MEDIA, REPROTING

AND

CONFLICT RESOLTUION

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1

UNDERSTANDING CONFLICT, VIOLENCE AND WAR

Conflict is a part of a human life. But most people do not like conflicts because, they usually do not resolve their conflicts constructively and so they develop distaste for it. They have no idea that there are numerous ways to constructively engage in conflict that lead to positive outcomes. Anyhow the concepts of conflict, violence and war have more depth than we think. So it is better to understand the concept of conflict, violence and war deeply.

Concept of Conflict

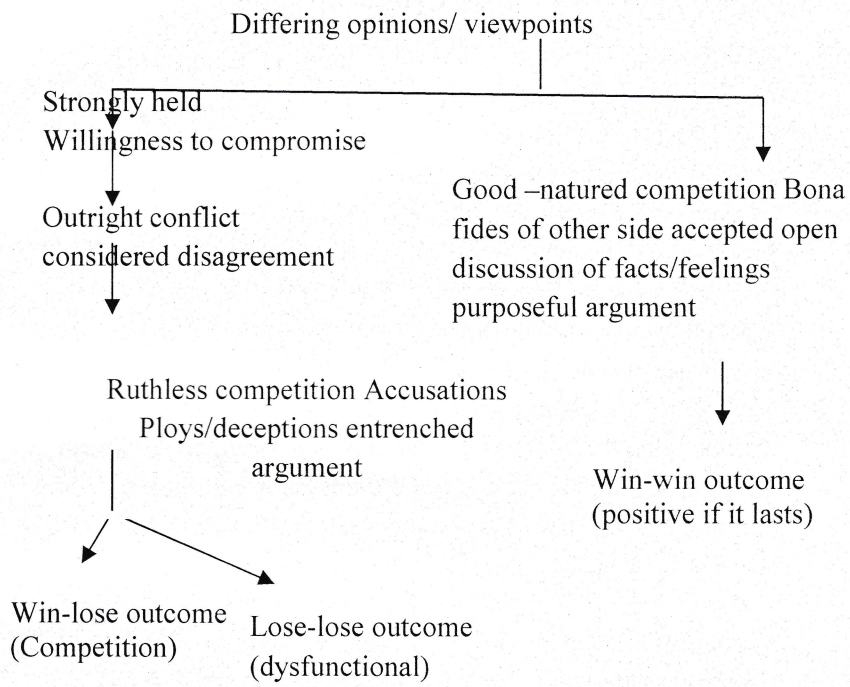
Conflict means different things to different people. For some, a definition of conflict involves fighting, war, and trade embargos and so on. For others, it may be a difference in opinion, perspective or personality. One party may feel they are in a conflict situation, when the other party feels that they are just discussing opposing views. A lot depends on our personal perspectives.

"There has been no shortage of definitions for conflict. In spite of the divergent meanings the term has acquired, several common themes underlie most definitions. Conflict must be perceived by the parties to it. Whether conflict exists is a perception issue. If no one aware of a conflict, it is generally agreed that no conflict exists. Of course, conflicts perceived may not be real, and, conversely, many situations that otherwise could be described as conflictive are not because the group members involved do not perceive the conflict. Additional commonalities among most definitions of conflict are the concepts of opposition, scarcity, and blockage and the assumption there are two or more parties whose interests or goals appear to be incompatible. Resources, money, jobs, prestige, power, for example are not unlimited, and their scarcity encourages blocking behavior. The parties are therefore in opposition. When one party blocks the meanings to a goal of another, a state of conflict exists" (Stephen p. Robbins, 1999, page 168,169)

As above definitions conflict is a disagreement and generally it take place due to based on different views and opinions. As well as many people think that conflict is always destructive. But sometimes conflicts are very productive and it gives opportunities to the people.

"Conflict is a condition that arises whenever the perceived interests of an individual or a group clash with those of another individual or group in such a way that strong emotions are aroused and compromise are not considered to be an option. Conflict, when managed effectively, can contribute to organizational effectiveness, but when mishandled can give

rise to counter-productive behaviour, in which both side lose" (G.A Cole, 1995, page 228)



(G.A Cole, 1995, page 229)

In everyday life, conflict is frequently compared to a dispute or a problem, opposing interests, the struggle for power and the use of violence. Based on this, conflicts are viewed as battles

to be won. In this light, conflicts are perceived as something that produces a dynamic which makes peaceful, constructive and non-violent settlement difficult or impossible.

Conflict is a fundamental human and societal trait. Some sociologists like Ratzenhofer and Gumplowicz regard it as underlying social evolution and progress. According to Gumplowicz, human societies are characterized by 'syngenism', a primordial feeling of the members that they belong together. Their development was marked by a ceaseless struggle. According to Ratzenhofer, the struggle for life takes the form of conflict in interests. Simmel maintained that a conflict free harmonious group is practically impossibility. There is no denying the fact that society requires for its formation and growth harmony and disharmony, association and disassociation. Conflict serves constructive and positive end. Mack and Young write, "At its most rudimentary level, conflicts results in the elimination or annihilation of the opponent. In human society, however, most conflicts end in some sort of agreement or accommodation or in the fusion of the two opposing elements."

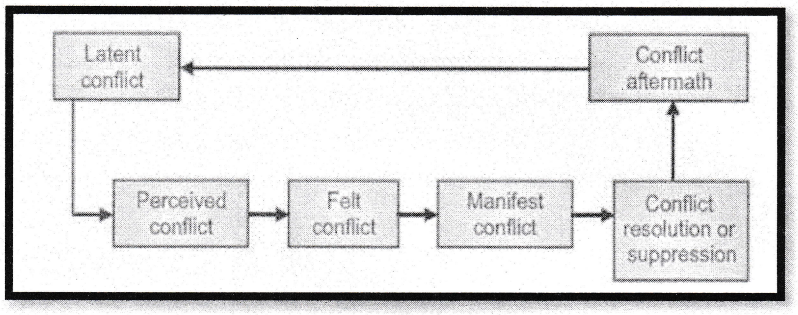
In corporate conflicts, that is, in conflict between groups and societies, solidarity and fellow feelings are increased. It is aptly remarked that in corporate conflicts each nation gains cohesion and strength through emphasising its own destiny as against that of other nations. Internal harmony and external conflict are, therefore, opposite sides of the same shield. That is why war is held to be inevitable in a world of sovereign nations. But conflict which causes war or takes hostile form may destroy lives and property of the people, and what is more, may cause great psychological and moral damage.

The results of intra- group conflict are largely negative in that such a struggle lowers the morale and weakens the solidarity of the people. Personal conflict of course has its positive side also. The opposition of the individual by the other is the only way in which the continued relationship can be made personally tolerable. Similarly, the verbal conflicts of friends, lovers and married couples often clear the air and permit once again the acceptance of the relationship.

Stages of Conflicts

A conflict is not arising at once, it is a process. In 1967, Pondy developed a process model of conflict which is very useful in understanding how conflict starts and what stages it goes through. Pondy identifies five stages in what he calls a "conflict episode".

1. Latent conflict
2. Perceived conflict
3. Felt conflict
4. Manifest conflict
5. Conflict aftermath.



(Pondy, 1967)

Latent Conflict

Latent conflict is the stage in which factors exist in the situation which could become potential conflict inducing forces. Four basic types of latent conflict are:

(i) Competition for scarce resources

(ii) Drive for autonomy

(iii) Divergence of goals

(iv) Role conflict.

Perceived Conflict

Conflicts may, sometimes, arise even if no conditions of latent conflict exist. This is the stage when one party perceives the other to be likely to thwart or frustrate his or her goals. The case, in which conflict is perceived when no latent conflict arises, is said to result from the parties misunderstanding each

other's true position. Such conflict can be resolved by improving communication between the groups.

Felt Conflict

Felt conflict is the stage when the conflict is not only perceived but actually felt and cognized. For example, A may be aware that he is in serious argument with B over some policy. But this may not make A tense or anxious and it may have no effect, whatsoever, on A's affection towards B. The personalization of conflict is the mechanism which causes many people to be concerned with disfunctions of conflict. In other words, it makes them feel the conflict.

There are two reasons for the personalization of the conflict:

- The inconsistent demands on efficient organization and individual growth which is caused within the individual. Anxieties may also result from crisis or from extra-organizational pressures. Individual need to vent these anxieties in order to maintain internal equilibrium.
- Conflict becomes personalized when the whole personality of the individual is involved in the relationship. Hostile feelings are most common in the intimate relations that characterize various institutions and residential colleges.

Manifest Conflict

Manifest conflict is the stage when the two parties engage in behaviours which evoke responses from each other. The most obvious of these responses are open aggression, apathy,

sabotage, withdrawal and perfect obedience to rules. Except for prison riots, political revolutions and extreme labour unrest, violence as a form of manifest conflict is rare. The motives towards violence may remain but they tend to be expressed in less violent forms.

Conflict Aftermath

The aftermath of a conflict may have positive or negative repercussions for the organization depending upon how the conflict is resolved. If the conflict is genuinely resolved to the satisfaction of all participants, the basis for a more co-operative relationship may be laid; or the participants in their drive for a more ordered relationship may focus on latent conflicts not previously perceived and dealt with. On the other hand, if the conflict is merely suppressed but not resolved, the latent conditions of conflict may be aggravated and explode in a more serious form until they are rectified. This conflict episode is called 'conflict aftermath'. Conflict resolution has been added as an additional box in the figure to elucidate that conflict aftermath is a direct function of the results of the conflict resolution style adopted and exercised in any given situation.

Types of Conflict

It is very important to understand the type of conflict that have to deal with so that, people can devise some standardized techniques in dealing with common characteristics of conflicts in each type of category. There are lots of catergorisations for conflicts but mainly catergorised into the following four types:

Interpersonal conflict

It refers to a conflict between two individuals. This occurs typically due to how people are different from one another. We have varied personalities which usually results to incompatible choices and opinions. Apparently, it is a natural occurrence which can eventually help in personal growth or developing your relationships with others. In addition, coming up with adjustments is necessary for managing this type of conflict. However, when interpersonal conflict gets too destructive, calling in a mediator would help so as to have it resolved.

Intra-personal conflict

It occurs within an individual. The experience takes place in the person's mind. Hence, it is a type of conflict that is psychological involving the individual's thoughts, values, principles and emotions. Interpersonal conflict may come in different scales, from the simpler mundane to major decisions. Furthermore, this type of conflict can be quite difficult to handle if you find it hard to decipher your inner struggles. It leads to restlessness and uneasiness, or can even cause depression. In such occasions, it would be best to seek a way to let go of the anxiety through communicating with other people. Eventually, when you find yourself out of the situation, you can become more empowered as a person. Thus, the experience evoked a positive change which will help you in your own personal growth.

Intra-group conflict

This is a type of conflict that happens among individuals within group of people. The incompatibilities and misunderstandings among these individuals lead to an intra-group conflict. It is arises from interpersonal disagreements or differences in views and ideas within a group of people, conflict can be helpful in coming up with decisions which will eventually allow them to reach their objectives as a team. However, if the degree of conflict disrupts harmony among the members, then some serious guidance from a different party will be needed for it to be settled.

Inter-group conflict

This type of conflicts takes place when a misunderstanding arises among different teams within an organization. This is due to the varied sets of goals and interests of these different groups. In addition, competition also contributes for intergroup conflict to arise. There are other factors which fuel this type of conflict. Some of these factors may include a rivalry in resources or the boundaries set by a group to others which establishes their own identity as a team.

Apart from the above categories of conflicts, when consider the sources of conflicts it can categorized as follow.

Religious Conflicts

Religious conflict can involve two or more completely different religions or can rip apart one religion from within. Religious

beliefs are so deeply engrained into cultures that conflicts arise with change or when religions come into contact. Even if the differences are minor, followers of all religions can become fervent when threatened. In short, religion is something worth fighting for, according to history. However, possibly one of the greatest ironies is that religious conflict usually goes against the teachings of the religions involved. Imagine the strength of religion when war and violence are justifiable only when defending the faith, a faith that promotes good-will, peace, and the acceptanceof others

Many religions also have significant strains of evangelism, which can be conflictive. Believers are called upon to spread the word of God and increase the numbers of the flock. For example, the effort to impose Christianity on subject peoples was an important part of the conflict surrounding European colonization. Religious fundamentalists are primarily driven by displeasure with modernity. Motivated by the marginalization of religion in modern society, they act to restore faith to a central place. There is a need for purification of the religion in the eyes of fundamentalists.

Recently, cultural globalization has in part become shorthand for this trend. The spread of Western materialism is often blamed for increases in gambling, alcoholism, and loose morals in general. Al-Qaeda, for example, claims it is motivated by this neo-imperialism as well as the presence of foreign military forces in the Muslim holy lands. The liberal underpinning of Western culture is also threatening to tradition in prioritizing the individual over the group, and by questioning the appropriate role for women in society. Of course, the growth of

the New Christian Right in the United States indicates that Westerners too feel that modern society is missing something.

Religious nationalists too can produce extremist sentiment. Religious nationalists tend to view their religious traditions as so closely tied to their nation or their land that any threat to one of these is a threat to one's existence. Therefore, religious nationalists respond to threats to the religion by seeking a political entity in which their faith is privileged at the expense of others. In these contexts, it is also likely that religious symbols will come to be used to forward ethnic or nationalist causes. This has been the case for Catholics in Northern Ireland, the Serbian Orthodox church in Milosevic's Yugoslavia, and Hindu nationalists in India.

Popular portrayals of religion often reinforce the view of religion being conflictive. The global media has paid significant attention to religion and conflict, but not the ways in which religion has played a powerful peacemaking role. This excessive emphasis on the negative side of religion and the actions of religious extremists generates interfaith fear and hostility. What is more, media portrayals of religious conflict have tended to do so in such a way so as to confuse rather than inform. It does so by misunderstanding goals and alliances between groups, thereby exacerbating polarization. The tendency to carelessly throw around the terms 'fundamentalist' and 'extremist' masks significant differences in beliefs, goals, and tactics. (Eric Brahm, 2005)

Oshadi Herath / Asitha Mallwarachchhi

Ethnic Conflict

The 20th century has sometimes been called the Killing Century. The latter half of that century saw more wanton death and murder that many previous centuries combined. This is due in large part to the massive world wars waged between the superpowers. Also, the 20th century also saw the advent of large-scale genocide, the mass murder of huge groups of people. This is also referred to as ethnic cleansing. The term ethnic cleansing literally refers to the attempt to completely wipe out entire ethnicities. An ethnic group, or ethnicity, is defined as a large group of people who share a distinctive racial, national, religious, linguistic, or otherwise cultural heritage. When borders were redrawn at the close of World War II, many ethnicities were grouped together within the same nation. Conflicts arose and some would escalate to mass murder. There are numerous examples of ethnic cleansing ranging from the past to the present. Even back into the 19th century, one could argue that the Irish Potato Famine was an attempt by England to ethnically cleanse the Irish using famine as a weapon. There was actually enough food being grown in Ireland at the time to feed the population many times over, but that food was being sent to England instead. The result being the decimation of the Irish population by one-third. In modern times, the nation of Iraq under the dictator Saddam Hussein, has committed genocide on the Kurdish people. The weapon typically used in this conflict is poison gas.

