



Addis Ababa University

College of Humanities, Language Studies, Journalism and Communication

School of Journalism and Communication

The Role of Local Media in Conflict Resolution:

The case of *Walta* TV

By

Solomon Challa

NOVEMBER 2021

Addis Ababa, Ethiopia

Addis Ababa University
College of Humanities, Language Studies, Journalism and Communication
Department of Journalism and Communication

The Role of Local Media in Conflict Resolution:
The case of *Walta* TV

BY
Solomon Challa

Advisor
Agaredech Jemaneh

**A thesis submitted to the Addis Ababa University, College of
Humanities, Language Studies and Journalism and Communication,
School of Journalism and Communication in partial fulfillment of the
requirements for the award of the Degree of Master of Arts in
Journalism and Communication**

NOVEMBER 2021
Addis Ababa, Ethiopia

Approval Sheet

College of Humanities, Language Studies, Journalism and Communication

Department of Journalism and Communication

This is to approve that this thesis studied by Solomon Challa entitled with: *The Role of Local Media in Conflict Resolution: The case of Walta TV* comply with the regulations of the university and meets the accepted standard with respect to originality and quality.

Approved and Signed by the Board of Examining Committee:

1. Advisor	Signature	Date
_____	_____	_____
2. Internal examiner	Signature	Date
_____	_____	_____
3. External examiner	Signature	Date
_____	_____	_____

Declaration

This thesis is my original work and has not been presented for a degree in any other University or any other award.

Solomon Challa Sign Date.....

I confirm that the work reported in this thesis was carried out by the candidate under my supervision.

Name _____

Sign Date.....

ACKNOWLEDGEMENT

I would like to acknowledge and express my sincere appreciation to my Advisor Dr. Agaredech Jemaneh. Your advice, encouragement and supervision is highly appreciated. Many thanks also to my friends and colleagues. I also would like to thank my respondents for your cooperation to fill questionnaire and participating in the interview Lastly, I thank my family, friends for their love and moral support.

To all I say thanks and may the Almighty bless you.

Table of contents

Declaration.....	i
ACKNOWLEDGEMENT	ii
Table of contents	iii
List of tables.....	vi
List of Graphs	vii
ABSTRACT.....	vii
CHAPTER ONE	1
INTRODUCTION	1
1.1. Backgrounds of the Study	1
1.2 Statements of the Problem	4
1.3. Research Questions.....	6
1.4. Objective of the Study.....	6
1.4.1. General Objective	6
1.4.2. Specific Objectives	6
1.5. Significance of the Study	7
1.6. Scope of the Study	7
1.7. Limitation of the study	7
1.7.1 Organization of the thesis	8
CHAPTER TWO	9
2. REVIEW OF RELATED LITERATURE	9
2. 1. Theoretical Review	9
2.1. THE MEDIA THEORIES	9
2.1.2. AUTHORITARIAN THEORY	9
2.1.3. LIBERTARIAN THEORY.....	9
2.1.4. COMMUNIST THEORY	10

2.1.5. SOCIAL RESPONSIBILITY THEORY	10
2.6. THE CONCEPT OF MEDIA	11
2.8 News Framing Theory	11
2.8.1. How TV framing is done	14
2.9. Concepts and Definition of Conflict and the Media	18
2.10. Phases of Conflict	19
2.12 The Local Media and Internal Conflict.....	23
2.13. The Role of the Media in Conflict Resolution	25
2.14. Changing the Nature of Conflict.....	27
2.15. Conflict and displacement in Ethiopia	28
2.16, The media as the public	28
2.17. The Media as Law Enforcement Officials	29
2.18. Community Perception to Media	30
2.19. Challenges of media interventions in conflict prevention.....	33
CHAPTER THREE	35
3. Research Methodology	35
3.1 Research Design.....	35
3.2 Study Variables	35
3.3. Study population	35
3.4. Sample size, sample Techniques.....	36
3.5. Reliability and Validity	36
3.6. Data collection methods.....	36
3.7. Data Analysis and Interpretation.....	38
3.8. Ethical Consideration.....	38
CHAPTER FOUR.....	39
4. RESULTS	39
4.1 Introductions	39

4.2. Socio-Demographic Characteristics.....	39
4.3. The role and accessibility of the media.....	39
4.3. Role and Accessibility of Media.....	40
4.4. Correlation Analysis of Time Spent on Media and Main Source of Information.....	54
4.4. How Media Influenced Human Variables towards Conflict.....	56
CHAPTER FIVE	59
5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	59
5.1 Summary of the results	59
5.2 Conclusions.....	61
REFERENCES	63
APPENDIX.....	63

List of tables

Table 4:1 Response Rate.....	39
Table 4.2 Hours Spent On WaltaTV per Day	43
Table 4.3: Roles of Media in conflict management.....	44
Table 4.4. Correlation: Time Spent on Media and Main Source of Information.....	44
Table 4.5: Role of Media in conflict	45
Table 4.6: Extent of Media Encouraged Hate Speeches.....	45
Table 4.7: Pearson Correlation between Hate Speeches.....	46
Table 4.8: Extent to which Political Propaganda.....	46
Table 4.9: Pearson Correlation between Media Propaganda	50
Table 4.10: Pearson Correlation amongst Human Factors	53
Table 4.11: Correlation between withholding information.....	52
Table 4.12: Age factor Influence	52
Table 4.13: Cross-tabulation Analysis of Respondents' Ages and Age Factor	53
Table 4.14: Gender factor	54
Table 4.15: Cross-tabulation Analysis between Respondents' Gender and Gender Factor	54
Table 4.16: Status factor	55

List of Figure

Figure 4.1: Test of Normality	48
Figure 4.2: Test of Linearity	49

ABSTRACT

The objective of the study is to evaluate the role of Media on Conflict resolutions in the case of Walta TV –Media. The studies design is explanatory research design and its approach is mixed studies method. Sources of data was both primary and secondary sources. Sampling size is 297 are media personnel working in walta TV, community members of Kirkos sub town (woreda four, woreda and woreda 9) and police personnel. Sampling techniques used was random sampling technique. The findings pointed out that, the hours spent on media as majority of respondents spent among 30mins to three hours on media according to day. Media has a roles of de-escalation and escalation roles. Some roles included; encourage hate speech; operate parallel counting centers; Storage of important information about conflicts, misrepresentation of information; Incitement to a high degree; belong to partisans or a political party; and corruption. Some of the positive roles the media played were civic education; preaching peace and calling for unity; public awareness and fair coverage of political campaigns; and disseminating contentious issues during negotiations. The study recommends that the media take a common approach to conflict reporting. This will help mitigate discrepancies in coverage to objectively expose areas of dispute and consensus and encourage friendly communication. Given that the media played a role in conflict escalation and de-escalation based on the results of the study, the study recommends that media regulators and law enforcement agencies develop laws, rules and severe penalties for both media companies and personalities who Use the media for negative purposes. The study also recommends training local media reporters or journalists to report on conflicts. Since reporting conflicts is more of a challenge, most journalists have been very unprofessional in reporting based on the results. Media training institutions should therefore design study units on conflict reporting. The media society should organize workshops and training courses on reporting and conflict management for its specialists. The study also recommends that media reports (Walta TV) not target specific listeners. As can be deduced from the results that people react differently to conflict topics depending on their age, gender, social status, religion and place of residence, reports of conflicts must affect all listeners and affect everyone equally.

Key words: Media, Conflict Resolutions, Walta TV

CHAPTER ONE

INTRODUCTION

1.1. Backgrounds of the Study

Conflict is something inevitable and conventional in our daily life where everyone has to experience some type of conflict to be internal or external. When conflicts affect the environment, the conflict can be more difficult to resolve and turn into violent crises and wars (Lamle, 2015). Security challenges are becoming more diverse and fragmented, posing a greater threat than ever to world peace and stability. Understanding the causes of conflict and the interrelationship between security and conflict management from a global perspective has also gained momentum (Morgenthau and Thompson, 2015).

As a result, many of today's security challenges arise within individual societies that extend beyond the boundaries of their surroundings. The informative and educational role of the media provides them with a great opportunity to resolve conflicts, especially when professional ethics are strictly adhered to until the end (Lamle, 2015). The success of conflict management can sometimes depend on the role the media plays, depending on a number of factors including property, journalists' interests, understanding of the subject of dispute, and others. , the media can be biased and choose to take sides in a conflict, making resolution or easy management difficult (Otufodunrin, 2013).

The mass media are a journalistic body that gathers information and transmits it to a small or several numerous and heterogeneous population groups according to their networking frequency. Societies in both developed and developing countries benefit greatly from the media's contribution to social activities. Globalization is primarily referred to as a process in which the world transmits information, has easy access to other countries, and participates in political,

economic, religious and technological activities, most of which achieve significant results thanks to the efforts of the media. With the Cold War between the developed nations, the media has contributed enormously to the recognition of new advances. Some media processes are; printed (newspapers and magazines) and electronic (radio, television, internet) etc. Communication and information are widely disseminated through these units, resulting in a larger consumer population in both urban and rural areas (Morgenthau and Thompson, 2015).

The media is a neutral instrument that has the potential to be used for good or bad. In times of conflict, the media could be used to promote peaceful coexistence and destructive actions. The media is so powerful in any given society that it has been referred to as the fourth domain of government. Experience of conflict has shown that the media serve as a medium the conflict has certainly been fueled by the testimony of the moderators, which has created tension in relationships, but it has a good aspect of its usefulness that it is useful in creating peace and transforming conflict. Positive, as the media play an important and regular role in stopping violence and bringing peace to a country like Ethiopia (Dagim, 2013). Ethiopia has never been immune to armed conflict. Ethiopia has particularly experienced internal and cross-border conflicts. These conflicts manifest themselves primarily in political, economic and environmental conflicts, as well as in natural resources, land, ethnic and religious conflicts and terrorism.

Since the emergence of ethnic federalism, Ethiopia has become a permanent focal point of violent confrontations and is deeply entangled and entangled in political and ethno-religious conflicts characterized by ethnic violence, mutilation and killing of various people, loss of commercial investment and property that worth at several billion Br. Several violent ethno-

religious political conflicts have been reported in Ethiopia in 22 years, and all efforts to restore peace have failed to achieve their desired goal (Addis, 2021).

The media, the fourth estate of the kingdom, played a role in the conflicts that had arisen in the previous crises in Ethiopia on the verge of acts of violence by the conflicting parties, communication between the citizens of the state was skeptical, which many people left out. The work of the media and its relevance in the conflict was enormous, as attempts were made throughout the situation to clarify, understand and know the current situation. The media, in cooperation with the government and non-governmental organizations (NGOs), was able to convey important information to the public. Messages have been broadcast on public and private radio and television, announcements of curfews have been broadcast to the public and government directives have been issued. To society in general. Through the media, other states in the country had information about the tense situation in the state, the activities during the conflict had relations with the media who worked to make important efforts in dealing with the conflict by disseminating information about the areas emerged from the violent conflict and the areas that are safe for transit.

The neutrality and integrity of some communications media that took sides in delivering their information to the public were at stake. The ability to prevent erroneous numbers of deaths, attack surfaces, and destruction resulted in the public responding with outrage to such a publication. It caused many people to refrain from such media stations, except for those who had to exercise criticism. The media is made up of employers with different diversity of workers and civilizations, which could lead to unfair and biased portrayals (Dorle, 2020). Moderators avoid reporting neutrally and fairly because their identity group may react, while others are prejudiced

because of their extremism in ethnic and political affiliation with society. News and broadcast (Monroe et al., 2021).

These factors contradict the expected roles of the media and lead the public to question its integrity and ethics. Position bias favoring the crisis in the state Radio stations have to be on the air all day and these stations have numerous programs that are temporarily suspended due to the conflict situation in the state (Ezequiel, 2021).

Public stations, such as Ethiopia Broadcasting Corporation (EBC), Fauna Broadcasting Corporation (FBC), Walta TV (WTV) and other regional public television channels, are existed in Ethiopia. These media made information available to the public to help them understand the destructive nature of violent conflict. They conveyed the reactions of civil society and government officials to the current crisis, which represented a feeling of concern, unity and support for the uncomfortable situation in the state. The media connect the world, a global village, a small community.

Whereas, the communication can be easily transmitted in a short period of time, keeping the existence of the media society in light but its non-existence keeping society in a total blackout, as a result, it is currently necessary to assess the role of the media in reducing Conflict in Ethiopia focuses on Malta TV and examines how the media are devoid of neutrality and integrity when taking sides in conveying their information in reducing Conflict.

1.2 Statements of the Problem

On the current study is insisted based on the various media outlets have presented their positions in a one-sided manner, probably without considering how this affects the relationship and the stability of the public. With regard to the profession, the intention is for the population to know

the situation of the state-owned and public media, but it is not enough to show this when one considers political influence and statements aimed at reducing tensions (Otufodurin 2018). As a result, the electronic and printed media have played a role that is not expected to be considered standard (non-broadcast ethical). It's all about print media, which leads people to buy their favorite newspapers that they believe will give them the right information. Most people believe in electronic media, especially television, in which every event is shown obviously without reducing or supplementing the situation and thus the role of the media as an instrument for conflict resolution becomes a challenge in society in the plural composition of reporters and journalist has a great influence on the writings and presentations of journalists and other media outlets (Wilson, 2019).

