

**MEDIA COVERAGE AND CONFLICT MANAGEMENT: THE CASE OF
KENYA-UGANDA CONFLICT OVER MIGINGO ISLAND**

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DECLARATION

This research project is my original work and has not been submitted for award of a degree in another University.

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This research project has been submitted for examination with my authorization as University Supervisor.

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DEDICATION

I dedicate this project to my parents David Nyasio and Jane Anyango Oduor who have supported me all through my journey of education and my brothers Duncan, Arnold and Derrick who encouraged me during the difficult times.

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ABSTRACT

The study general objective was to examine the role of media coverage in dispute management a case study of Kenya-Uganda disagreement over Migingo Island. The objectives were to establish the role of media in informing the public during disagreement over Migingo Island, to examine the role of media diplomacy in management of Migingo Island dispute as well as to establish the challenges media faces in covering disagreement over Migingo Island conflict. The study was based on libertarian. Mixed research designs were used that is the Ex-post facto research and Phenomenology research designs. The target populace for the study was 1000 residents in Migingo Island and 60 news editors. Simple random sampling was employed to sample 100 residents and 18 news editors. The data was collected using questionnaires and interview schedule. Research instrument reliability was tested through Cronbach's Alpha Coefficient method. Data was analyzed both quantitatively and qualitatively. Findings established that: there is significant relationship between media coverage and dispute management of Migingo Island ($r=0.840$, $p=0.000$), there is significant relationship between media diplomacy and dispute management of Migingo Island ($r=0.761$, $p=0.000$) and there is significant relationship between media challenges and dispute management of Migingo Island ($r=0.506$, $p=0.004$). The study recommends that; a media and conflict/dispute policy should be established to comprise of procedures for authenticating data before live airing, scrutinizing of live broadcasts and cross checking of paid-for adverts to refrain from airing provocative messages, the government should establish media laws that are not very restrictive in order for the media to play a more significant role in dispute resolution and peace building in conjunction with other stakeholders and the media firms should introduce trainings to their reporters on ethics of media professionalism to curb the media in causing chaos rather be peace makers.

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ABBREVIATIONS AND ACRONYMS

BBC	British Broadcasting Corporation
CNN	Cable News Network
DRC	Democratic Republic of Congo
LRA	Lord Resistance Army
OHR	Office of the High Representative
PEV	Post Election Violence
RFPA	Radio for Peace-Building Africa
RTL	Rwandese Radio- Television Libre des Milles
UN	United Nations

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Border disputes is among defining features of developing countries globally. Approximately 24 of 54 countries have experienced disputes. The famous border conflict in the Palestine –Israeli border dispute is over the Gaza strip. Madagascar have had their own share of problem with Comoros islands. Almost each border in Latin America has experienced disputes. At the beginning of the 19th century, it was not clear where these border lines were drawn because they passed via sparsely populated wilderness or hilly areas. The war of Pacific 1879-83 led to relocation of Bolivian border to Chile hence hindered Bolivia from accessing Pacific Ocean¹.

African countries before independence experienced overwhelming conflicts which became a custom instead of concern. Various disputes have happened in the Horn of Africa, which has experienced both intra and inter-state conflicts. Conflicts destroy societies and recovering after the conflicts requires intensive financial resources and human power. In this 21st century, almost 60 nations are experiencing conflicts or are recovering from conflicts; majority of these countries have the weakest economic ratings globally¹.

The continuous innovation in communication technology has greatly changed the conduct of disputes as well as dispute resolution. Citizens from various countries of the world are aware of various developments in their country. There are very many worldwide news stations that cover and do live reporting on what is happening in every part of the world through the internet hence providing fast access to events happening globally which influences how the events develop and

¹ SIDA. (2005). SIDA's Policy for Civil Society: *The Objective of SIDA's Cooperation with Civil Society*, www.sida.se.

resultant impacts.² The media coverage specifically television influenced to a great extent on Western conflict resolution after the split of the Soviet Union.

As a result of the fast change of technology in the media, information does not only describe developments on the scene but it even shapes its dynamics through manipulating public perceptions, views as well as loyalties³. The journalists were responsible to intensifying the Arab spring conflict in the United Arab Emirates. The continuous conflicts led to overthrowing of Yemeni government through mass action engineered by social media. Conflicts also led to change of governance in Saudi Arabia⁴. The African region has experienced various armed conflicts and the media in certain states played a great role in escalating conflicts. Media has been identified among tools for escalating conflict. Media could lead to conflicts through incitement to carry out violent acts, failure to report on potential conflicts and reporting about conflicts when they have already happened.