The struggle of ethnic groups for recognition, equality or autonomy within the framework of an existing territorial state,

or for independence from such a state, is not a recent phenomenon. Such struggles appeared in the aftermath of decolonization during the 1960s, within the successor states of the European empires in Africa and Asia. However, during the Cold War just a little attention was paid to such problems. The Cold War between the Soviet bloc and the US led Western alliance created a sense of stability among of the world population, because the most serious consideration was the possibility that an East-West confrontation would lead to nuclear war.

The end of the Cold War has been accompanied by the emergence of nationalist, ethnic, and religious conflict in Eurasia. Once more, such conflicts have re-emerged as a result of the dissolution of the Soviet Union and the Yugoslav Federation in the early 1990s.

Within the borders of most of states there exist numerous ethnic, national, racial, linguistic or cultural groups. In other words, the majority of states are composed of more than one ethnic group. Sometimes these groups are not accepted as full members of this state or the nation, which it purports to be or presented, or who actually excluded from it. In such circumstance number of ethnic groups demands more rights and recognition that leads in many cases to ethnic

Ethnic conflicts within a state belong to identity conflicts that are a type of internal conflicts. Besides identity conflicts there are other types of internal conflicts such as ideological conflicts, governance conflicts, racial conflicts and environmental conflicts. Sometimes the term "ethnic conflict" is used to describe a wide range of internal conflicts [1]. For

example, conflicts in Afghanistan, Somali, or Cambodia are not ethnic conflicts, because these conflicts are not between rival ethnic groups, but between rival political groups, all of which belong to the same ethnic group.

The dominant aspect of identity conflicts is ethnic, religious, tribal or linguistic differences. These conflicts often involve a mixture of identity and the search for security where the prime contention concerns the devolution of power. This was the main type of war in Sri Lanka, Palestine, Punjab, and struggle of Kurds in the 1980s. Such conflicts are likely to increase. Identity conflicts are subdivided into territorial conflicts, ethnic or minority conflicts, religious assertions and struggles for self-determination. (Gursel G. Ismayilov, 2014)

Social Conflict

Conflicts arise for a myriad of reasons that are often a combination of politics, economics, and differing cultural identities. This page is devoted to exploring the impact conflict has had on the people themselves. Whatever the reasons for a conflict beginning, whether it is two political parties or two social classes at each other's throats, it is the people who will ultimately pay the price. Nigerian author Chinua Achebe explained this with an old African proverb that says, "When two elephants fight, it is the grass that suffers."

The Industrial Revolution of the 1800's was not a conflict in and of itself, but it did create problems between social classes. This social stratification created the ideological differences between capitalism and socialism which, in turn

were the catalyst for a number of wars between the superpowers of the 20th century.

The Industrial Revolution itself was a combination of new inventions and the presence of a huge labor supply caused by a population explosion. The high population was the result of better farming techniques developed during the Agrarian Revolution.

The Industrial Revolution altered every aspect of life for people. People flooded cities in search of work in the growing factories. The results of this were dangerous working conditions, extremely low wages, child labor, women working for less than men, poor housing, poor sanitation, and a widening of the gap between rich and poor. These problems led to a variety of social, economic, and political reforms including the idea of socialism.

Socialism is the concept that the nation should control all aspects of production with the people making all decisions. This is directly opposite of capitalism which promotes competition among individual owners. One version of socialism, called communism, came to the forefront. Karl Marx and Friedrich Engels, in the book The Communist Manifesto, believed that history was the story of the class struggle of the lower class against the upper class. Marxism called for the workers of the world, called the proletariat, to rise up and unite against the capitalist, called the bourgeoisie, in bloody revolutions. Marxist socialistic thought was instrumental in the rise of the Soviet Union and China.

Economic Conflict

History is typically the story of one person or group dominating another. As seen throughout this entire site, dominance can come in many forms and usually involves conflict at some point. The acquirement of power is often the justification for entering into conflict with another group or person. Power can be political and it can apply on a social level. Power can also mean money. Having more than another has created conflict on both the individual and international level. Economic advantages can create greed in the party that has it and jealousy in the party that does not. From the hording of grain in Neolithic times to modern nations warring over oil, desire and envy have been at the center of conflicts from the very beginning of the human story.

Identifying the Causes of Conflict

Conflict is universal. It occurs in all times and places. There has never been a time or a society in which some individuals or groups did not come into conflict. According to Malthus, reduced supply of the means of subsistence is the cause of conflict. According to Darwin, the principles of struggle for existence and survival of the fittest are the main causes of conflict.

According to Freud and some other psychologists the innate instinct for aggression in man is the main cause of conflicts. Thus various causes have been mentioned leading to conflicts. It arises primarily from a clash of interests within groups and societies and between groups and societies. Conflicts also

ensue as a result of the difference between the rate of change in the moral norms of a society and men's desire, hopes, dissatisfactions and demands.

The moral norms that children should obey their parents have persisted in our country since times immemorial but now the younger generation wants to go its own way. In consequence, there is more parent, youth conflict than even before. Sometimes the moral norms are so broad in scope that conflicting parties can often claim similar norms to justify their separate demands

Individual Differences

Individual differences are the facts that make people different from each and other. We all know that we are different from each other in many ways such as : our physical aspects, our likes, dislikes, interests, values, psychological makeup in other words the whole "Personality" of a person. No two men are alike in their nature, attitudes, ideals and interests. On account of these differences they fail to accommodate themselves which may lead to conflict among them.

Cultural Differences

Culture is the way of life of a group. The culture of a group differs from the culture of the other group. The cultural differences among the groups sometimes cause tension and lead to conflict. The religious differences have occasionally led to wars and persecution in history. India was partitioned in the name of religious differences.

Clash of Interests

The interests of different people or groups occasionally clash. Thus he interests of the workers clash with those of the employers which leads to conflict among them.

Social Change

Social change becomes a cause of conflict when a part of society does net change along with changes in the other parts. Social change causes cultural lag which leads to conflict. The parents and youth conflict is the result of social change. In short, conflict is an expression of social disequilibrium.

To examine how and to what extent the media have erred in moving away from their cherished role and objectives, it is essential to define conflict and the factors that give rise to it. In the widest sense, it is conscious competition and competitors become self-conscious rivals, opponents or enemies. In some measure everyone believes that his personality can and should be protected from the encroachment of others; And that it can be aggrandised at the expense of others. Conflict may involve the defense of what one already has or the acquisition of what one does not have. The acquisition of what one has may not mean the taking away of that which belongs to another or the appropriation of that which another would like to have. What applies to individuals also applies to groups of various kinds, nation states and even groups of nation states.

Conflict is also described as a dynamic process or phenomenon and all factors which contribute, affect and interact with it are relevant to the conflict environment. It comprises the phases of

initiation, escalation, controlled maintenance, abatement and resolution. This is known as a Manifest Conflict Process. Specifically, Manifest Conflict Process is a situation in which at least two actors or their representatives try to pursue mutually incompatible goals, by undermining directly or indirectly, the goal-seeking capability of one another. When parties to a conflict deploy competitive means of dealing with the situation whereby parties pursue their mutually incompatible goals by physically damaging or destroying the property or high-value symbols of one another, or psychologically or physically destroying, or forcibly eliminating one another, then it metamorphoses from Aggressive Manifest Conflict Process into Aggressive Manifest Conflict Process.

In a society, they stem from social and economic inequalities, class and caste antagonism, ideological clashes, religious and ethnic fanaticism, regional and lingual chauvinism, racial prejudices, clash of economic interests and intolerance. In external terms, they arise from nations clashing with each other for trade and territory, for markets and resources, for racial and religious supremacy, and for ideological and military domination. Some fundamental changes have taken place in the very nature of conflict between nations. Strategic configurations are no longer expressed in the traditional nomenclature of 'external security threats'. The nations of this region do have conventional military capabilities arrayed against each other, and against their distant neighbours, but the fact remains that the danger of open and extended warfare between nations has certainly diminished. Both regional and extra-regional powers now translate their ambitions into a

range of 'non-standard', 'irregular' wars that prey on domestic discontent to secure transnational territorial and strategic objectives. In fact, terrorism is at the very heart of this new paradigm. It is an increasingly popular ideology of conflict within nations, as disgruntled factions obtain freer access to arsenals of sophisticated small arms and explosives, as well as the skills to use them, and the organisational techniques for their broad-based deployment.

Besides conflict between two nations, countries are also pulled into international conflicts by the dominating military powers to secure their economic interests, to realise their territorial ambitions, to clamp down their military and economic hegemony and to impose their political and economic ideology. Ironically, most of the time all this is done in the name of peace, democracy and stability.

In today's international arena, some states have on their regular foreign policy agenda nefarious schemes to destabilise and disintegrate; foment religious, social and ethnic conflicts; encourage secessionist and seditious movements, and sponsor terrorism in other states. In such states, the military-financial-industrial complex runs an almost parallel government, which is in many ways more powerful than the civil government, and is always engaged in engineering local and regional tensions, arms race and war to benefit their own industry and retain their military machine and might. To this end, heavy laundering of money through illegal traffic in arms and ammunition and narcotic drugs is a regular feature. (Shelly Shah, 2013)

Characteristics of Conflict

As mentioned above conflicts are natural in all walks of daily life and it is more than an argument, a fight, or a mild disagreement. It has specific characteristics and understanding these characteristics of conflict help people to maintain conflict in a moderate level.

Conflict is a Conscious Activity

Individuals and groups who are involved in conflict try to defeat each of the consciously. It is a deliberate attempt to oppose. Everyone harms the other party knowingly.

Conflict is a Personal Activity

Conflict is a personal activity. The main objective is to defeat the opponent party. The conflicting parties personally know each other.

Conflict is intermittent

Conflict is not a continues process. It takes place occasionally. It occurs all on a sudden and comes to an end after sometime.

Conflict is Universal

Conflict is universal in nature. It is found in all times and all the places. In some societies conflict may be very acute while in some other it may be mild.

Conflict is Emotional

The basis of conflict is emotion. Moved by excessive emotion, people get involved in conflict and in this process, they use fair as well as unfair means to achieve their goal.

Outcomes of Conflict

The potential for conflict to produce both positive and negative results closely mirrors our individual perspectives regarding conflict and can be mapped along a continuum from a positive or benefit-centric perspective on one end to a negative or cost-centric perspective on the other.

Research suggests that an individual's perspective regarding conflict strongly impacts their ability to effectively address it. As our perspective of conflict charts our path for engaging and navigating our differences, our view of conflict must be balanced, realistic, and flexible. Such a perspective recognizes that conflict is a normal, natural aspect of human interaction that inevitably manifests to varying degrees in almost everyone's life. The perspective also understands that, though conflict has potential costs, it does not have to be negative or destructive. When properly understood and addressed constructively, conflict can be managed in a way that minimizes its potential, but not inevitable, negative impacts.

The Positive Aspects of Conflict

In Social Conflict: Escalation, Stalemate and Settlement, Dean Pruitt and Jeffrey Rubin identify five positive or beneficial aspects of conflict.

- Conflict contributes to social change ensuring both interpersonal and intergroup dynamics remain fresh and reflective of current interests and realities
- Conflict serves to "discourage premature group decision making," forcing participants in the decision making process to explore the issues and interests at stake
- Conflict allows for the reconciliation of the parties' concerns, which can lead to an agreement benefiting both parties' needs, and often their relationship and organizations
- Conflict strengthens intra-group unity by providing an outlet for group members to discuss and negotiate their interests within the group. Without intra-group conflict, the health of the group typically declines
- Conflict between groups produces intra-group unity as the conflict provides the opportunity for increased intra-group cooperation while working towards the group's common goal for the conflict's outcome

The Negative Aspects of Conflict

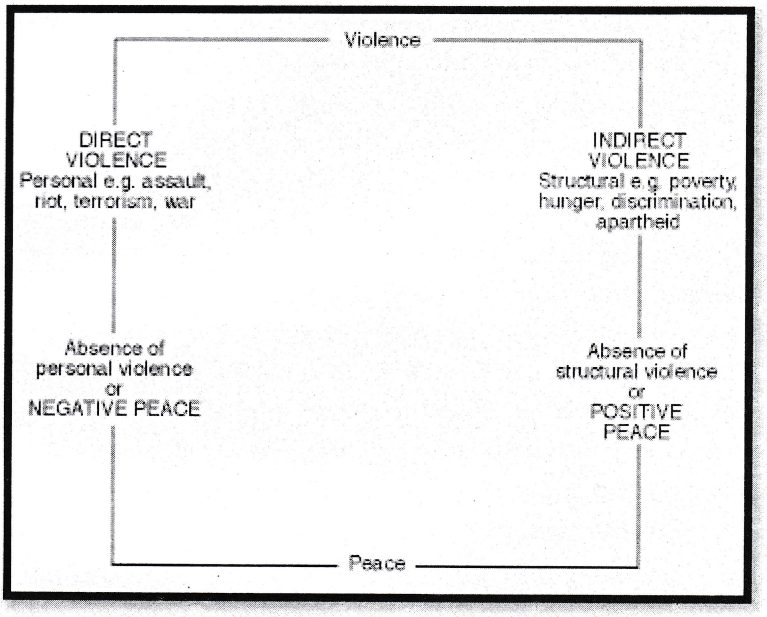
Pruitt and Rubin also note that, despite most conflicts being resolved peacefully with positive outcomes, conflict has definite negative and sometimes even severe consequences.

