



SCHOOL OF JOURNALISM AND COMMUNICATION

GRADUATE PROGRAM

**PRACTICE OF PEACE JOURNALISM IN ETHIOPIAN MEDIA: *IN THE
CASE OF ETHIOPIAN BROADCASTING CORPORATION***

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DECLARATIONS

I Yohannes Emiru Kindie, do hereby declare that this Thesis is my original work and that it has not been submitted partially; or in full, by any other person for an award of a degree in any other university/institution.

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This is to certify that the thesis prepared by Yohannes Emiru Kindie, entitled — Practice of Peace Journalism in Ethiopian Media: In the Case of Ethiopian Broadcasting Corporation submitted in partial fulfillment for the requirements of the Degree of Master of Arts in Journalism and Communication (Broadcast Journalism) complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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ACRONYMS

EBC:	Ethiopian Broadcasting Corporation
EPRDF:	Ethiopian People’s Revolutionary Democratic Front
ETV:	Ethiopian Television
PJ:	Peace Journalism
TPLF:	Tigray Peoples Liberation Front
WJ:	War Journalism

ABSTRACT

The history of Ethiopia and conflict has a long tied relationship. Following this many casualties, destructions, deaths have been recorded. The cause of conflicts may be political, economic, or religion driven. Recently those conflicts were provoked through media intentionally or unintentionally. Now a day's media is expected beyond the traditional excepted role of media, like advocacy, entertainment, information or infotainment. Therefore this study designed to evaluate the extent of the practice of peace journalism in Ethiopian media in the case of the Ethiopian Broadcasting Corporation. To meet the main objectives of the Thesis, three main research questions wereset. To what extent the coverage of EBC News dominated whether peace or war journalism approaches during conflict reporting? Is there any tendency to exercise peace journalism in Ethiopia as an alternative media approach? What is the implication of the Media towards using or not using the concept of peace Journalism in reporting conflict? In this study, quantitative content analysis has been employed y to answer the research questions and following the result with sequential research design qualitative presentation used to answer why Questions through interview with News Editors. , Ethiopia Broadcasting Corporation (EBC) is subject of the study with the sample taken During October 25/2013 E.C unto November 24/ 2013 E.C.During the time frame, 90 (3 news stories each day) News stories were selected to be studied.Framing theory and Johan Galtung classification of elements of Peace Journalism and War Journalism have been taken as a theoretical framework.The study found reports are more focused on visible effects of the war over invisible effects of the war. The reports dominantly take officials as news sources and press releases from the Government officials, which mean the approach was elite oriented, not people-oriented. Then News reports reverberate differences of parties not maintain agreement by mentioning common grounds. In the criteria of the depth of the report, many reports are paying attention to here and now stories over addressing the Causes and consequences of war. And also the following style dichotomizes the Good and bad, which is the identity of the war Journalism Approach. The concerns of the stories majorly focus on two-part rotations and partisan which means lean to one side and about worried about the winning of one side which is known as "Zero-sum" orientation, reports are not trying to foster 'win-win Approach of both parties. Related to language usage, reports are not trying to avoid victimizing, demonizing, and emotive languages on the reverse they are using it frequently. Generally, the reports were dominantly traditional war Journalism approach oriented. Bylooking at the overall findings, the study also sketches out the likely useful and theoretical suggestionsin the Ethiopian media, and the media and conflict reporting.

Key terms: War journalism, Peace journalism, Framing, conflict reporting

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

A hail of violence and conflicts that extend from corner surrounded the history of the world to the corner of the sphere. When reading or watching the news, we understand that evidence of continual conflicts and wars still going on maybe because economic, religious, or politically driven. However, newsreaders come up with a diverse edition of reporting about the same event that comes from an array of news sources nowadays. The significance of media should be determined. Mass media often plays a key role in today's conflict. Their role can take two different and opposed forms. Either the media takes a lively part within the conflict and has responsibility for increased violence, or stays independent and out of the conflict, contributing to resolving conflict and alleviating violence (Puddephatt, 2006).

As we can understand the above statement, media can play either (to activate the conflict or contribute to resolution. So, media can play a positive role in mitigating the practice of media, to bring peace. Especially news media can play a central role in the promotion of peace (Wolfsfel, 2001).they will emphasize the advantages that peace can bring and that they can help to rework images of the enemy. But the media can also have a function asdestructive agents during a social process. They can emphasize the risks and dangers related to compromise, raise the legitimacy of these against concessions, and reinforce negative stereotypes of the enemy. In violent action, media play an adverse effect by adding fuel to the fire unless we use it appropriately and for a good of society. On the reverse, we can use the media for peace and nonviolence support.

When we mention the notion of a Media role in justifying peace the definition of (Jake Lynch, 2005)gives a clue how they can play their role “Peace Journalism is when editors and reporters make choices—of what stories to report and the way to report them—which create opportunities for society at large to think about and to value non-violent responses to conflict.”

The same concept (Kempf 2012) cited in Kempf, (2017)defined Peace Journalism as; when editors and reporters are aware of their contribution to the construction of reality and of their responsibility to give peace a chance. Beyond using the criteria of news, the so-called

newsworthy, the concept of "Peace" journalism should be considered as the filtration tool of news and programs.

"Peace journalism isn't merely good journalism; it's different journalism and a departure from the normal way of covering news stories, particularly conflict and violence, not only in nuances and emphases but also in substance. Peace journalism is not to report what is seen but to report what we can see; not simply To reflect reality but to explore reality and unearth what is not ostensibly reflective.... to Regard and cultivate readers' interests but not to be manipulated by them. This is the profound shift in the nature of journalism that the new philosophy offers." (Peleg, 2007:7)

This idea is supported by another scholar (McGoldrick; Lynch, 2000)Peace Journalism (PJ) uses conflict analysis and transformation to update the concept of balance, Fairness and Accuracy in Reporting. In terms of understanding the sources of conflicts," Peleg, (2007)believes that conflict management and prevention starts.

"Managing and preventing conflict begins with understanding the sources of social struggles. He categorizes the source of conflicts into different categories; the one is realistic versus non-realistic conflicts. "Realistic sources of conflict include material scarcity, limited positions and other aim situations which produce differences in interests and competing aspirations. They based the pursuit of specific goals on the consideration of costs and benefits as wells as beliefs about the likelihood of obtaining them. On-realistic conflict is mostly attributed to the expression of anger, anxiety and shame tied to personal or group level stress. Incompatibilities may exist because of misunderstandings derived from miscommunication of intentions." Despite the evolution of human society, all civilizations and cultures have been full of experiences of uprisings, riots, coups, terrorism, and revolution"(Jeong, 2008).

He categorizes the source of conflicts into different categories; the one is realistic versus non-realistic conflicts. (Webster)The dictionary defines A as a state of tranquillity or quiet: such as freedom from civil disturbance. B: a state of security or order within a community provided for by law or custom a breach of the peace.

1.2. Statement of the Problem

Definitions from the introduction part can give us some clue about what the researcher is going to address in this study. Whenever we tuned our news channels, they are busy with conflict and violent news from all corners of the world. Following this observable fact, scholars like Professor Johan Galtung, the pioneer of peace studies, put peace journalism as a alter key for the difficulty of the approach for conflict reporting.

Despite many idealistically postulated characteristics such as being independent, objective and committed to reporting the truth, etc., the media turn out to be a tool to serve the interests of a small group of elite people. Herman & Chomsky (1998) present a propaganda model which argues that media function as propaganda tools in capitalist democracies and work under a self-censorship due to political and economical influences. The model sets out five news “filters” that censor media stories, including dominant media corporations and the government.

Governments and military leaders exert even more control and manipulation of the media when it comes to “disseminating propaganda justifying war aims, sustaining the morale of the home and fighting fronts and demonizing the enemy” during much of the 20th century(Welch, 2005: p.x). Therefore, there have been bunches of studies on media coverage of every war since the early 20th century.

The execution of the genocide the belief system of contempt started the support of Hutu radicals within the Genocide against the Tutsi. This was the result of long-term support by the administering administration, and open and private educate to murder the Tutsi.

As distributed in Kangura Diary on December 10th, 1990, "the Bahutu ought to halt having benevolence on the Batutsi". The Tutsi were attacked and dehumanized. The Hutu alluded to them as “cockroaches” and “snakes”. This was a arranged obliteration of an adversary who was demonized; no kindness was to be appeared to any Tutsi man, lady or child (Nikuze, 2014). The above statement shows that the media dichotomization and labelling for the ethnic group. Beyond other factors that lead the genocide happened the role of the media in activating the conflict into violence the media take its share. The same there in Kenya, Kenyan and Universal media detailed the strife from a high-risk security point of view. Killings, police

engagement with protestors and plundering was played out within the media. Tv camera captured and aired images that will have caused countering and pressure. Mobilization of challenges from individuals of the opposition is said to have been done through the media majorly vernacular radio stations. On December 30, 2007, the Police Commissioner reported that open rallies were prohibited and the Lasting Secretary of the Ministry of Data issued a take note to all media houses requesting the suspension of all live broadcasts in an attempt to abridge articulated savagery. (Grace Wambui Njigua, Tonny Manyengo, 2018) The violence which happened there in Rwanda and Kenya was an ample example of media having played an adverse role in activating the problem.

In Ethiopia media, we tested different approaches since the emerging of media accordingly with political philosophy and the situations. Currently, most government /public/Media theoretically tries to use development communication as a basic principle while private media are leaning to use the conventional approach.

In 2008, Ethiopian specialists displayed a draft arrangement archive which set up improvements news coverage since of the official detailing fashion for the state media. The approach endorses that the media and writers ought to play a dynamic part within the country's improvement scheme (Skjerdal, 2011).

Scholars who study and also write about Ethiopian media mention the media is not as expected in creating a mutual understanding for the coexistence of the People. Ethiopia is a country in which different nation's nationalities and people's lives together. Having this in mind, the role of the media should be to create a conducive environment for all peoples to bring peace for people's coexistence. After the downfall of the Derge regime in 1991, the new substituted Government, the Ethiopian People's Revolutionary Democratic Front (EPRDF) acknowledged their loyalty to the establishment of new ethnic federalism and assures the equality of all of its over eighty ethnic groups, and cultural multiplicity renowned overtly. However, Susanne Epple; Sophia Thubauville, (2012) the agenda of fast national development has led to apparent conflicts between continuity and alter, also as between continuity and alter, also as between tradition and modernity. Following this ethnic-based media became flourishing, besides those ethnic-based media are the tool for hatred speech and only concerned about their belongingness. Afterwards, such activity has the chance to bring conflict into war, Rwanda and Kenya's genocide is a good

example of the media's adverse role in bringing war. Before things become worse, Ethiopian Media should see other ways to be proactive before the problems happened. The peace journalism approach may be one of the shifting paradigms for conflict reporting.

Recently, the media scholars reallocate their interest in this genre of peace journalism after the up-and-coming of the concept by the pioneer of peace journalism by Norwegian academician Dr John Galtung. In Ethiopia media, this approach is not adequately known and studied. Considering the polarization of Ethiopian media, the compatible solution is pointing to another solution for the alternative approach of media, like peace journalism. “Journalism and therefore the media do, however, play an important role within the societal construction of reality which will be fulfilled in several ways: Through the sort of stories coverage chosen they will give an impetus either to the escalation or to the de-escalation of conflicts” (Kempf, 2007).

It is vividly known the situation here in Ethiopia, what is going on and what it implies. And the Media are not playing their mediating role rather; they are adding fuel to the fire. In this situation, the academics sectors are expected to address the loophole of the media by evaluating such novel approaches. Peace Journalism is can be put as an alternative media approach to overcome this polarization of media and to pull into a common ground for unity and coexistence. Peace Journalism is now a globally spread transformation movement of media, academics and activists from Africa to the contrary.

According to John Vincent Galtung, the founder of the discipline of peace and conflict studies and Peace Journalism, there are two insights into peace. There is positive and negative peace; negative peace is simply the absence of conflict, whereas positive peace comprises conditions where justice, equity, harmony, and so on can flourish. For Peace journalism, positive peace applies. May this definition vary from the common definition which came to mind when we think about peace, as the lack of conflict or violence.

It has conducted few studies on peace journalism, conflict reporting and the role of media in conflicts in Ethiopia. For instance, recently, Mulatu Alemayehu; Terje Skjerdal, (2020) Conduct A paper on “Ethnification of the Ethiopian media tries to see media and ethnicity in contemporary Ethiopia. According to their study, “Throughout the different regimes, ethnic interests have played an important role as a motivator for daily reporting, and the media have

been used by the authorities to propagate political as well as ethnic causes.’’ In this situation, the media is leaning toward conflict, not peace. Whenever there is a war or conflict over the news, most of the time the media role as an inflammatory act not showing the way how to solve it. Depending on their organizational/ national interest, they put their angle by adding flames to the story. This practice is not new here in Ethiopia media too. Through different regimes of different political interests, media theories have been tested. But those all are not for the sake of peace rather propagate the agenda of the government or on the reverse to blame the government.

