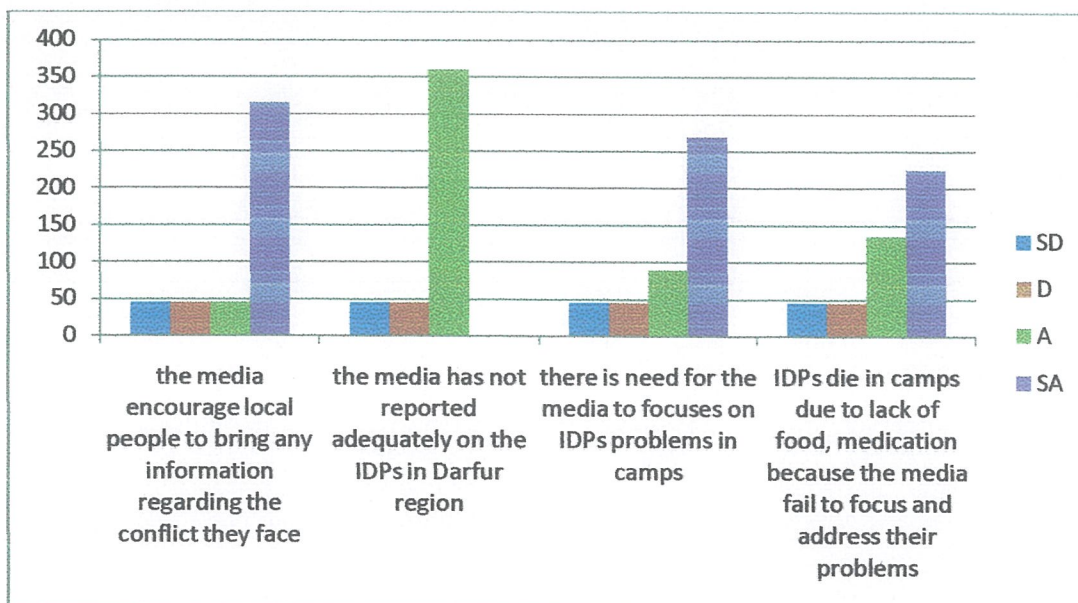


Figure 10 : Table 12: role of media on conflict resolution in Darfur



Objective four: effects of the media on conflict resolution and peace building

Objective four was to assess the effect of the media on conflict resolution in Darfur. To meet this objective, the researcher used frequency and percentage as the main statistical tool. Of which the result are shown in the table 13.

Findings on media information sometimes escalates the conflicts in Darfur region revealed that out of 450 (100%) majority of the respondents 225 (50%) strongly agreed, 135 (30%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude media information sometimes escalates the conflicts in Darfur region since majority of the respondents agreed with the statement.

Findings on there are several cases of violence in Darfur due to the influence of media careless reporting revealed that, out of 450 (100%) majority of the respondents 225 (50%) strongly agreed, 135 (30%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude there are several cases of violence in Darfur due to the influence of media careless reporting since majority of the respondents agreed with the statement.

Findings on some media houses have been closed because of reporting about the Darfur conflicts revealed that, out of 450 (100%) majority of the respondents 225 (50%) strongly agreed, 135 (30%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude there some media houses have been closed because

of reporting about the Darfur conflicts since majority of the respondents agreed with the statement.

Findings on media has made reconciliation and dialogue easy in Darfur region revealed that, out of 450 (100%) majority of the respondents 225 (50%) strongly agreed, 135 (30%) agreed, 45 (10%) disagreed and 45 (10%) strongly disagreed with the statement. Leading the researcher to conclude media has made reconciliation and dialogue easy in Darfur region since majority of the respondents agreed with the statement.