- Conflict can distract individuals and groups from their primary purposes, leaving them with less time and resources for other activities. When conflict involves the use of "heavy contentious tactics," it can cause the individuals or groups involved in the conflict as well as individuals or groups not involved in the conflict to divert time and resources away from other needs
- Conflict can have both short term and long term effects on the physical and psychological health of the individuals involved in or affected by the conflict. In worst case scenarios the psychological consequences can include deep trauma and diminished coping mechanisms
- Conflict can lead to "collective traumas," which lead to "chosen trauma" and can be transmitted to future generations in the form of resentment against one's ancestors' enemies. Chosen trauma gives rise to group identity and keeps the flame of conflict burning

The harmful effects probably are easier to see. We have already indicated that conflict tends to cumulate rapidly. This snowballing tendency may lead to complete breakdown before the self-limiting features of most inter-personal exchanges have a chance to operate. Before people can decide that the pain is not worth it, people may have been killed and property destroyed. Establishments may be closed or they may find themselves in chaos. Similarly, a company of soldiers may shoot down women and children in an orgy of destruction. A second negative feature of conflict, closely related to the first, is that it is often extremely costly. War probably provides the best example, for nothing else in human experience exacts such a toll.

The third negative feature has to do with social costs. Conflict is inherently divisive. It sets person against person and group against group in ways that threaten to destroy organized social life. United States has seen conflict so widespread as to raise questions whether anarchy might prevail. Youth against the establishment, blacks against whites, the poor against the affluent, and Jews against Arabs represent something of the range of conflicts. In such situations, the question becomes not simply how many people will be killed, how much property destroyed, or who will win; it becomes one of the societal survival. Can race wars be avoided? Can the police maintain order? Can universities operate? And can presidents keep the support of the populace? Whatever else they may be, these are real questions. And the answers are by no means obvious. Conflict threatens the existence of society itself.

Concept of Violence



Johan Galtung,1969

Violence is described by horrendous deeds of attacking, destroying, sabotaging, assaulting, molesting, killing and so forth. Every corner of our society is virtually being tainted by Violence. Violence has made its presence felt all over the world affecting the multitudes. Be it clashes, conflicts, communal riots or whatever form the violence takes, it is affecting the bourgeois people in terms of lives and property. It has been existing since many centuries and yet extant unaltered in the era of millenium.

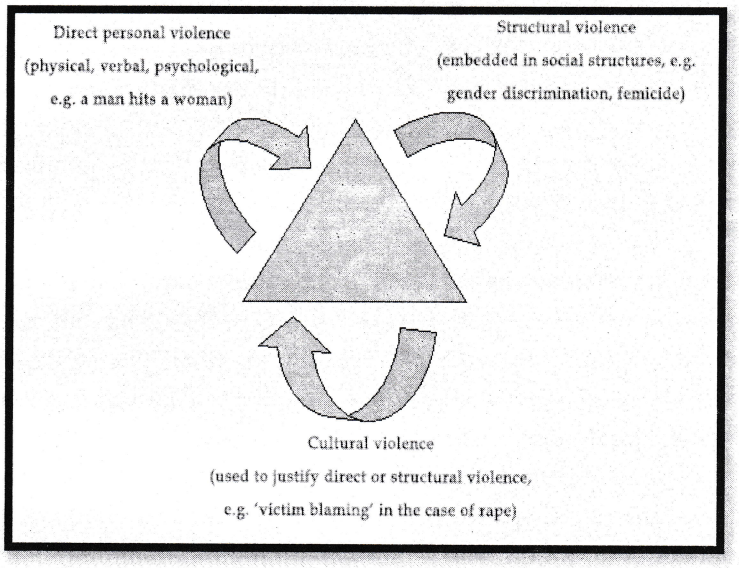
We understand that Violence is any physical, emotional, verbal, institutional, structural or spiritual behaviour, attitude, policy or condition that diminishes, dominates or destroys others and ourselves. Violence is one of the possible responses to specific conflict situations. This does not imply that violence is unavoidable. Violence is not inevitable and it must not be confused with conflict.

In other words, Violence consists of actions, words, attitudes, structures or systems that cause physical, psychological, social or environmental damage and/or prevent people from reaching their full human potential (Fisher et al. 2000). Violence can be deeply structured into the system of relationships, within socio-economic and political arrangements, and even in the culture of a society and of a global system. Therefore, systemic violence can in turn be a root causes of conflict, as well a behavioural response to a specific conflict situation.

There are three main categories of violence. Johan Galtung (1969), is the person who made a clear distinction between Structural Violence, Cultural Violence and Direct Violence. These ideas are connected to his distinction depending on how it operates between three inter-related forms of violence where Structural Violence is at the left end and Cultural Violence is at the right end of the base of a Triangle invisibly while Direct violence is on the vertex visibly.

According to Galtung's Violence Triangle (1969), Cultural and Structural Violence cause Direct Violence. Direct Violence reinforces Structural and Cultural violence. Direct Violence, Physical and/or verbal, is visible as behaviour in the triangle.

However, this action does not come out of nowhere; its roots are cultural and structural.



Direct violence can take many forms. In its classic form, it involves the use of physical force, like killing or torture, rape and sexual assault, and beatings. Further, we understand that verbal violence, like humiliation or put downs, is also becoming more widely recognised as violence. Johan Galtung, further, describes direct violence as the "avoidable impairment of fundamental human needs or life which makes it impossible or difficult for people to meet their needs or achieve their full potential. Threat to use force is also recognised as violence."

Cultural violence is the prevailing attitudes and beliefs that we have been taught since childhood and that surround us in daily

life about the power and necessity of violence. We can consider the example of telling of history which glorifies records and reports wars and military victories rather than people's nonviolent agitation, movements, rebellions or the triumphs of connections and collaborations. Almost all cultures recognise that killing a person is murder, but killing tens, hundreds or thousands during a declared conflict is called 'war' or killing of innocent people by the security forces are often declared as caught in the crossfire.

Structural violence exists when some groups, classes, genders, nationalities, etc are assumed to have, and in fact do have, more access to goods, resources, and opportunities than other groups, classes, genders, nationalities, etc, and this unequal advantage is built into the very social, political and economic systems that govern societies, states and the world. These tendencies may be overt such as Aparthied or more subtle such as traditions or tendency to award some groups privileges over another. Constitutional privileges of Job reservations and financial supports in the name of the welfare of the "tribes or backwards" and non-uniform land law, which bans one group to own landed property in their own land while other groups are free to own landed property wherever they want are also examples of structural violence. (Rajkumar Bobichand, 2012)

Violence can be imputed to many factors. Disagreement over an issue with others may whip a person into resentment developing a sense of grudge in him. Religious obsessions and racism chip in to suppress humanity. People preoccupied with wicked thoughts resort to terrorist deeds. As money makes a man anything, avarice makes a human being resort to any

criminal activity. Unemployed, dejected over life, tread on the path of self-employment through abductions and murders. Greed, revenge, avenge, retaliation, racism, disparities, inharmony, unemployment contribute to this terrible violence. People cutting across religions, castes and nationalities indulge in violence. Violence seems to be eternal which would spell doom to the citizens.

Violence, however, has its pros. Its only through violence that India has achieved its independence after having struggled for several decades. It resulted in loss of many freedom fighters and economic people. Violence, on its flipside, has its adverse effects too. The innocent people are becoming victims for the no-way-related crimes. Violence that results in loss of myriad people's lives sheerly violates the humanitarian aspects. It simply leaves behind a trail of destruction and adversity. Loss of property leaves the public in lurch. It gets people into a bad fix. Ubiquitous violence sparks a bloodbath killing away umpteen people. Bloodshed is what one can typically be down in the mouth about. It carries everything else except woes, yell, cries and doleful moments of the bereaved.

Concept of War

There is no doubt that war is an evil one. It is the greatest catastrophe that can befall human beings. It brings death and destruction, merciless slaughter and butchery, disease and starvation, poverty and ruin in its wake. One has only to think of the havoc that was wrought in various countries not many years ago, in order to estimate the destructive effects of war. A particularly disturbing side of modern wars is that they tend to

become global so that they may engulf the entire world. There are, doubtless, people who consider war as something grand and heroic and regard it as something that brings out the best man. But this does not in any way alter the fact that war is a terrible dreadful calamity and this is especially true of an atomic war.

The word "war • cannot be defined in one sentence, nor can its meaning be expressed using a few words. The word means more than just a "military conflict between nations or parties, • as the dictionary says. War is complex. It arouses feelings of aggression, depression, confusion and satisfaction. General William T. Sherman once said, "War is hell. That is the truth. War is "any place or state of supreme misery or discomfort.

War needs to be careful in examining definitions of war, for like any social phenomena. There are lots of definitions and a person's definition of war often expresses the person's broader political philosophy.

Cicero defines war broadly as "a contention by force"; Hugo Grotius adds that "war is the state of contending parties, considered as such"; Thomas Hobbes notes that war is also an attitude: "By war is meant a state of affairs, which may exist even while its operations are not continued;" Denis Diderot comments that war is "a convulsive and violent disease of the body politic;" for Karl von Clausewitz, "war is the continuation of politics by other means", and so on. Each definition has its strengths and weaknesses. 'War' defined by *Webster's Dictionary* is a state of open and declared hostile armed conflict between states or nations, or a period of such conflict.

Oxford Dictionary make bigger the definition to include "any active hostility or struggle between living beings; a conflict between opposing forces or principles and the plasticity and history of the English language also mean that commonly used definitions of war may incorporate and subsume meanings borrowed and derived from other, older languages: the relevant root systems being Germanic, Latin, Greek, and Sanskrit. Such descriptions may linger in oral and literary depictions of war, for we read of war in poems, stories, anecdotes and histories that may encompass older conceptions of war. Nonetheless, war's descriptions residing in the literature left by various writers and orators often possess similarities to modern conceptions.

War is a plague, contagious and deadly. Wars have been fought for hundreds of years, usually to satisfy one side with more freedom, power or wealth.

Wars break out for various reasons. There are wars between countries or nations and within the nation. The latter is generally known as a civil war and can occur as a result of differences based on race, religion, socio-economic dissatisfaction among others. Whether wars are waged between countries or inside the country between different sections of the communities, the effects are very damaging.

There are countless reasons for the occurrence of war. Religious differences, land disputes and greed are all common motivations for confrontation. When referring to the world-renowned
quote preached by Thomas Jefferson in the Declaration of

Independence where he eloquently states "We hold these truths to be self-evident, that all men are created equal; that they are endowed by their creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness" imprints a vivid picture as to why one would engage in war. So why is it then that the question "how does war promote peace?" leaves this man scratching his head? Perhaps not all wars are the same in the fact that they all have the same objective. Peace. War truly is one of the vilest things on the planet but as beastly as it seems, but in some situations it
could serve as an essential tool in the cultivation tranquility. As farfetched as that seems,war could be peace's greatest advocate.

According to experts, the main reasons or factors that contribute to wars are human greed for wealth and intolerance towards the other. The core reasons for fighting wars are about proving superiority, hegemony, competition for dominating the region or the world and for economic survival. The recent wars, to preserve the efficacy of the democratic system, may be a phase which is temporary.

The effects of war are both physical and psychological. Human societies are deeply affected by wars as residential areas, public infrastructure, hospitals and the very basis of human existence are destroyed. Malaysia too experienced war when it was once occupied by the Japanese and people faced many hardships and challenges to meet their basis needs. The Japanese only surrendered when the unconventional weapons or better known as nuclear weapons were used on Hiroshima and Nagasaki

which took thousands of lives and maimed as well crippled thousands of people exposed to radiation. Thankfully, most warring nations still use conventional weapons like grenades, rockets and otters which do not inflict that kind of damage as nuclear weapons.

The US military historian and analyst Colonel Macgregor states this explicitly, "We did not fight Hitler just because he was a Nazi or the fight against Stalin was not because he was a Communist." Similarly the US ambassador to NATO asserted, "Our shared values of freedom, democracy, the rule of law, respect for human rights are themselves every bit as much worth depending as our territory". This may be applicable for the war on Iraq or Afghanistan but vital interests are of primary importance. Otherwise why has NATO kept allot from Kashmir, Africa, Chechenay or Algeria inspite of terrorism and absolute human suffering. Examples of Bosnia, Kosovo and East Timor are now exceptions but do raise our expectations for intervention in cases of upholding human rights.

The situation has drastically changed today with hand-held missiles capable of bringing down aircraft. The US faced this situations in Somalia and Afghanistan. Even very back in 1993, the US experienced the result of new weapons, in the hands of hurriedly formed mercenary and militia. The ragged, underfed and ill uniformed militia was capable of bringing down helicopters and kill marines, wrecking a super-power campaign in Somalia. The civil war in Somalia was further intensified due to their intervention. The bloodshed in Algeria continued in

1998 but the NATO and other super-powers including France just sat back and twiddled their thumbs.

Serbia also proved a point by creating a human crisis which could not be solved by the forces of NATO, It had to find its own solution to the problem. Intervention in Yugoslavia or Iraq has not been able to subdue the rulers there and even after carpet bombing and unleashing their might the NATO powers could not reach a conclusion.

From these results, it has been proved that self-imposed political limitations on the amount of force to be used, can simply leave problems unresolved. The future holds more terror with smaller States like North Korea going in for nuclear weapons and States like Pakistan passing on technology to other Islamic states. Lybia under Colonel Gaddafi had been seeking this technology at any price and the day is not far off when Islamic militants will be able to get together a makeshift weapon. Major powers will be facing the paradox of yet more asymmetric warfare by small adversaries wielding outsize weapons capable of atomic explosions and chemical warfare.

India had this situation at Kargil when they faced a few hundred mercenaries, terrorists and Pakistani militia, entrenched at the heights. The result was that it took us 50 days of all out effort leaving is with 407 dead and 584 wounded, with six missing. It was only after the Air Force was put into substantial use that we succeeded in our efforts to recapture the god-forbidden heights.

Air campaigns alone today, can bring about drastic results and with precision air power alone serve as an effective and peacemaking lever. The surrender and demise of the Taliban Government in Afghanistan was activated by the non-stop aerial bombing by US fighter bombers. The terrain and the weather would have made any other mode a long drawn process with casualties shooting sky high.

Thus, humans must avoid wars at all cost. The only way we can protect our lives and ensure stability in our country is to practice tolerance and respect for each otter.

Concept of Conflict Resolution

Conflict may seem to be a problem to some, but this isn't how conflict should be perceived. On the other hand, it is an opportunity for growth and can be an effective means of opening up among groups or individuals. However, when conflict begins to draws back lives and gives way to more conflicts, then conflict management would be needed to come up with a resolution.

Conflict may be defined as a struggle or contest between people with opposing needs, ideas, beliefs, values, or goals. Conflict on teams is inevitable; however, the results of conflict are not predetermined. Conflict might escalate and lead to nonproductive results, or conflict can be beneficially resolved. Therefore, learning to resolve conflict is integral to a healthy society.