In Rwanda radio personalities were very active in the 1994 genocide, whereas the Rwandese journalists provoked the triggered by tribal hatred, the reporters from other countries worldwide just overlooked the conflicts or misinterpreted the events there. The locals relied heavily on the radio services especially for those who were unable to read and write. The radios also played a crucial part while connecting the government to the governed. The Rwandese Radio- Television Libre des Milles Collines (RTL) helped promote conflict through encouraging Hutu community to kill the Tutsi regarding them as pests which should be executed to guarantee

² Gilboa, E. (2002). *Media and Conflict: Framing Issues, Making policies, shaping opinions*. NY, Ardsley: Transitional Publishers Inc.

³ Jakosben, P. (2010). Focus on the CNN Effect Misses the Point: The Real media impact on conflict management is invisible and indirect. *Journal of Peace Research*, 37 (2), pp 131-143.

⁴ Times Magazine (2010). Arab spring: Triggers and consequences. *Times Magazine* (September Issue).

peace in Rwanda⁵. This led to mass killing of approximately 1,000,000 Tutsis and many other people were displaced⁶.

Kenya has frequently experienced armed conflict. The country as encountered internal as well as along the border disputes. The conflicts are mainly due to political, economic, land and at times competition over scarce resources, tribal conflicts and currently terror attacks.⁷ The media business has recorded enormous development since freedom in 1963. Media in Kenya incorporates of more than 386 FM radio frequencies, 105 Television stations and unsubstantiated number of print daily papers versus magazines. Productions for the most part utilize English as essential dialect of correspondence, with mainstream media houses utilizing Swahili in some of their news broadcast. Vernacular based dialects are usually used as a part of communication media for majority of the radio stations⁸.

1.2 Statement of the Problem

The Migingo Island terrain dispute has existed since 2004. The two countries claim possession and sovereignty over the island as tension continues to build with no resolution in sight. Although there have been diplomatic efforts geared towards finding a common ground over the conflict, these diplomatic efforts have not yielded much in resolving the same and it remains a potential threat to international peace and safety, especially in East African region. The island is still occupied by the two governments represented by their respective police forces. The Migingo

⁵ Mutua, A. (2001). *A study of Propaganda and the Press in Africa*.

⁶ (*ibid*).

⁷ Ruto, K., Olaf, B., Ralf, V. & Wotzka, P. (2013). Factors in Pastoral Conflict in North Rift of Northeastern Africa. *Aridity, Change, and Conflict in Africa* .

⁸ Code of Conduct for the Practice of Journalism in Kenya. Retrieved from http://www.mediacouncil.or.ke/index.php?option=com_content&view=article&id=23&Itemid=9 on 20th June 2019.

stand-off is a problem because of the continued interference and confusion by the two police forces to the fishermen⁹.

Research have established that media plays an important role during conflict which can be positive or negative (Jakosben (2010); Mutua (2001); Ruto, Olaf, Ralf, & Wotzka (2013). Irrespective of the important media role in dispute and dispute management, in Kenya, this area is not comprehensively researched. Kenyan media sector is very strong, competitive and free than majority of African nations. However, most studies carried out in Kenya have only focused on media's role in after-election conflict. This study hence aimed at filling the research gap by finding out the role of media in dispute management in Migingo Island.

1.3 Objectives of the study

The general objective of this study was to examine the role of media coverage in dispute management a case study of Kenya-Uganda disagreement over Migingo Island. The study specific objectives were:

- i. To determine the role of media in informing the public during disagreement over Migingo Island.
- ii. To examine the role of media diplomacy in the management of Migingo Island conflict.
- iii. To establish the challenges media faces in covering disagreement over Migingo Island conflict.

1.4 Literature Review

This section covers general overview of conflicts, role of media in informing people, media diplomacy and challenges faced by media in dispute management. It also covers summary of literature review and theoretical framework.

⁹ Kipkoech ,J.(2010).*The Migingo Island Crisis: Diplomacy Is Best Conflict Resolution* Method.Alshahid Network

1.4.1 Overview of Diplomatic Dispute Management

Disputes are basically serious disagreements between two or more opposing sides. There are various types of disputes around the world. Different types of disputes have been experienced ranging from intra-state disputes, cross-border confrontations and the effects from regional disputes in the horn of Africa which manifest themselves violently and nonviolently¹⁰. Dispute management started in eighteenth century during the pick of cold war and the conflict between superpowers threatened existence of humans. Dispute management is a situation in which the underlying reasons for a given destructive conflict are eliminated. Effective dispute management begins with a diagnosis of the stage to which dispute has developed and recognition of the causes of dispute.