Table 13: Effects of the Media on Conflict Resolution and peace building

Items	Description	Frequency	Percent
media information sometimes escalates the conflicts in Darfur region	SD	45	10.0
	D	45	10.0
	A	135	30.0
	SA	225	50.0
	Total	450	100.0
there are several cases of violence in Darfur due to the influence of media careless reporting	SD	45	10.0
	D	45	10.0
	A	135	30.0
	SA	225	50.0
	Total	450	100.0
some media houses have been closed because of reporting about the Darfur conflicts	SD	45	10.0
	D	45	10.0
	A	135	30.0
	SA	225	50.0
	Total	450	100.0
some media journalists have been arrested, terminated from duties or even killed because of reporting facts on the Darfur conflicts	SD	45	10.0
	D	45	10.0
	A	135	30.0
	SA	225	50.0
	Total	450	100.0
media has made reconciliation and dialogue easy in Darfur region	SD	45	10.0
	D	45	10.0
	A	135	30.0
	SA	225	50.0

Figure 11: Effect of media on conflict resolution

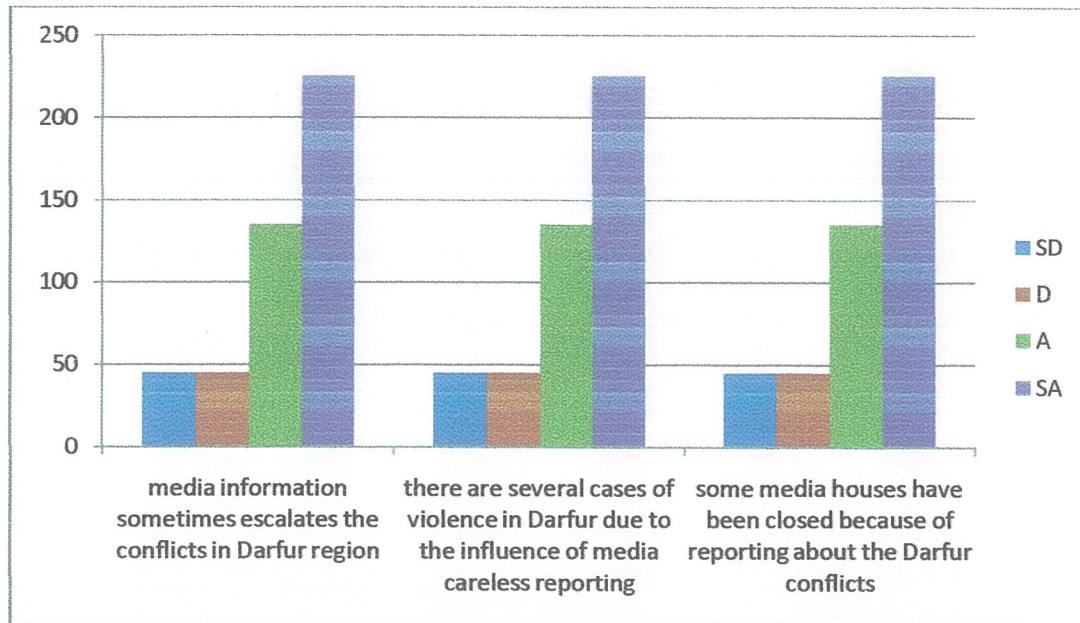
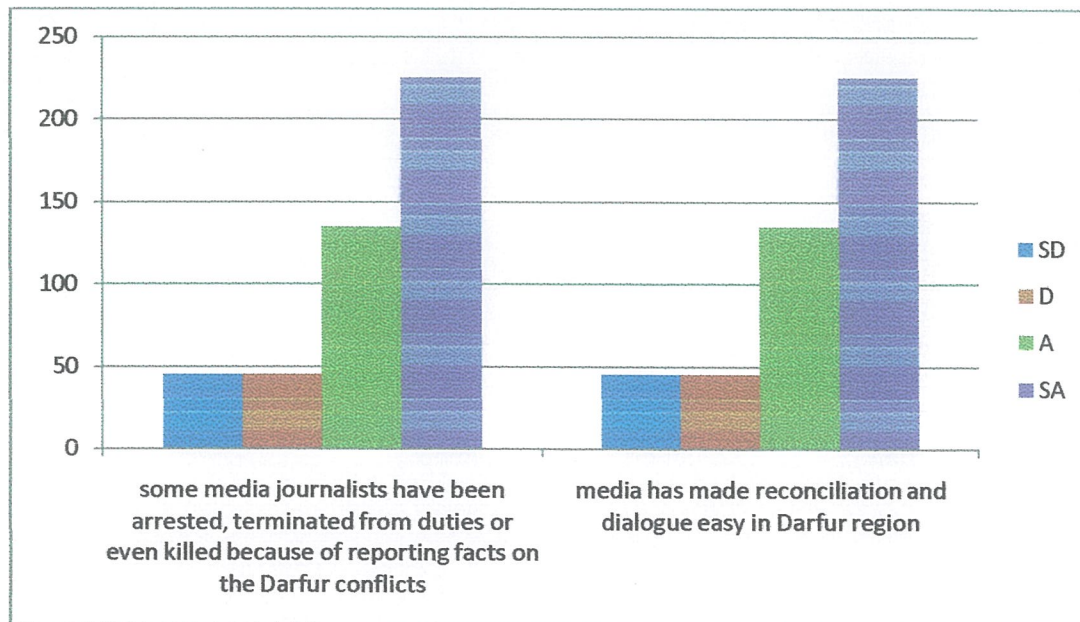