According to International Crisis Group - ICG, 2009; Internal Displacement Monitoring Centre - IDMC, 2009 cited in Alemayehu, (2017)the country is still riddled with intrastate conflicts. Presently, various internal conflicts have sporadically erupted in various degrees. These are commonly ethnic, religious, border and resource rivalries in structurally divided regions and districts Mukwonago 2009 cited in Mukhongo, (2010). ethnicization of national politics cannot be resolved without full comprehension of the subject. The media must be at the forefront in completing an in-depth undertaking to grasp the basis causes of ethnic conflicts in Africa(Fowkes, 2002). Ethnic conflict cannot be anything other than mysterious. Human beings all belong to an equivalent species; if they're to be divided, there are many other ways of forming rival groups.

‘‘The emergence of peace journalism, almost half a century ago, and a renewed interest in it during the last 20 years, evidenced by the assembly of dozens of research papers that have sought to enhance the theoretical and methodological foundations of the field, have been greeted with both optimism and criticism’’(Kalfeli, N., Frangonikolopoulos, C., & Gardikiotis, A., 2020:4).

In their research, they try to assess the limits of peace journalism in Kenya during the general elections of 2017. They aimed to examine peace journalism by analyzing articles that stand from these assumptions (Adebayo, J. O., & Makwambeni, B., 2019). In the 2017 election, the media was once again at the centre of public discourse, this point accused of sacrificing democracy in the cause of peace. Public observers accused the media of downplaying and/ or under-reporting irregularities and outright election rigging for fear of an outbreak of violence.

The argument by many journalists and media practitioners was that the media practised peace journalism. In December 2010, turmoil in Tunisia and Egypt gave rise to the Arab Spring that extended across 2011. These events were regarded by Western powers with mixed feelings of pleasure—because they promised to substitute dictatorship with democracy—and fear—because of their unpredictability Jenkins, 2015 cited in Michelis, (2018)after the fiasco in Rwanda, Iraq and Afghanistan, the international community needed to implement a more refined foreign policy doctrine to regulate cases of gross human rights violations in failed or failing states. There are studies for fulfilment Master Art in Addis Ababa University, like; Meseret, (2015)Conduct research on ‘Peace Journalism in Ethiopia: Survey of Journalist’s Perceptions’” aiming to explore the perception of mass media journalists towards peace journalism in Ethiopia. In his research, He tries to explore journalists’ perceptions towards peace journalism.

And also (Desalegn, 2014)is the one who conducted research titled ‘Orientations of Peace Journalism in Selected Ethiopian Newspapers’” with the main aim of investigating orientations of peace journalism in selected newspapers in Ethiopia and (Ahmed, 2021)Researchingto assess how Ethiopian Radio ‘‘SeateZena’ ’news reporting is promoting peace. But the researchers above didn’t evaluate the practice of the Peace Journalism approach. This paper is going to assess the practice of Peace Journalism in Ethiopian Media in a case study of Ethiopian Broadcasting Corporate.

However, the practice of peace journalism in Ethiopia has not been comprehensively studied. And this is the fundamental reason this paper proposed to focus on the practice of peace journalism in Ethiopia. Also, the contemporary practice of journalism in Ethiopia is a basic gap to study peace journalism as an alternative media practice. Even if there are some studies on Peace Journalism, but the concept is ample and needs further study. So this study hypothetically believes that peace journalism is not practised at its best. Ethiopian Media to confirm that the study is going to evaluate it. The Researcher believes that the Peace Journalism approach can be a solution for the Media to overcome the problem of depending on event reporting. For national building and peaceful coexistence, this is tautened in ethnic-based classification.

1.3. Objectives

This paper seeks to assess The Practice of Peace Journalism in Ethiopian Media in the case Ethiopian Broadcasting Corporation. In addition, this study tries to browse the following specific objectives:

- ✓ To assess the Tendency of Ethiopia's media organization use peace journalism as an alternative media approach in conflict reporting.
- ✓ To evaluate the extent how peace journalism has been in news coverage peace or war journalism approaches of EBC
- ✓ To pinpoint the implication of using or not using peace journalism during the conflict in the case of Ethiopian media

1.4. Research Questions

The research paper answers the following questions from the specific objectives of the research. Stand from the specific objectives this research paper is going to answer the following package of major questions.

- To what extent is the coverage of EBC News dominated by peace or war journalism approaches?
- Is there any tendency to exercise peace journalism in Ethiopia as an alternative media approach?
- What is the implication of the Media towards using or not using the concept of peace Journalism in reporting conflict?

1.5. Importance of the Study

The study, as a part of peace journalism research, assesses the practice of peace journalism in Ethiopian media, may put as a fertilizer for other related researches of this almost brandy new concept of journalism. The researcher believes this study will be the initial point for the media to amend their media policy and to use peace journalism as a shift key to their news selection criteria. This study will help the concept get the attention of policymakers in media regard and use it as a benchmark to develop common legislation which is favourable for the practice.

Indeed, normally it uses as a benchmark for other related studies, considering the field is not studied well yet, especially in Ethiopia. It also helps the academic sector as an alarming bell to investigate and harmonize in the concept of Journalism.

1.6. Scope of the Study

Conflict is something natural in human history; also media is always interested to report it. Different Media from the globe may follow different approaches in conflict reporting. But this study intends to assess practices of peace journalism in Ethiopian Media; by focusing on the case studies of the Ethiopian Broadcasting Corporation (EBC).

1.7. Limitations of the Study

This study selects one media as a research and the findings may not be the exact manifest of all Ethiopian Media. If the time frame which is selected in this paper changed, or takes in a different situation the result may also vary in the selected media. In addition to this, the lack of enough related studies in the country context was another issue.

1.8. Organization of the Study

This Research has to assess the practice of Peace Journalism in Ethiopia; in the case of Ethiopian Broadcasting corporate. It has five essential chapters. Introduction, statement of the problem, the general background of the researcher and research question has been placed in the first chapter of the research. Chapter two talks about the overview review of related works of literature. The methodology of the research is also discussed in chapter three. Presentation, discussion and analysis of data have been incorporated in chapter four. The last chapter in order, chapter five findings, conclusion and recommendation has been included.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter is planning to survey the past inquire about the significance to media surrounding the conflict. The chapter incorporates an introduction of systems concerning peace news coverage, media scope of wars and conflict is not a new subject to think about for media scholars. The research range, alongside the history of diverse wars within the world, universally and locally alike, has been created through distinctive stages in which different focuses are highlighted. This chapter is subsequently planned to supply a general picture of war/ conflict reporting within the worldwide setting and in Ethiopia as well.

2.2. Brief Overview of Conflict in Ethiopia

This paper seeks to attain the objective of evaluating the practice of peace journalism in Ethiopian media during conflict reporting. Before what media is labelled in conflict reporting it's better to understand what is conflict in Ethiopia. Conflict is a matted feature of Ethiopian history till now, the feature and the cause may different year in year out. Scholars mention being multi-ethnic societies as the crucial factor for the reason of conflict in Africa and Ethiopia as well. Developing countries with multi-ethnic societies almost always include among their number developing countries and multi-ethnic societies that over the past decades have proven more likely to fall victim to conflict than societies with greater ethnic homogeneity. Vulnerable societies are highly susceptible to the movement towards civil conflict and/or repressive rule(Singh, 2011).Africa and the Pacific region share many things in common. Sadly, conflict over ownership and control of natural resources, and internecine conflicts based on ethnic differences, make up two of the problems that have ravaged the two regions(Obijiofor, 2011). According to Bonde, 2007 cited in Singh, (2011), most violent conflicts are rooted in resource or land disputes but fought with strong references to ethnic, cultural and religious identities. The mass media have played an increasing role in mobilizing population groups behind their leadership in violent conflicts. According to Mano, (2012)Conflicts in Africa inevitably attract a wide range of performers, due arguably to the continent possessing most of the natural resources

that drive global production. One way and another, the features of the conflict in Ethiopia do not have the unique characteristics of Africa. They have things in common.

The federalism system, which basis on ethnic-based division, can be counted as the main reason for many conflicts which up stretched in the country in the last three decades (Fessha, 2010). Of course, ethnic diversity itself does not bring about military conflict. In a significant departure from the tradition of African states, Ethiopia has ventured on a bold experiment of marrying federalism with ethnicity. Ethnicity constitutes one of the major features of the Constitution of the Federal Democratic Republic of Ethiopia Proclamation no. 1/1995 (the constitution) and the basis for the internal organization of the federal state. The point of departure for self-government, as expressed within the federal arrangement, is geographical areas supported by ethnic criteria. This explains why Ethiopian federalism is often referred to as ethnic or, as its detractors sometimes refer to it, tribal federalism. There are perceptible conflicts/wars with neighbours and within the country.

In focus, the reason for the conflict which the study is focused on has deep roots, but essentially, it is a power struggle that goes back to 2018, when a well-liked uprising brought Abiy to power. He ushered in democratic reforms and negotiated an end to what had become a cold war with neighbouring Eritrea. But he also dismantled Ethiopia's ruling party, the Ethiopian People's Revolutionary Democratic Front, which had run the country for nearly 30 years. The EPRDF, which appointed Abiy, was a coalition of ethnically-based political parties. The Tigray People's Liberation Front dominated the coalition and had amassed tons of power as an ethnic group.

When things have been changed, TPLF leaders retreated to their home region, Tigray, in northern Ethiopia. Since then, Abiy has accused them of trying to destabilize the country. They defied Abiy's orders, created their electoral commission, and held their regional elections. The federal declared the Tigray elections unconstitutional, and every side began trading accusations of illegitimacy. Tensions are building since September, when the Tigray region, one among Ethiopia's nine regional states, defiantly held an area election after Abiy postponed the polls because of the COVID-19 pandemic. The conflict started when Tigray fighters attacked a federal position last week in what the Govt t called an attempt to loot weapons and equipment. Prime Minister Abiy Ahmed ordered action to finish the armed uprising.

2.3. Ethiopia Media History

The roots of Ethiopian mass media may be as old as the history of printing. Ethiopia is among the first countries that benefited from the invention of the printing press. It was, therefore, at the forefront of the publishing industry. The publishing of newspapers took place several centuries later, around 1900. At the turn of the 20th century, *Semeurd;ethiopie* and *Aemero* appeared on the literary scene (Teffera, 2006).

In another book by Dirbaba, (2009) the historical beginning of Journalism in Ethiopia Partly shares the way early Journalism had begun in Europe some 2000 years back. the *Acta diurnal* daily acts was an attempt to make aware the public of the Roman Government which was posted in public places. Getachew, 2003; Gebremedhin, 2006, cited in (the history of government press mainly featured Dirbaba, 2009) ‘‘the historical development of the Ethiopian Press.’’ That may be the reason the nature of Ethiopian media is attached to the environment of the government that ruled at a time.

According to Teffera, (2006) the first printing press was introduced into East Africa during Emperor Theodros’ time in October 1863. A second printing effort was made at Keren, an Amharic-Geez grammar was printed by Lazarist missionaries in 1871. Regarding broadcasting media Teffera, (2006) mentioned that broadcast media radio was first established in 1935 at Akaki town in the south-eastern part of Addis Ababa. This time is always remembered in Ethiopian History which coincided with the Italian Invasion. And November 2, 1964, the day of first Ethiopia’s television was broadcast.

2.4. Understanding Violence and Conflict

People are usually confused by these two words and used them interchangeably. However, these two terms are quite different in meaning, content. Conflict is an important driver of change, and change is at the heart of almost all reporting. It’s what makes news (toit, 2012). And also strong statement is that conflicts are solvable (Wallenstein, 2002). Conflict is normal when there is change. Some people want change, but others disagree. If their disagreement or their conflict is managed peacefully, it is often a positive process. But when conflict isn't managed properly, it becomes violent. In violent conflict, people fear for his or her safety and survival. When we say

conflict, we are usually about violent conflict (Howard, 2002). Conflict is a situation where two or more individuals or groups try to pursue goals or ambitions which they believe they cannot share (Ibid).

McGoldrick, J. Lynch, (2000) Defines Conflict as a process through which two or more actors ('PARTIES') try to pursue incompatible aims or GOALS while trying to stop the other(s) from pursuing their goals.

According to Lederach (1997) cited in Jake Lynch; Annabel McGoldrick, (2007), he has experienced no situation of conflict, no matter how protracted or severe, from Central America to the Philippines to the Horn of Africa, where there haven't been people that saw for peace, emerging often from their own experience of pain. Far too often, however, these same people are overlooked and disempowered because they are doing not represent 'official' power, whether on the side of the state or the varied militias or because they're written off as biased and too suffering from the conflict.

Views differ from the underlying causes of conflicts in human societies. Hamelink (2008) cited in Obijiofor, (2011) argues that conflict is embedded in human nature. According to His appearance, the essence of living in conflict, the conflict between life and death, The conflict between who we are and whom we would want to be, a conflict between expectations and realities." The literature on conflict and war shows that conflicts arise when human beings disagree over how to allocate limited resources or when people disagree over how to achieve their objectives (Ibid).

Violence involves one party taking deliberate action to hurt another. It does not have to involve the use of physical force. Violence also can take the shape of withholding material goods. Stopping food from reaching refugees causes great suffering and will even be understood as a sort of violence (toit, 2012).