Although very few people go looking for conflict, more often than not, conflict results because of miscommunication

between people with regard to their needs, ideas, beliefs, goals, or values. Conflict Resolution is the principle that all conflicts cannot necessarily be resolved, but learning how to resolve conflicts can decrease the odds of nonproductive escalation. Conflict resolution involves acquiring skills related to self-awareness about conflict modes, conflict communication skills, and establishing a structure for management of conflict in the environment.

Conflict is a natural part of life. If the process of conflict resolution is considered as an opportunity for growth and change in the environment, the potential for a positive outcome is immense. Whether as a team or on an individual level, the ability to solve problems through collaborative efforts and managing change is crucial in achieving overall success. It is imperative that the team establishes a common goal and creates roles and responsibilities. Once identifying conflict and the reasons why it occurs, next it should look for peaceful and mutually satisfying methods to minimize conflict.

When talking about methods to minimize there are five main conflict resolution techniques. Techniques are not the methods. Methods are different and methods coming under techniques.

Collaborating

I win, you win

Symbol: Owl

Fundamental premise: Teamwork and cooperation help everyone achieve their goals while also maintaining relationships

Strategic philosophy: The process of working through differences will lead to creative solutions that will satisfy both parties' concerns

When to use:

- When there is a high level of trust
- When you don't want to have full responsibility
- When you want others to also have "ownership" of solutions
- When the people involved are willing to change their thinking as more information is found and new options are suggested
- When you need to work through animosity and hard feelings

Drawbacks:

- The process takes lots of time and energy
- Some may take advantage of other people's trust and openness

Compromising

You bend, I bend

Symbol: Fox

Fundamental premise: Winning something while losing a little is OK

Strategic philosophy: Both ends are placed against the middle in an attempt to serve the "common good" while ensuring each person can maintain something of their original position

When to use:

- When people of equal status are equally committed to goals
- When time can be saved by reaching intermediate settlements on individual parts of complex issues
- When goals are moderately important

Drawbacks:

- Important values and long-term objectives can be derailed in the process
- May not work if initial demands are too great
- Can spawn cynicism, especially if there's no commitment to honor the compromise solutions

Accommodating

I lose, you win

Symbol: Teddy Bear

Fundamental premise: Working toward a common purpose is more important than any of the peripheral concerns; the trauma of confronting differences may damage fragile relationships

Strategic philosophy: Appease others by downplaying conflict, thus protecting the relationship

When to use:

- When an issue is not as important to you as it is to the other person
- When you realize you are wrong
- When you are willing to let others learn by mistake
- When you know you cannot win
- When it is not the right time and you would prefer to simply build credit for the future
- When harmony is extremely important
- When what the parties have in common is a good deal more important than their differences

Drawbacks:

- One's own ideas don't get attention
- Credibility and influence can be lost

Competing

I win, you lose

Symbol: Shark

Fundamental premise: Associates "winning" a conflict with competition

Strategic philosophy: When goals are extremely important, one must sometimes use power to win

When to use:

- When you know you are right
- When time is short and a quick decision is needed
- When a strong personality is trying to steamroller you and you don't want to be taken advantage of
- When you need to stand up for your rights

Drawbacks:

- Can escalate conflict
- Losers may retaliate

Avoiding

No winners, no losers

Symbol: Turtle

Fundamental premise: This isn't the right time or place to address this issue

Strategic philosophy: Avoids conflict by withdrawing, sidestepping, or postponing

When to use:

- When the conflict is small and relationships are at stake
- When you're counting to ten to cool off
- When more important issues are pressing and you feel you don't have time to deal with this particular one
- When you have no power and you see no chance of getting your concerns met
- When you are too emotionally involved and others around you can solve the conflict more successfully
- When more information is needed

Drawbacks:

- Important decisions may be made by default
- Postponing may make matters worse

There are many ways or methods to resolve conflicts ,surrendering, running away, overpowering the opponent with violence, filing a lawsuit, etc. These methods coming under the above techniques and common forms of conflict resolution include:

Negotiation

Negotiation is a discussion among two or more people with the goal of reaching an agreement. Negotiation is a method by which people settle differences. It is a process by which compromise or agreement is reached while avoiding argument and dispute. In any disagreement, individuals understandably aim to achieve the best possible outcome for their position \ However, the principles of fairness, seeking mutual benefit and maintaining relationships are the keys to a successful outcome.

Mediation

Mediation is a voluntary and confidential process in which a neutral third-party facilitator helps people discuss difficult issues and negotiate an agreement. Basic steps in the process include gathering information, framing the issues, developing options, negotiating, and formalizing agreements. Parties in mediation create their own solutions and the mediator does not have any decision-making power over the outcome.

Arbitration

Arbitration is a process in which a third-party neutral, after reviewing evidence and listening to arguments from both sides, issues a decision to settle the case. Arbitration is often used in commercial and labor/management disputes. It is in the sense at its core, arbitration is a form of dispute resolution. Arbitration is the private, judicial determination of a dispute, by an independent third party. An arbitration hearing may involve the use of an individual arbitrator or a tribunal. A tribunal may consist of any number of arbitrators though some legal systems insist on an odd number for obvious reasons of wishing to avoid a tie. One and three are the most common numbers of arbitrators. The disputing parties hand over their power to decide the dispute to the arbitrator(s). Arbitration is an alternative to court action

Mediation-Arbitration

Mediation-Arbitration is a hybrid that combines both of the above processes. Prior to the session, the disputing parties

agree to try mediation first, but give the neutral third party the authority to make a decision if mediation is not successful.

Early Neutral Evaluation

Early Neutral Evaluation involves using a court-appointed attorney to review a case before it goes to trial. The attorney reviews the merits of the case and encourages the parties to attempt resolution. If there is no resolution, the attorney informs the disputants about how to proceed with litigation and gives an opinion on the likely outcome if the case goes to trial.

Community Conferencing

Community Conferencing is a structured conversation involving all members of a community who have been affected by a dispute or a crime. Using a script, the facilitator invites people to express how they were affected and how they wish to address and repair the harm that resulted.

Collaborative Law

Collaborative Law refers to a process for solving disputes in which the attorneys commit to reaching a settlement without using litigation. It is a non-adversarial approach to resolving disputes, whereby the parties and their lawyers enter into a formal agreement to settle a matter without involving the court. Parties will participate actively in a process of open negotiations that are aimed at reaching a settlement.

Negotiated Rulemaking

Negotiated Rulemaking is a collaborative process in which government agencies seek input from a variety of stakeholders before issuing a new rule.

Peer Mediation

Peer Mediation refers to a process in which young people act as mediators to help resolve disputes among their peers. The student mediators are trained and supervised by a teacher or other adult

In the present world, lots of conflicts, violence incidents, and wars found everywhere. Each has a reason behind it and these are usually occur when two or more individuals or groups feel they have irreconcilable differences, or they feel that their needs, interests or wants are threatened by the existence of the other groups demands and specially the misunderstandings. Hence clashes become inevitable.

MEDIA, REPORTING
AND
CONFLICT RESOLTUION

2

AN OVERVEIW OF MEDIA AND REPORTING

What we see, read and hear in the media may tease, entertain, inform, persuade, provoke and even perplex us. The media are key institutions in our society and it affects our culture. They are affected in turn by changes in our beliefs, tastes, interests and behavior.

Introduction to Media

The media' refers to the different channels we use to communicate information in the everyday world. 'Media' is the plural of communication, and Internet, Television, Radio, Magazines, Newspapers, Film, Music, Video Games considered as main media types in present. Media is the process that disseminate information like news, entertainment, education, data, or promotional messages through communication channels.

Media fulfills several basic roles in our society. One obvious role is entertainment. Media can act as a springboard for our imaginations, a source of fantasy, and an outlet for escapism. Media can also provide information and education. Information can come in many forms, and it may sometimes be difficult to

separate from entertainment. Another useful aspect of media is its ability to act as a public forum for the discussion of important issues. In newspapers or other magazies, letters to the editor allow readers to respond to journalists or to voice their opinions on the issues of the day. Similarly, media can be used to monitor government, business, and other institutions.

It's important to note that, though, that not all media are created equal. While some forms of media are better suited to entertainment, others make more sense as a venue for spreading information. In terms of print media, books are durable and able to contain lots of information, but are relatively slow and expensive to produce; in contrast, newspapers are comparatively cheaper and quicker to create, making them a better medium for the quick turnover of daily news. Television provides vastly more visual information than radio and is more dynamic than a static printed page; it can also be used to broadcast live events to a nationwide audience.

Evolution of Media

The invention of printing in fifteenth century and the rapid spread of the art of printing marked the period of profound, even revolutionary change in the medium of communication around the world. Printing technology was designed for reproducing alphabetic systems. The first printed pages appeared more than 500 years ago since then, the media has been delivering information, entertainment educative materials etc.

For centuries civilisations have used print media to spread news and information to the masses. During this period printing was

the dominant information transfer medium, and for much of that time was unchallenged and so also further development of the technology was slow. Mechanical power was applied to the printing press in the 19th century and the mechanical systems entirely displaced typesetting by hand. In 20th century dramatic developments have taken place in media. The mechanical system was replaced by the electronic type-setting and in the contemporary period the most advanced the digital typesetting. By the middle of the 19th century, newspapers became the primary means of disseminating and receiving information. The invention of the telegraph in 1844 transformed print media. The new technology enabled the transformation of information within a matter of minutes, allowing more timely, relevant reporting. During this period newspapers were appearing in societies around the world. Broadcast radio exploded onto the media scene in the 1920s.

The introduction of technologies of "mechanical reproduction" such as phonograph, photography and cinema created new opportunities for disseminating images to wider audiences with increased power and immediacy the inventions of telephony, radio and television have been even more significant in compressing time and space in communicating information to larger masses.

The invention of recording and the development of telegraphy and wireless gave a vast great significance to oral communications. The invention of telephone was a great advance on telegraph, which allowed direct spoken communication. Wireless broadcasting was a great contributor

to the further development of oral communications from one person to another.

Different from telephone, which can be used for communication from one person to another, this could be used for communication from one person' to many people provided that all of the would-be recipients of the signal had appropriate equipment on which to receive it. Wireless broadcasting of both speech and music was established in many part of the world by the first half of the 20th century and it was rapidly becoming an integral part of daily life.

This gave a challenge to print in many fronts. The broadcasters could at the same time beat the printed newspapers in the immediacy of their coverage and occupy the leisure time that might otherwise have been devoted to reading books. The term mass media was coined around 1920s with the advent of nationwide radio networks and of mass-circulation newspapers and magazines.

The mass-media audience has been viewed as forming a mass society with special characteristics, notably atomization or lack of social connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda.

The other great popular medium of mass communication during this period was cinema. Film was one of the most potent mechanisms for propaganda in the 1930s and around World War II around the globe. The new media's of both broadcasting and cinema began to undermine the primacy of print by 1930s.

Although influential, sound broadcasting and the cinema had their limitations.

The former made its impact being instantaneous the later did so by its use of powerful visual images, emotive music, and evocation of life style far beyond the reach of vast majority of its audience. Television greatest of mass media did both. From very tentative beginnings in 1936, television became, within little more than 30 years, the most universal and most powerful medium of communication and information ever invented.

It was at once domestic, universal, instantaneous and ubiquitous. Like radio and cinema, television broadcasting also needed a complex and costly infrastructure, although in real terms the cost began to fall in 1980s as new approach and digital technologies became widely available. Due to the rapidity and pervasiveness of television as communication media very soon after its appearance in historical scene it became synonymous to mass media.

The technological revolution of today is creating new challenges and opportunities for traditional media. Never before has so much information been so accessible to so many. The amount and immediacy of information in the latest mass mediums are unparalleled. But it has not signaled the end of the traditional media. Newspapers in print remain a popular and powerful media for the reporting and analysis of events that shape our lives.

Taken together, the mass media of 20th century have enriched and enhanced the lives of hundreds of millions of people

throughout the world. Despite the apprehensions of the moralists and the governments and the complaints of partially displaced cultural elite, mass media like radio, cinema and above all television have given more access to more information to more people than at any time in the history.

The current process of globalisation which gained an accelerated pace in 1970s and afterword's with the rapid changes in the technological and other developments had its impact on the mass media of communication also. The emergence of Internet as a networked communication and other technological advancements provided a new paradigm to media.

Types of Media

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to entertainment, mass media also remains to be an effective means of communication, spreading information, advertising, marketing, and in general, of expressing and sharing views, opinions, and ideas.

There are different types of mass media that we are accustomed to in this day and age. Whether it's children, young people, or adults, we've all had our share of media related exposure every day. Mass media fall into four types: Print Media of

Newspapers, Magazines, Booklets and Brochures and Billboards, Electronic Media of the Television, Radio, And the New Media of Mobile Phones, Computers, Internet and Electronic Books.

Print Media

Print media encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books. The print media is an effective way to alert the public to the Weatherization Assistance Program and its work. Readers often bypass paid advertising, but a story from an independent journalist increases public awareness and builds local credibility. The media reaches a broad audience of readers on a daily basis. Reporters and editors are always looking for interesting, newsworthy stories. Attracting media attention can help expand your influence and name recognition in target communities.

Newspapers:

Newspapers enjoyed the position of the most preferred media to reach a wider audience until electronic communication emerged on the media scene. In the early days, newspapers were the only media that masses at large depended on, for daily news. A newspaper carries all kinds of communication related to a variety of topics like politics, current affairs, entertainment, finance, stocks, etc. Apart from this, it also includes topics which are in lighter vein like cartoons, crosswords, movie reviews, book reviews, puzzles, crosswords, etc. This captivates the imagination and interests of readers from all age

groups. Newspapers are an important platform of mass communication as they reach every nook and corner of the world where electronic media fails to reach. It plays a pivotal role in providing authentic firsthand information, building opinions, updating the knowledge of the reader, and serves as a good platform for advertisers to promote their products. However, with the emergence of the Internet, which updates information every second and is just a click away, the popularity of newspapers has reduced.

Magazines:

Magazines are another type of popular culture print media. They usually cater to a specific type of audience who are looking for information based on a particular subject. Magazines cover a plethora of topics like current affairs, business, finance, consumers, gadgets, self help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. Magazines like TIME and Reader's Digest include information which is all pervasive. The frequency of magazines can be weekly, fortnightly, bimonthly, quarterly, half yearly, or yearly. These magazines are the best forum for advertisers as they have a place in readership.