The Ethiopian media is known as a very robust, competitive and come in to free compared to most African countries media. According to the libertarian theory of media information, this can hardly be exploited for selfish gain by the public and individuals who strive to protect their image in society and to remain politically impartial at all times. System designed to promote democracy, peace and stability (Wegayehu, 2017). Despite the important role the media can play in conflict and conflict resolution in Ethiopia, this issue has not time-honored in previous research from academicians or professionals.

On the other hand, several studies have been conducted on the general causes of conflict in Ethiopia and other parts of the country, but they did not examine indirect and invincible roles of media on conflict resolution in Ethiopia is the largest gap. In addition, the consequences of such conflicts are displaced citizens, the destruction of property and the lack of the rule of law. Citizens of affected nations experience the destruction of the environment and gigantic setbacks for the international community (Monroe et al., 2021). It is regrettable that many media experts

and policy makers have failed to interrogate further the roles that a communication system can play in creating the required conditions for peace in a volatile environment. In view of this problem, the study examines how the *Wlata* TV media plays a constructive role in the resolution of conflicts in Ethiopia.

1.3. Research Questions

The following research questions were developed from problem statement that outlined above::

1. What is the perceived role of *Walta* media in conflict resolution in Ethiopia?
2. What are the challenges the media faces in the dissemination of information during violent conflicts?
3. What are the relationship between human charctestics to media rolle of conflict resolution?

1.4. Objective of the Study

1.4.1. General Objective

The objective of the study is to examine the role of Media on Conflict resolution it the case of *Walta* TV –Media.

1.4.2. Specific Objectives

1. To investigate perceived role of *Walta* media in conflict resolution in Ethiopia;
2. To indicate are the challenges the media faces in the dissemination of information during violent conflicts;
3. To identify the relationship between human charctestics to media role of conflict resolution

1.5. Significance of the Study

The relevance of the study is obvious, since humane cop up with at all levels can include experiences of conflict. The importance of the study is to recognize the role of the media as a neutral authority in society and its relevance for conflict management. The types of media and the different roles they play in social information and the struggle for development.

The study also complements knowledge relating to media operations and conflict management, promotes aspects of peace journalism in times of conflict, and provides information that would enable security officials, law enforcement agencies, and political leaders to make better decisions. On conflict prevention through early warning and sensitization of the media to how their actions can lead to conflict.

1.6. Scope of the Study

The scope of the study is delimited to analyzing Broad solid media focusing in Walta TV additionally examine reporters and their paintings. The have a look at geographically delimited to Addis Ababa, Ethiopia.

The have a look at situations are all of the actors worried in a struggle control examine a pursue techniques to manipulate verbal exchange and the go with the drift of records. For that, have a look at could be used a huge variety of Mehta -media records evolutions, from hiring public members of the family experts, to launching vast band media launched all through have a look at.

1.7. Limitation of the study

The major limitation of the study was stated as follows: Firstly, due to limited time financial. Secondly, the researcher faced significant challenge in data collection methods which was difficult to distribute and collect the primary data from the respondents because some

respondents were not willing to fill the questionnaire due to the fear of the epidemic disease (COVID-19).

1.7.1 Organization of the thesis

This have a look at prepared in to 5 chapters. Chapter one cognizance of introductory a part of the have a look at which consist of history of the have a look at, announcement of the hassle, goals of the have a look at, importance of the have a look at, scope of the have a look at and agency of the have a look at. Chapter two also deals with the evaluation of related literature. Chapters three also investigate the research methodology. Chapter 4 offers with records evaluation and interpretation and finally, Chapter 5 emphasis on end and recommendation.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2. 1. Theoretical Review

2.1. THE MEDIA THEORIES

Mass communications continue to operate by the theories of the writings of Fred S. Siebert, Theodore Peterson, and Wilbur Schramm in a small but comprehensive book entitled “Four Theories of the Press”. Written in 1956, this book continues to be used in the education of mass communications throughout the country instructing students in the four basic systems that embody the operations of the mass media. The four theories used by mass communications formulated by the authors include the authoritarian, the libertarian, social responsibility, and the Soviet-totalitarian. These theories were devised to impart mass communications with a philosophical, historical, and international perspective on the workings of the press.

2.1.2. AUTHORITARIAN THEORY

The State (the elite that runs the state) directs the citizenry, which is not considered competent and interested enough to make critical political decisions. One man or an elite group is placed in a leadership role. As the group or person controls society generally it (or he or she) also controls the mass media since they are recognized as vital instruments of social control.

The mass media, under authoritarianism, are educators and propagandists by which the power elite exercise social control. Generally, the media are privately owned, although the leader of his elite group may own units in the total communication system. A basic: assumption a person engaged in journalism is so engaged as a special privilege granted by the national leadership. He, therefore, owes an obligation to the leadership.

2.1.3. LIBERTARIAN THEORY

The libertarian press concept is generally traced back to England and the American colonies of the seventeenth century. Giving rise to the libertarian press theory was the philosophy that looked upon man as a rational animal with inherent natural rights. One of these rights was the

right to pursue truth, and potential interferes (kings, governors et al) would (or should) be restrained.

Exponents of this press movement during the seventeenth century, and the 200 years which followed included Milton, Locke, Erskine, Jefferson, and John Stuart Mill. Individual liberties were stressed by these philosophers, along with a basic trust in the people to take intelligent decisions (generally) if a climate of free expression existed.

2.1.4. COMMUNIST THEORY

The communist theory of the press arose, along with the theory of communism itself, in the first quarter of the present century. Karl Marx was its father, drawing heavily on the ideas of his fellow German, George W. F. Hegel. The mass media in a communist society, said Marx, were to function basically to perpetuate and expand the socialist system. Transmission of social policy, not searching for the truth, was to be the main rationale for the existence of a communist media system.

Mass media, under this theory, are instruments of government and integral parts of the State. They are owned and operated by the State and directed by the Communist Party or its agencies. Criticism is permitted in the media (i. e. criticism of the failure to achieve goals), but criticism of basic ideology is forbidden. Communist theory, like that of authoritarianism, is based on the premise that the masses are too fickle and too ignorant and unconcerned with the government to be entrusted with governmental responsibilities.

2.1.5. SOCIAL RESPONSIBILITY THEORY

This concept, a product of mid-twentieth-century America, is said by its proponents to have its roots in libertarian theory. But it goes beyond the libertarian theory, in that it places more emphasis on the press's responsibility to society than on the press's freedom. It is seen as a higher level, theoretically, than libertarianism-a kind of moral and intellectual and evolutionary trip from discredited old, libertarianism to a new or perfected libertarianism where things are forced to work as they really should have worked under libertarian theory.

The explainers and defenders of this theory maintain that they are libertarians, but socially responsible libertarians, contrasted presumably with other libertarians who (if their views and actions do not agree with those of the new libertarians) are not socially responsible.

2.6. THE CONCEPT OF MEDIA

New media most commonly refers to content available on-demand through the Internet, accessible on any digital device, usually containing interactive user feedback and creative participation.

Common examples of new media include websites such as online newspapers, blogs, or wikis, video games, and social media. A defining characteristic of new media is dialogue. New Media transmit content through connection and conversation.

It enables people around the world to share, comment on, and discuss a wide variety of topics. Unlike any of past technologies, Media is grounded on an interactive community and it keeps evolving.

2.8 News Framing Theory

Tuchman (1978) cites Goffman (1974) as the originator of the idea that a frame is needed to organize otherwise fragmentally items of experience or information. However, the groundwork for much of framing research was laid by Entman (1993) but since then, there has been some criticism of his ambition to construct a single general paradigm of the framing process (McQuail, 2005). It is important to note that most research on news framing was directed towards politics. Angelo (2002) directed by existing literature, talks of two different framing paradigms. The first, the cognitive model posits that the words from the journalist are imprinted in the thoughts and words of the audience affected. The constructionist variant indicates that the journalist gives to the audience an interpretation of what the sources said.

Other words used in place of frames are context, theme or news angle. According to McQuail

(2005) stories get their meaning by referring to particular news value that act as a connection to other similar values. Entman (1993) says “framing involves selection and salience.” He further added that frames define problems by spelling out what caused them, by making moral judgments and thereby suggesting solutions.

To be able to frame, a number of textual, visual or both devices can be used to achieve this end. It can be done by selecting words or phrases, stressing on certain points in the story, using particular segments of clips and featuring certain sources in the story (McQuail, 2005). McQuail further adds that, Framing is a way of giving some overall interpretation to isolated items of fact. It is almost unavoidable for journalists to do this and in so doing to depart from pure „objectivity“ and to introduce some unintended bias (2005). The researcher’s opinion is that intentional biased framing is possible because journalists can choose to take a biased position when covering a news item.

Sometimes, framing is not in the hands of the media, sometimes the source creates the frame. McQuail states that sometimes the frame is already inbuilt by the sources even before it reaches the media thereby introducing some element of bias (2005). The researcher suggests that the journalist may introduce bias by the way he coins interview questions as well. Cappella and Jamieson (1997) states that there arises similarities and differences in how journalist frame stories and how the audience understands this stories. The two proceed to propose a model of framing effects with the central idea that “news frames activate certain inferences, ideas, judgments and contrasts concerning issues, policies and politicians”. Scheufele (1999) on the other hand suggests looking at frames as a process arrived at after actors, that is, sources, media and audiences, have interacted and an outcome seen. He noted that there are two kinds of frames, those created by the media and those perceived by the audience.

These two frames can either be dependent on each other or different from each other. Scheufele’s model outlines three interrelated framing processes. The journalist comes first, constructing and using frames under the influence of the media he works for and from story sources. Second the frames are then transmitted to the audience who thirdly either accept or shun the frames. Accepted frames have the potential change their attitude, outlook and

behavior. Frames are important in distinguishing different media and how they make sense of that one story. The Glasgow Media Group (1980) argued that the hidden purpose or effect of this is to reinforce a „primary framework“ of normality and control and a view of the world that is essentially ideological. The world is „naturalized according to Tucchman (1978).

News framing decisions are often times defined by the audience. In the case of gender, news framing could also be informed by the television watching patterns of men and women. Since men control evening TV viewing, stories would be framed to appeal to them. The elites are also part and parcel of framing with McQuail sees frames as resulting from methods of news gathering and the values inherent in the elites thereby introducing various influences into the frame (2005). Despite these complexities evidence suggests that effects are seen in the audience that match the news frames that were presented to them. For example, Iyengar (1991) showed that the way in which news about social problems was framed affected whether audiences were more or less likely to blame the victim for their troubles. Research into the gulf war showed that framing of news encouraged audiences to endorse military rather than diplomatic solutions (Iyengar, & Simon, 1997).

Beginning in the late 1970s, a new advancement to the power of the media and its effects termed as „social constructivists“ (Gamlison & Modigliani, 1989) showed that the media carries more power in its construction of meaning. These constructed meanings are then passed on in a carefully thought way to their receivers for the audience to determine whether they will adopt or shun them. Meanings, based on the audience's interpersonal meaning structures (which thereafter graduate to effects) are constructed by the receivers themselves (McQuail, 2005). Social Constructivism posits that first the media construct social formations and even history itself by framing images of reality in predictable and patterned ways. Secondly, people in the audiences construct themselves their own view of social reality and their place in it, in interaction with the symbolic constructions offered by the media. This allows interaction between the power of the media and the power of the audience to choose with a continuous negotiation in between (McQuail, 2005).

TV news bulletins which are also frames are also mainly constructed to awaken initial interest by heightening selected events, retain attention through diversity and human interest, keeping out some vital information until the end then ending with a light note (Glasgow Media Group, 1980).

2.8.1. How TV framing is done

According to Budzilowicz (2002), TV framing can be done in the following ways:

I. Mode

Modes are the manipulations in production used to put together a story. Budzilowicz states that there are nine modes used in story creation (Budzilowicz, 2002):

Read- where the anchor is in studio presenting a story but not using video but rather pictures or graphics.

Voice over/ Anchor-Here, the anchor narrates as the video plays or there is a voice-over sound or tape where the reporter narrates during video run with sound bits of sources in between.

Package- This is when the reporter is on location and narrates over tape.

Live location report- Here, the reporter is on location for events happening live.

Live location report/ reporter- The reporter arrives at the scene and narrates the story after occurrence of the news event or is in an area relevant to the story for example a hospital or police station after a crime has occurred.

Live location report where the reporter is in the scene of the incidence and runs a voice over on video recorded shortly before.

Question/ Answer- Here, there is panel answering questions from the anchor or reporter.

Editorial/ Commentary.

Reporter live in newsroom- Here the news anchor moves the audience to another studio where a reporter is reporting live from.

II. Duration

More time for a story means more content is presented. The length of a story dictates the amount of information a viewer receives (Budzilowicz, 2002).