Figure 12: Effect of media on conflict resolution



Objective five: relationship between mass media and the process of conflict resolution and peace-building in Darfur

Objective five was to establish the relationship between mass media and the process of conflict resolution and peace building in the Darfur region. Here, the researcher used a null hypothesis that there is no significant relationship between the mass media and conflict resolution and peace building. To meet this objective, the researcher used Pearson correlation at a significant level of 0, 05.

Table 14: relationship between the relationship between mass media and the process of conflict resolution and peace building in Darfur

Variables correlated	r-value	sig-value	Decision on Ho	Interpretation
Media vs. Conflict Resolution and Peace Building	0.922	0.000	Rejected	Significant

Level of significance is 0.05

The table 14 above shows that the relationship between mass media and conflict resolution and peace-building is very significant implying that mass media contributes more in the process of conflict resolution and peace building at an r value of 0.922.

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS4;

Introduction

This chapter presents the discussion of the findings, conclusions and recommendations following study objectives and research hypothesis

Findings

Findings on the demographic Characteristics of Respondents majority of the respondents were males, 270 (60%) while, the majority of the respondents were in the age bracket of 31-40 225 (50%), majority had high school education 180 (40%) majority of mass media workers 29 (36.25%) were working in TV station, majority 29 (36.25%) had other job position as mentioned in the study, majority 27 (33.75%) had a working experience of 10 years.

Objective two was to assess the Strategies used by the mass media in reporting on the events in the conflict of Darfur. To meet this objective, the researcher used mean as the main statistical tool. This parameter was measure in terms of publicity, peace journalism, and creating media mass consumption. The scale indicated that the extent of using publicity as a strategy used by the mass media in reporting on the events in the conflict in Darfur is high; the scale indicated that the extent of using peace journalism as a strategy used by the mass media in reporting on the events in the conflict in Darfur is high; the scale indicated that the extent of using Creating

Media Mass Consumption as a strategy used by the mass media in reporting on the events in the conflict in Darfur is high

Objective three was to analyze the role of the media on conflict resolution in Darfur. To meet this objective, the researcher used frequency and percentage as the main statistical tool. It was observed that media always report incidences of violence the way they happen in Darfur as portrayed by 50% of the respondents. It was found out that media group reports the needed contextual information on what happens in Darfur region as shown by 50% of the respondents. It was discovered that media reporting is based on primary information from Darfur region as indicated by 60% of the respondents. It was revealed that the media disseminates information on Darfur conflicts to all stakeholders as shown by 60% of the respondents. 70% Of the respondents strongly agreed that the media encourages local people to bring any information regarding the conflict. It was observed that media has not reported adequately on the IDPs in Darfur region as reported by 80% of the respondents. It was found out that there is need for the media to focuses on IDPs' problems in camps as indicated by 60% of the respondents.