While Kempf (2000) cited in Kempf, (2019) understands violence because of the violation of people's physical or mental integrity, Galtung, (1996) concept of violence goes beyond this: He believes that violence is always present when people are so influenced that their current somatic and mental fulfilment is less than their potential fulfilment. To the concept of non-violence, it is, however, advisable to define two additional concepts (1) Violence against objects = damage or

destruction of tangible assets. Economic violence = damage or destruction of the economic capacity of an individual, group or society. Gender violence, Civilization arrogance, Structural Violence - Cannot be (wholly) explained by the deliberate violence of individuals Built into custom, practice. McGoldrick; Lynch, (2000) sees violence as direct violence _ individuals or groups intending to hurt/kill people: Hitting, beating, Stabbing, Shooting, Bombing, Raping, Cultural Violence—images and stories which justify or glorify violence: Hate Speech Xenophobia, Persecution Complex, Myths and legends of war heroes, Religious justifications for war, ‘Choosiness’, & Systems based on exploitation (extreme = slavery), Excessive material inequality, Apartheid, Institutionalized racism, Institutionalized sexism, Colonialism, Corruption, collusion and nepotism (KKN), Gender. People may not be foreign for such direct, cultural and structural violence; it’s in our daily news Organization (“everyone does it”; “we always did it that way”) Poverty.

2.5. Media Orientations, Trends of Conflict Reporting

The media has a great responsibility to report on the conflict. The public, are often left with little choice but to rely on its accounts to form an understanding of events that are typically unfolding in faraway countries, of which we often have very limited knowledge. Ideally, the media's role is to watch, investigate, and subsequently report its findings as objectively as humanly possible. If this is often sometimes difficult in everyday reporting, it's exceedingly challenging within the context of an ongoing conflict (Hällgren, 2012).

Anderson 1983 cited in Budka, (2020) the relationship between media and conflict is highly elusive and complex. Conflict dynamics in one of the most important island states, where media have been contributing decisively to a feeling of national belonging, illustrate this. In conventional journalism, conflict is one element for the newsworthiness to be reported. In the eye of Peace journalism, reporting conflict is not deniable, but how to report is the concern.

Journalists are enjoined to be truthful, fair, accurate and balanced in their reporting, but whether they can do so in reporting conflict situations remains debatable. While some, in particular peace journalism advocates, argue that journalists can contribute to the peaceful settlement of conflicts by the way they report on conflicts, others disagree (Obijiofor 2011).

In conflict reporting, too little information can indeed be a dangerous thing. The media, by focusing on the manifestations rather than the causes of conflict, does not tell the full story. Such forms of misreporting give rise to misconceptions that only add fuel to the fire (Singh S., 2011). The normative premise of Shinar, (2004, p. 2) of peace journalism is that if media play a negative role in terms of increasing the tensions between and among the sides of the conflict, they can also play a positive role by promoting peace.

Nowhere is the news media's impact more important than in its coverage of a war. Journalists are the eyes and ears of viewers and readers for war and rumours of wars. To a democratic government waging war, journalism (as well as entertainment media) becomes a two-edged sword influencing their ability to wage the war. On the one hand, government and military officials may have the media to assist promote their vision of why the war is important and why the country should fight to win Willis, (2007). Coverage of the war was deemed the most comprehensive and accurate the world had seen up to that point (Ibid).

There seem to be two ways of watching a conflict, the high road and the low road, counting on whether the main target is on the conflict and its peaceful transformation, or on the meta-conflict that comes after the basis of conflict, created by violence and war, and therefore the question of who wins. The media even confuses the two, talk about conflict when they mean violence. The low road, dominant within the media, sees a conflict as a battle, as a field house or gladiator circus. The high road, the road of peace journalism, would specialize in conflict transformation (Johan Galtung, Dietrich Fischer, 2013).

2.6. Understanding Peace

Peace is a difficult word. At peace, Peaceful, Peace and love. At best it suggests calm, an absence of conflict. At worst it is an ironic reference to an age of dreamy irresponsibility. A society genuinely at peace is not one where there is never any conflict. Just as inner conflict leads us to examine and bring out the best of ourselves so social conflict is useful for putting existing policies to the test and allowing constant evolution. A society capable of living peacefully is one which is good at handling these conflicts non-violently. So there is no direct or collective violence and there is the possibility for all to fulfil their potential. It is a condition as well as a process (McGoldrick; Lynch, 2000).

A dialectical determination of peace by Webel, (2007) Peace is often defined or determined negatively. Peace is ‘the absence of war’. Peace is ‘nonviolence’. Etc. We know peace by its absence. Peace is dialectical. In this world, peace is neither a timeless essence – an unchanging ideal substance – nor a mere name without a reference, a form without content. Peace should neither be reified by essentialist metaphysics nor rendered otiose by postmodernist and sceptical deconstruction.

Peace is also not the mere absence of war in Hobbes a world of unending violent conflict. Peace is both a means of personal and collective ethical transformation and an aspiration to cleanse the planet of human-inflicted destruction. The means and the goal are in continual, dialectical evolution, sometimes regressing during periods of acute violent conflict and sometimes progressing non-violently and less violently to actualize political justice and social equity. Like history and life, peace is a terrestrial creation struggling for survival in a constantly changing, and sometimes threatening environment (Ibid).

Peace = non-violence + creativity

Non-violence stands for something most people engage in every day Self-assertion trying to reach goals without violence, without intending to harm or hurt anybody. Non-violence entails more than just not being violent. That could include being passive, doing nothing, resigning to one’s fate. To handle conflicts without violence needs POSITIVE NON-VIOLENCE in thought, speech and action and Creativity meaning to develop new ideas(McGoldrick; Lynch, 2000).

Table 1: negative and positive, direct, structural, cultural ((Galtung, 2007)

	<i>Direct peace (harming, hurting)</i>	<i>Structural peace (harming, hurting)</i>	<i>Cultural peace (justifying harm/hurt)</i>
Negative peace	absence of ceasefire; or a desert, cemetery	absence of no exploitation; or no structure <i>atomie</i>	absence of no justification; or no culture <i>anomie</i>
Positive peace	presence of cooperation	presence of equity, equality	presence of culture of peace, and dialogue
Peace	negative positive	negative positive	negative positive

If we begin with the need to survive, we immediately see that peace is a primary requirement of the human condition itself. In thinking about and thinking about peace, it is helpful to make clear distinctions between what peace is and might be, and what peace is not and should not be. Thinking ‘negatively’ (critically or dialectically), it is important to note that peace is not mere pacification: it is not active or subtle domination and manipulation of less by more powerful actors (or pacification). Peace is also not quiescence and acquiescence by a ‘pacified’ population (pacification) fed ‘bread and circuses by a ‘benevolent’ empire or autocrat (Webel, 2007).

The antithesis of peace is not conflict. Conflicts appear historically inevitable and maybe socially desirable if they result in personal and/or political progress. Conflicts may, perhaps paradoxically, promote and increase peace and diminish violence if the conflicting parties negotiate in good faith to reach solutions to problems that are achievable and tolerable, if not ideal (Ibid)

Peace is like light, intangible but discernible either by its absence or by its sporadic and often startling appearances (like a flash of lightning against a black sky). Peace is a background condition for the perception of everything else, a physical phenomenon affecting all sentient beings, something whose presence or absence is best measured on a continuum or spectrum. (Webel, 2007)

2.7. Peace Journalism

2.7.1. Defining Peace Journalism

So far, we've used the term "peace" several times, more or less understanding that the term features a reasonably clear, well understood and agreed-upon meaning. Since this is often far away from the case, as already shown within the introduction, the concept of peace has got to be explored further. Without going into details, there seem to be three directions of precision of "peace" (Galtung, 1967). According to Galtung J., (1996), there are two compatible definitions of peace; peace is the absence or reduction of violence of all kinds, and peace is non-violent and creative conflict transformation. Those definitions hold the following concepts consequently: peace work is work to reduce violence by peaceful means and peace is nonviolent and creative conflict transformation.

Galtung, (1967) Characterized peace thinking in three properties: first, it is only rarely original, usually, it has appeared before, in the thinking of earlier generations, even centuries ago. Second, it is usually vague, confused and contradictory. Third, it is very often designed more to let "peace" glorify certain means than to show how these means lead to peace.

Peace building is actually about the method of achieving peace. Depending on one's underlying understanding of peace, peace building differs considerably in terms of approaches, activities and time-frame. It is therefore not astonishing that the term and concept of peace building are used nowadays in research and practice with varying understandings and definitions (Paffenholz, 2009).

Jake Lynch, (2005, P: 5) Peace Journalism is when editors and reporters make choices—of what stories to report and about how to report them—that make opportunities for society at large to think about and value nonviolent responses to conflict. Peace Journalism Uses the insights of conflict analysis and transformation to update the concepts of balance, fairness, and accuracy in reporting. Provides a new route map tracing the connections between journalists, their sources, the stories they cover and the consequences of their journalism—the ethics of journalistic intervention. Build awareness of nonviolence and creativity into the practical job of everyday editing and reporting.

Peace journalism is both a reform program for editors and reporters and a fund of evaluative criteria for content analysis. It is value-explicit, aimed at 'creating opportunities for society at large to consider and value nonviolent responses to conflict (Hackett, 2012)

2.7.2. History of Peace Journalism

Peace Journalism has emerged, since the mid-1990s, as a replacement field within Peace and Conflict Studies. It offers both a form of critical analysis of existing war reporting and a set of practical plans and options for journalists. Peace Journalism doesn't just mean 'reporting peace. It entails the appliance of insights from Peace and Conflict Studies—the sum of what's known and has been observed about conflict, its dynamics and the potential for transformation—to the chores of editing and reporting the news. It is now under development by journalists, university researchers, et al. in many countries, following an ingenious definition by Johan Galtung (Lynch; McGoldrick, 2007).

Peace journalism has been advanced as a new form of journalistic reporting that encourages and promotes a culture of peace. Norwegian researcher Johan Galtung is widely regarded as the leading author of the theoretical perspectives on peace journalism (Obijiofor, 2011).

2.8. War Versus Peace Journalism Approach

According to Norwegian scholar Johan Galtung (2005) cited in Fahmy, S., & Eakin, B., (2014)) in war, journalism waits for violence to occur before reporting and lacks historical context. In his view it's violence/war, propaganda, elite and victory-oriented; it uses a dichotomized “us versus them” framework whereby it dehumanizes “them” and views “them” because of the source of the problem; it exposes “their” untruths and helps “our” cover-ups and lies through propaganda efforts; it caters to elite sources and focuses on “their” violence and “our” suffering; peace means victory through a cease-fire.

Table 2: Galtung’s Table of War/Peace Journalism comparison elements

PEACE/CONFLICT JOURNALISM	WAR/VIOLENCE JOURNALISM
<i>PEACE/CONFLICT-ORIENTATED</i>	<i>I. WAR/VIOLENCE ORIENTATED</i>
explore conflict formation, x parties, y goals, z issues general “win, win” orientation	Focus on conflict arena, 2 parties, 1 goal (win), war general zero-sum orientation
open space, open time; causes and outcomes anywhere, also in history/culture making conflicts transparent	Closed space, closed time; causes and exits in arena, who threw the first stone
giving voice to all parties; empathy, understanding see conflict/war as problem, focus on conflict creativity	making wars opaque/secret “us-them” journalism, propaganda, voice, for “us”
humanization of all sides; more so the worse the weapons	See “them” as the problem, focus on who prevails in war. dehumanization of “them”; more so the worse the weapon
proactive: prevention before any violence/war occurs	reactive: waiting for violence before reporting
focus on invisible effects of violence (trauma and glory, damage to structure/culture)	focus only on the visible effect of violence (killed, wounded and material damage)
<i>II. TRUTH-ORIENTATED</i>	<i>II. PROPAGANDA-ORIENTATED</i>

Expose untruths on all sides / uncover all cover-ups	Expose “their” untruths/help “our” cover-ups/lies
<i>III. PEOPLE-ORIENTATED</i> Focus on suffering all over; on women, aged children, giving voice to voiceless	<i>III. ELITE ORIENTATED</i> Focus on “our” suffering; on able-bodied elite males,being their mouth-piece
Give a name to all evil-doers	give the name to their evil-doers
Focus on people peace-makers	focus on elite peace-makers
<i>IV. SOLUTION ORIENTATED</i> Peace = non-violence + creativity	<i>IV. VICTORY ORIENTATED</i> Peace = victory + ceasefire
Highlight peace initiatives, also to prevent more war. Focus on structure, culture, the peaceful society	Conceal peace-initiative, before victory is at hand. Focus on treaty, institution, the controlled society
Aftermath: resolution, reconstruction, reconciliation	Leaving for another war, return if the old flares up again

2.9. The Role of Media and Journalists

Broadly, previous accounts of news values are of two kinds. The first examines news stories from the perspective of the working journalist and tries to isolate the features of an event that make it likely to qualify as newsworthy. The second attempts to require a broader approach—incorporating areas like ideology, cultural conditioning, technological determinism et al (Brighton, Dennis, 2007). The media’s power of influencing the activities and issues of people in their life provides a responsible role to the media to perform its role constructively rather than creating room for misery and suffering (Seaga Shaw, Selvarajah, 2019)

The goal of peace journalism, according to Lynch and McGoldrick (2005) is to promote the idea of peace and to provide a more balanced coverage concerning all involved conflict parties by avoiding a one-dimensional style of reporting. So when we think about peace journalism, it doesn’t mean ignoring being aimed or missing the basic principles of journalism, rather working on it with the concept of encouraging peace.