III. Place and Block

It is the position in which a news piece is aired in relation to other stories presented in the newscast. The number of section in which a news clip is aired is referred to as a block. The sections are often marked by commercial breaks. The first story in a newscast needs to be very captivating in order to keep the viewers tuned in for the rest of the newscast. Since a newscast is always sequential viewers cannot choose what information they are exposed to unlike newspapers and print products where the reader can choose to read a story and ignore another. Therefore, where a story is positioned is very important (Budzilowicz, 2002) .

IV. Sources

Information by sources in news reporting plays a big role in shaping meaning. Sources validate information presented by the journalist, helping the audience member to digest a story and give it his unique meaning.

Sources are an important aspect of framing because they validate the viewpoints of “authorized knowers,” those people whose knowledge is the cue from which viewers form their own opinions (Budzilowicz, 2002).

The more sources there are in a news piece the more fair a story is considered to be. It becomes even fairer when it includes different points of view. This in turn allows the viewers to align themselves with the side they feel more aligned to (Budzilowicz, 2002).

She also noted that most stories use police information because the officers are easily available to the media and are a guarantee for the most accurate and updated information on the criminal incidence (Budzilowicz, 2002).

V. Crime Type

This is the particular type of criminal offence that is the subject of the story. Five characteristics are inherent, including; explanation of the crime, the use of crime as the subject of a news story, steps taken by the law enforcer, steps taken by the justice system, punitive or corrective actions taken and finally policies created in response to the crime. Budzilowicz (2002) states that the way news stories referring to a public issue are framed affects how the audience understands an issue and whether there will be policy uptake to remedy the issue.

She, after studying Iyengar's (1991) work further states that when framing crime, a category in which domestic violence falls, television usually gives a causal responsibility to individual, societal and punitive attribution. Individual causal responsibility is witnessed when the trouble caused by the crime is blamed on its perpetrator by the Television station (Iyengar, 1991). Societal causal responsibility is inherent in frames that attribute the source of the crime to an assortment of social, economic, or political spheres producing the crime (Iyengar 1991).

On the other hand, punitive causal responsibility is seen in crime stories that are framed to attribute the cause of the crime to the capability to escape punishment (Iyengar, 1991). On studying crime frames on different TV crime stories, Iyengar found out that 48 percent of all the crime stories sampled were attributed to society followed by individual attribution at 10 percent while punitive attributions fell at 10 percent (1991).

Budzilowicz (2002) also noted that TV frames often offered remedies for the crime they reported. This was referred to as attribution of treatment responsibility which is referring responsibility to a particular person or institution to solve the crime.

This was interpreted by Budzilowicz (2002) to mean that it was more preferred for criminals to

be punished followed by societal corrections than for an individual to rehabilitate themselves. Iyengar (1991, 30) stated that reliance on societal treatment responsibility meant positive changes in the social, economic and political environment, for example “reductions in poverty and inequality, rehabilitative and educational programs, and an improved economy.” The media are a key player in policy making. It has immense capability to make its audiences recognize problems (Budzilowicz, 2002). Budzilowicz describes the three facets of policy making as first recognizing that there is a problem and secondly creating an approach to address the problem. She adds that framing causal responsibility creates understanding of the problem and thereby determines ways the problem will be addressed (2002). Once a problem has continuously been recognized, defined, and addressed in the same manner by the same entity, that entity becomes a trusted source of ideas and solutions. The problem here is that the definitions and strategies for addressing problems of public concern that are suggested by the media do not deviate from those already in place (Budzilowicz, 2002).

However, Bennett (1996) in his studies has found out that news stories hardly offers scrutiny that gets to the underlying cause of the crime or suggests practical resolutions. By suggesting singular causes and solutions to social ills, much media coverage ignores the fact that we are facing complex problems that require complex solutions. In addition, the idea of debating over such issues becomes irrelevant, because there are not two, let alone several sides to form such a debate. Without multiple points of view to weigh and consider, those who consume the news are not given significant enough information with which to participate in public discourse. The way that public issues are framed on local television news in terms of problem definitions and policy responses is very narrow, and very much a function of the atmosphere in which such coverage is produced (Budzilowicz, 2002).

Budzilowicz (2002) said that media houses go for the cheapest mode of coverage when covering crime stories for instance voice overs. Voice overs, according to her, are the most dominant mode of presentation because they are much cheaper when it comes to personnel and equipment.

Budzilowicz noted that crime is hardly assigned the seriousness it deserves when presented on TV rather it appears as entertainment piece (2002).

2.9. Concepts and Definition of Conflict and the Media

Conflict is one of the defining skills of today's world. Since the end of the Cold War, there has been unlimited conflict, involving the deaths of tens of thousands and thousands of people and the struggle and displacement of tens of thousands and thousands of the elderly. It is not possible to adequately quantify human struggle based on struggle. To take an indicator, it was found that over a million children have died in conflict, over 1,000,000 orphans, and over six million orphans, over the past decade. Disabled or seriously injured. One aspect of the location is the increase in conflicts that have fundamentally eroded the realm's potential border for the provision of its residents.

The Stockholm International Peace Research Institute (SIPRI) has analyzed 59 “prevailing” armed conflicts in the reason of the Cold War abandonment. The genocide in Rwanda (itself part of an internal struggle) and the wars in the Balkans, which marked the disintegration of Yugoslavia, have provoked a major debate about the powers and duties of the world network, alongside the steep critical breaks in the states.

In each of these conflicts, the media played a pernicious position by instantly inciting genocide in the case of some Rwandan media outlets (and in the case of Radio Mille, organizing Collines) despite acting as the carrier for the virulent nationalism of the former Yugoslavia (Chretien, 1995). Not only is this a current phenomenon, each of the Nazis and the Soviet Union used the media to create a hegemonic climate where they can easily improve to wield electricity. ,the creators of the coverage were slow to understand the importance of the media in shaping the current struggle or how, with the right help, it can help create the situations.

Despite the number of violent fights in the world, there is little experience in this not uncommon place of the way current internal conflicts are resolved. Crime, terrorism, disease and various threats to human protection, no one has mapped the major signs that signal the onset of violence. Wars between states can be defined geopolitically, as competition for natural resources, as a method of resolving disputes over territorial barriers, etc. However, internal conflicts are poorly understood, but now they no longer understand how instability or ethnic fear renders many societies together abruptly turn into prepared violence (Davison, 2006).

Perhaps one of the causes of this lack of knowledge is the highly inconsistent method of protecting the media from conflict in the arena, it is evident that the political importance of a few conflicts affects the response of the most effective governments, and this in turn affects the media. However, it is also the case that the extent to which the media prioritizes the overlap of one fights over other shapes the response of the global network. The not uncommon aspect of the venue seems to be that the media can have a keen interest in the issues of their local target market, which in the case of the most effective global media tends to be the North American peoples and Europe wanting a factor that the Identity in the struggle to compromise its interests (Davison, 2006).

2.10. Phases of Conflict

International struggle is a dynamic form of action across many wonderful levels or areas. Scientists and practitioners have recognized the existence of conflict cycles and analyzed them in chronological terms. Many students and practitioners have 3 pre-eminent primary levels: pre-battle, fight, and rise. These strategies are not very useful for knowing the struggle or violence and treat the alternate levels as simply insignificant areas that chronologically precede or post the

struggle or violence. The method could consider the pre- and post-stages as equally essential and try to fill them with sufficiently good and applicable content material.

A distinction is made between 4 areas of the global struggle, which are primarily oriented towards particular basic situations and the most important intervention goals: (1) preventing initiation, (2) controlling escalation, (3) deciding on de-escalation and (four) reconciling termination. Every segment has wonderful properties and precise consequences. The first degree, prevention of initiation, is characterized by the appearance of struggles, the onset of disagreements, and the increase in conflicting verbal and behavioral exchanges. If the prevention is successful, the fight will be resolved peacefully, and the fight will be ended quickly or completely. If not already done, events can also add to the struggle by believing that they can force a response through violence.

The use of pressure consists of high combat fees, army intervention, terrorism, guerrilla warfare, cross-border shootings and the use of armed forces. or a casual truce or a truce. The anti-bidding duration must be further broken down into separate levels: (1) decision and (2) voting. The distinction between the two comes from the huge distinction made by sociologist Johan Galtung in his seminal article Research on Violence, Peace, and Peace between poor peace and beneficial peace building new family members in many applicable regions between former enemies, including open borders, trade, tourism etc. and cultural Positive peace is what family members around the world, the student Kenneth Bounding, call solid peace. Stable peace is a scenario where the chance of moving forward is so slim that it is now practically no longer included in the calculations of worried people. Other students have made a similar distinction between choosing to fight and transforming combat.

According to student John Lucha, transformation typically involves reworking perceptions of problems, movements, and different people or companies, and takes place on both the private and systemic levels. In the decision-making segment, the heads of state and government try to negotiate an agreement to end the violence; If the leaders can come to an adequate agreement, they will end violence and facilitate transformation; If the leaders fail to reach a proper agreement, they will resume violence or create a stalemate. International students of the family had believed that solid or beneficial peace could be established and maintained through monetary and political protection and cooperation, but more recently they have recognized the need to further examine the mental dimensions. The segment of reconciliation goes beyond the decisions of struggle and peace agreements and deals with the mental and cognitive barriers to solid peace. Reconciliation is an action of formal peace agreements to address the motivations, goals, beliefs, attitudes and feelings of the extraordinary majority of people transform the contributors of society about the struggle, the character of the link between the events and the events themselves.

Reconciliation is each a form and an end result. The end result is friendship and harmony between former enemies. The difference between decision-making and transforming the struggle is largely based on the belief that although the opposing aspects reach a peace agreement, an agreement between leaders is far more practical, not now between peoples, and should be applied and revered in a way. Hence, the difference between Decision to Struggle and Reconciliation is that the events of reconciliation seek to flow from poor peace to beneficial peace or from the decision of struggle to transforming struggle.

The events try to have absolute interaction in their respective cities and transform family members from enmity to friendship. The academic Raimo Väyrynen asked questions about the

means of transformation and put the theory in a special context. The most important detail of a struggle consists of actors, problems and patterns and consequently can occur in any segment. Väyrynen argued that transformations must be done before the decision is feasible. For the transformation, different ideas had to be recognized and used in relation to a beneficial peace. The alternatives are building peace and reconciliation. Some students have equated the, but others have used peacebuilding as a general idea that applies to all levels and grades of struggle

2.11. Consequences of the media for the intensification of the conflict

One result is that, although some conflicts have aroused international interest through media publicity, others have not attracted enormous interest due to negligence. Thousands upon thousands have died - be it the wars in the Congo for miles, if you consider that in 1997 the renewed civil war in Angola, the interconnected conflicts in Sierra Leone, Ivory Coast, Guinea and Liberia passed the level of the world radar almost wordlessly. The wars in the North and South Caucasus fall into a comparable category; Masses of hundreds of dead, exemplified the deaths in the 2nd, 2007.

It was conventionally thought that wars between states have a beginning while war is declared; the center takes place during preparation for battle, and a task while both facets secure victory and enforce their unity or negotiate peace. Include those between states in addition to those within states, regularly observe a particular pattern. Violence can be convulsive and appear almost random, flare up, give way, and flare up again. However, the ability to use violence is always present (Hallin and Mancini, 2014).

Understanding this image is fundamental to all of us who want to build peace. It is not enough to know the movements of the fighters. If the underlying economic system of warfare is unknown

and questioned, “peace” could simply be a brief cessation of violence. Any method of addressing the underlying causes needs to better understand how the media is a fundamental part of the combatant's method with planned actions are to intimidate and terrorize or charm the wider global network. Control of nearby media is an essential goal of all combat events. Being a target of peacemakers (Hunt, 2006).

2.12 The Local Media and Internal Conflict

The Balkan conflicts confirmed the growing reputation for the importance of nearby media insurance in the shaping and growth of local fighting. This is well documented in Mark Thompson's seminal report on the position of the nearby media in the former Yugoslavia, *Forging War*, which shows the media's destruction of Yugoslavia, the upward trend towards electricity through excessive nationalism, and the creation of a struggle between corporations of people who had lived collectively in peace all their lives. How can worry be exploited by the electricity of a medium in their arms that is unscrupulous enough to be wielded as a weapon (Filippova, 2007).

The war was turned into a way, which was neither inevitable nor practical, to resolve the conflicts after the disintegration of Yugoslavia, and the nearby media played an essential role in preparing the war so that public opinion was mobilized. The media campaigns between rival media businesses gave a hint of the war itself. As local communist leaders became nationalists, they viewed the many media outlets that were authentic to their communist legacy as an essential gimmick of reporting and organized it into use.

The intervention of the Western media practically offered a different space for the struggles. With the insured insurance, the so-called war (actually fought by attacks on unarmed civilians) was waged with a glance at the media presentation in using the media to create political situations for

victory. Public attacks on civilians and the reasons for the terrorization of the people that the combatants later wanted to target reinforced the trend towards so-called "ethnic cleansing". Out of this ethnic polarization, they were marginalized and withdrawn into self-censorship (similar to the federal information company Tanjung) or were a problem with astonishing stress of adjustment.

What the wars in the former Yugoslavia have confirmed is that the battle for hearts and minds is as important as the battle for territory. The media area is regularly where this battle takes place, taxpayers of the competition acting as puppets of the UK authorities, accusing them of launching anthrax attacks against Zimbabwean officials (Filippova, 2007).