Magazines in the twenty-first century are continuing many of the trends that made them successful throughout their history, including building relationships with readers, adapting to change, being supported by advertisers, and defining major issues in society. Magazines continue to be successful in their print formats but are expanding their content with Web sites and other electronic offerings.

Booklets and Brochures:

Booklets and brochures are part of the promotional literature of a product, or an organization. There are two types of booklets and brochures.

Pre-buying promotion:

Usually in malls and stores, promotional literature is distributed free to all with discount offers, or other schemes which seem profitable such as a free booklet about cosmetics will include information about the products, latest trends, contents, the benefits of using them, the available range, or colors, discount coupons, etc. This, will most likely, have a positive impact on your decision -making.

Post-buying promotion:

These booklets and brochures are usually given with a product for better customer experience and easy usage post purchasing. When customers buy an any new item that it is usually accompanied with a small booklet giving details about the benefits of using the product, usage directions, cleaning and storage instructions. The guidelines are usually followed by a series of 'how to' images which facilitate easy information about the product. These booklets may also include 'Other offerings' section. Organizations also have their own profiles in the form of brochures which they give to their stakeholders to create a favorable image. It highlights the information about the company, its capacity and capability, services and solutions offered milestone achievements, sustainability, innovation, awards, etc. In this case people "do judge the book by its cover", and hence, these booklets and brochures are designed in an attractive format using colors and photos.

Billboards:

Billboards are huge advertisements that are put up at a height in strategic locations to draw more attention. They usually attract the target audience by their bold colors, attention-grabbing headlines, creativity, designs, special effects, etc. Initially, billboards started by hand painting huge boards, and eventually graduated to putting up printed sheets. Later came a trend for incorporating neon signs, videos, and cut-outs which extend out from the boards, 3D rubber, or plastic balloon objects, etc. Such billboards are called bulletins. They command the best customer exposure. Communication in these types of billboards should be in minimum words. The images should speak louder than the words. They are a successful medium of communication as they are good at captivating and retaining customer's attention.

Newsletters:

A newsletter is a printed report of information and ideas that is distributed on a regular basis to a group of interested people. Newsletters are typically from two to eight pages in length. They vary considerably in cost, quality and content. Newsletters are created to keep your members up to date about what's going on, to keep the public informed as well, To educate all readers about issues and ideas that concern your group, To build cohesion and a sense of pride among your members, To spark new interest in, and increase recognition of, your agency, To offer a format for information exchange that doesn't yet exist in the community, To reduce the amount of time spent on information sharing at your group meetings To announce your regular meeting, To replace meeting minutes by

creating a section in the newsletter devoted to meeting summaries.

A newsletter is a regularly distributed publication generally about one main topic that is of interest to its subscribers. Newspapers and leaflets are types of newsletters. General attributes of newsletters include news and upcoming events of the related organization, as well as contact information for general inquiries.Newsletters on the other hand are more about building long-term relationships. They may, of course, include calls-to-action, but their prime goal is to strengthen the relationship between the customer or prospect and the publishing entity. The objective is usually to induce actions in and over the long-term. Newsletters aim to make the recipient of a newsletter much more likely at some time in the future to take the kind of actions ultimately desired by the publisher, and take them again and again if possible (e.g. repeat purchases). Newsletters build long-term impact and influence. Promotions focus on persuasion, newsletters on trust and loyalty. Promotions look for immediate returns, newsletters for long-term benefits. Promotions make an offer, newsletters offer value.

Newsletters are both the oldest and the newest print news medium. Originating in both Rome (around 59 BC) and China (during the T'ang dynasty, 618–907 AD), these handwritten reports kept literate adults informed on the happenings in the city and the empire. Although such news reports faltered following the fall of the Roman Empire, script newsletters resurfaced with the rise of the state structure in the West. For centuries, these handwritten newsletters were the dominant print news medium. The circulations were small because of the labor-intensive nature of their production. After the advent of

newspapers in the West in the early seventeenth century, newsletters continued to be published but eventually newspapers became the dominant news medium. Newsletters are also the newest print medium. Reintroduced as a distinct news medium in the twentieth century, newsletters seemed tailor-made for the specialized information needs of readers in developed countries.

The history of newsletters, newspapers, and pamphlets has not been the property of one culture or one country. Many cultures, many races, many generations have molded newsletters, newspapers, and pamphlets. Some of those contributions have been technological, others philosophical. Some changed the editorial content of the media; others directly affected the advertising side. Some were fostered by political, social, and economic conditions within the countries; others were triggered by the creativity of individuals. All, however, help explain the rich diversity in the newspaper and newsletter industries today. They also explain the content of today's newspapers and newsletters—both print and digital.

Although newspapers are popularly represented as the "oldest" of the news media, that is not the case. If a news medium must be dubbed the "oldest," then clearly that title needs to go to the newsletter. Centuries before the newspaper made its appearance, handwritten newsletters spread the news of the day. The twentieth century has not been as kind to newspapers. The century has brought new competition, first the radio, then television, and finally the Internet. Newspapers have been losing their share of advertising revenue. More and more newspapers in the developed countries have folded, unable to

clear substantial enough profits for the corporations that own them. The brightest part of the newspaper picture may be the Internet. Major metropolitan dailies are going online with their editorial content.

Direct Mailers:

Direct mail is a type of advertising medium in which messages are sent to target customers through the mail. Newcomers to the field of direct mail often use the terms "direct mail," "direct marketing," and "mail order" interchangeably. Perhaps the best way to distinguish these three similar, yet different, terms is to remember that direct mail is simply an advertising medium, like print or broadcast media. Print media messages are delivered through the printed word, usually in newspapers or magazines, while broadcast media messages are delivered through the airwaves, on television or radio. In direct mail, advertising and other types of messages are delivered through the mail.

By way of contrast, mail order is a way of doing business, like retail or personal selling. A mail order business delivers its products through the mail. It may also use direct mail to send out advertising messages, but many other businesses use direct mail without being in the mail order business. Direct marketing is a broader term that refers to a type of marketing that utilizes a variety of advertising media to appeal directly to the consumer. Direct marketing is distinct from other types of marketing in that it makes an offer and solicits a direct response. Direct mail is simply one advertising medium that direct marketers employ, although it is among the most frequently used.

Direct mail is a particularly attractive option for small business owners, as it can communicate complete information about a product or service and reach almost any conceivable target group, all for a relatively low cost. Direct mail can provide the basis for a business, or it can be used to supplement a company's traditional sales efforts. For example, a small business could use direct mail to inform potential customers about its offerings, then follow up with a phone call or a visit from a salesperson. Owners of start-up businesses may find direct mail an effective method of creating awareness and interest in a new product, while owners of existing companies may find it useful in generating new business outside of their usual customers or geographic area. Another advantage of direct mail is that it is testable, so that entrepreneurs can try out different sales messages on various audiences in order to find the most profitable market for a new product or service.

Handbills or flyers:

Handbills or flyers are a form of communication, which is printed on a small paper. It is easy to carry, colorful, attractive, and legible to read. They are handed out to all the passers-by. These are useful mainly for restaurants, hotels, nightclubs, political campaigns, delis, concerts, rallies, political campaigns, etc. People are more prompted to throw it away without reading. Hence, many a time this fails to be an effective medium of mass communication. A Flyer is usually a single, unfolded printed sheet that is used to draw attention to an event, service, product or idea. A flyer usually contains a very simple message that can be conveyed quickly. A flyer is generally printed on the 8.5" x 11" paper size to keep its cost low, though flyers can be created in any size that is easy to handle. Also, the

printing is most commonly on one side of the paper, though there is no law that says flyers can't be printed on both sides. Depending on how they are used, flyers are sometimes referred to as handbills, leaflets, inserts or circulars. They are commonly distributed by hand wherever customers or people may gather or pass by, such as at a trade show or other popular venue. Also, flyers can be folded and tabbed as a self-mailing piece or enclosed in an envelope. Flyers can be printed in any ink color, though full color printing is the most popular since the purpose of a flyer is to get noticed and read.

A flyer usually has a relatively short lifespan, such as being used to announce a one-time event like a grand opening or special promotion. So, the paper used for flyers does not necessarily have to be heavy weight paper. However, a flyer can be printed on thicker paper to make it more durable if it contains information that will be referred to again and again, such as when used as a product spec sheet or instructions.

Billboards:

Billboards or hoardings are huge advertisements that are put up at a height in strategic locations to fetch more attention. They usually attract the targeted audience by their bold colors, attention-grabbing headlines, creativity, designs, special effects, etc. Initially, billboards started by hand painting huge boards, and eventually graduated to putting up printed sheets. Later came a trend for incorporating neon signs, videos, and graphic cut-outs, etc.Such billboards are called bulletins. They command the best customer exposure. Communication in these types of billboards should be in minimum words. The images should speak louder than the words. They are a successful

medium of communication as they are good at captivating and retaining customer attention.

Humans have been creating wall art since the time we lived in caves. What the wall art was used for, and at what point it crossed from artistic display to marketing for a business is an interesting question. During the time of the ancient Egyptians the government was using images carved into stones to post the laws and regulations of the land. This carving into stones may, in a way, have been the oldest form of outdoor advertising.
The modern-day billboard advertising approach can trace its roots to lithography, which was an invention of the late 1790s. The genius of this invention is that it made it possible to mass produce as many posters and announcements as a business needed. There was one major limitation to the outdoor billboards being produced at the time, and that was the quality of the posters; they did not stand up when exposed to the elements for prolonged periods of time.

The circuses were one of the first businesses to profit from this new form of mass marketing, and so outdoor advertising underwent a major innovation which brought us the modern billboard advertising that we know today. The earliest use of the billboard by the circuses dates back to 1835. Prior to the invention of lithography, billboard copy could only be produced on a very small scale which made it significantly less effective as a marketing tool than it is today.

Press releases:
A press release is an important device of communication because it takes the relevant communication directly to the

press. Whenever government, organizations, NGOs, retail outlets, design houses, celebrities, etc., have a newsworthy announcement to make, they draft a press note which is then sent to the members of the press in the form of a hard copy, fax, mail, or CD. A press release is also distributed in a press conference.A press release answers all the "W type" questions like what, who, where, how, and when, in its content. A quote of the spokesperson is also added to give it credibility. This is issued on the letterhead of the organization. It begins with a headline and dateline, and closes with the media contact for the organization. Most of the matter in a press release gets picked up by journalists, hence it should be worded wisely and strategically.

Press releases come in different flavors and serve different purposes. Well-written press releases are far from dead. In fact, when developed strategically, their opportunities, appeal and benefits are only expanding in conjunction with the groups of various influencers and consumers who rely on them for relevant information. The disruption of the Web has splintered press releases into a variety of formats to serve different audiences and different purposes.

Books:

Books are a significant medium of mass communication as they have a large reader base. The expressions and opinions of the writer are taken to the readers in the form of a compiled book. Books are important for several reasons: they allow children and adults to learn and understand the alphabet, achieve a minimal standard of literacy and help people understand their roles in society. Some books have characters that people can

easily relate to, which allows them to gain a better understanding of their own emotions, including happiness, sorrow, anger and pleasure. Some books contain stories and information on areas that people are not familiar with, such as the sciences or a certain region of the world; reading literature on these elements allows people to have a better understanding of and appreciation for those topics.

Books became part of the mass media after the printing process was invented. Now they are in the reach of almost everyone and could cover any distance on the planet. Their topics are varied and their value could be judged from the fact that most libraries in the world are due to books rather than other published material. When writing systems were invented in ancient civilizations, nearly everything that could be written upon stone, clay, tree bark, metal sheets--was used for writing. Alphabetic writing emerged in Egypt around 1800 BC.

Electronic media

Electronic Media is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new media like the Internet, computers, telephones, etc. Electronic media has revolutionised the information system. Now everyone can be aware himself with current information and updates. So many TV channels in the country and internet websites justify the importance and advantages of electronic media where everyone has a freedom to exchange his view point freely.

Television:

Television appeals to both the auditory and visual senses, and hence is an important communication device as it beholds the attention of the audience. For many people, it is impossible to imagine a life without their television sets, be it the daily news, or even the soap operas. Television has become an advertising hub where advertisers are ready to spend huge amounts of money for an ad of a few seconds, especially for programmes with high viewership.

Historically, its definition was more or less set in stone. A television set was a very particular type of device, which served as the hub of audio-visual entertainment in a given household. To take Wikipedia's description, it's "a telecommunication medium for transmitting and receiving moving images that can be monochrome (black-and-white) or colored, with or without accompanying sound." Over time, the models, sizes and features evolved, but the basic meaning of the word "television" remained unchanged. That is, until recently. For the first several decades of the TV's existence, the concept didn't evolve much. Black and white turned into color. They got lighter, they got thinner and the picture quality gradually improved.

Radio:

The radio receives electromagnetic waves from the air that are sent by a radio transmitter. Electromagnetic waves are a combination of electrical and magnetic fields that overlap. The radio converts these electromagnetic waves, called a signal, into sounds that humans can hear. Radios has become a part of everyday life. Not only are they used to play music or as alarms

in the morning, they are also used in cordless phones, cell phones, baby monitors, garage door openers, toys, satellites, and radar. Radios also play an important role in communications for police, fire, industry, and the military. Although there are many types of radios clock, car, steer all contain the same basic components. Radios come in all shapes and sizes, from a little AM/FM "Walkman" to a highly sophisticated, multi-mode transceiver where both the transmitter and receiver are combined in one unit. The most common modes for a broadcast radio are AM (amplitude modulation) and FM (frequency modulation). Other modes used by ham radio operators, industry, and the military are CW (continuous wave using Morse code), SSB (single sideband), digital modes such as telemetry, radio teletype, and PSK (phase shift keying).

New Media

With the advent of the Internet, people are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and The Internet are often referred to as the new-age media. The Internet has opened up several new opportunities for mass communication which include e-mail, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier.

Mobile Phones:

Mobile phones have become a boon to mankind. It has made communication possible at any time, and from anywhere. Nowadays, a smart device like a mobile phone is not only used for interaction, but also for other technical utilities like operating pumps from remote locations, etc.

Cellular telephone, sometimes called mobile telephone, is a type of short-wave analog or digital telecommunication in which a subscriber has a wireless connection from a mobile phone to a relatively nearby transmitter. The transmitter's span of coverage is called a cell. As the cellular telephone user moves from one cell or area of coverage to another, the telephone is effectively passed on to the local cell transmitter. The first cellular telephone for commercial use was approved by the Federal Communications Commission (FCC) in 1983. The phone, a Motorola DynaTAC 8000X, weighed 2 pounds.