The “Big O” (Objective) can be an important ideal to aim for, even if it is impossible fully to attain. If it means ‘reporting’s instead of deliberately distorting what we see within the service of

another agenda, then it's fully compatible with Peace Journalism. If it means “just reporting the facts” and not taking responsibility for the likely consequences of particular reporting decisions, then it is often deeply damaging (McGoldrick, J. Lynch, 2000).

Professional journalists don't scale back the conflict. They seek to present accurate and impartial news. But it's often through good reporting that conflict is reduced (Howard, 2002). Journalists, whether they acknowledge them, will always have feelings and opinions in response to the story they're covering. Trying to ignore or section off those feelings and opinions can lead them to distort, without fully acknowledging it even to themselves, decisions they create about what to hide and how to cover it (Ibid).

2.10. The Practice of Peace Journalism

There are two schools of thought in the literature on peace and conflict journalism, namely those who believe that journalists can contribute to the peaceful settlement of conflicts and those who argue that journalists might not contribute to peace. In the first category, scholars like Kempf 2007; Lynch 2007; Howard 2003; Galtung 2002; Lynch &McGoldrick 2005; Hackett 2006; McGoldrick 2006, 2000; Peleg 2006 and in the second category Hamelink 2008; Loyn 2007; Wolfsfeld 1997; Fawcett 2002; Hanitzsch 2004) can be examples (Obijiofor, 2011).

At its heart, the peace journalism argument holds that because conflicts exact such a heavy toll on a country and its citizens, a careful, considered and educated journalistic approach is warranted, especially in politically and ethnically fragile societies. The media are the primary vehicle for sending political messages to the people, and it is a honey pot for those who wish to reach out to and influence the public (Singh S., 2011).

2.11. Peace Journalism in News

There are professional and sometimes unprofessional reasons the media reports news events the way they do. The principles of news reporting operate at various levels, such as how news events are selected and reported, the language and tone in which the news is reported, and the preferred meanings that journalists attach to news reports. In the news reporting and production process, editors make judgments about which events to pick and which events to ignore. Selection may be a vital aspect of editorial judgment because print and broadcast media suffer from space and time

constraints, respectively. Journalistic news values also are critical in news-decide. The standard news values cited in many journalism texts include impact, conflict, proximity, prominence, timeliness, currency, human interest and unusualness Conley & Lamble 2006: cited in Obijiofor, (2011). In selecting certain events and rejecting others, and in explaining the selected events, journalists define social 'reality' and also shape the way the public perceives that 'reality (ibid).

Peace Journalism is that the counterpart and corollary of War Journalism, which reports conflicts as if they're confined to this day and to the 'conflict arena' where violence is happening or might happen (Lynch & McGoldrick, 2007). Peace Journalism proposes that, when it involves conflict, the answers to be found in news reports can usefully be assessed by comparing them with the answers furnished by researchers in Peace and Conflict Studies. These are assembled under the traditional safeguards of educational rigour in social science: openness about—and preparedness to justify—starting assumptions for both observation and interpretation; and peer review. Built into science, is that the principle-observer—as soon as you watch something; you can't avoid changing it (Lynch & McGoldrick, 2007).

Jake Lynch, (2005) When covering conflicts, Peace Journalism proposes, we can tread down to find solid ground beneath our feet, by studying and applying what's known and has been observed about conflict. We can use this data to assist us to decide for ourselves what's important, and to spot what's missing from what we are told by interested parties. Key findings include: *Violence is never wholly its cause*. Conflict is formed from structure, culture and process—the context, without which no explanation for a violent event is complete or correct. *Non-violent responses are always possible*. There is always quite a method of responding to conflict. Many people, in many places, are devising, advocating and applying non-violent responses. *Over two sides*; there are always more than two parties to any conflict—some, whose involvement or interest is hidden, need putting on the map. Others, presented as a solid aggregate of view, may contain important internal divisions, and they need disaggregation. *Every party has a stake*. Parties to the conflict are stakeholders, pursuing their own goals, needs and interests—some openly acknowledged, but almost invariably some hidden as well.

2.12. Role of Media in Peace Building

Peace building is concerned with the promotion and consolidation of peace through deterring and resolving violent conflicts.

“Peace-keeping is sometimes necessary when a conflict has escalated to where there is potential for violence or when the fighting has already broken out and/or when the relationships between parties have deteriorated to where groups will not trust each other to uphold peace agreements. While Peace-making involves the intervention of a third party who assists parties to find solutions to conflict. Often, this third party comes from outside the community affected by conflict. The peacemaker's role normally involves helping to create bridges between parties, allowing them to seek creative solutions and explore problem-solving processes. And Peace Building is the long-term approach of looking at ways of helping parties to secure peace in the future. Peace-building is aimed at helping parties find solutions to the social, economic and psychological problems that are likely to result in conflict breaking out in the future. Peace-building is particularly concerned with improving the quality of life for people at the grass-roots level and should have long-term reconstructive and preventative goals” (Toit, 2012).

There is a well-established belief, especially in English-speaking countries in the West, that journalists can adopt a third position: “we just report the facts”. The problem with this has become steadily more obvious in a media-savvy world (Annabel McGoldrick and Jake Lynch, 2000).

Since responsibly reporting about conflict is central to peace journalism, it is important for peace journalists to understand conflict theory and journalism’s role in framing and mediating conflicts. Conflict is a human interaction wherein two or more parties have incompatible goals, needs, and interests. In conflicts, media practising peace journalism can serve as third-party mediators between conflict participants (Youngblood, 2017). According to Fisher, 1997 cited in (Youngblood, 2017) the third party is the facilitator of communication, the mediator or the arbitrator between the two rival sides. We contend that Peace Journalism, as a third side, can best enhance prospects for resolution and reconciliation by changing the norms and habits of

reporting conflicts. Protracted social conflicts or irresolvable disputes usually require a third party to mediate between the rivalling parties, or at least to facilitate their interaction.

2.13. Media as Peacemaker

After the deadliest and most violent century in human history, the world is all too well-schooled in the language of war and hatred. Over time, Peace Journalism can help society at large think and discuss non-violence and creativity when handling conflicts (McGoldrick; Jake Lynch, 2000). The news media can play a central role in the promotion of peace. Much has been written about the role of the news media in conflict and war, but very little about their role in peace (Wolfsfeld).

The common traditions of conventional journalism, journalists are expected to be as watchdogs, commentators, independent of subject reported and located as the audience of events in that they are not concerned about. However, in the concern of peace journalism, journalists are not expected to be independent of the appearance of the issues to cover. Rather, peace journalists are conceptualized as ‘enablers’ and ‘commentators’ in the conflicting areas. They are involved in the issues and take part in seeking solutions to resolving the conflict. All journalism is an intervention. The choice is about the ethics of that intervention. The questions are: “what effect is my intervention likely to possess on the prospects for peace?” “What am I getting to do about it?” (McGoldrick; Lynch, 2000). The peace Journalism reporting method recommends avoiding reporting war as the opposing side. Find different affected pursuits and encompass their stories, evaluations, and desires. Interview traders struck by the overall strike, employees who're not able to work, refugees from the geographical region, who need and give up to violence, etc. Avoid defining the war with the aid of using continually quoting the leaders who make acquainted demands. Go past the elites. Report the phrases of everyday individuals who might also additionally voice the evaluations shared with the aid of using many Avoid simplest reporting what divides the edges inside the war. Ask the questions of the opposing facet, which might also additionally screen not unusual place ground. Report on pursuits or desires which they'll share. Avoid continually focusing on the struggling and worry of the simplest one facet. Treat all sides’ struggling as similarly newsworthy. Avoid phrases like devastated, tragedy, and terrorized to explain what has been completed to 1 group. These types of phrases positioned the reporter on one facet. Do now no longer use them yourself. Only quote a person else who makes use of those

phrases. Avoid emotional and obscure phrases. Assassination is the homicide of ahead of the country and nobody else. The bloodbath is the planned killing of innocent, unarmed civilians. Soldiers and police officers aren't massacred, Genocide manner killing a complete human. Do now no longer decrease struggling, but use sturdy language carefully. Avoid phrases like terrorist, extremist, or fanatic. These phrases take sides; make the alternative facet appear not possible to barter with. Call humans what they name themselves. Avoid making an opinion right into a fact. If a person claims something like country, their name, so it's miles their opinion and now no longer your fact. Avoid expecting leaders on one facet to provide solutions. Explore peace thoughts anyplace they arrive from. Put those thoughts to the leaders and record their responses.

2.14. Critics of Peace Journalism

Like any reformist movement, peace journalism has drawn followers and detractors. Purists dismiss it as journalism of 'attachment' and claim it tarnishes the hallowed journalistic principles of 'objectivity and 'neutrality'. Well-known foreign correspondent David Loyn denounces peace journalism as the most serious threat to media standards and claims he 'worshipped at the altar of objectivity. Peace journalism is at the best meaningless and at worst a uniquely unhelpful and misleading prescription for journalism and broadcast journalism especially (Loyn, 2007). He expected the detailed critique mostly focused on the book by Jake Lynch and Annabel McGoldrick published in 2005.

The drawback of peace journalism is that it advocates the active involvement of journalists in resolving conflicts; Journalists should be emotionally attached to the events they cover. Bell (1997:8) argues that journalists should not 'stand neutrally between good and evil, right and wrong, the victim and the oppressor. What this argument overlooks is that journalists are not, by orientation and training, fashioned to take the moral high ground in reporting conflicts. The professional values of fairness, detachment and accuracy may be undermined the moment journalists make moral judgments about who is 'right' and who is 'wrong' in conflict reporting. On what criteria would these judgments be based? Who determines what's 'good' and what's 'bad? Who determines what is 'right' and what is 'wrong'? (Obijiofor, 2011).

In a counter-view to peace journalism, Hamelink 2008 cited in (Obijiofor, 2011) contends the media can aggravate conflict situations. ‘This is particularly so when media workers become agents for the dissemination of the “elimination belief” and when media are intentionally used as weapons to incite people to commit crimes against humanity. Objectivity has positive connotations, like pursuing truth without worrying or favour. What objectivity means, however, and whether it's a desirable and achievable goal for reporting during a democratic society, are debatable questions (Hackett, 2012). As mentioned earlier, much criticism has been levelled against the concept of peace journalism, primarily that it crosses the road into advocacy journalism and violates the journalistic tenet of objectivity. In terms of its implementation, it's been further criticized for its conceptual and practical weaknesses; it's been suggested, therefore, that it should strengthen its conceptual framework and empirical rationale.

Hanitzsch, (2007) argues that peace journalism emphasizes accepted practices of so-called “good journalism”: Many of the principles of peace journalism are the very essence of excellence in journalism and are deeply embedded in good and many-sided journalism: to make conflicts appear transparent through background information, to give voice to the views of all rivaling parties, to expose lies, cover-up attempts and culprits on all sides and to report on the atrocities of war and therefore the suffering of civilians. Peace journalism often reinvents the wheel if it repeats a ‘classic’ debate on quality in journalism that features a long tradition in communication and media research.

However, peace journalism has its opposition as well. Critics argue against the theory for its assault on the professional norm of objectivity (Loyn, 2007) and disregard of structural constraints that shape the work of journalists (Hanitzsch, 2007).

It might be fair to argue that Lynch and McGoldrick’s (2005) definition is vague and broad in the sense that it cannot describe what journalism is in terms of structure, style, discourse, etc. It indicates that peace journalism is a choice that can be subjectively taken by reporters and editors as an advocacy form of communication for peace. It, therefore, leaves room for critics like Loyn (2007) to argue that this type of journalism is inclined to take peace as an excuse for biased reporting and it goes against professional norms of journalism, including objectivity, balance, truthfulness, neutrality and detachment.

In defence of peace journalism, Peleg (2007) disagrees that objectivity is the most important the issue in war reporting. He maintains that it is not essential to discuss the objectivity position when reporting what you see when the main point of the story is often what you don't see.

2.15. Theoretical Framework

2.15.1. Introduction

Johan Galtung identifies modes of journalism; Peace/Conflict Journalism (PJ) and War/Violence Journalism (WJ). While those modes of journalism may also file at equal events, the discourses they strengthen are in stark contrast. Crucially, the previous is hypothesized to sell peace, whilst the latter promotes violence and conflict. The pieces of literature on conflict and war indicates that conflicts arise when human beings disagree over how to allocate limited resources or when people disagree over how to achieve their objectives (Obijiofor, 2011).