The few remaining impartial newspapers have a movement of about 200,000 in the predominant locations, with the end result that the constant attacks on competing personalities create an ecosystem of violent intimidation.

One of the underrated headaches of the fighting between Palestinians and Israelis in the Middle East is the inflammatory media in all respects. After the death of Israeli infantrymen and settlers in the Gaza Strip in May 2004, hardline commentator Nadia Matar from Radio Siedler Arutz referred to May 13 as the large-scale army movement against "the Arab Nazi assassins". "We must have wiped out the entire Arab village from which the Nazi murderers came to end this bloodbath," he said. Meanwhile, the Israelis can focus on steady anti-Semitism from the kingdom's trusted media out of the surrounding Arab nations, even digesting the statement by the de facto Saudi ruler, Crown Prince Abdallah Bin Abdul Aziz, who said at a meeting of Saudi university students, that "Zionists" were responsible for an attack on the workplaces of a petrochemical agency in the port of Yanbu on the Red Sea, in which six Westerners and one Saudi citizen were killed (Aydinli and Öthen, 2011).

Standard Time's workplace was destroyed during the war and all of its equipment was destroyed. Due to the fall of the internal mailing facility, the paper could not be introduced in many regions and the movement was reduced from over 10,000 to around 2,000. In such degrees, marketing and marketing returns are scant and income returns are too small to be sufficient. At times like these, the temptation to become partisan and give stable support to one of the political actors can be great. Not just for monetary reasons: no warlord has killed as many reporters as Today Sankoh, the leader of the delayed uprising in Sierra Leone. Newspapers are like the Standard Times and maintain editorial independence; in fact, they are rare (Hallin and Mancini, 2004).

2.13. The Role of the Media in Conflict Resolution

The growing reputation for the vital position the media can take in initiating the struggle has led many to examine how the media can take an optimistic position in conflict resolution. to journalism in order to live detached from even the terrible events that unfold around it, or to take up the position warned by Martin Bell and even to be associated with a cause of peace (Internees, 2011).

The obvious annoyance with such a method is that, despite everything, it would contain aspects to a fight; Conflict requires an answer that addresses the underlying problems, and this indicates that the stress of particular claims in a struggle is being assessed and attempted to resolve. Peace is greater than the absence of struggle, the price. The risks of appearing as reporters in combat are obvious: the independence of experts cannot be maintained, access to alternative appearances can be given, combatants disappear and reporters become even bigger targets than they already are. One obstacle to dialogue about peace journalism is that it speaks within the reach of part of the truth of the current media in which the media itself is an actor (Held, 2008).

Part of the problem with the "peace journalism" controversy is confusion over the specific role of the media. The media is an area where reporters provide ideas, records, and stories to the listener, viewer, or reader; In this way they form a model of truth. Occasionally it is claimed that the journalist acts like a car and transmits the perspectives, glances and special glances of a society. In this potential there is fierce opposition to any attempt to undermine the journalist's independence by wearing out that quality, or to any attempt to impose an ideological but worthy reason on him. The media understood in this way is a form that contains the debates of a society (Held, 2008).

However, in addition to portraying the corporations they may be reporting on, in this situation the reporters also reveal the events of the struggle, but also their own perspectives and hobbies. While a copywriting role is needed or while the media acknowledges positive issues or factors of struggle lead to the exclusion of others. "It's misleading. After this experience, the media are themselves actors or retailers in the struggle, and their behavior can have an impact on how the struggle unfolds. Society can be articulated and are necessarily actors in this struggle (Aydinli and Öthen, 2011)

On the other hand, fighters will find themselves to normally identify a fight with all the differences both on the battlefield and by the way they can be represented in combat (and the latter can also often be more important to them than that, as is evident in many current conflicts Battlefield) (Acayo and Mnjama, 2004). In sociological terms, the media is any form and any company. As a result, the concepts are not simple gimmicks of a vision factor, kingdom, or non-kingdom, they are profoundly misleading, and coverage of the ailing media must address the experience in which each of the interlocking roles plays.

Consequently, the political decision-makers in the position of the media in the constitution of the public in society want to know how it can be nurtured and nourished in this way in order to enable the non-violent decision of the struggle. In order to characterize a public sphere well, it is necessary to have a loose flow, access the records and hear the perspectives of everyday residents. In the words of Jürgen Habermas, media are “a discursive space that is at home for debates, consultations, settlements and citizen movements” (Hallin and Mancini, 2004).

2.14. Changing the Nature of Conflict

Any struggle must be understood in the context of its own political, social and cultural context, beyond its precise media device, if we are to understand the world-class media practices that it pursues. In many cases, more complicated and multidimensional than ever. Most combat deaths result from internal wars rather than between states and everyday armies. During the following decade, the relapse rate of the struggle increased. Conflicts are much less likely to be resolved through conventional political settlement, particularly due to the emergence of prepared crime, which tends to exacerbate the kingdom's fragility and undermine the kingdom's legitimacy.

The combat cycle is a circular and dynamic form with multiple levels, including numerous diplomatic efforts to maintain racial peace as well as the rate of combat. The form of peace that follows a ceasefire is also a cycle of its own that includes peace negotiations, signing treaties and agreements, follow-up, preventing relapses in renewed struggles, and reconciliation. The elections also mark important levels within the cycle that include the election campaign, the voting, the ramifications and what usually the losers have become a violent length of the election, and one that could easily fall into the fray, as in the Ivory Coast in 2010/11 and Kenya in 2007/08.

2.15. Conflict and displacement in Ethiopia

Ethiopia has suffered from a prolonged state of conflict driven by ethnic motives, resistance to scarce assets, land problems, limited social services, infrastructure and fragile governance. 2.7 million People, 1.4 million of whom were displaced in the first six months of 2018 alone, which is the highest level of internal and displacement in 2018. As of 2018, Ethiopia elected a new high minister and some political reforms followed, including the lifting of the emergency kingdom and a peace agreement with Eritrea; Other reforms protected the release of political prisoners, the return of exiled dissidents, the decriminalization of armed competition, decision-making on reforms and the introduction of loose and truthful democratic elections in 2020.

These are reforms like no other, but now they are no longer without challenging situations and the relaxation of the government of the kingdom has escalated into anarchy and ethnic violence. Ethiopia is also haunted by the dynamic and risky landscape of the interior of the Great Horn of Africa, an area plagued by recurring herbal faults and intricate emergencies. You are looking for security in Ethiopia and make the United States of America the second largest refugee country in Africa.

2.16, The media as the public

The media have perfected their position as a platform on which the public can change various problems and promote efficient discussions in society. In essence, the media is presented as a contemporary “Greek agora,” usually a city or rectangular map on which the population gathers to discuss kingdom affairs (Watson, 1998). The law of the public determines how human rights strategies are initiated in the media and institutional framework. In its component, the media can be visible to make a truthful public contribution through the defense, protection and sale of human rights. The media have a duty to assist the “public sphere” in usurping the power of kingdom and

corporation;H. the position of the watchdog to act (ICHRP, 2001). This is not always the case, authorities and various governments have used human rights issues, in particular to control or ignite public opinion while conflict or political enterprise is occurring.

International Human Rights Policy, (2001) took a look at the media and found that those in a position of affection tend to use public members of family techniques or persuasive verbal exchanges to resolve conflict and control peace. In addition, politicians make statements that move their agenda forward. The job of the media is to counter this affection, although it can no longer be a clean job now. The media claimed by Curran (1991) may be visible as a source of compensation for misuse of electricity (Watson, 1998).

2.17. The Media as Law Enforcement Officials

The media have a duty to inform the public and politicians about issues across the country and to support approaches to sell and protect the human rights situation in the United States of America. The media are the "eyes and ears" of the public. They are defenders of possible violations of rights within society (Watson, 1998: 94). The alternative press is sometimes characterized by the production of false information and untruths (ICHRP, 2001).

Dahal (2011) affirms that responsible media can choose whether or simply the electricity used by events opposing a path of peace is valid and consistent with human aspirations for peace, democracy and social justice. Force opposes any shift to the land. In a scenario of political uncertainty, how the political actors collectively achieve a precisely unusual place is fundamental, now they are no longer what they reject. In essence, the way records are collected, processed, and disseminated on a political device will become an extraordinary public concern. This is reflected in John Hartley's (1992) announcement that "the media define what is right by describing what is wrong".

In essence, by reporting on the conflicts and grievances of society, the media provide a synthesis of social anger and the possibility of precise errors. The media can be used to bridge violent conflicts and peace and in return to sell human rights. It is argued here that the respect of human rights through the media is more feasible when there is a valid authority to act as a public utility and make it easier for the media to do their duty rather than a kingdom that coerces the media to do fabricated consent.

2.18. Community Perception to Media

In conditions of struggle, the public is determined by register, guarantee, direction and guidance, although struggles may from time to time collectively lead the public to seek non-violent responses. In some cases, as illustrated here, conflicts must provide opportunities for additional tension. The public relies on the media for records, even when the media relies on the government to provide updates on the stage. Dunskey and Nyama (2003) take into account, however, that the media in Africa were not essential and analytical in relation to conflict and the shaping of the peace agenda. So far, reporting on conflicts in Kenya has lacked a concise rationalization of the reasons for the problem and the more practical aspects.

The important position of the media in reporting on conflicts is to be truthful and balanced. In general, these values are used interchangeably and practically meaningfully, giving each facet and opportunity to make their ratings explicit. Lauk (2004) and Ochilo (1993) criticize this position one after the other because they consider it to be too idealistic in the absence of democratic and flexible structures. In society; it can also be an ambassador of peace, reconciliation and solidarity among people and it can be prone to the inherent conflicts. Robertson (2000) and Livingstone (2007) studies of mass media outcomes suggest how messages are designed to deal with a complex sociopolitical phenomenon. The studies relate to

how specific actors try to steer reporting options for resolving conflicts. 2000) suggests that the most practical situations, which are below the positives and which usually don't go, may have center insurance to squeeze the intervention options. Through, media packages to promote policy options rather than using conventional diplomatic channels (Thompson, 2007). There are beneficial examples where the media has contributed to peace making even after violent conflict has ended. Since 2002, Mega FM has been promoting peace in northern Uganda through encouraging talks between factions of the Lord's Resistance Army (LRA), authorities and civil society as an amazing step towards peace (Oriarie, 2009). At the beginning of 1995 the Burundi initiative Search for Common Ground (SCG) started radio Ijambo (Smart Phrases in Kirundi) within a few months after the end of the genocide in neighboring Rwanda (Gardner, 2001).

Gardner (2001) claims that radio was a safe haven where Tutsis and Hutus jointly portray the use of radio as the "voice of hope" to find answers to abandon ethnic animosity. The Hirondelle Foundation created Radio Agatashya ("Little Swallow" in Kinyarwanda) within the Great Lakes region to stabilize peace and dialogue between Rwandans who have come from the scourge of genocide. Dahinden (2007) describes how Agatashya publishes statistics with no political votes. The Hirondelle News Agency endured filing lawsuits with the International Criminal Tribunal for Rwanda in Arusha, Tanzania long after they were breached due to growing conflicts in the Democratic Republic of the Congo. Kurz said the impact of the media on society has drawn peacekeeping corporations from around the world since the early 1990s. Establish channels for verbal exchange between the events of a struggle. He can also perceive and articulate the underlying pastimes of belligerent factions without prejudice. The media can broadcast recordings based on the self-image of the parties to the dispute.

Historical information activities in the media have been used as a negative weapon for basic human rights. Adolf Hitler used the media to stir up hatred of Jews (Thompson, 1994). Collins (RTLM) advised the audience to “kill the Tutsis” or what he called “the cockroaches” (Des Forges, 2007). In the Balkans, broadcasters polarized groups near the factor where violence has become an appropriate tool for dealing with complaints (Thompson, 1994). In the case of Rwanda, the media was widely used to manipulate the perpetrators of the genocide against their victims. The media can also incite violence through manipulative misrepresentation of statistics that have the effect of making the scene worse.

This type of information no longer provides a more regular justification for people or companies to take decisive action, including violence (Frohardt and Temin, 2003). As early as 1990, the local media was ready to denounce the massacres of political dissidents and people suspected of being Tutsi sympathizers (Des Forges, 2007). The media position within the Rwandan genocide turned into an extraordinary discrediting of the criminal and ethical ideas of journalism and human rights. By instigating a genocide campaign, the media became a risk weapon; its global counterpart did not show the escalation of the murders and instead described the disaster as a civil war between the Tutsis and the Hutus (Chaon, 2007).

Similar traits are described in the Insurance of the Darfur Fight in South Sudan. Since 2003, nearby Arab media have dealt passively with the atrocities committed in Sudan. The fighting in Darfur has been referred to as the “Arab War,” a line that was quickly followed by the nearby media. This type of reporting is indistinct and unclear, which makes conflict worse. Several reporters are accused of being involved in the killings in Rwanda. The authorities used RTLM and Radio Rwanda to encourage and direct killings in places where Tutsis were hiding

(Kamilindi, 2007). The RTLM transcripts presented as evidence to the Arusha court show how the broadcasters used hate speech in the air, leaving the Tutsi minority vulnerable to attack.