Computers:

The **first digital computer** and what most people think of as a computer was called the ENIAC, built during World War II (1943-1946). Early computers like the ENIAC used vacuum tubes and were large (sometimes room size) and only found in businesses, Universities, or governments. Later, computers began utilizing transistors as well as smaller and cheaper parts that allowed the common person to own a computer.

With the invention of computers the impossible has become possible. We virtually get information about everything from

pin to piano with the help of computers. It has added speed and multimedia to the information which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology.

The Internet:

This is the most important device of the new age media. The discovery of The Internet can be called the biggest invention in mass media. In earlier days, news used to reach people only with the morning newspaper. But today, live updates reach us simultaneously as the events unfold. For example, the royal wedding of Kate Middleton and Prince William was watched live on the Internet by millions of people around the world. The Internet has inspired interaction and connectivity through its social networking medium. It has become one of the core means of mass communication. We cannot think of leading our lives without it. Let us see how the Internet impacts mass communication through the following mediums.

E-mails:

E-mails or electronic mails have drastically reduced the time it took for drafting and sending letters, or mails. Electronic mails have also facilitated lesser usage of paper. Short for electronic mail, e-mail or email is information stored on a computer that is exchanged between two users over telecommunications. More plainly, e-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals. The first e-mail was sent by Ray Tomlinson in 1971. By 1996, more electronic

mail was being sent than postal mail. Email has proved to be one of the Internet's most popular services; while it has been commended for improving global communications, it has also be criticised for it's security: spam, and viruses and malware being spread through email attachments.

Websites:

the Internet has a plethora of websites dedicated to various people, companies, brands, causes, activities, etc. The most significant usefulness of these websites is in providing information, search engines, downloads through libraries, and interaction through the social networking sites. Due to these websites carrying out e-commerce transactions has also become easy.

Podcasts:

Podcasts are mediums of mass communication that include short video or audio files. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication.

E-Forums:

E-Forums are bulletin boards on websites where people start threads on topics. These are usually hosted on a website. These forums are open platforms to discuss a range of topics. People give their opinions and share their experiences on various topics.

E-Books:

There are a number of websites which have hosted eBooks and online libraries. The main benefit of having eBooks is that you

don't have to carry bulky books. You can read them on your eBook readers, mobiles, computer screens, or other devices. You can even adjust the font size to suit your requirements.

Blogging:

A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments or feedback.

Internet TV:

It is also known as online TV. It usually has an archive of programmes. You have to choose the programme, you wish to view from the list. You can either view the programs directly from the host server, or download the content on your computer. It is an effective means of communication.

Face book:

It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or make new ones. acebook is not really a website anymore. Rather, it's a vast, branded utility. It's like another World Wide Web, but with a profit motive. It's a kind of Wikipedia, but built on a corporate, not a cooperative, model. As a communications technology, it has radically changed the ways we connect with one another.

Facebook is a social networking website that makes it easy for you to connect and share with your family and friends online. Originally designed for college students, Facebook was created

in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with more than 1 billion users worldwide.

Twitter:

It is also a famous social networking website. Twitter is a micro blogging site which allows interaction and feedback of different people. There was a time when it was very popular among celebrities and individuals. Today, the governments of various nations have understood the importance of "tweeting" information to the public, and regularly share information through Twitter.

YouTube:

YouTube is a website designed for sharing video. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Every minute of every day, more than 35 hours of video is uploaded to YouTube. Video files can be very large and are often too big to send to someone else by email. By posting a video on YouTube, you can share a video simply by sending the other person a url 'link' – that is, the 'address' of the relevant internet page.

When YouTube was created in 2005, it was intended for people to post and share original video content. But since then it's also become both an archive for storing favourite clips, songs and jokes, as well as a marketing site for companies to promote their products. Nowadays the term 'viral video' is common. This refers to a video clip that people have liked so much that

they've shared its link by email with millions of others around the globe – in effect, it's spread like a virus. Companies have realised that they can harness this ability to reach potential customers and have created their own YouTube accounts for posting advertisements and other marketing videos. Film and television companies maintain a tight control over their own content and block illegal sharing of their programmes. However, several now use YouTube to allow fans to see high-quality trailers or repeats of recently aired shows.

Importance of Media

In the world of today, media has become as necessary as food and clothing. It has played significant role in strengthening the society. Media is considered as "mirror" of the modern society, infect, it is the media which shapes our lives.

For many community groups and organisations, gaining positive and consistent coverage in the media can have an incredible impact on the work they do. It can have a multiplier effect on the good work that groups are doing. If people know what they have achieved and what they do, they are more likely to support their group. The more support they get, the more likely they are to have a bigger impact.

While it is important that groups don't become obsessed about getting media attention as a bigger priority than actually doing the work they do, it can make a difference. Media is important because it influences society in many different ways.

Media is all around us, society is constantly interacting with social mediums for their own gratification, that gratification could be keeping in contact with friends and family or it could be sharing yourexperiences with the world through pictures and videos. Anothergratificationcould be finding information easily and quickly using things such as the internet.

Media is important because it gives us some sense of being. We have a sense of being part of something greater then ourselves and that is why things like twitter and facebook are so popular because they make you feel that you are part of a wider community always interacting with each other. It gives individuals the ability to create their own personal identity, through mediums like facebook people can add details about themselves like what their hobbies are and who they perceive themselves to be.

Media is important with regards to gathering information. Although we've had the internet for a fair amount of time there have been some major changes that have revolutionised the way we use this medium. Things like large data bases full of journals ranging in all areas of information. And the best part of this media is that it is instant and easy to access.

Mobility is a fairly new way that media has an importance on society. We are now able to access, comment on and upload

information instantly wherever we are through devices such as smart phones.

As we progress into the 21st century, communications are becoming faster and faster and faster. Think of the millions of different media images people are bombarded with every day. It is as important now to be able to read and make sense of those images, as it has been to be able to read ordinary text. If people do not know how to read the messages coming at you from TV, the Internet, smart phone, advertising etc, then people may become very lost and misled in the 21st century. People also need to have a good idea of how those messages are made, and who is making them, so that people may quickly become aware if someone is trying to manipulate their thoughts and feelings.

Media Studies is also about appreciating the skill and creativity which goes into the production of media texts. Just as analysing the different techniques used in the creation of a poem or novel helps people appreciate the talent of the writer, so does learning about media techniques help you appreciate the skill with words and pictures that the creators of a media text have to possess. Media Studies also deals with the very latest ideas which are why people need a website to help study it, rather than relying on textbooks that get out of date very quickly. Although people do need to have some understanding of the history of media the focus of people studies are what is happening right now, buzzing round the airwaves of the globe.

No doubt, media has played significant role in making world a global village and to reduce the communication gaps amongst the people living in the far areas but unfortunately, media these

days has become a commercialised sector, eying the news which are hot and good at selling. The goal is to gain the television rating points.

Media reporting

"When you think about it, most news is "conflict" and journalists are participants in the conflicts they cover. Though they usually make every effort to be "objective," this is difficult at best. Sometimes attempts to present both views equally is actually favoring one over the other, if the story doesn't illustrate that one view is much more predominate, or another, while commonly believed, is incorrect. Complex conflicts are full of pitfalls for journalists, but the more one understands what is really going on in a conflict, and the role of the conflict journalist, the better coverage one can do." (Cate Malek, 2013)

The 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; it can intensify the conflict, or cool it down.

Many countries have experienced some kind of conflict or even heavy violence so many journalists are well aware of what conflict actually is. What is important, though, is for them to learn about how conflicts start, which means being aware of the initial situation before hostilities actually flare up.

Experience shows that freedom of speech and expression are among the greatest casualties of any conflict. Typically, national security is used to justify legal and practical fetters on these freedoms, while insurgent groups try to suppress information or target independent journalists. A culture of impunity for violence against the media is exacerbated during conflicts, often leading to self-censorship. Combatants seek to prevent information about their human rights abuses reaching the general public. Political leaders frequently disseminate biased or manipulated information in order to mobilise public support for their conflict goals. In some cases the media, motivated by patriotism, publishes deliberately distorted information. Persistent misinformation is a powerful factor in entrenching feelings of mutual hatred between communities. This increases the obstacles which have to be overcome in peace processes and hinders conflict resolution.

Highlighting the problem of excessive restrictions on freedom of expression in conflict areas is no easy task. Those attempting to address this issue or to combat the distorted image of the 'enemy' risk being denounced as traitors or enemy sympathisers. Encouraging greater openness in the face of a national threat may be seen as providing even unintentionally assistance to the 'enemy'. In times of conflict it is particularly important that freedom of expression and a free flow of information are vigorously defended. Respect for freedom of expression is an invaluable element in any long-term policy to promote peace and end conflict. It is an essential foundation for the wider debate on the nature of the conflict and broader issues of accountability, both of which are critical in addressing the root causes of the conflict. Freedom of expression is also

necessary for adequate reporting on the conflict itself and for addressing human rights abuses, both as a cause of the conflict and a factor perpetuating it. (War of Words, 2005)

Conflict Sensitive Media Reporting

The media, both print and electronic, can play an important role in defusing tension, reducing and containing conflicts. It can do so by being deeply aware of the fragility of a country's' social fabric, of the efforts being expended at unifying a country's polarized and ethnicised politics and more importantly by objectively reporting conflict incidences as they unfold. However, recent reports appearing in cross sections of mainstream print media in Kenya has cast a pale shadow on the role, neutrality and objectivity of media in reporting conflicts. What this entails is that as a watchdog, the media should give credit where it is due and criticism where appropriate.
Media may need to go beyond being fact-deliverers to news analysts by providing enough and candid information to create empathy for all sides involved in a conflict. Journalists should avoid simplistic representations of issues by probing further and verify their sources in order to uphold the dignity of the media houses they work for and also to take to a higher level the role of media in peace building, well beyond reproach.

Biased and untrue reporting can breed cynicism and disenchantment about the objectivity of media in matters of conflicts, especially in a polarized and ethnicised society where a section of the citizens feel or imagine being disadvantaged in matters of media coverage and publicity. If objective reporting is not taken into account, then the public would interpret this as

dereliction of duty by journalists, news editors and media houses at large.

It is also necessary to note that violence and conflict related reports have inundated the media all over the world. Reports bordering on violence and genocide have caught world's attention at the expense of development based news and commentaries. Unfortunately, the media has tended to embrace such way of thinking. The danger of this is that a nation that readily and avidly subscribes to this type of violence laced media will in the long run sponsor conflict or invent one where none exists.

In Rwanda, it is in record that radio was used to lay the groundwork for genocide. In Serbia, television was manipulated to stir ethnic tensions prior to civil war. In the former Soviet republic of Georgia, territorial disputes were exacerbated by the propagation of nationalist mythology in the media. In such situations of misreporting, the ultimate losers are the ordinary people, a whole generation under the influence of canned information, who live in the shadows of the truth. In absence of truth, persistent propaganda reigns supreme and in the end becomes the "truth" because the alternative is missing or deliberately withheld.

On the other hand, the media can play a pivotal role in managing or resolving conflict. First, by acting as a watchdog, the media should blow the whistle on an imminent conflict as an early warning measure. When a suspicious movement of a given community is noticed, the media should alert the security personnel on the same. Secondly, by heeding the early

warnings and sounding the alarm, the media could act as a powerful tool in conflict management and prevention. All conflicts start as misunderstanding or tension between and among a group. If not quickly recognized for what it is or its potential, it can in time explode to engulf a larger section of the community or nation. Thirdly, the media should educate the public on the intricacy of a given conflict by highlighting the interests of each of the party to a conflict.

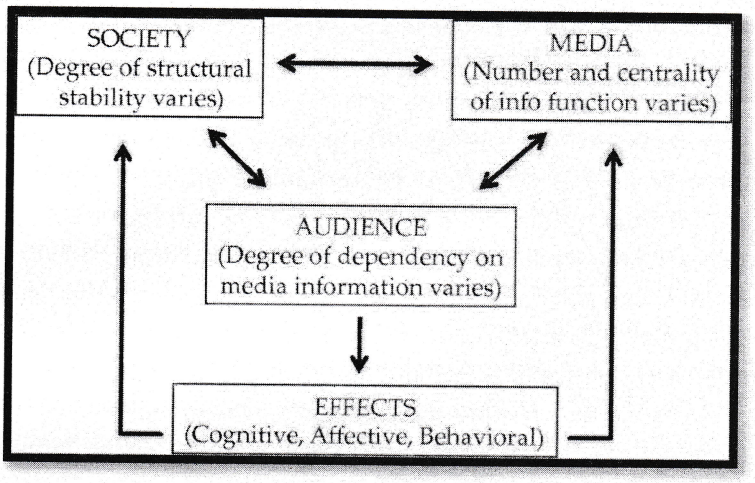
Finally, the media should desist from temptations of scooping stories that make headlines and instead embrace objective and responsible journalism that is a bedrock to socio-economic development of society

3

ROLE OF MEDIA AND REPORTING IN CONFLICT RESOLUTION

Media and conflict

Mass media often plays a key role in today's conflict. Basically, their role can take two different and opposed forms. Either the media takes an active part in the conflict and has responsibility for increased violence, or stays independent and out of the conflict, thereby contributing to the resolution of conflict and alleviation of violence. Which role the media takes in a given conflict, and in the phases before and after, depends on a complex set of factors, including the relationship the media has to actors in the conflict and the independence the media has to the power holders in society.



(utwente.nl)

Conflicts start in the minds of people. It is therefore important to know how they get into the minds of people. Media play a very important role in spreading images, images of threats, of animosity, of "the other". Large scale conflicts mostly involve people who do not know each other directly. The image of the "other" is created and spread by the media, old and new. Media play a crucial role in the escalation of conflicts. They can also play a crucial role in taming conflicts, if it wants to do so.

Media are mostly in the hands of the powerful. They can be State owned, or they are owned by rich people. The powerful are generally in favor of the status quo. In many cases, therefore, the media do hardly fulfill their role as a critical watchdog, a role which would be even more important in states where few checks and balances exist between different

institutions, and where power is highly concentrated in a few hands. The powerful have little interest in the publication of critical or negative news. Generally state owned media obviously distorts reality. As a result, people may lose confidence in state media and not only in the media. Biased state media can lead to a loss of credibility and legitimacy of government itself. Private media face another problem. They have to sell and that often leads to more sensational reporting: "What bleeds, leads". In this way, media can easily contribute to the escalation of conflicts, because acts of violence may dominate the news, and peaceful interaction remains underreported. New social media provide unique opportunities for individuals to articulate their opinion, get their voices heard, and draw public attention to issues that need to be addressed. But social media, too, are not without problems. Social media often spread unfounded rumors, half truths, and can also be used to mobilize people to commit acts of violence. Anyhow all media, old and new, state owned or private can thus be used to escalate or to de-escalate conflicts.