2.15.1.1. War/Violence Journalism

This mode is war/violence-oriented. In reporting, the conflict is often isolated from its greater context, both in time and in space. As a result, causes and solutions can, and indeed must, be found within the conflict arena. War is portrayed as a zero-sum game between two players, with a clear distinction between 'us' and 'them', 'them' being the problem. Another important feature of reporting is the dehumanization of 'the other'. The focus is narrow and on the visible effects of war. Reporting is often reactive, taking an interest-only after something has happened. War journalism is propaganda-oriented in the sense that it is very concerned with exposing the lies and secrets of 'the other' while protecting those of its 'own, aiding in cover-ups. It is often said to be elite-oriented because it's largely represented through white males and therefore the only peace-makers that are given any credence belong to the powerful elite. Finally, war journalism is victory-oriented. Victory is achieved when there's a ceasefire. Meanwhile, other alternatives are kept out of the discourse, a minimum of until victory seems probable. In addition, much focus is on treaties and institutions, and interest fades as soon as the war is over (Hällgren, 2012).

2.15.1.2. Peace/Conflict Journalism (PJ)

The Norwegian scholar argues that the majority of mainstream media generally follow the 'low road' in reporting conflict by describing it as a violent collision between two rivals within enclosed space and time, choosing to conceal peace initiatives, and taking zero-sum perspective usually used in sports reporting (Ibid). This is what he identifies as war journalism. Galtung (1986, 2002) advocates an alternative road or the 'high road' of peace journalism that focuses on conflict transformation.

Galtung (2002) states that the role of peace journalism is to go beyond the mere shallow reflections of the violence in the war zone, reveal the root causes of conflicts, and thereby showing opportunities for peace without violence. Contrary to the zero-sum game model of war journalism, peace journalism is metaphorically envisioned as health reporting in which reporters must see beyond the battle of a human body against the disease, so as to inform causes, cures and preventive measures (Galtung, 2002: p.259).

Peace Journalism is predicated on the proposition that the alternatives journalists make while covering conflicts tend inescapably either to expand or contract the space available for society at large to imagine and work towards peaceful outcomes to conflicts (McGoldrickLynch, 2000).

Galtung, (2007) Discuss the new TRANSCEND approach towards a model relating conflict, violence and peace as follows; the approach first, focus is on peace, a relation between parties, not on security. Compatible goals lead to ever-higher levels of peace, conviviality, and incompatible goals, conflict, are handled peacefully. The security approach, still dominant, including in the UN Security Council (not Peace, or Peace and Security, Council) sees some party as a threat to be deterred or eliminated. There is no focus on improving relations. But there could also be room for both approaches.

Second, peace depends on the transformation of another relation between parties, conflict. And the opposite of peace, violence, is the outcome of an untransformed conflict. But the conflict transformation has itself to be peaceful, to not make things worse by sowing new seeds for future violence.

Third, for conflict transformation we need transcendence, going beyond the goals of the parties, creating a new reality like the European Community so that the parties can live and develop together. A child may struggle with 5–7, but new mathematics with negative numbers accommodates the problem. Much politics is done by people with 5–7 problems and no idea of negative numbers.

Fourth, whereas classical mediation brings parties together for negotiation and compromise, the TRANSCEND approach starts with one party at a time, in deep dialogue, and a joint creative search for a new reality. After that comes the classical approach, bringing them together for negotiation, with a facilitator.

Fifth, there's more to the present than mediation. The approach is holistic, with a dynamic process model relating conflict and peace.

(Tehrani, 2002) Position Ten Commandments of Peace Journalism; first, never reduce the parties in human conflicts to two. Remember that when two elephants fight, the grass gets hurt. Pay attention to the poor grass. Second, identify the views and interests of all parties to human conflicts. There is no single Truth; there are many truths. Third, do not be hostage to one source, particularly those of governments that control sources of information. Fourth, Develop a good sense of scepticism. Remember that reporting is representation. Bias is endemic to human conditions. You, your media organization, and your sources are not exceptions. Fifth, Give voice to the oppressed and peacemakers to represent and empower them. Sixth, Seek peaceful solutions to conflict problems, but never fall prey to panaceas. Seventh, Your representation of conflict problems can become part of the problem if it exacerbates dualisms and hatred. Eighth, Your representation of conflict problems can become part of the solution if it employs the creative tensions in any human conflict to seek common ground and nonviolent solutions. Ninth, always exercise the professional media ethics of accuracy, veracity, fairness, and respect for human rights and dignity. Tenth, transcend your own ethnic, national, or ideological biases to see and represent the parties to human conflicts fairly and accurately.

2.16. Framing Theory

From the conceptual basis, Galtung's (2002) peace journalism model is supported by framing theory. To outline is to choose a few viewpoints of a seen reality and make them more striking in

communicating content, in such a way as to advance a specific issue definition, causal translation, ethical assessment, and/or treatment.

Framing theory is a relevant theory for examining peace versus war journalism because it shows how frames, and thus certain understandings, become embedded within media coverage. Framing refers to the construct of communication—its language, visuals and messengers—and the way it signals to the listener or observe how to interpret and classify new information. By framing, we mean how messages are encoded with meaning so that they can be efficiently interpreted in relationship to existing beliefs or ideas (Webel,Galtung, 2007). The media has a task to play in conflict situations. The nature of that role — as a perpetrator of a conflict or agent for peace—largely depends on the framing and agenda-setting of the media (ASLAM).

Two key elements of peace journalism involve framing and word choice. The simplest definition of framing in journalism is the way journalists organize and present news. This includes which aspects of stories to emphasize, which to minimize, and which to ignore. In a broader sense, framing theory states The Peace Journalism Approach that media serve as mediators between individuals and society and between the audience and the world around them. Framing theory is significant for all journalists, but especially so for peace journalists, who often speak of narratives, which can be defined as the interpretation and presentation of a story (Youngblood, 2017). Framing theory may be a relevant theory for examining peace versus war journalism because it demonstrates how frames, and thus certain understandings, become embedded within media coverage (Fahmy, Eakin, 2013).

The importance of responsible story framing is matched only by the importance of word choice. As Lynch states, peace journalists must take care not to use words that are demonizing, victimizing, and inflammatory. Peace journalists understand that carelessly selected words can be anger-inducing, misleading, or conflict-ridden.

2.17. Local Studies Related to the Topic

Related researches with the concept of Peace Journalism in Ethiopia can be labelled as at its infant label, studies on the area are not sufficient. But now a day it seems to get attention, because of this some related studies are linked with the concept of peace journalism one way or in another. The researcher can access some related studies on the area, but this means not to say

this is the only papers studied on the area, rather this is what the Researcher gets access to. The first one is can be a study carried out by AlemayehuM., (2017) Dissertation was conducted getting to examine how these internal conflicts were reported in selected Ethiopian local newspapers Addis Admas, Reporter, The Daily Monitor, and therefore the Ethiopian Herald in the period 2005-2013. To assess the primary aim of the study, the author uses three questions: To what extent do the selected newspapers cover the internal conflicts, How they frame the stories, and what are the challenges they face during reporting on these cases. Content analysis, textual analysis, and interview data collection and analysis instruments have been deployed to answer the research questions. The study reveals that the interior conflict reporting within the selected Ethiopian newspapers wasn't only minimal in its number but also attended silent cases, by ignoring some problems or facts of the events in their stories.

Desalegn, (2014) Is the one who conducted research titled ‘‘Orientations of Peace Journalism in Selected Ethiopian Newspapers’’ with the main aim of investigating orientations of peace journalism in selected newspapers in Ethiopia: Addis Zemen, Reporter (Amharic) and Addis Admass in 2012. The result of the study reveals that print media outlets in Ethiopia pay little attention to peace-oriented issues both in their outputs and (contents) orientations and their practitioner's attitude towards peace journalism. Analyzed contents remain more war-oriented, with conflict affiliated reporting approach (style) and dominantly conflict story framing.

(Ahmed, 2021) Conduct research to assess how ETHIOPIAN RADIO ‘‘SeateZena’ ’news reporting is promoting peace. The study employed both quantitative and qualitative methods approaches to analyze the news content data collected from April 2018 to March 2019 and to analyze the in-depth interview data collected from the selected Ethiopian Radio 11 respondents. The quantitative data wereanalyzed by using a statistical package for social sciences (SPSS). For this purpose, from a one-year total of 1233 news items, 510 news of 4 months are selected from the archive by probability sampling, non-probability sampling and purposive and systematic sampling methods were used in the study to get enough information. After all, the findings of this study showed that the station almost does not pay much attention to covering issues of peace-promoting news in the period.

(Meseret M., 2015) Did research for his Partial Fulfilment of the Requirement for the Degree of Master of Arts in Journalism and Communications in the title of Peace Journalism in Ethiopia:

Survey of Journalist's Perceptions, And in his finding many journalists have a good perception of the concept, comparing with ownership Journalist working in the Government/public/ media has better acceptance.

CHAPTER THREE

RESEARCH METHODS

3.1. Introduction

Considering the topic in this chapter, the researcher discusses the overall methods invested in this paper. This chapter incorporates the research design, research approach, and subject of the study (population of the study) sample of the study (sample size and sampling techniques) and ethical considerations and data analysis.

3.2. Research Design

Every research study has a design, whether implicit or explicit. Researchers seek to use strong designs to strengthen the validity of their studies and to ensure that the data to be collected properly addresses the research topic being studied (Yin, 2011). As it mentioned in the first chapter, this paper aims to assess the practices of peace journalism in Ethiopian media, particularly in the Ethiopian Broadcasting Corporation (Walliman, 2006). Once the objectives of a research project have been established, how these objectives can be met leads to a consideration of which research design will be appropriate. Research design provides a framework for the collection and analysis of data and subsequently shows which research methods are appropriate. The study is the only case study of media by assessing the practices of peace journalism in Ethiopia. By having the assumption of Ethiopian Broadcasting corporate can a representation image of Ethiopian Media Environment in one or another way. Commonly, in the case of study design, as Walliman, (2006) no claim is made for generalizability. It is rather about the quality of theoretical analysis that is allowed by an intensive investigation into one or a few cases, and how well theory can be generated and tested, using both inductive and deductive reasoning (Stephen, Brendan, Frederick, 2019). The key characteristic of case studies is that the social unit selected is a single example of the many cases that make up the type of unit in question. Researchers rarely claim that their findings can automatically be generalized.

3.3. Research Approach

This study used the quantitative content analysis method dominantly in its attempt to assess the practice of peace journalism in the Ethiopian Media Context. (Walliman, 2006) noted that Quantitative data have features that can be measured, more or less exactly. In addition Payne, (2004) the quantitative method “comprises counting how frequently things happen and the presentation of these frequencies as summaries in tables and graphs”. And Qualitative approach use as a supportive method to fill the gap which the qualitative approach does not address. Results generated quantitatively may not express what it means exactly. It needs explanation and elaboration using journalism principle, peace journalism theory and practice, conflict-sensitive reporting approach and researcher’s observation. The researchers used this for the sake of elaboration of results from the quantitative part.

3.4. Content Analysis

It’s mentioned earlier, quantitative content analyses are employed dominantly to analyze the selected News Stories sequentially quantitative data analysis used to answer the why question of the findings. It is because media content analysis was advanced as a systematic method to study mass media. As the main proponent of Content analysis, Berelson (1952) cited in Macnamara, (2018). Content analysis can help researchers to carry out their analysis systematically, objectively, numerical by taking the manifested text in the media. In addition, he suggested that there are five main purposes of content analysis: one, To describe substance characteristics of message content; two, To describe form characteristics of message content; three, To make inferences to producers of content; four, To make inferences to audiences of content; five, To predict the effects of content on audiences. While the preceding discussion shows that contemporary scholarship and research practice apply content analysis in both quantitative and qualitative ways, quantitative approaches are the most common. Qualitative content analysis has adopted many of the techniques of textual analysis and in some forms is indistinguishable from this method of analyzing texts (Ibid) considering the above-mentioned purpose, this study used Content analysis as a tool.

The study tries to follow six stages of content analysis Audience Dialogue, (2012) in (Desalegn, 2014).

- a) Selecting the medium bases on the interest of the study
- b) Selecting content for the analysis (in this case News Clips, stories in selected time,)
- c) Selecting the unit of analysis (in this case, Three News stories each day for one month)
- d) Preparing the content for coding, (This means having the source ready, like downloading from EBC YouTube Channel).
- e) Coding the content (this means categorizing characteristics of peace and war journalism in the theme of Peace/war Journalism Elements).
- f) Counting and weighing (This is counting the value of War/Peace Journalism Elements),
- g) Finally Concluding.

3.5. The Subject of the Study

The study is focused on broadcast media in Ethiopia, which is in the capital city of Addis Ababa, Ethiopia. The researcher would like to mainly focus on television medium, the one which is Government-owned media, Ethiopia Broadcasting Corporation EBC.

During the television initially began service in Ethiopia in 1964, it was only possible to serve a few residents in Addis Ababa, with the help of some 500 TV sets. ETV, the now EBC, expanded in the 1980s. It currently has 26 transmitters across the country, with all the studios in Addis Ababa. Since 1991, the station is transmitting news and programs in four languages (Amharic, Oromiffa, Tigrigna and English (Tefferera, 2006).

EBC News is the main news channel with 24 hours coverage, with different contents. It broadcasts mostly in Amharic except for some news segments which are broadcast in other languages. Considering the long stay of the media, this can be the reflection of the Ethiopian media atmosphere. The ownership of the media by itself implies that the first near medium for the government is Ethiopian Broadcasting Corporation. Considering these elements the study takes the medium as the subject of the study.