Thompson (2007) has argued that the media stimulates struggle in society by making derogatory comments based primarily on ethnic differences, race, color, and sexual relationships. In Rwanda, as in the Balkans, media messages have been developed to increase ethnic and political sensitivity. Thompson, who writes in the Yugoslav Combat Film, notes that the media has been saturated with intense propaganda aimed at mobilizing the population and making the struggle conceivable and inevitable (Thompson, 1994).

These examples illustrate the precarious position of the media in vulnerable societies. In such cases, the media can be viewed as a “double-edged sword”. They can be weapons of battle and struggle, or they can defend potentials for peace. In the arms of totalitarian leisure pursuits, the media can be a risky tool; they can be used to divulge false information and control public opinion; Responsible use of the media creates an informed society that respects freedoms and personal rights. It has to be a democratic kingdom to fulfill a part of good shopping to ensure the balance and enjoyment of such rights

2.19. Challenges of media interventions in conflict prevention

Conducting studies in combat poses realistic and demanding situations can be risky for researchers who have limited access to the beneficiaries and face aid restrictions. Massive verbal exchanges can reach many people, including maximum isolation, which is a plus and a curse as it makes it difficult to judge the effect. They are not described as clearly as a fitness and hygiene regimen, for example, and direct blessings cannot be measured to the same extent. There are no excellent requirements or generally an accepted specification for what correct verbal exchange

does. The characteristics alternate completely with media intervention, with different elements probably being involved (Williams, Katy and Betz, Michelle 2017).

CHAPTER THREE

3. Research Methodology

3.1 Research Design

The study used Explanatory research design as the selection of those methods was influenced by the perceived varied degrees of opinions, views and perception of divergent respondents sampled. Creswell, (2009) argues that Explanatory research design is appropriate in natural settings. Since the study principally targeted on respondents' perceptions of media associated conflict management issues, using both quantitative and qualitative approach gave a lot of area for interpretation and understanding. Strauss & Corbin (1999) have more shown that those that use qualitative research get satisfactory results and applicable answers to the central research queries being investigated. Therefore, this style was chosen attributable to its utility in getting an overall image of the study.

3.2 Study Variables

This study used the independent, dependent variables to assist the research worker to investigate and interpret the data. Per gray (2009), any variable quantity is that the one used to make a case for or predict outcome on the variable quantity, whereas the dependent variable is that the one that forms the main target of analysis and depends on the freelance or instructive variable. During this study, the variable quantity is the approach of role of media. The dependent variable is the reaction on media reports with respect to a conflict which might assume 2 outcomes i.e. increase or de-escalation. The known human factors are delimited to gender, age, social status, faith and residence.

3.3. Study population

Inside the context of the study, the population comprised residents of Kirkos sub town Woreda four woreda two, and woreda nine media practitioners and security professionals. Kumar (2011)

defines the study population because the larger cluster or residents of a community concerning whom the study is concerned, whereas the sample as a subgroup of the population that is that the focus of the inquiry and is chosen rigorously to represent the study population.

3.4. Sample size, sample Techniques

The study utilized systematic random sampling techniques. For the safety personnel, the research worker used easy random sampling to spot many security officers and provincial directors at the divisional, location and therefore the sub-location levels.

3.5. Reliability and Validity

To an outsized extent, the validity of the findings depends upon the quality of the raw data that depends on the analysis instruments used. If the instruments are valid and reliable, the findings ought to be valid and reliable, (Kothari, 2009). To boost reliability, the researcher designed instruments with simple, unambiguous, logical and comprehensive questions. Completely different instruments were accustomed to collecting data, betting on the nature and type of information required.

Irresponsibleness was more increased by having properly operationalized definition of terms and understanding of ideas to avoid ambiguities. Before adopting analysis instruments, the researcher cross-checked, inspected and scrutinized data on the research instruments to confirm their accuracy, relevance, completeness, consistency and uniformity. That enabled the researcher to determine whether content in question items deals with and reflects the content and objectives of the study (Patton, 1990).

3.6. Data collection methods

Throughout the study, solely qualitative data was collected. Primary and secondary sources of information were accustomed to enhancing reliability. The instruments used for primary data

collection was interview guides and questionnaires. Per Kund Johan Victor Rasmussen & Erik (2002), interview guides and forms are helpful for obtaining in-depth understanding of the problems under investigation instead of activity those issues. In-depth interview technique was used among media and conflict management professionals. This concerned a one-on-one interview to elicit detailed answers on media role in conflict management. Interviews were conducted at the convenience of the respondents with an aid of audio recording and note-taking.

A questionnaire was used to act in accordance with by respondents. The use of questionnaires was wise to by the actual terms time conceiving, additionally to making sure anonymity of the respondents. Kothari (2009) posits that forms give respondents ample time effectiveness them to allow well thought answers, besides recommending the employment of complementary ways to reveal discrepancies in information assortment that one technique cannot.

Therefore, each questionnaire and interview methods were accustomed to complementing every other, particularly among the literate groups. Different primary data sources enclosed analysis of newspapers, *Walta* TV productions and government and non-governmental reports on media and conflict management. Secondary data concerned matter and multimedia system data forms. They were obtained from both revealed and unpublished materials resembling books, journals, thesis, tutorial papers, TVs and radio coverage.

Primary information assortment was done by the research worker with help of 3 field assistants drawn from the three sampled divisions. The analysis assistant' task was to spot respondents. Finally, the sphere research exercise took more or less two months to be completed.

3.7. Data Analysis and Interpretation

The study used qualitative data analysis in drawing linkages between the study drawback and theory. Specifically, content data analysis of secondary material was in hot water in their relevance, strength and weakness as regards the study questions. An important analysis of the character and extent to that media typically have an effect on conflicts was established, in addition to associate analysis of the role of media in conflict management. The study achieved its objectives of creating the basic understanding of however mass media can be accustomed to intensifying in reducing the conflicts and/or promote peace by specializing in analysis of specific variables, which boosts the understanding of the roles of media in conflict situations.

3.8. Ethical Consideration

Ethical conduct states that it is the responsibility of the researcher to assess carefully the possibility of harm to research participants, and to the extent that it is possible, the possibility of harm should be minimized. The researcher requested Addis Ababa university, school of Journalism and Communication. The researcher was also requested the voluntary consent of the participants through covering letter and informed the purpose of the study appropriately to all participants in this study. Moreover, the consent and willingness of respondents were secured before distributing the questionnaire. Generally, in this research all ethical requirements were followed throughout all phases of the research study. The data collected was not used for any purpose other than the stated objectives.

CHAPTER FOUR

4. RESULTS

4.1 Introductions

This chapter contains the results of the research that was carried out to identify the role of the media in conflict resolution and the discussions and interpretation of the results.

4.2. Socio-Demographic Characteristics

This section of the study analyzes the socio-demographic characteristics of the respondents. The socio-demographic characteristics of the respondents include gender, marital status, age and level of education. The data obtained from the field is shown below. 132 (44.9%) of the respondents were men and 165 (55.6%) women. This means that the female category made up the majority of the respondents in the sample. 198 (66.7%) of the respondents were married, 99 (33.3%) were single, which means that the majority of respondents were married or couples. From study result 8% were between 36-45 years and 6% between 45-55 Years, suggesting that teenagers were the majority of respondents as they were around 18-35 years old. In addition, young people were also seen as the most active and influenced age group so they easily participated in questionnaires. 118 (39.7%) of the respondents had a primary school certificate, 90 (30.3%) had a secondary school certificate and 89 (30.3%) had a secondary school certificate, 0% Colleges / universities had other degrees, indicating that the majority of respondents had a primary degree.

4.3. The role and accessibility of the media

This section deals with the role and accessibility of the media. The data obtained from the field investigation are presented below.

4.3. Role and Accessibility of Media

This section deals with the role and accessibility of media. The data obtained from the field survey presented as follows.

Table 4.1: Role of media in conflict resolution

		Frequency	Percent	Mean	Stan deviation
Do you think media could have played a role in conflict resolution?	Yes	198	66.7	1.78	.42
	No	99	33.3		
	Total	297	100.0		
Do you agree that media especially the radio stations encouraged hate speech through broadcast and analysis?	Yes	66	22.2	1.33	.47
	No	231	77.8		
	Total	297	100.0		
Do you agree that media can act as a mouthpiece of politicians and opinion leaders during violent conflict situation?	Yes	198	66.7	2.33	1.16
	No	99	33.3		
	Total	297	100.0		
Based on above issue, to what extend do you agree that media could have acted as mouthpiece of politicians and opinion	Very large extent	99	33.3	1.11	.31
	Large extent	66	22.2		
	I don't know	66	22.2		
	some extent	66	22.2		

leaders?	Total	297	100.0		
Do you agree that media could fail to provide background information of emerging conflict or take part in conflict by covering-up or withholding vital information?	Yes	264	88.9	2.78	1.14
	No	33	11.1		
	Total	297	100.0		
To what extent do you agree that mass media could have failed to provide adequate information or/and provided poor analysis of the situation which eventually caused anxiety and confusion among communities?	Very large extent	87	29.3	2.22	1.17
	Large extent	139	46.8		
	some extent	61	20.5		
	small extent	10	3.4		
	Total	297	100.0		
What role did media play?	Escalated violence	50	16.8	2.50	.77
	De-escalated violence	49	16.5		
	Both roles	198	66.7		
	Total	297	100.0		

Source: Field survey, 2021

In this sense, 198 (66.7%) of the respondents said that the media could have played a role in resolving the conflict positively, while 99 (33.3%) of the respondents said that the media could not have played a role in conflict resolution. The mean was 1.78 and the standard deviation was 0.42. From the information above, it can be concluded that the media may have played a role in resolving the conflict.

Respondents indicated that the media, especially radio stations, did not promote hate speech through broadcast and analysis, 231 (77.8%) claim so, while 66 (22.2%) of respondents indicated that the media, especially radio stations, did not promote hate speech through broadcasting and analysis. The calculated mean was 1.33 and the standard deviation was 0.47. From the above information it can be concluded that the media, especially radio stations, did not promote hate speech through broadcast and analysis.

Media can act as spokespersons for politicians and opinion leaders in violent conflict situations, it is confirmed that 198 (66.7%) of the respondents give affirmative answers, while 99 (33.3%) of the respondents stated that the media are not spokespersons for Politicians and opinion leaders in violent conflict situations. The calculated mean was 2.33 and the standard deviation was 1.16. From the above, it can be concluded that the media could act as spokespersons for politicians and opinion leaders in violent conflict situations, insofar as the media could have acted as spokespersons for politicians and opinion leaders.

The media are not allowed to provide background information on an emerging conflict or engage in a conflict by covering up or withholding important information, which was confirmed by 264 (88.9%) of respondents compared to 33 (11.1%) of respondents said the media could not avoid providing background information on emerging conflicts or engaging in conflicts by

covering up or withholding important information. The calculated mean was 2.78 and the standard deviation was 1.14. Engage in, or participate in, a conflict by covering up or withholding important information.

The media may not have provided adequate information and / or poor analysis of the situation, eventually leading to fear and confusion in the communities. In this regard, 139 (46.8%) of respondents largely said so, while 87 (29.3%) of respondents said that the mean is 2.22 and the standard deviation is 17, it can be concluded that the media may not have any provided adequate information and / or inadequate analysis of the situation, which eventually led to fear and confusion in the communities.

These results show that 198 (66.7%) of respondents indicated that the media played a role in both escalating and de-escalating the conflict. In addition, 50 (16.8%) of respondents indicated that the media played an escalation role, while 49 (16.5%) of respondents answered that the media plays a de-escalation role. n. As Wolfsfeld (2001) argued, the media sensationalizes conflict with simplistic reporting that reinforces stereotypes that reinforce consensus among elites and reflect their own isolated or shared contextual environment.

Compared to other studies, the results agree with Dallaires (2007) in the analysis of Media Dichotomy, Case of Rwanda that local media, especially RTL, were used literally as a weapon to instigate massacres of Tutsi. In contrast, the International Union of Journalists (IJF) study on the role of the media finds that not only can the media help defuse conflict, but it is also in a unique position to promote coexistence and collaboration between people from different backgrounds. In order to avoid stereotypes or spread rumors, individual journalists and the media

as a whole have enormous potential to contribute to understanding and building bridges, as Dallaire (2007) confirms.

Respondents were asked to identify some roles the media played in conflict resolution. Due to the different expressions of the same opinion, these roles have been classified, filtered, summarized and presented as follows, Promotion of partisan interests and political party adoption and incitement, among others. On the contrary, the media also contributed to de-escalating the conflict by, among other things, preaching peace, calling for unity and broadcasting the peace negotiations. Selected responses from respondents show that the media escalated violence by involving listeners in everyday chaos announcements and playing music that could trigger violence and incite community members, according to one respondent.