So it is obvious that there is a special relationship between media and conflict situations, external or internal, which have been an inalienable part of the history of a country as well as the world. The reasons for such a relationship are two-fold: First; the world over, conflict is acknowledged as being of major news value and, as such, constitutes a major area of operation for the media; second, it is a matter of utmost public importance and interest because of its security implications. However, it needs to be underscored that the parties in conflict try by hook or by crook to use the media to further their own

ends, and therefore the media comes heavily under all sorts of undesirable pressures and pulls and also threats.

As the print media made its debut in the 17th century, its potentiality as a mass communicator was soon realised, and it was used both as an informer as well as a propagator. So, what was born essentially to disseminate factual and objective information came also to be used to mis-inform and dis-inform, to control and manipulate news, and to shape and mould views. It emerged as a powerful weapon to influence public opinion and to rule the people through manipulations. In the last century when it came to be reinforced by the electronic media, first by radio and then by satellite-based television channels, the media by itself became an all-powerful institution of society on many occasions more powerful than the state. This mighty and all-pervasive power of the media was successfully used, in conflict situations, by vested interests to serve their purpose, benevolent or malevolent.

The inertia, the incompetence and the corrupt motives of the individual media-man often bring about conflicts, or prolong or aggravate them. The internal and external vested interests also create and perpetuate conflicts of all types to promote their social, religious, political and economic agenda. To attain their nefarious ends, these forces manage and manipulate, corrupt and coerce the media in several ways. Under these inexorable pressures, a media outlet closes down, cowers or allows itself to be controlled and corrupted. Sometimes it becomes a willing partner in the wicked game. A few withstand all pressures, but this "tribe," is almost extinct and has been driven out by

competition by those who run the media for purely commercial interests.

This ground reality of media vis-à-vis conflict situations contrasts sharply with the defined role of the media. In actual or potential conflict situations the role of the media is crucial. It should on no account itself contribute directly or indirectly to the creation of conflicts or situations which breed conflicts. It has to avoid oral or written words, projections of scenes and depictions of pictures, which may inflame passions of the people, create hatred between different sections of the populace, or lead to violence. All audio-visuals, news and views disseminated by it, and the manner and method of their dissemination, must conform to the most elementary precautions taken for civilised living. (Ajai K. Rai, 1990)

As the facts discussed above 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.

Harry S. Truman once said "You can never get all the facts from just one newspaper, and unless you have all the facts, you

cannot make proper 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, TV or radio. Arguably, the traditional media takes primacy in this, however, new technologies, the internet and digital content should also be considered in this context.

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

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, an information equilibrium. For the media it can be problematic to find a balance between preventing harm caused by speech and protecting individual expression. Being able to find this

balance however is important especially in conflict situations. Responsible journalism does not just re-publish press releases but is truly concerned with a truthful, balanced and fair account of events. In order to achieve this journalists have to stay clear of judgmental representations and describe reality without embellishment. If democracy is to work properly, society needs access to news and information; analysis of the status quo, debate, practical information and exchange as well as entertainment are needed and provided by the media. The definition of conflict and defining conflict areas is not easy and no two places are alike. Journalists need to know what they can expect on sight in order to define the objectives of their project.

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.

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.

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.

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. A suggested framework used by peace-building media can employ different strategies such as Conflict-sensitive and peace journalism, Peace-promoting entertainment media, Media regulation to prevent incitement of violence, but also, Peace-promoting citizen media.

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. 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 criticised. 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.

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.

Media may play critical roles in the prevention and management of conflict, as well as deliberately or inadvertently driving conflict. Positive roles in promoting peace and security may include: linking citizens to state; changing attitudes and behaviours; providing early warning of divisive issues or instability; mitigating conflict through balanced reporting; promoting reconciliation. Negative or destabilising roles of

media may include: "hate speech" and incitement to violence; inaccurate reporting and incendiary rumour; deliberate underreporting and misreporting; over-reporting and sensationalisation of crime, violence and insecurity; the sudden collapse of media coverage. Challenges to good media practice in conflict-affected countries include: distribution and access costs, particularly where roads and electricity are lacking; financial sustainability and dependence on foreign aid; technical sustainability, including hardware costs and maintenance; maintaining professional journalistic standards; representation of women and their interests; intimidation of journalists and sources through threats, violence or litigation; political patronage and interference. To overcome these challenges it should understand the influence of media in conflict resolution.

Understanding Media's influence in Conflict Resolution

In the area of conflict resolution, the media can really play a major role in enlightening the public opinion and in helping people take cognisance of the need for peace for their overall welfare. Its role dictates that it should take all steps within its reach to end them as promptly as possible and restore peace. The media has also to help find amicable and effective solutions to prevent their recurrence. Specifically, in the cases of armed conflicts, the objective defined for the media is "conflict sensitive reporting". Well, this sounds quite ironical as there is hardly anything humane about all armed conflicts: national, regional or international. In fact, conflict sensitive reporting consists mainly in covering all violations of the conventions of war by whichever party to the conflict. These

conventions governing the conduct of armed conflicts are called the humanitarian law of war a compendious expression.

The laws as they have evolved declare that the object of war should be to eliminate the possibility of a total war. In view of this legitimate objective, the use of certain types of arms and ammunitions which unnecessarily aggravate the suffering of disabled men, or render their death inevitable, is prohibited. All poisonous gases and bacteriological methods of warfare are banned. The comprehensive treaty not only prohibits the use but also their development, production and stockpiling. The law protects the wounded and sick, the shipwrecked and the prisoners of war. Characteristically, the human rights reporting of armed conflicts should be objective, fair and impartial, irrespective of the nationality, race, religion or ideology of the violators of the law, and of their victims, and has to be above all uninfluenced by bias and prejudices. As such, it is not an easy task. Even in peaceful situations, the reporting is subject to internal predilections and external pressures. In an armed conflict it is more so. Few can withstand the pressures and the influences of the social groups in which they operate, and fewer still can overcome their predispositions actuated by their own nationality, race, religion, culture and ideology. However, without being immune to outside and inside forces, one cannot discharge his or her duty as a humanitarian reporter.

As a matter of fact, the main object of reporting on the infringements of the humanitarian law of war ought to be to preserve and promote human dignity. Individuals do not lose their rights as human beings, just because they join or are forced to join the armed forces of their country, or happen to

live as civilians in countries which are party to an armed conflict. The combatants are not individually responsible for their action, much less the civilians. The armed conflicts of whatever dimension, are essentially fights between states, or internally between the State and the insurgents. In his renowned work, "Social Contract", Rousseau said, "War is no way a relationship of man with man but a relationship between states, in which individuals are only enemies by accident, not as men, but as soldiers. Once soldiers lay down their weapons they again become mere men. Their lives must be spared."

In this information age, the media's role in conflict situations has come to acquire added significance. Now the wars and political conflicts will be preceded by "info-attacks" disinformation, psychological warfare and propaganda campaigns. (Gerd Junne, 2013)

Conflict Sensitive Media and Reporting

Successive evolutions in communication technologies have significantly altered the conduct of conflict, warfare, and conflict resolution. Compared to people of earlier ages, people around the world today know much more and much sooner about major developments in international relations. Global news networks that broadcast live from all corners of the world and via the Internet provide immediate access to unfolding events and, under certain conditions, could influence the way those events develop and end. (Eytan Gilboa, 2009)

Most contemporary conflicts occur at the interstate or global level, and this pattern is likely to persist in decades to come.

The sources of contemporary conflicts include strong cultural and religious elements, and, therefore, it is difficult to resolve them. So we can argue that evolutions in communication technologies have significantly altered the media's role in conflict resolution and reconciliation. Global and regional news networks and the Internet allow new actors, primarily non-governmental organizations and individuals, to actively participate in conflict resolution. New technology has challenged states, but at the same time provides states with new tools to accomplish their goals. The media's role is especially enhanced by the Internet, cell phones, and online social networks, and is especially relevant to the local or global level, where the expected results are perceptual and the main strategy is using violence to maximize sympathetic and supportive media coverage. (Robert Karl Manoff, 1997)

The media can publicize the principles of human rights and other moral norms, and can act to enforce those norms by publicizing violations. They can also focus public censure on hate groups. They can publicize and support peace-keeping operations. The media can act as a go-between for parties who lack any other means of communication. The media can draw attention to brewing conflicts, and so create pressure to address the conflict. They can also give early warning of potential conflicts.

The media can educate the parties about each other's interests, needs, and core values, and help to confirm the parties' claims of transparency. They can help to undermine harmful stereotypes and promote re-humanization of the parties. Education in general is helpful for conflict resolution. .

The media may itself reframe the issues in ways which make the conflict more tractable. They may aid the parties in reframing issues, and in formulating possible solutions. The media may also help maintain or achieve a balance of power between the parties, or work to strengthen the morally superior position.

The media can reinforce leaders' credibility with their constituents, and engage in other confidence-building activities. The media can work to deflate rumors and propaganda. And the media can respect the need for privacy and confidentiality in the negotiation process. They can also reinforce settlements by publicising them as important, shared historical events

It must think that how the media can make a constructive contribution to conflict resolution, how they can detect violence at an early stage and monitor peace agreements, and how they can increase social cohesion and thus contribute to reconciliation. Because to do all these things it should understand the reality. Reality is much more messy and makes it difficult to make a clear cut distinction between different phases of a conflict: conflict prevention, escalation, large scale violence, and reconciliation can all take place at the same time, often with different emphasis in different regions of a conflict affected country. The reality is conflicts do not break out from one moment to the next. There is normally a long period in which tensions slowly build up, often over years or even decades. It is not inevitable that this build up leads to large scale violence. A lot can be done to prevent outbursts of violence and to reduce the antagonism between different groups. Media that

supports to solve the conflict can make an important contribution to conflict prevention by offering a different type of content, which reduces animosities, increases mutual understanding, unmasks the structural causes of increased tensions, and focuses on opportunities for future cooperation.

It can be suggested that media is both a friend and a foe to a peace process. Media can foster human security, and there is evidence that media can reinforce motives for fuelling wars. It can be an instrument for peace and conflict management, which promotes messages and strategies that can lead to peaceful agreements and tolerant behaviour in a given society. Media can also be a weapon of violence that propagates biased information and manipulates societies or groups in conflict with divisive ideologies and harmful actions. Thus, the media have become pervasive and extremely influential in attitudes towards conflict.

Television and Radio Programmes and Mobile Phones

The radio can used to support reconciliation, but it could be used as well for conflict prevention. It helps the audience to recognize early acts of verbal violence and to understand situations in which people are especially vulnerable to hate speech. It wants to mobilize listeners to intervene at an early stage in their own environment, when they can still confront efforts to de-humanize others.

During the hot phase of violent conflict, new media - especially mobile phones can be used to keep contact with relatives, warn people to enter dangerous zones, rescue people, and reunite

families dispersed by the conflict. And people will listen more to radio and TV, but the chances that media can contribute to a better mutual understanding in this phase of a conflict are quite low. It is only after the shooting stops that media can again play a positive role and may contribute to reconciliation.

School Books

If we talk about media, we seldom speak of school books. But for many people, these are the only books they read. This is information with an extraordinary dissemination, which reaches young people at a very receptive age, and which is much more persistent in the minds than the content of a newspaper article. Ideas about the "Other people" inside and outside of the country are often implanted and perpetuated in school books, especially in books on history and geography. They provide a kind of common mindset for a whole generation

Peace Games

Most of the countries in the world, many young people spend more hours on playing computer games. Ideas about the world, about friends and enemies, are subconsciously implanted via the content of games. Many of the games are war games. It is not certain whether these games have a negative impact on the behavior of the players in the real world, but the positive effect is probably negligible. Some countries have realized the potential of games to spread specific views. An alternative to war games is the development of peace games, in which the players have to cooperate in order to succeed and to mediate between conflicting parties

Theatre, Music

While the above mentioned media address more the cognitive side of people, music reaches the heart and often evokes strong emotions. Theatre also has a great potential to reach the emotions of the spectators and certainly of the performers. There are many examples around the world of theatre groups that aim to contribute to peace.

Early Alert

Alternative content creation which creates more mutual understanding is a long-term endeavor. It takes time and needs a lot of repetition to be effective. But the effects can still be quickly wiped out at the moment that violent incidences occur and violence spreads. It is therefore of eminent importance that such incidences are spotted at an early stage and that an unbiased reporting) is taking place. New social media, especially mobile phone technology, have provided new opportunities to collect data from many different localities and to aggregate these data to provide a real time overview of local developments.

Peace Education

Shocked by outbursts of violent conflict, many people are prepared afterwards to look for ways and means to avoid the reoccurrence of such events. Many might therefore become interested in peace education. Peace education for children at school or outside school can be a long-term strategy to avoid future violent conflict. But adults, too, may become more

interested to participate in peace education programmes, either offered locally or via e-learning at a distance.

But "peace education" can also be understood in a broader sense. During protracted violent conflict, many highly educated people will heft left the region. They are usually more mobile than others, since their skills and experience are also in demand elsewhere. Large scale violence has often destroyed infrastructure, production facilities, and institutions. As a result, unemployment is mostly larger than it was already before. In a situation which is often still uncertain and insecure, little investment takes place and little employment is created. Most of the remaining population lacks the qualifications which would attract new jobs. The broad range of educational facilities on the internet, however, offers an enormous potential to acquire knowledge and skills via online learning.

Deglamorizing Violence

If people have nothing else to do, memories of past wars easily become idealized. The pain of violence is no longer felt, and memories of fearlessness are cultivated. People may start to glorify the past experience, which might prepare the ground for new violent confrontations. The media can make a very important contribution to deglamorize violence. This can be a task for all mass media. Often the creative arts can make a special contribution to this process. Getting a better understanding of how the "others" have experienced a specific violent episode of history can take away some of the bitterness and hostility, because it shows how all sides usually perceive themselves as victims of a conflict, not as perpetrators. The

presentation of alternative views can open the avenue to constructive dialogue and future cooperation. It also makes people aware of the sensibilities of the different parties to a conflict. This helps to create a common "language" in which future discussions can take place.

Facing a Common Future

An important part of the reconciliation process is to no longer look exclusively at the past like "who did what to whom", but to turn into the future and start discussions about the long-term prospects of the community as a whole.