Objective four was to assess the effects of media on conflict resolution in Darfur. It was concluded that media information sometimes escalates the conflicts in Darfur region since majority of the respondents agreed with the statement. It was also found out that there are several cases of violence in Darfur due to the influence of media careless reporting since majority of the respondents agreed with the statement. It was concluded there some media

houses have been closed because of reporting about the Darfur conflicts since majority of the respondents agreed with the statement.

Objective five was to establish the relationship between mass media and the process of conflict resolution and peace building in Darfur. To meet this objective, the researcher used Pearson correlation at a significant level of 0.05.

Conclusions

Strategies used by the mass media in reporting on the events in the conflict of Darfur

Objective two was to assess the Strategies used by the mass media in reporting on the events in the conflict of Darfur. It was concluded that publicity, peace journalism, and creating media mass consumption are the main strategies used by the media in the process of conflict resolution and peace building with publicity being at a fore front with a grand mean of 3.35

The role of mass media on conflict resolution in Darfur

It was concluded that media plays a significant role in the process of conflict resolution and peace building as indicated by the study findings which reveal that media reports incidences of violence where 50% of the respondents strongly agree that the media usually reports conflict related incidences although the government sabotages its work.

It was also concluded that the media disseminates information on Darfur conflicts to all stakeholders since majority of the respondents agreed with the percentage of 60%.

The effect of mass media on conflict resolution and peace building

Here the study concludes that media sometimes escalates the conflicts in Darfur region since majority of the respondents strongly agreed (50%) that media sometimes reports incidences that culminate into intensified conflicts. It was also concluded that there are several cases of violence in Darfur due to the influence of media careless reporting since majority of the respondents agreed with the statement. It was concluded there some media houses have been closed because of reporting about the Darfur conflicts since majority of the respondents agreed with the statement. It was concluded that media has made reconciliation and dialogue easy in Darfur region since majority of the respondents agreed with the statement.

The relationship between mass media and the process of conflict resolution and peace-building in Darfur

It was concluded that there is a strong relationship between mass media and conflict resolution and peace-building implying that mass media contributes more in the process of conflict resolution and peace building at an r value of 0.922.

Recommendations

Basing on the findings of this study, the following recommendations have been suggested;

1. There is a need for the government to consider the people of Darfur in the sharing of national resources and development.
2. The International Community as well as African Union should put much effort to severely deal with all those individuals who are behind the massacres, genocide, rape and the general suffering of the people in Darfur region.
3. The government of Sudan (Khartoum) should separate the law of the Security and Intelligence from the National Press and Publications Act so that the press is free and without any restrictions or bias of any sort in order to obtain money to fund the newspaper and to be impartial and professional.
4. The people of Sudan should be allowed by the government to exercise their fundamental human rights and freedoms such as freedom of speech, expression and political participation.
5. The international community especially NGOs should persistently avail all the basic necessities of life such as food, clothes, medication and education to the IDPs.

6. The African Union and other regional organizations should take the Darfur crisis as a serious matter that requires immediate intervention of any kind.
7. The government should break the vicious non-professional sources of news and expand them to include civilian sectors and the civil and factional and to include the different regions to ensure a genuine expression of the reality of life in the country.
8. There is a need to allow complete freedom of expression in order to achieve political and civil rights: such as the right to organize peaceful assembly and freedom of expression, fair trial and in the privacy of slavery and torture; in addition to the economic and social rights: such as employment, education, health and social care and non-discrimination between citizens on the basis of race or religion or type; also include cultural rights, as a group to respect their cultures and in order to learn their mother tongues; addition to the generations of the new human rights: such as the right to development, environment, healthy, sustainable, and access to and dissemination of information, rights of special groups like children and the elderly and people with special needs.
9. There is a need for commitment to professional excellence in media practice, screening of honesty, objectivity and justice, and to keep away from the surface and vulgarity, slander and degrading and altercations.