Table 4.2: Hours Spent On watch media per Day

		Frequency	Percent
Hours spent	15-30 minute	33	11.1
	30 minute- 1 hour	99	33.3
	1-3 hours	99	33.3
	3-6 hours	66	22.2
	Total	297	100.0

Source: Field Survey, 2021

Table 4.2 showed that hours spent on media per day. Respondents were asked to state the hours they spent on media listening to radio, watching television, reading newspapers or browsing internet per day. The findings are presented in Table 4.2 shows that 99(33.3%) said 30 minutes – 1 hour the hour spent to watch media. Furthermore 99(33.3%) of the respondents spent 1-3 hours to watch media, 66(22.2%) of the respondents spent between 3-6 hour to watch media. This therefore means that majority of respondents 99(33.3%) of the respondents spent between 1hour to 3 on media.

Table 4.3: Main Source of Information

Which form of media is your main source of information?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Source of information	Radio	33	11.1	11.1	11.1
	Newspaper	33	11.1	11.1	22.2
	Television	165	55.6	55.6	77.8
	Internet	66	22.2	22.2	100.0
	Total	297	100.0	100.0	

Source: Field Survey, 2021

Table 4.3 shows that 165(55.6%) of the respondents were watch TV as their main source of information, 66(33%) of the respondents said internet was the media as the main source of information, 33(11.1%) of the respondents replied that newspaper serve as the main source of information and 33(11.1%) of the respondents were used radio as main source of information. These finding indicates that the most used sources of information in the study area are Television and radio.

Table 4.4: Extent of media report influence decisions or actions

		Frequency	Percent	Mean	Std. Deviation
To what extent do agree or disagree that media report influences most of the decisions or actions.	Neither agree or disagree	99	33.3	3.67	.47
	Agree	198	66.7		
	Total	297	100.0		

Source: Field survey,2021

Table 4.4 showed that the extent of media report influence decisions or actions. In this regards, 198(66.7%) of the respondents agreed that media report influences most of the decisions or actions while 99(33.3%) of the respondents were not sure that media report influences most of the decisions or actions. The calculated mean was 3.67 and the standard deviation was .47. From the above information it is possible to conclude that media report influences most of the decisions or actions.

Table 4.5: Extent of trust the media to give reliable information on violent conflict issues

		Frequency	Percent	Mean	Std. Deviation
To what extent do you trust the media to give reliable information on violent conflict issues?	large extent	99	33.3	3.22	.92
	i don't know	33	11.1		
	small extent	165	55.6		
	Total	297	100.0		

Source: Field survey,2021

Table 4.5 depicted that the extent of trust to give reliable information on violent conflict issues. Concerning to this 165(55.6%) of the respondents said that small extent of trust the media to give reliable information on violent conflict issues whereas 99(33.3%) of the respondents said that large extent of trust the media to give reliable information on violent conflict issues. The calculated mean was 3.22 and the standard deviation was .92, from the above information it is possible to conclude that respondents at small extent trust the media to give reliable information on violent conflict issues.

Table 4.6. Form of media or press trusted to report on conflict issues fairly.

		Frequency	Percent	Mean	Sta. deviation
Which form of media or press do trust to report on	Radio	33	11.1	2.78	.92
	News paper	66	22.2		
	Television	132	44.4		

conflict issues fairly?	Internet	66	22.2		
	Total	297	100.0		

Source: Field survey,2021

Table 4.6 showed that from of media or press trusted to report on conflict issues fairly. Relating to this 132(44.4%) of the respondents reported that television was form of media or press trusted to report on conflict issues fairly whereas 66(22.2%) of the respondents said internet and newspaper. The calculated mean was 2.78 and the standard deviation was .92. From the above information it is possible to conclude that television was from of media or press trusted to report on conflict issues fairly.

Table 4.7: Media has extensively highlighted the issues of violent conflicts

		Frequency	Percent	Mean	Stan deviation
To what extent do agree or disagree that media has extensively highlighted the issues of violent conflicts in the area?	large extent	66	22.2	3.44	.96
	i don't know	66	22.2		
	small extent	132	44.4		
	very small extent	33	11.1		
	Total	297	100.0		

Source: Field survey,2020

Table 4.7 showed that media has extensively highlighted the issues of violent conflicts. In this regards, 132(44.4%) of the respondents said small extent whereas 66(22.2%) of the respondents said I do not know and large extent. The calculated mean was 3.44 and the standard deviation was .96. From the above information it is possible to conclude that at small extent that media has extensively highlighted the issues of violent conflicts.

Table 4.8: Form of media or press that have extensively trusted coverage

		Frequency	Percent	Mean	Stan deviation
Which form of media or press do you trust had extensively covered	TV	165	55.6	2.11	1.60
	Radio	66	22.2		
	Internet	66	22.2		
	Total	297	100.0		

Source: Field survey, 2021

Table 4.8 showed that form of media or press that has extensively trusted coverage. In this regards 165(55.6%) of the respondents said that television whereas 66(22.2%) of the respondents said radio and internet .The calculated mean was 2.11 and the standard deviation was 1.60. From the above information it is possible to conclude that television was form of media or press that have extensively trusted the coverage.

Inferential Analysis

Correlation Analysis

The aim of the study was to determine the relationship between independent variables and dependent variables using Pearson's correlation analysis with a confidence level of 95% ($\alpha = 0.05$). Correlation analysis is one of the most widely used in research, to determine a relationship between two different variables, if so how significant or how strong the association is between the variables. And also a very useful way of summarizing those relationships between variables with a single number between 1 and +1.A correlation analysis was performed with Pearson's correlation coefficient (r) in all variables in this study to examine the relationships between them. The correlation coefficient, r , is a statistic used to measure the degree or strength of this type of relationship (Taylor, 1990).

To interpret the strengths of the relationships between variables, the guidelines suggested by Taylor R, (1990) were followed. Their efficient correlation classification (r) is as follows: ≤ 0.35 is considered a low or weak correlation; 0.36-0.67 is a moderate or moderate correlation; 0.68-0.89 is a strong or high correlation and a correlation with the coefficient ≥ 0.90 is a very high correlation. If the correlation score is between 1 and 0, the two variables are again negatively related.

Figure 4.1: Test of Normality

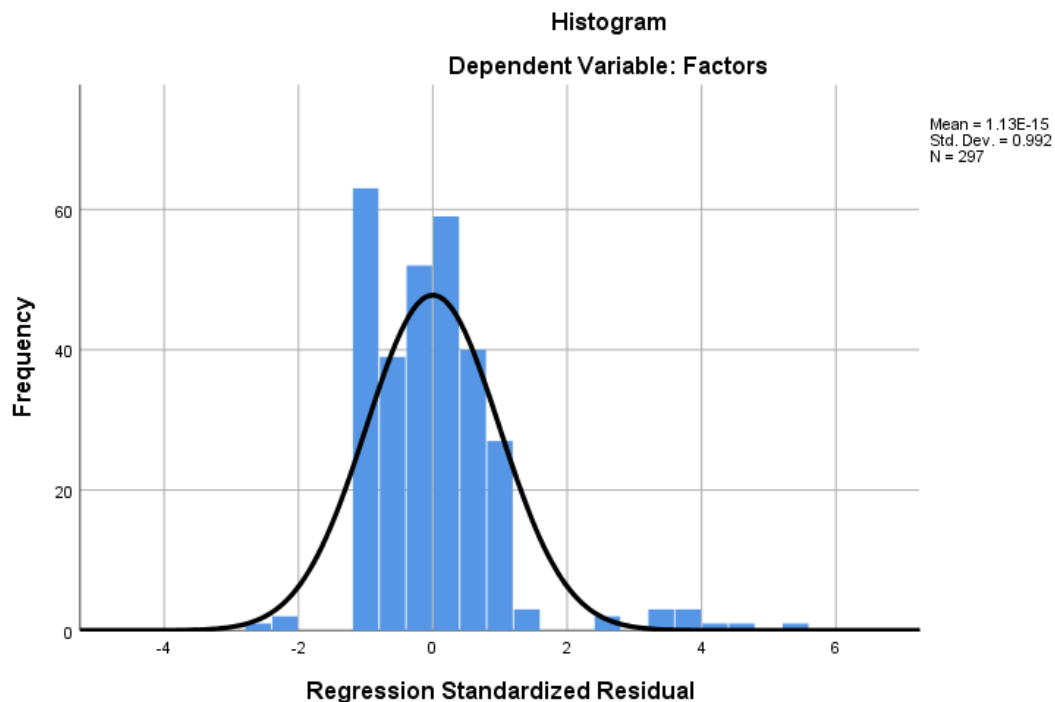
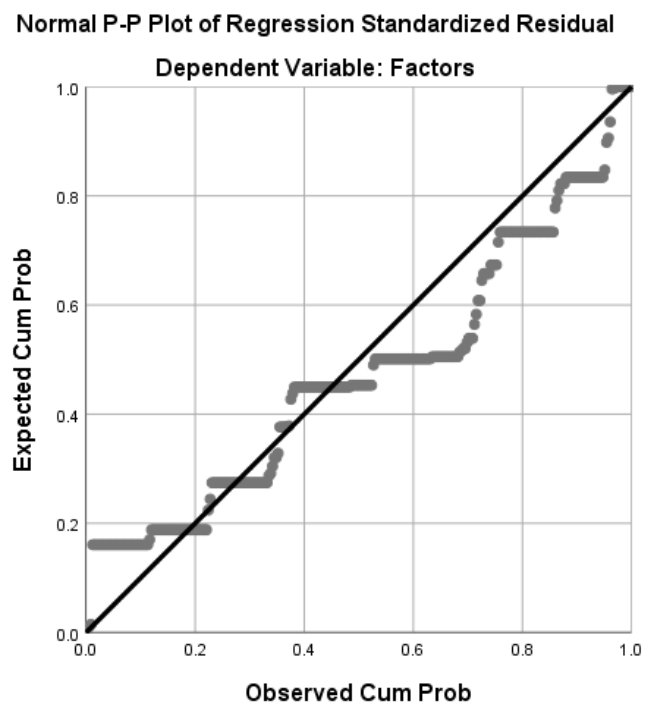


Figure 4.1 show that the assumption of normality is roughly that the mean of the residuals is zero. In addition, normality tests are used to determine whether or not a data set is modeled well by a normal distribution or to calculate the probability that an underlying random variable is zero is normally distributed (Gujarati, 2009).

So the researcher used histogram methods to test the data for normality. According to Fidell (2001), if the residuals are normally distributed around their mean value of zero, the histogram should be a bell-shaped residual and the standardized regression should be plotted between 4 and -4. The figure shows that the data correspond to the assumption of normality (Stevens, 2009).

Figure 4.2: Test of Linearity



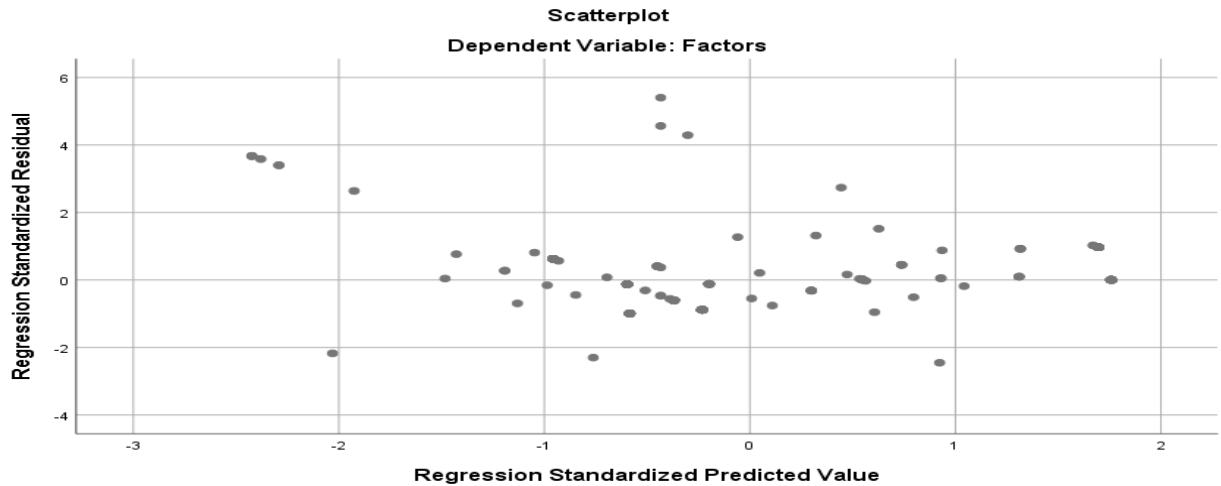


Figure 4.2. Test of Linearity, Multiple regressions can accurately estimate the relationship between dependent and independent variables, when their relationship is linear in nature (Keith, 2006). If linearity is violated, all the estimates of the regression including regression coefficients, standard errors, and tests of statistical significance may be biased (Keith, 2006).

This can be best checked by p-p plot residual as shown in figure above. When, p-p residual look at straight line, the relationship between the dependent and independent variables is linear.