3.6. Sample of the Study

As mentioned above, EBC is the Subject of this study and the researcher take a sample of news clips from media one-month prime time television newscasts from October 25/2013 E.C unto November 24/ 2013 E.C. This sample is taken since it was a period that the law enforcement had taken in the Tigray Region of Ethiopia. Since the purpose of the study is to look at how peace journalism practices during the conflict, the period selected is the right one to evaluate the news from the point of view of peace journalism. As mentioned earlier, the research on studying the practice of peace journalism can include all Ethiopian Media, but the sampling frame of this study focuses on Ethiopian Broadcasting Corporation A good sample is very similar to the target population in its most important general characteristics and the more specific features that are related to the variables that the study focuses on (Dornyei, 2007). The researcher believes these selected two media can represent Ethiopian Broadcast media, mainly television media; Ethiopia Broadcasting Corporation as representatives of government/ public media.

3.6.1. Sample Size Sampling Techniques

According to Singh K., (2007) Sampling is defined as the process of selection of sampling units from the population to estimate population parameters in such a way that the sample truly represents the population.

During the time frame, 90 (3 news stories each day) News stories were selected to be studied. This is by taking an estimation of the media house having an average of three news stories on the selected issue per day in the Primetime newscast, (*ETV # 57*) which is broadcasted 1:00 local time. This selection of time has been done considering the vast covering of news and detail news shows broadcasted in this time like prime time. Sometimes because of holidays and weekends, the News Hour may be shifted into 2:00 local time. Having this the study will take 3 (three) News per day; in this calculation, the sample size will be 90 News to be studied. The selection of news purposely considers law enforcement in the Tigray region. If there are more news stories in a day, the researcher will take consequently three news stories from the beginning.

An often-used sort of purposive sample is consecutive unit sampling, which involves taking a series of content produced during a particular period (Daniel R. Stephen L. Brendan R. Frederick F., 2019).

3.6.2. Data Coding

This is identifying what should be studied. As noted, the primary focus of the research is on Peace Assessing peace Journalism practice during conflict reporting, thus, all the conflict stories that were reported in the selected media (EBC) during the study period were included. The parameters for coding are Peace Vs war journalism approach elements. Noticeable News Stories that related to those reporting on 'law enforcement were selected and considered for coding. To perform this, the codebook is created and coded. The coding process has been made by two persons (the researcher and one another) from the discipline of Journalism for the sake of red

3.6.3. Data Processing and Presentation

In data processing, SPSS (Statistical Packages for the social sciences) will invest in the study used to calculate.

In the first days, most statistics were calculated manually on paper, filling reams of paper with equations, with only simple calculators to assist with basic arithmetic. This situation has completely changed. Nowadays, the mathematical aspects of quantitative data analysis are largely left to the computer, and several statistical programs have been developed to direct the work of the computer. These software packages have become increasingly user friendly if researchers do not need to have any mathematical training to use them and most of the procedures are fully interactive (Dornyei, 2007).

After the data process, the quantitative part is processed using SPSS, results will present in tables of frequency and percentage. Following the table figurative presentation, explanatory word expressions followed to give a meaning.

3.6.4. Ethical Consideration

The researcher will consider ethical considerations during data collection, by surmounting his responsibility. At the very first, having a supportive letter from my University School of

Journalism and communication is needed for the selected organizations. During interviews, asking the permission of informants is mandatory by informing the aim of recording their voice only for this study. And their confidentiality is guaranteed by the researcher.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Introduction

This paper should make a review of the practice of peace journalism in the Ethiopian media by the representation of Ethiopian Broadcasting Corporate as a case. It has also attempted the challenges practising of peace journalism in the selected media. The study uses quantitative content analysis exclusively. Johan Galtung Conflict reporting classifications war/peace reporting invested as a parameter to evaluate the contents of News's being analyzed. Some contents put as 'can't be judged' when some stories are hard to categorize under peace Journalism behaviour or war Journalism behaviour. As mentioned in the literature, part Peace journalism Scholars put these classifications of Peace/ war Journalism approach elements. Based on the devised classifications, the expanded elements of peace Journalism Versus War Journalism Reporting approach.

4.2. Quantitative Data Presentation

The study has employed content analysis techniques to assess the practice of peace journalism in Ethiopian media with the representation of the Ethiopian Broadcasting Corporation (EBC). Collected news clips from Ethiopian Broadcasting Corporation during the law enforcement in the Tigray region are analyzed under the principle of conflict reporting whether they reported in the way of war journalism or Peace Journalism principles considered. Since they aimed to assess the practice of peace journalism through the selected news contents, classifying conflict-related reports from the news show is the first task that has been done by the researcher. Relating to the elements of the war/peace journalism approach, the quantitative data presented.

4.2.1. Reactive Versus Proactive

As the very name shows, a proactive approach effort to reduce problems before they perform and a reactive method are based on replying to events when they have happened. The variance between these two styles is the standpoint each one provides in evaluating actions and events. From the perspective of Peace Journalism, it's advisable to be proactive rather than reporting

after things happened. One distinguishing feature of peace/conflict-orientated reporting is its proactive approach, and its giving of a voice to all parties (LiobaSuchenwirth, 2011). Peace News coverage is proactive, looking at the causes of struggle, and driving talks approximately arrangements. The most salient indicators of the peace journalism frame that were found do not take the the story beyond reporting facts and do not exemplify “a strong contributory, pro-active role byjournalists to seek and offer creative solutions and to pave a way for peace and conflict resolution” (Lee &Maslog, 2004: p.21)

Table 3: Reactive versus Proactive

		Frequency	Percent
Valid	Reactive	57	63.3
	Proactive	5	5.6
	Can't judge	28	31.1
	Total	90	100.0

The table above defines that 63.35 percent of the story was reactive while only 5.6 percent of the story are proactive. But in this paper, this parameter may not be in critics because the sample was taken after the conflict has happened. It is hard to distinguish reports in the category of Proactive and Reactive, more obviouslyithas the chance to be Reactive, even if there are circumstances to be proactive. “It is the trend that framing the story from the immediate factor for conflict rather the root causes“ (interviewee 2)

4.2.2. Visible Effects/Invisible Effects of War

Another parameter here is reporting visible effects of the war or Invisible effects. The focus in peace journalism on the invisibleeffects of violence, and efforts at healing, both physical and psychological, plusreconstruction to interrupt the cycle that otherwise leads inevitably to another atrocity, comes from a recognition of the broad-based social origins of both violence and peace (McGoldrick, 2014).The focus is narrow and on the visible effects of war. Reporting is often reactive, taking an interest-only after something has happened (Hällgren, 2012).

War journalism focuses on visible violence, such as deaths and injuries (Galtung, 2000). Peace journalism instead details violence that is less noticeable such as cultural violence (e.g. hate speech, legends of war heroes) and structural violence (e.g. military occupation, economic injustice) which have the potential to destroy the society’s culture, trust, and values (Lynch and McGoldrick, 2005).

Table 4: Visible/invisible

		Frequency	Percent
Valid	Visible Effect	58	64.4
	Invisible Effect	4	4.4
	Can Not Judge	28	31.1
	Total	90	100.0

The above table 4; shows vividly the reporting during the law enforcement in Tigray Regional State was focused on reporting the visible effects of the war, which is 64 percent of the story. That means the reporting approach was lean to War Journalism reporting approach. Only 4 percent of the story tries to address the invisible effects of the war on their reporting.

4.2.3. Elite-oriented/ People-oriented

Civilians are now more likely to appear on the screen and in print to tell their stories about being on the receiving end of wars, in what has been called an emerging “civilianization framework of the media narrative” Cherkoui, 2012 cited in McGoldrick, (2014)), but they are still largely excluded from debates about how to respond to conflicts which remain dominated, in most media most of the time, by politicians and military officers. It means peace does not get the chance to be heard if it arguably should be. Soldiers are trained to reach for their guns, and leaders are often the last people who can afford to be seen talking about peace. Here is the point, the victims are civilians, but the solution and the strategy are going to be set by their officials. Most of the time, the officials are biased with the aim they set to be a winner at any cost. The demand for payment may be enclosed by civilians. Despite critiquing elite-orientated journalism, a dominant characteristic of peace journalism theory focuses on the possibilities for transforming professional routines (LiobaSuchenwirth, 2011).

War journalism represents the voice of the elites, and reports on conflicts as if the elites are the sole actors (McGoldrick, 2006). It centers on government officials (presidents, police chiefs, military leaders) or other experts (professors, CEOs), focuses on institutions and signed agreements, and largely ignores the rest of society (Galtung, 1998). In contrast, peace journalism gives common people (lower-rank police officers, teachers, community leaders, community members) a chance to speak up and be heard (Ross, 2006), and acknowledges that civilians on both sides often suffer the most in a conflict (Loewenberg, 2009).

Peace columnists dismiss official purposeful publicity, and instead look for actualities from all sources. In peace journalism, the media is expected to see the other side of the story by incorporating people's points of view into prevailing peace. The analyzed content shows below in a table.

Table 5: Elite-oriented/People-oriented

		Frequency	Percent
Valid	Elite Oriented	58	64.4
	People-Oriented	14	15.6
	Cannot Change	18	20.0
	Total	90	100.0

According to the table above, the news stories assessed in this paper, 64.4 percent of the story is elite oriented and only 15.6 percent are people-oriented.

4.2.4. Differences-oriented / Agreement-oriented

In the Peace journalism Reporting approach, it is expected to report focusing agreement oriented issues. War news coverage outlines articles in a way that is likely to encourage polarizations possibly raise a tense circumstance by the center on the issue and contrasts between the overlooking similarities's an arrangement procedures (Galtung, 2000). Peace news coverage does not fair center on strife as a miserable issue, but instead looks for common ground and points to convert the struggle (Shinar, 2003)

Table 6: Differences oriented/Agreement-oriented

		Frequency	Percent
Valid	Difference Oriented	61	67.8
	Agreement Oriented	1	1.1
	Cannot Judge	28	31.1
	Total	90	100.0

As we can understand from the table above 5, 67.8 percent of the stories are based on the difference and only 1.1 percent of the stories are Agreement oriented. In another word, the dominant approach of the report, in this case, was the War Journalism Reporting approach.

4.2.5. Focuses on here and now/ Causes and Consequences of War

One of the characteristics of peace journalism is the in-depth analyses of the multiple causes leading up to the conflict, encouraging a fuller understanding of events (Galtung, 2006). It also provides an outlook on how the conflict might influence the future of a country and its people, demonstrating the possible consequences of continuing hostilities. War journalism, in contrast, fails to offer this comprehensive picture, and instead simply reports on the most recent event without background or foresight (McGoldrick, 2006).

According to Galtung's table, Peace journalism locates "causes [of a conflict] and exits [from it] anywhere", which supports the concept of positive peace, recognizing that "peace ultimately has to be got by changing social structures that handle the death, poverty and malnutrition" (Jeong, 2000 cited in (McGoldrick, 2014).

One characteristic of peace journalism is that the in-depth analyses of the multiple causes leading up to the conflict encourage a fuller understanding of events (Galtung, 2006 cited in Katherine, Forster, (2012). It also provides an outlook on how the conflict might influence the longer term of a rustic and its people, demonstrating the consequences of continuous hostilities. War journalism, in contrast, cannot supply this comprehensive picture, and instead simply reports on the foremost recent event without background or foresight (McGoldrick, 2006, cited in Katherine, Forster, (2012). the analyzed contents are put as follows in the table.

Table 7: Here and now Vs Causes and consequences

		Frequency	Percent
Valid	Here and Now	57	63.3
	Causes And Effects	5	5.6
	Can't Judge	28	31.1
	Total	90	100.0

When we evaluate reports during the law enforcement in the consideration of reporting here and now versus seeing causes and effects as shown in table 6 above, 63.3 percent of the stories centre of attention is here and now reporting. On the reverse, only 5.6 percent are considered Causes and consequences in the report.

4.2.6. Dichotomizes the Good and Bad / Avoids Labelling of Good and Bad

Peace journalists need to avoid simplification; they need to avoid reducing a conflict to 2 parties or two stakeholders—simplifying a process to “us and them” or “bad versus good”. Defining one side as “good” encourages us to see the other party as “bad” which can justify violence or war against them. (Annabel McGoldrick, Jake Lynch, 2000) That means reports shouldn't be propaganda, rather should observe both sides of stories. Labelling is not Journalists and should not incorporate into their news stories. Peace journalism is unbiased journalism, it is reporting the news that allows both sides of a conflict to express them and do not take sides - labelling one side as good or evil (Adongo, Awobamise, Chidiebere, 2018).

War journalism conflict coverage often divides people into the ‘good’ and the ‘evil’, leaving one side relatively blameless (Galtung, 1998; Tehranian, 2002). Peace journalism avoids this dichotomizing view and points out positive and/or negative attributes on all sides.

Table 8: Dichotomizes the Good and Bad/Avoids labelling of good and bad

		Frequency	Percent
Valid	Dichotomizing Good and Bad	65	72.2
	Avoid Labelling	1	1.1
	Cannot Judge	24	26.7
	Total	90	100.0

In war journalism, reporting approach of Dichotomizing Parties in the table of God and Bad is common and like peace, Journalism recommends avoiding such labelling. This considers table 8, which shows that Dichotomizing Good and Bad reporting covers 72.2 percent of the selected stories and only 1.1 5 percent are avoid labelling. The rest 26.7 percent of the stories defend as “cannot be judge”.