10. There is a need for the local people to willingly cooperate with both the local and international media so as to unveil the practical problems they face on the ground.
11. The local people especially the IDPs should desist from rebel activities since rebellion adds misery to their suffering.
12. There is a need for the media to adequately report the problems and real life situations of the IDPS by exposing problems they go through like starvation, rape, poor sanitation among others as well as reporting such incidents to the international community.

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APPENDIX I: TRANSMITTAL LETTER



**KAMPALA
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**OFFICE OF THE ASSOCIATE DEAN, SOCIAL SCIENCE
SCHOOL OF POSTGRADUATE STUDIES AND RESEARCH (SPGSR)**

Dear Sir/Madam,

September, 2011

RE: REQUEST FOR AIDAB AHMED MOHAMMED MHD.32837/1002/DY
TO CONDUCT RESEARCH IN YOUR ORGANIZATION

The above mentioned is a bonafide student of Kampala International University pursuing a Master of Arts in Human Rights and Development.

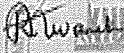
He is currently conducting a field research of which the title is "The Role of the Mass Media in Peace Building and Conflict Resolution in the Durrur Region of Western Sudan."

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 utmost confidentiality.

Any assistance rendered to him will be highly appreciated.

Yours truly,


Dr. Rosalind Mwaniki
Associate Dean Social Sciences, (SPGSR)

"Exploring the Heights"

APPENDIX II: QUESTIONNAIRE

Dear respondent,

Am Arbab Ahamed Mohamed idries; a student of Kampala international University pursuing a Master's Degree of Arts in human rights and development. Am carrying out a study on the role of mass media in conflict resolution and Peace building in Darfur region in western Sudan. I kindly request you to assist and give as much information as you deem necessary to help the researcher to get the information he needs.

PROFILE OF THE RESPONDENTS

Gender

1. Male
2. Female

Age

1. 20-30
2. 31-40
3. 41-50
4. 51-60
5. 61 and above

Highest Educational Qualifications

1. Primary education
2. Secondary
3. High school
4. University

5. Not educated

Media organization

1. Newspaper
2. Radio station
3. TV station
4. Magazine

Present position

1. Manager
2. Editor
3. News anchor
4. Director
5. others

Number of years in Present Position

1. less than 5 years
2. 5 years
3. 10 years
4. Above 10 years

QUESTIONNAIRE GUIDE

Direction: As honestly as you can, respond to the following Questions. Kindly be guided with the scoring system below. Write your score on the space provided before each item.

Score	Response Mode	Description
4	Strongly Agree	You agree with no doubt at all
3	Agree	you agree with some doubt
2	Disagree	you disagree with some doubt
1	Strongly Disagree	You disagree with no doubt at all

A). Strategies used by the media Publicity

1. Our reporting will appeal to the conflicting factions to save the life of innocent people in the conflict region.

2. We report on the strategies that can be used to overcome the Darfur conflict.

3. We expose every act of violence the way it happens.

4. It's because of our efforts that international community gets to know about the nature of conflict in Darfur.

5. Government supports us in whatever publicity we make regarding the conflict in Darfur.

6. We have not registered any interference from government regarding our publicity.

Peace Journalism

7. We now understand the nature of conflict in Darfur.

8. The government does not support the conflict in Darfur.

9. There are many parties involved in the Darfur conflict.

10. We are now well versed with the causes of the conflict in Darfur.

11. There are many atrocities that have been committed on the people in Darfur.

12. The conflict in Darfur will soon end.

Creating Media mass consumption

13. We mind much about the information we produce.

14. We are impartial on our reporting about what is happening in Darfur region.

15. Our Media offer material support to the war affected people in Darfur.

16. We offer moral support to the war affected people in Darfur.

17. The Information we report to our readers and viewers is reliable.

18. in doing our work, we respect human rights.