Therefore, there is no linearity problem on the data used for this study

Table 4.9: Test of Multicollinearity

Collinearity Diagnostics ^a									
Model	Dimensi on	Eigenval ue	Condition Index	Variance Proportions					
				(Constan t)	Age	Sex	Social status	Residenc e	Religion
1	1	5.428	1.000	.00	.00	.00	.00	.00	.00
	2	.227	4.889	.00	.10	.05	.01	.34	.01
	3	.160	5.826	.01	.10	.03	.23	.02	.23
	4	.120	6.730	.01	.05	.02	.51	.24	.14
	5	.043	11.211	.00	.61	.64	.22	.00	.38
	6	.022	15.772	.98	.14	.26	.03	.39	.24
a. Dependent Variable: Factors									

Table 4.9 showed that test of multicollinearity. According to Gujarati (2003), multicollinearity test helps to identify the correlation between explanatory variables and to avoid double effect of independent variable from the model. When independent variables are multicollinear, there is overlap or sharing of predictive power. This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the explanatory variables (individually) has a significant impact in predicting the dependent variable. For this purpose, variance inflation factor (VIF) and tolerance test were employed to check whether or not multicollinearity problem exists in explanatory variables. If the value of VIF is less than 10, there is no Multicollinearity between the explanatory variables and on the other hand VIF greater or equal to 10 is an indicator of a serious Multicollinearity problem. In addition, Tolerance is an indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model and is calculated using the formula for each variable. If this value is very small (less than .10), it The VIF was less than ten. This implies there is no multicolliniarity .

Regression Analysis

The study sought to establish how dependent variables and would influence independent variables using multiple linear regression analysis. The regression model was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Whereby Y is factor , β_0 is regression constant, $\beta_1 - \beta_5$ regression coefficients, X_1 is Age , X_2 is Sex, X_3 is social status , X_4 is residence, X_5 is religion ε model's error term.

Table 4.10 : Model Summery

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.903 ^a	.815	.812	1.19245
a. Predictors: (Constant), Religion, Residence , Age, Sex, Social status				

Source: Field survey,2020

Table 4.10 above shows the explanatory power of the regression model used in this research. The dependent variable of the model is factors and the independent variables (predictors) are is age, Sex, social status, residence, religion. As indicated by the R Square, the predictors explain .815 of variation in factors

Table 4.11: ANOVA Analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1823.210	5	364.642	256.439	.000 ^b
	Residual	413.786	291	1.422		
	Total	2236.997	296			
a. Dependent Variable: Factors						
b. Predictors: (Constant), Religion, Residence , Age, Sex, Social status						

Source: Field survey,2020

above indicates the overall significance of the model, which suggests that the regression model is statistically significant as the p-value is less than 0.05.

Table 4.12: Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.449	.409		15.770	.000		
	Age	1.234	.062	.647	19.986	.000	.607	1.647
	Sex	-.153	.076	-.060	-2.020	.044	.717	1.395
	Social status	.721	.060	.362	12.077	.000	.706	1.417

	Residence	.479	.048	.288	10.065	.000	.775	1.290
	Religion	.945	.076	.349	12.375	.000	.799	1.252
a. Dependent Variable: Factors								

From the findings in Table 4.12 the multiple linear regression equation becomes:

$$Y = 6.449 + 1.234 X_1 + -.153 X_2 + .721 X_3 + .479 X_4 + .945 X_5$$

From the model, when other independent variable (Age , Sex, social status ,residence, religion)becomes 6.449 Holding other independent variables (Age , Sex, social status ,residence, religion) is constant, a unit increase in age would lead to 1.234 increase of media influence . A unit increase sex would lead to -.153 decreases of media influence r. A unit increase of social status would lead to .721 increases media influence. A unit increase of residence would lead to .479 increase media influence. A unit increase of religion would lead to .945 increases media influence.

4.4. Correlation Analysis of Time Spent on Media and Main Source of Information

Regarding to time spent on media and main source of information. The main purpose of the study was to analyze the role of media in conflict management. Respondents were asked to state the time (hours) they spent on media, their main source of information. Findings are summarized based on Pearson correlations, at 95% level of confidence, amongst these variables are shown below.

Table 4.13: Correlation: Time Spent on Media and Main Source of Information

Correlations			
		Source of information	Hours spent on media
Source of information	Pearson Correlation	1	.225**
	Sig. (2-tailed)		.000
	N	297	297
Hours spent on media	Pearson Correlation	.225**	1

	Sig. (2-tailed)	.000	
	N	297	297
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Field Survey,2021

The study results showed a positive but weak correlation of 0.225 between the main source of information and hours spent in the media, which is statistically significant with a p-value of .000 at a confidence level of 95% and significant relationship between times, spent on media and information source, which could be interpreted as meaning that respondents spent more time listening to their favorite broadcasters to get information. Forges (1999) study entitled “Call to Genocide” showed that many Rwandans could neither read nor write, and therefore radio was an important means of getting messages across to both the government and the rebels. In addition, the results of Bonior et al. (1984) on the role of the media in the Vietnam War, that in the USA about 50 million television news items were seen at a time.

Table 4.14: Media Encouraged Hate Speeches

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you agree that media especially the Television stations encouraged hate speech through broadcast and analysis?	Yes	66	22.2	22.2	22.2
	No	231	77.8	77.8	100.0
	Total	297	100.0	100.0	

Table 4.14 showed that 231(77.8%) of respondents said the media did not encourage hate speech whereas 66(22.2%) of the respondents said that that media especially the Television stations encouraged hate speech through broadcast and analysis. Therefore, media especially the Television stations did not encourage hate speech through broadcast and analysis.

Table 4.15: Pearson Correlation between mouthpiece of politicians and opinion leaders and Hate Speeches

Correlations

		Media can act as a mouthpiece of politicians and opinion leaders during violent conflict situation	Media especially the Television stations encouraged hate speech through broadcast and analysis
Media can act as a mouthpiece of politicians and opinion leaders during violent conflict situation.	Pearson Correlation	1	-.189**
	Sig. (2-tailed)		.001
	N	297	297
Media especially the Television stations encouraged hate speech through broadcast and analysis.	Pearson Correlation	-.189**	1
	Sig. (2-tailed)	.001	
	N	297	297
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Field survey, 2020

Table 4.15 revealed that pearson Correlation between mouthpiece of politicians and opinion leaders and Hate Speeches. There is weak and negative relationship between Media can act as a mouthpiece of politicians and opinion leaders during violent conflict situation and Media especially the Television stations encouraged hate speech through broadcast and analysis. Additionally, the relationship is statistically significance at $P=.001$ which is less than 0.05.

4.4. How Media Influenced Human Variables towards Conflict

The specific objective three was intended to assess the influence media has on selected human factors/variables towards conflict. Five human variables were identified for analyses i.e. age, gender, status, religious and residence factor.

Table 4.16: Pearson Correlation amongst Human Factors

Correlations						
		Age	Sex	Social status	Residence	Religion
Age	Pearson Correlation	1				

	Sig. (2-tailed)					
	N	297				
Sex	Pearson Correlation	.388**	1			
	Sig. (2-tailed)	.000				
	N	297	297			
Social status	Pearson Correlation	.330**	.020	1		
	Sig. (2-tailed)	.000	.729			
	N	297	297	297		
Residence	Pearson Correlation	-.178**	-.369**	.249**	1	
	Sig. (2-tailed)	.002	.000	.000		
	N	297	297	297	297	
Religion	Pearson Correlation	-.245**	.093	.186**	.012	1
	Sig. (2-tailed)	.000	.110	.001	.840	
	N	297	297	297	297	297
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Field Survey, 2020

Table 4.14 shows a relatively positive correlation between the age factor and the sex factor of 0.388 with a statistically significant value of 0.000 which was less than 0.05. There is a weak positive correlation between gender factor and social status and is not statistically significant at the 95% level; There is also a very weak negative correlation of 0.011 between the age factor and the status factor, a 0.330 correlation between the age factor and the population factor, and a 0.245 correlation between the age factor, the status factor, religious factor, all of which are significant with a 95% confidence level. These results show that media reports of the conflict positively influence listeners based on their age and gender. This was also shown by interviews with media workers and security specialists.

Both agreed that the media could have a huge impact on people based on age, gender, and religious variables. More specifically, media professionals noted that "words and phrases related to age, gender, and status can have different effects between different groups". So the media determined an impact on listeners based on these variables.

These results confirm the results of Heiber (2001), which show that the effects of mass communication media on audiences are influenced by several factors such as social class, ethnicity, social context, age, gender, gender, personality, marital status, nationality, and belonging to a political party. The results also show that there is no significant correlation of the influence of conflict reports between religious and location-related factors, which could be due to the homogeneity of the respondents with regard to religion and place of residence. In a divergent situation with heterogeneous religions, however, the conflict report can have a significant religious influence.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The study includes a summary of the results, answers to research questions, conclusions, recommendations, and suggestions for future studies.

5.1 Summary of the results

With regard to the role and accessibility of the media, the results indicate that in this sense 198 (66.7%) of the respondents affirmed the media, which could have affirmed the role of the media in resolving the conflict played in the conflict a role. Resolution, while 99 (33.3%) of respondents said the media may not have played a role in resolving the conflict. The calculated mean was 1.78 and the standard deviation was 0.42. From the information above, it can be concluded that the media may have played a role in resolving the conflict.

The respondents are indicated that the media, especially radio stations, did not promote hate speech through broadcast and analysis, 231 (77.8%) claim so, while 66 (22.2%) of respondents indicated that the media, especially radio stations, did not promote hate speech through broadcasting and analysis. The calculated mean was 1.33 and the standard deviation was 0.47. From the above information it can be concluded that the media, especially radio stations, did not promote hate speech through broadcast and analysis.

The media can act as spokespersons for politicians and opinion leaders in violent conflict situations, it is confirmed that 198 (66.7%) of the respondents give affirmative answers, while 99 (33.3%) of the respondents said that the media is not as a spokesperson of politicians and opinion leaders in violent conflict situations.

The calculated mean value was 2.33 and the standard deviation 1.16. From the above information it can be concluded that the media can act as spokespersons for politicians and politicians in violent conflict situations. In addition, respondents confirmed that these media could largely act as spokespeople for politicians and opinion leaders.

The media are not allowed to provide background information on an emerging conflict or engage in a conflict by covering up or withholding important information, which was confirmed by 264 (88.9%) of respondents compared to 33 (11.1%) of respondents said the media must not avoid providing background information on an emerging conflict or engaging in a conflict by covering up or withholding important information. The calculated mean was 2.78 and the standard deviation was 1.14. Participate in a conflict by covering up or withholding important information.

The media may not have provided adequate information and / or poor analysis of the situation, eventually leading to fear and confusion in the communities. The respondents said largely. The mean was 2.22 and the standard deviation was 1.17. From the information above, it can be concluded that the media may not have provided adequate information and / or poor analysis of the situation that eventually led to fear and confusion in the communities.

These results show that 198 (66.7%) respondents indicated that the media played a role in both escalating and de-escalating the conflict. In addition, 50 (16.8%) of respondents said that the media played an escalating role, while 49 (16.5%) responded that the media played a de-escalating role. As Wolfsfeld (2001) argued, the media sensitizes conflict through simplistic reporting that reinforces stereotypes that reinforce consensus among elites and reflect their own isolated or shared contextual environment.

Regarding two hours per day devoted to the media, respondents were asked to indicate the hours they spent daily in the media listening to the radio, watching television, reading the newspapers or surfing online. 4.2 shows that 99 (33.3%) reported 30 minutes - 1 hour of the hour devoted to watching the media. In addition, 99 (33.3%) of respondents spent 13 hours watching media, 66 (22.2%) of respondents spent between 36 hours watching media, meaning that the majority of respondents 99 (33.3%) 3%) of those surveyed spent between 1 and 3 hours in the media.

165 (55.6%) of the respondents saw television as their main source of information as the main source of information, 66 (33%) of the respondents stated that the Internet was the media as the main source of information, 33 (11.1%) of the respondents answered that the newspaper is the main source of information and 33 (11.1%) of the respondents use the radio as the main source of information, indicating that television and radio are the main sources of information in the study area.

5.2 Conclusions

Based on the results, the study concludes that the most common sources of information in the study area are television and radio. In addition, there are hours dedicated to the media as the majority of respondents spend between 30 minutes and 3 hours in the media. Some roles included; encourage hate speech; operate parallel counting centers; Storage of important information about conflicts, misrepresentation of information; Incitement to a high degree; belong to partisans or a political party; and corruption. Some of the positive roles the media played were civic education; preaching peace and calling for unity; public awareness and fair coverage of political campaigns; and disseminating contentious issues during negotiations.

The study concludes that the media have significantly influenced people by age factor; Gender factor; religious factor; Status factor and stay factor. The results of the study confirmed that the

media had a decisive influence on people's perception and actions; based on this fact, the researcher comes to the conclusion that the media in general influence the perception and actions of people in relation to violent conflict. The study made the following recommendations. The study recommends that the media take a common approach to conflict reporting. This will help mitigate discrepancies in coverage to objectively expose areas of dispute and consensus and encourage friendly communication. Given that the media played a role in conflict escalation and de-escalation based on the results of the study, the study recommends that media regulators and law enforcement agencies develop laws, rules and severe penalties for both media companies and personalities who use the media for negative purposes. The study also recommends training local media reporters or journalists to report on conflicts. Since reporting conflicts is more of a challenge, most journalists have been very unprofessional in reporting based on the results. Media training institutions should therefore design study units on conflict reporting. The media society should organize workshops and training courses on reporting and conflict management for its specialists. The study also recommends that media reports (Walta TV) not target specific listeners. As can be deduced from the results that people react differently to conflict topics depending on their age, gender, social status, religion and place of residence, reports of conflicts must affect all listeners and affect everyone equally.