4.2.7. Two-party Orientation / Multiparty Orientation

War journalism typically presents conflicts as being between just two parties in a zero-sum game. Peace journalism seeks ways to represent a conflict as involving multiple parties and taking place in “open space, open time” (Lynch &McGoldrick, 2005).

Conflicts are rarely limited to only two parties or sides, but they are often simplified in this way by war journalism (McGoldrick, 2006). Peace journalism considers many actors, providing multiple voices in an attempt to present the varied interests of all involved (Galtung, 1998).

“Peace journalism relies on traditions of fact-based journalism, with scrutiny of the word and images. Journalists must avoid emotive and imprecise expressions, dichotomies of good versus bad, a focus on the victimhood and grievances or the abuses and misdemeanours of one side only, and the use of racial and cultural identities when they are not necessary. Journalists must attribute unsubstantiated claims to their sources rather than presenting them as facts, avoid focussing on the victimhood or causes of one party to the exclusion of [an] other, and seek diverse sources and viewpoints.” (Romano 2010:27)

Table 9: Two-party/Multiparty orientations

		Frequency	Percent
Valid	Two Party	59	65.6
	Can Not Judge	31	34.4
	Total	90	100.0

Table 8, illustrates 65.6 of the story covers the concept of Two-party orientation, and there is a none report in Multi-party point of reference. The rest 34.4 percent of the story are neutrally labelled.

4.2.8. Partisan/non Partisan

According to (Galtung, 2000) Whereas war news coverage frequently falls into taking sides, especially with the side bolstered by official arrangement, peace news coverage abstains from detailing a one-sided see. Whereas not legitimizing all goals, peace news coverage gives numerous sees reasonable space in a story (Loewenberg, 2009). In representing peace journalism as a solution provider, certain essential assumptions need to be addressed accordingly. When covering news on conflicts, peace journalism should provide a balanced voice of expression for all parties involved so has got to proffer a simple way of communicating and understanding the situation unbiased (Adongo, Awobamise, Chidiebere, 2018).

Table 10: Partisan/Nonpartisan

		Frequency	Percent
Valid	Partisan	59	65.6
	Non Partisans	1	1.1
	Can Not Judge	30	33.3
	Total	90	100.0

With the parameters of partisan versus Non Partisan elements, partisan reporting takes 65.6 per cent and only 1.1 percent of reporting's non-Partisan. The rest of 33.3 of the story is in-between and can't be judged.

4.2.9. Zero-sum Orientation/ Win-win Orientation

War journalism paints a black-and-white picture, presenting a conflict as a zero-sum game where one party must defeat another for the conflict to end, and other solutions which may benefit both parties are ignored(Galtung, 1998). Peace journalism presents alternatives to clear-cut victories, and reports on the win-win possibilities (Kempf, 2007).

It is the Approach reporting of winning on one side and defeating others, which is common in war Journalism. The reverse peace Journalism approach advocates, the win-win approach.

Table 11: Zero sum orientation/Win-win orientation

		Frequency	Percent
Valid	Zero Sum	62	68.9
	Can Not Judge	28	31.1
	Total	90	100.0

To translate the table above in words, simply 68.9 percent of the stories are covered in Zero-sum orientation and there is no Win-win approach to reporting during the time. This is the manifest of War journalism Reporting approach.

4.2.10. Language Usages

Words are important In Journalism to show the angle of the media institution and also the reporter's point of view. As journalists, our most powerful tools are the words we use. And the pictures and sounds. We can use our tools to build understanding instead of fears and myths (Howard, 2002).

In Peace versus Peace Journalism Reporting, words have a significant role in distinguishing reporting approaches. In war journalism, there are some features of language usage. Like, uses victimizing language, uses demonizing language, and uses emotive language. On the undo in Peace Journalism, it's suggested to avoid using such ways of language usages. Let's see stories incorporated below from the perspective of language usage. Whenever there is a war, there will be victims that are the obvious ones, and war reporting mentions the depth /width of the loss and

the range of the destruction. Peace Writers carefully select and analyze the words they utilize, understanding that carelessly chosen words are regularly inflammatory. According to (Interviewee 2) “the selection of words coined by the politicians, then the reporters picked it and reverberate which is something unethical. The interference of the Journalists emotion is one factor to use words beyond the context. ‘

4.2.10.1. Uses Demonizing Language/ Avoids Demonizing Language

Demonizing the opponent or dehumanization, the opponent is the common feature in war reporting. It’s one of the propaganda techniques to label another party as an evil invader with only negative objectives. In Peace Journalism, it’s prudent to use such labelling and demonizing language during conflict reporting, which should be avoided. In this watch, the tables below show 46.7 percent of the story reported using Demonizing language, only 2.2 percent of the stories avoided using such languages.

In war journalism, emotionally charged language is used to describe the parties involved, demonizing some as evildoers (Lynch and McGoldrick, 2005; Tehranian, 2002). In contrast, peace journalism is careful to refer to the conflict parties in the way they refer to themselves, instead of labelling the conflict parties with imposed and often unjustified terms (Howard, 2004).

Table 12: Uses demonizing language/Avoids demonizing language

		Frequency	Percent
Valid	Demonizing Languages	42	46.7
	Avoid Demonizing Language	2	2.2
	Can Not Judge	46	51.1
	Total	90	100.0

4.2.10.2. Uses Emotive Language/ Avoids Emotive Language

Emotive language is word selection in our reports that is used to stir up feelings. They are used to motivate fellows to support the action of what they are doing. In war journalism, strong emotional language about actions and situations is overused. Conversely, peace journalism

avoids overly evocative language that sensationalizes the conflict. It attempts to use neutral language, and only use highly emotive words according to their exact definition and without exaggeration (Loewenberg, 2009).

Under this concept, reports in this study use Emotive languages 41.1 percent and which can avoid emotive language usage is 2.2 percent and 56.7 percent of the story are not determined in these parameters.

Table 13: Uses emotive language/Avoids emotive language

		Frequency	Percent
Valid	Emotive Language	37	41.1
	Avoid Emotive Languages	2	2.2
	Cannot Judge	51	56.7
	Total	90	100.0

To sum up the above descriptive tables, the dominant elements are linked to war journalism reporting approaches. That can lead to conclude Peace Journalism Reporting approach was not invested in the reporting of the media which is selected in the study within the time frame. Categories under ‘‘can’t be judged’’ sometimes show dominance in number but it shows stories which are doesn’t count in both of the Peace/War approach elements. So the comparison focused on two categorical elements. The study is attempting to analyze the content of the news stories under two computing orientations of conflict coverage 'Peace' and 'War' Journalism. War journalism is all about war, propaganda and elite oriented with zero-sum solutions, while peace journalism trend is to the contrary. In this study, story contents were analyzed, and the results show that almost all (63.3% reactive, 64.4 % visible effect, 64.4 elite oriented, 67.8 difference oriented, 63.3 here and now, 72.2 dichotomizing good and bad 65.6 two party orientation, 65.6 partisan, 68.9 zero sum orientation, 46.7 used demonizing words, 41.1 emotive word usage,) media outputs are inclined to the war journalism trend.

In the table above, war/violence journalism is reporting characterized by us-vs-them narratives that demonize them, the spreading of propaganda, and reporting that is victory-oriented, reactive,

and elite-oriented that focuses only on the visible effects of violence. Peace journalism is the opposite. It is reporting that is proactive, humanizes the other side, gives voice to everyday people, and discusses solutions (Youngblood, 2017).

“Journalists regularly and carelessly use many words that add only emotion, but no substance, to a story. For example, how many people have to die for an event to become a massacre? Or how about the words “brutal,” “callous,” “slaughter,” “grim,” “monstrous”? What exactly makes up a tragedy? And who is a martyr? The fact is that each one of those words and their synonyms is subjective and imprecise. If a journalist (or peace journalist) is to adhere to the principle of objectivity and impartiality, and if these emotive words are inherently subjective, then this alone should be sufficient reason to omit such language. Peace journalism teaches that if 100 people were killed, we simply write that 100 people were killed. Peace journalists write the facts and let the readers or listeners make their own subjective decisions on whether the event may be a tragedy or a massacre” (Youngblood, 2017:11).

The one element which can distinguish one medium from the other is media policy, which is linked with the reporting approach. That’s why we can see the same story in different approaches. And this study is aimed at assessing the practice of the peace Journalism approach in one of the public media Ethiopian Broadcasting Corporation, (EBC.) How they report during the law enforcement takes place in Tigray region, the war between the Federal Government and the Tigray regional state which lead by TPLF. McGoldrick, J. Lynch, (2000) Noted that reporting approach plays a significant role in the news story's overall structure and contents. From the perspective of reporting approach, there are some elements considered in the conflict's study reporting approach. This paper invests these parameters whether the reporting lean-to war journalism or Peace Journalism and discussed below. The Reason May Be needs further study, as the aim of this study is to point at the gap for supplementary researches. But the researcher is going to discuss some expected reasons Peace Journalism Elements are not considered in the media house in the discussion part.

4.3. Qualitative Presentations

Qualitative analysis is a methodology used to analyze social phenomena that is qualitative, interpretive, and constructionist (Gunter, 2000). Data that cannot be expressed in numbers will be expressed through words in conversation, as specified in the research approach. In addition, qualitative data is included in the study. The purpose of this research method is to fine-tune the truth behind each piece of qualitative data that is presented. Consequently, the researcher conducted an in-depth interview with four editors. The interviewee's remarks and ideas are taken into consideration by the debates that arose during the interview.

Having the result shown in the quantitative analysis the qualitative part tries to answer the main finding why there is no practising of peace Journalism In Ethiopian media In the case of Ethiopian Broadcasting corporate. In this regard views forwarded by the media practitioners' attitudes in the direction of peace journalism are the primary issues raised beneath. "Peace Journalism isn't widely recognized inside the academics and media, there is no such good work over the concept. Can be by hence one manner or some other there are attempting to be triumphant peace. However how a lot it addressed is the underneath question, if we work on it there may be a better scenario now" (Interviewee 3) According to the respondents; even though, though media role is normally overestimated, maximum media institutions in Ethiopia have little orientation on peace developments. Irrespective of the outside elements of news themselves are not empowered sufficient to give you complete conflict reports. Specified thoughts shared via respondents are stated below. Respondents' call or every other unique identity is not noted (referred to) within the discourse which will defend their private rights. All respondents agree with these statements.

The other issue discussed is the concept of self-censorship. "Journalists like to follow trends like what of yesterday, the direct linkage of politics and media. Also an exercise of careless reporting like taking journalism as a 'job' not as a profession, leads Journalists to be careless and unethical." (interviewee 1) This may rise from self fear and experience.

"The current political situation does not create a fertile ground to practice peace Journalism conflict reporting approach. We tried to report to prevent peace; during this situation, the society questioned as not reported well the label of the problem and the doers" (interview 2). According

to (Interviewee 1) Ethiopian media by nature its event-oriented, that is why the source is the same and follows the common trends. The weakness of Journalists and self-censorship is highly affected to follow the trend. Journalists tried to show their loyalties by their word selection and framing of the story. The reports used to motivate the war not to prevail peace.

same basic reasons why peace Journalism practices are not available in the station were discussed during the interview. Beyond that, the interviews have a positive attitude on the practice of peace Journalism with a recommendation. “Peace Journalism can be possible but it’s not only us to determine. The education sector should consider the approach and incorporate it with the concept of development journalism. Stakeholders should take into consideration conflict reporting like Ethiopian Broadcasting Authority, Government communication Service.”

4.4. Analysis and Discussion

In this section, the research is going to analyze and discuss points, taking the result as a benchmark. This study's result shows the extent of War and Peace Journalism Practices in one of Ethiopian Broadcasting media, which is Ethiopian Broadcasting corporate. According to the result boldly we can say that there is no exercise of Peace Journalism in the Media. Of course, it’s not a surprising result, rather expected may be known. But the study can be used as supportive or confirmation for the assumption of there is no practising of the Peace Journalism Approach, particularly in the selected media. The discussion is supported by literature, personal watching, and previous study result. In almost all reports, words like, **ሌባና ዘራፊው ወንበዴው, አጥፊው, ስግብግብ ጁንታ, ፅንፈኛው የህወሃት ማፍያ ቡድን, የትህነግ ሰው በላ ቡድን**, etc. words are used over.

Those surnames are given by the opponent part, not the group called themselves. And also it’s not the official nomenclature of the group, officially known as TPLF (Tigray Liberation Front) even if the House of Peoples Representative of Ethiopiadenounces it as a terrorist group. After all, any official can give his naming to express the deepest hate of difference, but the Journalist is not expected to amplify one side of the story rather entertain both sides of the story in a balanced way.