19. Our reporting represents divergent views

B). Role of media in reporting conflicts

20. Media group here has always reported incidences of violence the way they happen.

21. Media group reports the needed contextual information on what happens in Darfur.

22. Media reporting is based on primary information from Darfur region.

23. We disseminate information on Darfur conflict to all stakeholders.

24. We encourage local people to bring any information regarding the conflict they face.

25. Media has not reported adequately on the IDPs in region.

26. There is a need for the media to focus on IDPs because of the problems that they face in camps.

27. There are cases where people have died in camps due to starvation and lack of basic needs and this has not been reported.

C). Effects of media on conflict resolution and peace building

28. The information produced by some media houses/groups sometimes escalates the conflict in Darfur.

29. There are many cases of violence that have been registered as a result of the media influence.

30. Some media houses have been closed because of reporting about the conflict in Darfur.

31. There are cases where some journalists have been arrested, terminated from jobs or even killed because of reporting facts on the conflict in Darfur.

32. Media has made reconciliation and dialogue easy in Darfur.

D). Contribution of media to conflict resolution and peace building

33. Media reaches out to illiterate populations including IDPs to disseminate information regarding the conflict in Darfur.

34. Media generates public dialogue and debate on the conflict.

35. Media educates individuals about appropriate roles for leaders and other citizens to play during times of conflict.

36. Media informs communities about the plight of other conflict-ridden areas, including the adverse effects and destruction that arise from conflicts.

37. Media Propagates early warning information and current cease-fire status information.

E). Conflict resolution and peace building

38. There are interventions that have been made to end conflict in Darfur.

39. The government has been supporting the efforts to end the conflict in

40. All stakeholders have been involved in the bid to resolve conflict in Darfur.

Thank you so much for your cooperation!

APPENDIX III: BUDGET

Core activity	Item/Participant	Amount (in \$)
Literature Gathering	Library search and photocopying	\$50
Pilot study	Researcher	\$1000
Questionnaire Designing, Printing and photocopying	Typists and researcher assistant	\$75
Administering Questionnaires Travel & Communication costs	Researcher & research assistant	\$250
Data editing, categorization and entry	Research and Research assistant	\$75
Data analysis	Researcher	\$100
Report writing and production for viva defense	Researcher	\$75
Making Collection, Producing and submission of Reports	Researcher and Research assistant	\$75
Miscellaneous		\$50
Total		\$2000

APPENDIX IV: TIME FRAMEWORK

Activity	Time in months								
	1	2	3	4	5	6	7	8	9
Proposal writing									
Viva defense									
Making corrections									
Data collection									
Data editing and entry									
Data analysis									
Report writing									
Report viva/defending									

Appendix V Sample size

Respondents categories	Population	Sample
Media representatives	100	80
Internal Displaced People	10,000	370
Total	10,100	450

Morgan & Krejcie (1970)

APPENDIX VI: RESEARCHER'S CURRICULUM VITAE

Name : Arbab Ahmed Mohammed
Date of birth : 25th May 1960
Place of birth : West of Sudan - Nyala

Education background

Year	Institution	Certificate
1967-1975	Nyala Railway Station	Primary Leaving Examination
1975-1980	Nyala Secondary School	Secondary Certificate
1980-1985	Alneelain University Khartoum	Faculty of Commerce, Economics and Social Studies

Experience

Year	Organization	Position
1985-1999	Command and Staff College of the Armed Forces, Saudi Arabia	Lecture of Strategic
1999-2006	Public Defense-Sudan	Commander