REFERENCES

- Acayo, C. and Mnjama, N. (2004). The print media and conflict resolution in Northern Uganda. *African Journal on Conflict Resolution*, 4 (1), 2743. 2.
- Aydınlı, E and Özca, NA (2011). The Conflict Resolution and Counterterrorism Dilemma: Turkey Confronts Its Kurdish Question, Terrorism and Political Violence, 23: 3, 438457.
- Behigü Habte and Kweon, Yun Jin (2018) Combating Internal Displacement in Ethiopia
- Berman, E. (2008). Democratization of the Media, IILJ Emerging Scholars Paper 7, New York.
- Chretien, J.P. (1995). Rwanda, the means of genocide (Collection "People and Societies") (p. 406). Karthala
- Dad, internews. (2011). Gobernanza y transparencia de temas globales. Consultado el 10 de octubre de 2011 en <http://www.internews.org/global/gov/default.shtm> Knowledge and the public should expect (Rev. ed.). Nueva York: Three Rivers Press.
- Dagim Afework. (2019). Media and the Road to Peace, New York, Cambridge University Press.
- Davison, J. (2006). The Politics of Hate: Ultrnationalist and Fundamentalist Tactics and Aims, *Journal of Hate Studies*, 5: 3.
- Des Forges, A. (2007) "Call to Genocide: Radio in Rwanda, 1994, in Thompson, A.
- Filippova, O. (2007). Anti-orange speeches on the Internet of Ukraine: In front of the oranges division. *Journal of Communist Studies and Transition Policies*, 23 (1)
- Frohardt, M. and J. Temin. (2003) Media Use in Vulnerable Societies: Special Report
- Gilboa, E. (2009). Media and Conflict Resolution: A Framework for Analysis, *Marquette Law Review*, 93, 87 110
- Hallin, D. Peace Journalism and Mass Communication Theory, "Estudios de Periodismo, vol. 5 (4), pp. 48349
- Hallin, DC und Mancini, P. (2004) Comparing Media Systems: Three Models of Media und

- Held, D. (2008) *Models of Democracy* (3rd ed.). 65 Bridge Street, Cambridge: Polity Press.
- Jagd, C. T. (2006) *Public Information as a Basic Part of West African Peace Operations*, Kofi Annan International Peacekeeping Training Center (KAIPTC).
- Jamieson, K.H. (Hrsg.), *The Press* (S. 226247). New York: Oxford University Press, Inc.
- Kamilindi, T. (2007) "Journalism in Times of Media Hate", in Thompson, A. Medien and The Rwanda Genocide, London: Pluto Press, Kampala: Fountain Publishers.
- Kampala: Fountain Publishers.
- Kovach, B. and Rosenstiel, T. (2007). *The Elements of Journalism: What News People Should*
- Kumar, M.J. and Jones, A. (2005). *Regierung und Presse: Probleme und Trends*. En Überholster,
- Laplante, LJ und Phenicie, K. (2009). *Mediating PostConflict Dialogue: The Role of the Media in Transitional Justice Processes*, *Marquette Law Review*, 93, 251283.
- McLaughlin, Gy Baker, S, (2012). *The Media, the Peace Dividend and 'Bread and Butter' Politics* *The Political Quarterly*, 83: 2292 298.
- Media and the Rwanda Genocide*, London: Pluto Press, Kampala : Fountain Publishers
- Monroe E. Price, Ibrahim al Marashi and Nicole A. Stremlau T. (2021) *Media in the peacebuilding process: Ethiopia and Iraq*
- Thompson, A. (2007) *Media and the Rwanda Genocide* (Ed.), London: Pluto Press,
- Thompson, M. (1994). "Forging War: The Media in Serbia, Croatia and Bosnia - Herzegovina".
- Wegayehu, M, (2017). *The practice of investigative journalism at Fana Broadcasting Corporate. The case of the research program "Teguazh Neqash" 'Thesis submitted to the Faculty of Journalism and Communication, submitted in partial compliance with the requirement for the Master of Arts in Journalism and Communication, AAU.*
- Williams, Katy y Betz, Michelle 2017. *How the media can be an instrument of peace in conflict-ridden situations*

APPENDIX

Addis Ababa University

College of Humanities, Language studies, Journalism and Communication

Department of Journalism and Communication

Dear Respondents,

I am a postgraduate student at Addis Ababa University, undertaking Master of Arts degree in Journalism and Communication. I am conducting a research on “Role of Media in Conflict resolution : A Case Study of Media (Walta TV), in partial fulfillment of the award of Master of Arts Degree. I would like to solicit your kind assistance by preparing yourself to provide responses to the questions posed below. Information is required for academic purposes. The data collected will be treated in strict confidentiality. Your cooperation will be highly appreciated. Thank you in advance.

Yours faithfully,

Part I: socio demographic characteristics of Respondents

1. What is your gender?

1. Male
2. Female

2. How old are you?

1. 18-35 yrs
2. 36-45 yrs
3. 45-55 yrs
4. Above 55

3. What is your Marital Status?

1. Married
2. Single
3. Widowed
4. Separated

4. Highest level of Education and training attained?

1. Primary
2. Secondary
3. College/University
4. Others)-----

solicit your kind assistance by preparing yourself to provide responses to the questions posed below. Information is required for academic purposes. The data collected will be treated in strict confidentiality. Your cooperation will be highly appreciated. Thank you in advance.

Yours faithfully,

Part I: socio demographic characteristics of Respondents

1. What is your gender?

1. Male
2. Female

2. How old are you?

1. 18-35 yrs
2. 36-45 yrs
3. 45-55 yrs
4. Above 55

3. What is your Marital Status?

1. Married
2. Single
3. Widowed
4. Separated

4. Highest level of Education and training attained?

1. Primary
2. Secondary
3. College/University
4. Others)-----

Part 2:

Q5. In a normal day, on average, how many hours do you spend doing each of the following? Watching TV, Listening to the radio, Reading a newspaper, on the internet or sending emails for you rather than for work?

- | | |
|-------------------|--------------------------|
| No time | ☐ |
| Less than 15 mins | ☐ |
| 15-30 mins | ☐ |
| 30 mins – 1 hour | ☐ |

- 1-3 hours ☐
- 3-6 hours ☐

Q6. Which form of media is your main source of information?

- Radio ☐
- Newspaper ☐
- Television ☐
- Internet ☐

Q7. Specify the radio station(s), Television channel(s) or Newspaper(s) you commonly listen to, watch or read respectively.

.....

.....

.....

.....

Q8. To what extent do you agree or disagree that media report influences most of your decisions or actions.

- Strongly disagree ☐
- Disagree ☐
- Neither agree nor disagree ☐
- Agree ☐
- Strongly agree ☐

Q9. To what extent do you trust the media to give reliable information on violent conflict issues?

- Very large extent ☐
- Large extent ☐
- I don't know ☐
- Small extent ☐
- Very small extent ☐

Q10. Which form of media or press do you trust to report on conflict issues fairly?

- Radio ☐
- Newspaper ☐
- Television ☐
- Internet ☐

Q11. To what extent do you agree or disagree that media has extensively highlighted the issues of violent conflicts in the study area?

- Very large extent ☐
- Large extent ☐
- I don't know ☐
- Small extent ☐

Very small extent ☐
 Q12. Which form of media or press do you trust had extensively covered.

- a. TV ☐
- b. Radio ☐
- c. National newspaper ☐
- d. Local newspaper ☐
- e. Magazine ☐
- f. Internet ☐

Q15. Do you think media could have played a role in conflict resolution?

- Yes ☐
- No ☐

Q16. If yes, what role did media play?

- i. Escalated violence ☐
- ii. De-escalated violence ☐
- iii. Both roles ☐

Q17. What roles do you think media played or could have played in:

A. Escalation of violence

.....

B. De-escalation of violence

.....

Q18. Based on the under listed factors, rank them in a scale of 1 – 5 (denoting no influence to great influence) the extent to which they influenced or controlled your reaction to media coverage and reports put your response on the space provided.

- a) Age ☐
- b) Gender ☐
- c) Social status ☐
- d) Habitation (Urban/Rural) ☐

e) Religion ☐

Part 3:

Provided below are questions that contain some of the roles that media played perceived to have contribution. Based on your opinion and extent of agreement, rate them in a Likert scale as provided.

Q19. Do you agree that media especially the radio stations encouraged hate speech through broadcast and analysis?

Yes ☐
No ☐

Q20. Do you agree that media can act as a mouthpiece of politicians and opinion leaders during violent conflict situation?

Yes ☐
No ☐

Q21. Based on above issue, to what extend do you agree that media could have acted as mouthpiece of politicians and opinion leaders?

Very large extent ☐
Large extent ☐
I don't know ☐
Some extent ☐
Small extent ☐

Q22. Do you agree that media could fail to provide background information of emerging conflict or take part in conflict by covering-up or withholding vital information?

Yes ☐
No ☐

Q23. With reference to situation, to what extent do you agree that mass media could have failed to provide adequate information or/and provided poor analysis of the situation which eventually caused anxiety and confusion among communities?

Very large extent ☐
Large extent ☐
I don't know ☐
Some extent ☐
Small extent ☐

Q24. To what extent do you agree that this unprofessionalism could have led to or escalated conflict?

Very large extent ☐
Large extent ☐

I don't know
Some extent
Small extent

☐
☐
☐

Thank you.

Interview Guide for Media Professionals

Dear Interviewee,

The purpose of this interview is to collect information from media professionals from Walta TV. The interview is aimed at soliciting data to assess the role of media in conflict resolution.. Your views will be useful in influencing security decisions and also for academic purposes and will be treated with confidentiality.

Section A: General Information

Age:

Gender:

Marital status:

Education level:

Institution/Organization you work for:

Duration (years) you've been in this work:

Section B: Interview Questions

Q1. When there is violence, what particular care should be taken about media coverage?

Q2. News headline do have the first impact on audience or listeners interpretation and subsequent perception on its contents. Journalists more often used vivid remarks by key politicians and opinion leaders to craft their headlines. In addition, emotive references to past history dominated most newspaper headlines. What impact could this have had towards violence?

Q3. In mixed societies, editors should be aware of the danger of promoting selective reporting and common prejudicial stereotypes about groups.

A) To what extent do you concur with this statement especially with reference to conflict?

B) What measures do your editorial put in place to discourage such negative reporting?

C) How do the media practitioners ensure that underlying issues are objectively addressed and impartially reported during conflicts?

Q5. Factual accuracy in a single story is no substitute for the total truth. A single story, which is factually accurate, can nonetheless be misleading. You as a journalist;

- a) What measures are in place to ensure that factual accuracy does not lead to conflict?
- b) To what extent have you ensured that your coverage and editorials do not capitalize on factual accuracy to promote conflict?
- c) To what extent do you think such documentaries and reports hindered the spirit of nationalism?
- d) Could such negative reporting be attributed to the conflict?

7. Words and phrases may have different connotations among different groups in terms of age, gender and status.

- a) Can distortion in translation cause conflict, given that most leaders give speeches which have to be translated for local reporting?
- b) What can media do to mitigate word distortion that can cause or inflame conflict?

8. It is normal practice for media houses to edit and select which part of coverage is aired to audience or listeners accompanied by brief comments.

- a) How can editorial comments contribute to news/fact distortion and misleading news reports? Could this be responsible for the violence witnessed?
- b) Indeed, it is recognized that editorial comments, however gentle, do not necessarily compensate for the harm done by a misleading news report. What measures have the media houses put in place to ensure objective reporting and maintenance of neutrality?

9. Unverified information should not be aired by the media houses. In particular, what is the danger of speculating violence?

- a) Are there measures put in place to certify the validity of news before broadcast?

If yes, what kind of measures are they?

-
- b) How can a media house confirm the validity of what journalists report?

Interview Guide for Security/Conflict Professional

Dear interviewee,

The purpose of this interview is to collect information from security professional in Kirkos Sub city. The interview is aimed to solicit data to assess the role of media in conflict management. Your views will be useful in influencing security decisions and also for academic purposes and will be treated with confidentiality.

Section A: General Information

Age:

Gender:

Marital status:

Education level:

Institution/Organization you work for:

Duration (years) you've been this work:

Section B: Interview Questions

Q1. Do you think Media (walta TV) influenced public opinion?

Q2. Media can be said to be a double edged sword, it can be used both for conflict escalation and de-escalation. To what extent do you agree/disagree with this statement?

Q3. Would you agree with the statement that media precipitated by portraying a volatile political environment during the electioneering period, and in what ways?

Q4. In your opinion, do you think media played constructive roles in peace building, and how? (Give some crucial positive roles of media?)

Q5. Can we claim that the most important role that the media played during the conflict was probably acting as a voice for the voiceless? How?