According to Youngblood, (2017) elements of Peace Journalism, Peace Journalism looks to unite parties rather than divide them and eschews oversimplified “us vs. them” and “good guy vs. bad guy” reporting. At an equivalent time, Peace reporters reject official propaganda and instead seek facts from all sources and balanced, covering issues/suffering/peace proposals from all sides of a conflict. The politicians may add suffixes to elevate their ideological difference. Here is the role the journalists is to maintain peace. As mentioned in the above-quoted paragraph, such reports are not under the elements of Journalism somewhat War Journalism reporting approach is visibly approved. Dichotomizing good and bad, labelling, using demonizing language, etc. are the regular patent of the War Journalism Approach. Such expressions provoke more differences over the agreement, categorization over unity and war over peace.

The selection of the source was a one-sided and common face for the media, like the Prime Minister, military and Police Officers, and Regional Government Officials. Press releases from the above sources are taken as news directly without reshaping or converting into the Basic News Formats. Here is the principle of Peace Journalism, which Peace journalism shall give voice to the voiceless, as a replacement for just coverage for and about elites and those in power who are out of command. Contemporary journalistic style can be understood in its focus on debate, polemics, and ‘differences’ while peace journalism style of reporting to the contrary focus on establishing a dialogue between conflict sides.

‘Peace journalism isn't merely good journalism; it's different journalism and a departure from the normal way of covering news stories, particularly conflict and violence, not only in nuances and emphases but also in substance. Peace journalism isn't to report what's seen but to report what is often seen; not simply to reflect reality but to explore reality and unearth what's not ostensibly reflective to regard and cultivate readers' interests but not to be manipulated by them’ (Peleg, 2007:7).

The news was about the visible effects of the war, the sources are Elite-oriented, Difference oriented by the mention ‘us’ and ‘them’ only considering to parties, not following Win-win approach after all its partisan sided for one party. The abstract of all indicators on the news report confirms that the real media practice of the report was going behind the War Journalism Reporting approach.

Having the quantitative data as benchmark, the researcher tries to see why the reason for Peace Journalism is not practised at its best. The essential fact here is, peace journalism is hardly a new concept compared with that conventional journalism. Galtung and Ruge make available a key theoretical foundation in 1965 and later Researches. In Ethiopian media, maybe the idea is not well known even as a concept, in media practitioners and academicians too. The research finding conducted by (Desalegn, 2014) states that most media practitioners in Ethiopia lack clear understanding and enough awareness on peace journalism basic concepts. When we look at researching areas done about conflict reporting and its role for peace can be said to be in its infant stage in Ethiopia. In fact, (Meseret M., 2015) finding shows that majority of respondent journalists agree with the statement, which acknowledges peace journalism's role in helping to resolve conflict. Even if they can perceive the peace Journalism approach as an important element, they are not practising it, as my study shows. So only the perception of journalists of the concept is not enough to practice it

The ownership of media may determine the framing of reports. In this study, the media which is selected to be studied is Government-owned media. Following this, the reporting may side with the federal Government stories. Being government-owned media by itself cannot take as a grant be the legitimate reason to be one-sided or partisan. By the same token, the profit-driven private media in Ethiopia is not used to implement to exploit the principle of peace journalism. But ownership can have an obvious effect on the content of the media. The findings of Ahmed, (2021) study show that the journalists working in Ethiopian Radio have been facing internal and external challenges that hinder them from reporting issues of promoting peace. The above study was conducted in the same station which this study conducted and may share the same problems in the television section. It is because the media outlets are expected to serve the government as a propaganda machine to motivate the people to be on the side of the Government to get rid of the so-called Tplf. The situation in which the conflict has been taking place may be another factor in not practising peace journalism at its best. The conflict was between the Federal Government of Ethiopia and the Tigray Liberation Front (TPLF). And it takes place in the Tigray Regional State of Ethiopia, so journalists may not get access to the other side of the story. The location of a media outlet often influences the framing of news articles (Katherine Lacasse, Larissa Forster, 2012).

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

The Research was conducted with the general aim of evaluating the practice of peace journalism in Ethiopian media in the case of Ethiopian Broadcasting Corporation. The research tries to examine the extent of Peace Journalism practice compared with War Journalism. In this study, content analysis has been employed solely to analyze news during the selected time frame. Quantitative By taking framing theory as a theoretical framework and Johan Galtung's classification of elements of Peace Journalism and War Journalism, the coding books filled by identifying the theme of the news stories. After categorization and counting, SPSS (Statistical Package for Social Science) software was used to generate quantitative data in descriptive statistics that include frequency and percentages.

5.2. Conclusions

The study found from the analyzed contents, reports are more focused on visible effects of the war over invisible effects of the war. The reports dominantly take officials as news sources and press releases from the Government officials, which mean the approach was elite oriented, not people-oriented. Then News reports reverberate differences of parties not maintain agreement by mentioning common grounds. In the criteria of the depth of the report, many reports are paying attention to here and now stories over addressing the Causes and consequences of war. And also the following style dichotomizes the Good and bad, which is the identity of the war Journalism Approach. The concerns of the stories majorly focus on two-part rotations and partisan which means lean to one side and about worried about the winning of one side which is known as “Zero-sum” orientation, reports are not trying to foster “win-win Approach of both parties. Related to language usage, reports are not trying to avoid victimizing, demonizing, and emotive languages on the reverse they are using it frequently.

In general Speaking, the above mention paragraph tells War Journalism Approach was vividly the dominant approach of reports. The reason behind why media practitioners are not exercising the peace Journalism Approach and how to adapt it in Ethiopia media sectors is needed further

studies and the recent study shows the same finding as my study which is “(Ahmed, 2021). The findings of this study showed that the station almost does not pay much attention to hide problems with peace-promoting news within the period of time. And (Desalegn, 2014) conclude result of the study reveal that print media outlets in Ethiopia pay little attention to peace-oriented issues both in their outputs and (contents) orientations and their practitioner's attitude towards peace Journalism. Even if the study area has a slight difference (print and broadcast) they may have sharing characteristics as An Ethiopian Media. The general aim of the study, which is addressed and answered by getting Peace Journalism, is not yet practised in a Result.

5.3. Recommendations

Having the result as a point of reference, this study tries to recommend some points. The inventiveness of Peace Journalism as a concept in the media sector in Ethiopia is considered as one challenge, so to overcome this difficulty the first recommendation goes to further studies needs to give attention as an area of research. The collaboration of Academicians in the field and the media sector may shorten the way to find a solution. Considering elements of Peace Journalism, the media is almost at Zero Level in practising it. This study recommends seeing reports in the close of Peace Journalism Approach.

Reports should be proactive, which can examine the causes of conflict and lead dialogue about resolution and look to unite parties rather than separate them. As much as possible, journalists should avoid oversimplified “us vs. them” and “good and bad” reporting. Should try to avoid official propaganda and instead seek facts from all sources in a balanced way of covering issues from all sides of a conflict.

The fundamental motto of journalism to be a voice to the voiceless should be considered, instead of just reporting for and about influential people and also officials. Journalists are expected to supply profound and contextual meanings instead of just superficial and sensational accounts of violence and conflict. Whenever they write a story should consider the consequences of their reporting, including their usage of words, should carefully choose. They must analyze the words they use in the story whether they provoke conflict or mitigate Peace, to achieve this; words are not expected to scribble. Such usage of languages may use as adding fuel to the fire.

All suggestions and recommendations mentioned in the above paragraph may not be easy for journalists to perform only through understanding the importance of the Peace Journalism Approach and practice. There must be a fertile ground in the media play to accept and use as a shift key for the conflict reporting limitations as stated in this study. So media owners shall try to incorporate in their media house style of reporting, policymakers better to understand and consider as an alternative way of conflict reporting approach. The Academics sector is to consider in playing an imperative role by feeding sufficient studies on the area.

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APPENDICES

Appendix 1: Code Book

Watch the news clips carefully and please put “X” in which categories based on the statements listed. If stories are hard to categorize leave blank.

Date	Stories	Reactive	Proactive	Visible effects	Invisible effect	Elite-oriented	People-oriented	Differences	Agreement- here and now	Causes and cons	Dichotomizes the α/h	Avoids labelling of α/d	Two-party orientation	Multiparty orientation	Partisan	Nonpartisan	Zero orientation	sum	Win-win orientation	Uses victimizing language	Avoids victimizing language	Uses demonizing language	Avoids demonizing language	Uses emotive language	Avoids emotive language
		01	02	03	04	05	06	07	08	09	10	11	12												
2013022 5	1.	X		X		X		X		X		X		X		X					X		X		
	2.	X		X		X		X		X		X		X		X				X				X	
	3.	X		X		X		X		X		X		X		X									
2013022 6	4.	X		X		X		X		X		X		X		X				X		X		X	
	5.	X		X		X		X		X		X		X		X				X		X		X	
	6.	X		X		X		X		X		X		X		X									
2013022 7	7.	X		X		X		X		X		X		X		X				X		X		X	
	8.		X			X					X				X		X							X	
	9.	X				X		X			X		X		X									X	
2013022 8	10.																								
	11.																								
	12.																								
2013022 9	13.	X						X		X		X		X		X									
	14.	X		X				X		X		X		X		X								X	
	15.	X		X		X		X		X		X		X		X					X				
2013023 0	16.	X		X		X		X		X		X		X		X									
	17.	X		X		X		X		X		X		X		X									

	18.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130301	19.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	20.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	21.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130302	22.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	23.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	24.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130303	25.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	26.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	27.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130304	28.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	29.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	30.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130305	31.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	32.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	33.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130306	34.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	35.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	36.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130307	37.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	38.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	39.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130308	40.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	41.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	42.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130309	43.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	44.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	45.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
20130310	46.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	47.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	48.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
2013031	49.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

1	50.	X		X		X		X		X		X		X		X		X		X		X
	51.	X		X		X		X		X		X		X		X		X		X		X
2013031 2	52.	X		X		X		X		X		X		X		X		X		X		X
	53.		X		X		X		X		X		X		X		X		X		X	
2013031 3	54.	X		X		X		X		X		X		X		X		X		X		X
	55.	X		X		X		X		X		X		X		X		X		X		X
	56.	x		x		x		X		X		X		X		X		X		X		X
2013031 4	57.	X		X		X		X		X		X		X		X		X		X		X
	58.	X			X		X	X		X		X		X		X		X		X		X
	59.			X		X			X	X		X		X		X		X		X		X
2013031 5	60.				X		X			X												
	61.			X		X				X												
	62.	X		X		X		X		X		X		X		X		X		X		X
2013031 6	63.	X		X		X		X		X		X		X		X		X		X		X
	64.		X				X							X								
	65.		X	x			X			X						X						
2013031 7	66.	X		X		X		X		X		X		X		X		X		X		X
	67.				X					X		X		X						X		X
	68.	X				X																
2013031 8	69.	X		X		X		X		X		X		X		X		X		X		X
	70.			X		X				X		X								X		
	71.																					
2013031 9	72.				X																	
	73.	X		X		X		X		X		X		X		X		X		X		X
	74.					X				X				X								
2013032 0	75.																			X		
	76.	X		X		X		X		X		X		X		X		X		X		X
	77.																				X	
2013032 1	78.											X		X						X		
	79.				X							X										
	80.								X		X									X		
	81.			X				X														

Appendix 2 Coding Categories for Frame

PEACE/CONFLICT JOURNALISM	WAR/VIOLENCE JOURNALISM
<i>PEACE/CONFLICT-ORIENTATED</i> explore conflict formation, x parties, y goals, z issues general “win, win” orientation	<i>I. WAR/VIOLENCE ORIENTATED</i> Focus on conflict arena, 2 parties, 1 goal (win), war general zero-sum orientation
open space, open time; causes and outcomes anywhere, also in history/culture making conflicts transparent	Closed space, closed time; causes and exits in arena, who threw the first stone
giving voice to all parties; empathy, understanding see conflict/war as problem, focus on conflict creativity	making wars opaque/secret “us-them” journalism, propaganda, voice, for “us”
humanization of all sides; more so the worse the weapons	See “them” as the problem, focus on who prevails in war. dehumanization of “them”; more so the worse the weapon
proactive: prevention before any violence/war occurs	reactive: waiting for violence before reporting
focus on invisible effects of violence (trauma and glory, damage to structure/culture)	focus only on the visible effect of violence (killed, wounded and material damage)
<i>II. TRUTH-ORIENTATED</i> Expose untruths on all sides / uncover all cover-ups	<i>II. PROPAGANDA-ORIENTATED</i> Expose “their” untruths/help “our” cover- ups/lies
<i>III. PEOPLE-ORIENTATED</i> Focus on suffering all over; on women, aged children, giving voice to voiceless	<i>III. ELITE ORIENTATED</i> Focus on “our” suffering; on able-bodied elite males, being their mouth-piece
Give a name to all evil-doers	give the name to their evil-doers
Focus on people peace-makers	focus on elite peace-makers

<p><i>IV. SOLUTION ORIENTATED</i></p> <p>Peace = non-violence + creativity</p>	<p><i>IV. VICTORY ORIENTATED</i></p> <p>Peace = victory + ceasefire</p>
<p>Highlight peace initiatives, also to prevent more war. Focus on structure, culture, the peaceful society</p>	<p>Conceal peace-initiative, before victory is at hand. Focus on treaty, institution, the controlled society</p>
<p>Aftermath: resolution, reconstruction, reconciliation</p>	<p>Leaving for another war, return if the old flares up again</p>