Above listed alternative do many contributions that media can make to conflict resolution and maintain peaceful envioronment. And as above there are lots of efforts to promote the use of media to facilitate conflict resolution, and 'peace media'. Peace media can be defined as the use of "radio, television, and printed journalism, to promote peace, to disseminate truthful information or alternate viewpoints that could turn public sentiment toward peaceful resolution of conflict, or to counter 'hate radio'". Peace media workers are supposed to be balanced and unbiased when describing the parties involved in the conflict, but not neutral and passively observant when it comes to depicting peaceful means as the only acceptable way of resolving conflicts. Wolfsfeld one of the leading peace media scholars, holds that media in many ways can contribute to reshaping the course of events in a peaceful direction. For instance, media can stress the advantages of peace building, promote individuals and groups involved in peace initiatives, and balance the view of the actors.

Often, however, media conveys the opposite type of messages to the public.

Today, the interactions between the leaders and the news media can be shown by the way political events are framed or structured by news media in order to give meaning to events by packaging information. Media frames are thus fundamental in news coverage and undergo changes with varying conditions over time. These frames are most often analysed from a social constructivist point of view, which holds that meaning is generated through actions limited in time and space, meaning is not intrinsic to persons or events. Hence those who control a situation through their actions create or define the meaning of a particular circumstance. From this constructivist perspective, frames are always present when distributing information, which is particularly important in mass media.

Peace processes need endurance, whereas news media require urgency that agitates emotions on all sides. This has of course the effect of counteracting peace processes, which need calmness for their nurturing. Wolfsfeld calls this relationship between peace processes and news media a 'static model'. Many journalists, editors and others do not perceive these undesirable news values and counterproductive effects of the media from a peace building perspective. We thus see that media, despite its strong influences on the society, for a number of reasons is handicapped in the role of peace building in that the media tends to choose frames that are not compatible with the nature of peace processes.

The four hampering attributes of media mentioned above are cornerstones in what is called the 'static model' of media. The changing nature of media over time and its dependence on conditions is also important in the context of peace processes and is referred to as the 'dynamic model'. Wolfsfeld identifies two elements involved in this phenomenon. These elements are: the conditions associated with the political environment, which are related to the peace process, and the conditions related to the media environment. The latter can be defined as the sum of professional convictions, values and practices applied in news production. The political environment is based on the private and public norms, attitudes, customs and values that shape political life. This environment undergoes changes over time according to the circumstances.

When the political environment is shaped by an leaders that is in agreement concerning the peace process, only one frame, good or bad, is at hand. If this singular frame is favouring, for instance, a peace process, then the news coverage can have a positive influence on the peace process. On the other hand, when the elite is split over an issue, the division itself becomes the focus of the news reporting and contributes to perpetuating the dispute. Likewise, the diversity of debate in the news is proportional to the diversity of debate within the political leadership. Wolfsfeld thus sees automatic adaptations of the media world that are in accordance with the political circumstances.

Apart from the political and media environments, other crucial elements within the dynamic model are the intensity of the conflict and the frequency of crises. Wolfsfeld claims that the

more severe the conflict, the more likely the media is to make things worse by selectively emphasising the antagonism and highlighting the resulting problems to satisfy their need for 'drama', as we noted earlier. A broad political consensus and a smoothly progressing peace process can only counteract this tendency where the news spontaneously will cover agreements for constructive and resolving solutions.

The interactions between the polity and the media can be understood as a circle with mutual successive influences, where usually the polity makes the first move followed by a media response that in turn affects new policies. Certain prominent political events can create a political wave, which is characterised by media involvement generating elevated public awareness that contributes to intensifying the impact of the event. Peace frames are easily placed in a context where, for instance, a major agreement between antagonists with a great amount of international support is negotiated. The event immediately becomes newsworthy and also provides significant political advantages to the government. The opposite scenario is when one of the antagonists is attacked and the peace process is threatened. Then the news media becomes more events-minded (kidnapping, assassinations etc.) and finds it difficult to keep the frame of the peace process in view.

It has been argued that the media can initiate events, although it is not the rule. Media can however, play a major role in defining the political atmosphere in which the process takes place and hence influence the nature of the debate. The strategy and behaviour of the antagonists can be affected as well as the public standing and perception of the legitimacy of antagonists.

As seen, though media rarely initiate conflicts, they are potent in shaping them through their reactions to conflicts.

A media environment that is influenced by sensationalist priorities for news coverage is less likely to contribute to a peace process. Peace media, in contrast, is characterised by balanced reporting, emotional distance, presenting a broader and more multifaceted view of the conflict, and rejecting entertainment and partisan interests as major influences on news presentation. In this context, it is noted that an independent public sphere for open and free communication between different political currents, religions, minorities etc. is necessary for an effective peace media approach.

In sum, as a platform for discussions and sharing information by antagonists, peace media is needed as a significant catalyst for any peace process. Since the general public is dependent on news media for information, the media also influences the general view on the conflict and the peace process. Unfortunately, many have found that the media is more likely to hinder peace processes than to promote them.

Free media can act as an echo chamber for discontent within society as citizens express their priorities and concerns. Without this pressure valve, discontents are more likely to be expressed through explosive public protests or acts of violence. Media also contribute by disseminating information on laws, policy, service delivery programmes and priorities from government and politicians to people. It reports on the opinions and reactions of the people to policies and issues, mediated through journalists or directly through letters to the editor, vox-

pops and phone-in shows. Now, TV and radio stations are used by community police to inform citizens of their work and to gain popular input into setting policing priorities. For many isolated communities in war-dislocated contexts, hearing national radio stations may be the only contact they have with their larger nation and state.

In many fragile and conflict-affected countries, media have been harnessed by peacebuilding actors to disseminate messages and programming which promote peaceful coexistence and development, or raise awareness of solutions to divisive issues. These may be in the form of newspaper advertisements or radio jingles on specific themes such as reducing domestic violence, or constitute entire production and broadcasting networks devoted to peace-positive broadcasting, such as Search for Common Ground's Talking Drum Studios in Liberia and Sierra Leone. Often this programming can be syndicated, translated or reproduced to provide cost-effective, attitude- and behavior changing programming for local media, as with Equal Access Nepal's radio programming on security issues. Listeners' groups can be useful to discuss, reinforce and provide feedback on the impact of messages.

Providing conflict early warning

The echo chamber function of media can be an important and efficient source of early warning on sources of conflict within society to which the state and civil society can respond, provided that the biases or incentives of media coverage are well understood. In situations of violent conflict or high tensions it can also provide warning to people likely to be

directly affected by these manifestations. For example, in post-conflict Nepal, community radio stations provide an important service by warning listeners of riots, roadblocks or strikes which may impede movement or threaten violence. Broadcast media have a similar role in disaster risk reduction, providing early warning of natural disasters such as flooding or pest infestation, as witnessed in northern Liberia in late 2008.

In the event that violent conflict does break out, media can play a role in containing it by facilitating rapid response and appeals for calm by elected, traditional, community or religious leaders. Publishing or broadcasting balanced, well-informed and responsible stories about the nature and sources of conflict, as well as activities supporting peace, can help to counter the incendiary influence of rumour or sensationalism. In the longer term, media can help to promote reconciliation between conflict parties by investigating and reporting on the causes of conflict and misunderstanding if they represent the opposing views of the various conflicting parties or permit excluding or dissenting voices to be heard. (Stephen J. A. Ward,…)

Conflict Resolution Journalism

Conflict-resolution journalism is sensitive and responsible reporting on events in conflict-torn areas of the world. Journalism assists citizens to rebuild their society and to reduce tensions or at least not exacerbate existing divisions. Conflict-resolution journalism helps citizens live peacefully and move toward democratic institutions. Conflict-resolution journalism takes many forms, and has many names. It is called "peace journalism," or "conflict-sensitive journalism." The words

"resolution" and "sensitive" are intentional. They signal that journalism plays a part in rebuilding societies, but it cannot do everything. By itself, journalism cannot end conflict.

The trend toward conflict-reduction journalism emerged by the 1980s. There was a need to develop free and responsible media in Eastern Europe, after the fall of the Berlin Wall. Rwanda showed how media could spark genocide. Regional and civil conflicts sparked interest in the role of journalism in conflicted societies. In response to these problems, "media development" or "media training" programs were created to establish, or re-establish, responsible press in many countries. Other programs enlist the help of Western journalists to assist the press in developing countries to cover elections in a fair and accurate manner. In this way, conflict-reduction journalism became linked with the work of governmental and non-governmental agencies in post-conflict societies. However, conflict-reduction journalism is not limited, in principle, to non-Western developing nations. The approach could be used to report racial and ethnic tensions in developed Western countries.

A major ethical issue is whether conflict-reduction journalists should be objective or impartial in their reporting. Some critics of conflict-reduction journalism feel that journalists cannot be impartial if their primary aim is to build social stability and promote peace. Objectivity will be compromised by the desire to reach certain social outcomes. They argue that conflict-reduction journalists will "pull their punches" when they criticize, omit controversial facts or overlook tough issues to avoid conflict. Will their primary attachment be to reporting the truth?

However, many conflict-reduction experts and agencies advocate the development of a professional, independent and impartial news media. They believe that conflict reduction is not served by censoring voices, slanting the evidence, hiding uncomfortable facts, engaging in partisanship, or communicating uninformed spin. The aim is to build, slowly, a media system that reduces bias and other forms of subjectivity. The decline of impartial public journalism and the rise of a divisive partisan journalism usually signals that the society in question is spiralling downward into factions and violence. As the press becomes more partisan, it loses credibility. Without some degree of impartial public journalism, the society fails to communicate effectively, and confidence-building measures falter.

In today's conflicts media have a pivotal role to play, as an arena and as an actor in the political system. Influence of the media is closely related to the conflict dimensions pertaining to the communication of attitudes and perceptions that influence legitimacy and credibility in any political system. These dimensions are particularly important in weak states and democratic transitions, where a transfer of power has to be made from certain elites groups to include all actors in civil society. Most research has focused on the influence of Western media in conflicts, such as the international media, or on media's influence on Western policy-makers. However, most conflicts occur in domestic political settings where there are signs that the means of mass communications continue to increase in importance, suggesting that continued efforts are needed to understand the role of national media in violent conflict.

International and national media have very different roles to play. However, in terms of media intervention, there are indicators that under certain circumstances international and national media may be able to complement each other. While international media has the most important potential influence in conflicts in the violent phase, and at a decision-making level, national initiatives are most effective for long-term, sustainable conflict management in pre- and post conflict phases. International media can have an effect on elite decision-making, but these cases are marginal and only under particular circumstances and for short time periods.

National media and media initiatives that aim to operate within a country have more potential in terms of sustainable conflict management, particularly in the pre-violent and the post-violent phases of a conflict. Unlike international media, national media is part of a society and, therefore, has the means and potential to play an active and sustainable role. It can either act as a catalyst in escalation to violence or to long-term sustainable conflict management and societal development, meaning that caution and insight is needed. More importantly, media has the potential to play a constructive role in conflict management and prevention, by encouraging democratic principles, supplying credible information, and acting as a guardian of transparent politics.

Conflict over the media is an important dimension of any conflict. One way to view it is like a particular arena in which actors compete to control or influence the media in various ways in order to secure or gain political influence (Wolfsfeld 1997). It is an essential arena where success in winning the

'hearts and minds' of the target audience can be crucial. It is a continuous dynamic competition that involves, above all, being able to communicate to the audience in an attempt to promote their version of the story. There are two dimensions needed in order to understanding how political conflicts can influence competition over the media, one *structural* and one *cultural*. In the structural dimension the competition is over access to the media. The cultural dimension is the competition over frames, which serves to remind us that political contests are just as much related to struggles over meaning in which success within the media can lead to higher levels of political support (Wolfsfeld 1997). In other words the struggles over meaning are directly related to the struggle over actor credibility and who has the most legitimate cause. Having access depends on having physical access and control over the media, usually political and economic elites have an important advantage. It is also based on the level of dependence between the political actors and the media. As communication with a mass audience has become more important in democratic or democratising states, and media is the primary means of communication, so to has the dependence of political actors on the media .

Actors who compete over the media usually assume that success in controlling access automatically leads to success in the second, the cultural or framing dimension. In societies where the media is heavily controlled by the state or by other interests this is usually the result. However, as media become more independent this becomes more difficult: the more independent media is the less prone it will be to manipulation from outside actors. The relation also works in the opposite direction, the particularities and characteristics of how media

functions at all levels will have important implications for how a conflict is played out between the primary parties in a conflict. For instance, under certain circumstances media can act as an advocate for groups that do not ordinarily have access to media. It is more and more common to see images of demonstrations from distant countries in which demonstrators have gone through the trouble of writing signs and slogans in English, in the hope of getting their message across to an international audience. Another way of doing this is by orchestrating dramatic events designed to catch the attention of sensation seeking international media.

"Reputation becomes even more important than in the past, and political struggles occur over the creation and destruction of credibility." The perceptions and expectations that an audience has in relation to a political actor is what gives them legitimacy and credibility. In the case of a democracy it is primarily the public that can grant credibility and legitimacy to an actor. With the legitimacy of a mass audience, the capacity to mobilise increases and is an ultimate goal in the competition over communication media. Similarly, but negative, is also the capacity of the media to de-mobilize an audience.

External actors to a civil conflict should be well acquainted and aware of the political structures, and, more particularly, the credibility and representativity of political elites vis-à-vis other actors. This requires in-depth knowledge of the society and local contacts. Taking into account the relative legitimacy and representativity of political actors is particularly important in non-democratic states because, in the information age authoritarian states are more threatened by credible information

than are democratic states (Nye 2001). Democratic state institutions and norms are ideally self-correcting and more flexible when it comes to political power shifts and avoiding violent conflict. The media play a crucial role in a democratic system's self-correcting mechanism, and while public information may have dramatic consequences for any democratically elected government per se, it does not threaten the political system. In a non-democratic system the political structures and institutions are often more personally dependant on those who hold key decision-making positions. Meaning that a threat to the credibility of those in power also implies a threat to the legitimacy of the whole political or governmental structure. External support to non-representative and non-democratic actors could have detrimental effects, or vice versa. As above mentioned information in a situation of conflict, the media can play a major role in preventing or managing the conflict. The public relies on the media to separate facts and tangible realities from assumptions and spin, to provide a reliable account of what is really going on. Audiences should receive an intelligent account that enables them to form their own views. However, sometimes it is believed that the media largely failed to deliver on this promise. And sometimes media help very much to promote peace.

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