Dispute management plays a major role during conflicts because building peaceful areas and understanding amongst disputing communities is an important element of engaging in peoples welfare. Dispute management is important for successfully achieving development, social justice and social changes whose main objective is to counter the challenges facing the society¹¹. The diplomatic options for dispute management are mainly negotiations and arbitration. The main aim of negotiating is to resolve disputes amongst people in the midst of the dispute, making a deal to benefit an individual or a community at large. Successful negotiation occurs when the main causes of conflicts are solved and working relationships are upheld or improved¹².

Mediation is unofficial process whereby unprejudiced third party, the arbitrator, helps people involved in disputes in coming to an equally satisfactory agreement with regards to their

¹⁰ Pkalya, I. & Mohammud, M. (2006). *Conflict Management In Kenya Towards Policy And Strategy Formulation*. Nairobi, Practical Publication

¹¹ Ramsbotham, T. (2011). *Introduction To Conflict Resolution: Concepts And Definitions* (3ed).pdf

¹² McCuddy, M.K. (2013). *Organizational Behavior*. John Wiley and sons inc. United states

dispute¹³. The mediator does not decide or give a solution on either party but assist the parties conflicting to talk to one another, hence creating a platforms for them to resolve dispute. Mediation is voluntary and is terminated by a party or the mediator. Mediators employ suitable methods like evaluating, facilitating or transforming negotiations to create a channel of communication between disputing parties with an aim of keeping the parties to agree with each other. Facilitative mediation commonly referred to as problem resolving intervention is mainly practiced and it mainly focuses on the problem itself. Peacekeepers inspire conflicting persons to search for data and practices interrelated to the conflict¹⁴.

The famous border conflict in the Palestine –Israeli border dispute is over the Gaza strip. Madagascar have had their own share of problem with Comoros islands. Some of the causes of conflicts in Africa are over resources and governance¹⁵. In East Africa, border conflict started during colonial period when boundaries were fixed without due regard to the needs of local communities. Uganda is seen by many regional states as the major contributor to border conflicts as she has been embroiled in tussle with almost all her neighbors namely Kenya, Rwanda ,South Sudan and even Congo in Central Africa¹⁶.

Kenya and Uganda have found themselves disputing over Migingo Island in Lake Victoria. The diplomatic spat over the island has caused a lot in terms of relations and economies of the two countries. The problem showed the divisive legacy of borderlines set by colonials in Africa and

¹³ Alabama Centre for Dispute Resolution (2011). *Mediation: Another Method For Resolving Disputes*. Alabama state bar, Alabama

¹⁴ Felicity, H. (2008) *Current Trends, Process and Practice In Mediation And Alternative Dispute Resolution*. Department of Labor, New Zealand

¹⁵ Africa Report (2012). *Fake Borders Create Real Conflicts* www.Theafricareport.com

¹⁶ Okumu , W. (2010).Resources And Border Disputes In Eastern Africa .*Journal Of Eastern Africa Studies*.

inadequate measures to resolve border disputes in the continent¹⁷. The uncompromising stands by both Kenya and Uganda in the dispute threaten the anticipations of East Africa cooperation which the East African Community is aiming to realize. This could also have an impact on trade agreements and tariffs in East Africa because they might be rendered irrelevant if the borders are closed.

Talks and negotiations have been used to manage the Migingo dispute. Even though deployment of security personnel from both sides has been the practice since 2004. The two parties have been requested in various occasions to calm down. Deployment of police officers from both countries has been the practice since 2004 but there were recommendations for peace and mediation between the two countries from December 2012 to February 2013. In March 2009, Ugandan and Kenyan government officials visited the island where negotiations took place. Nonetheless, the negotiations were not successful and Uganda's deputy prime minister Eriya Kategaya took issues with the then minister of lands in Kenya James Orengo because of regarding the Ugandan authorities as 'hyenas' when the negotiations were underway¹⁸.

Nyanza province police commissioner Joseph Ole Tito headed a team of Kenyan security senior to visit the island in 2013 and tried to reduce effects of the dispute referring to it as 'little misunderstanding'. All their efforts to neutralize the dispute in the Island have very slight influence exerting pressure from people and political leaders on Kenyan President Uhuru Kenyatta¹⁹.

¹⁷ Institute of Security Studies (2011). *Dispute Over Migingo Escalates* www.issafrika.org

¹⁸ Standard Digital News, Nairobi 2013. Kenya, Uganda in talks over Migingo Island dispute www.standardmedia.co.ke/mobile/ accessed 25 June 2019

¹⁹ Citizen News, Nairobi 2013. Meeting to Resolve Migingo Island Dispute Commences

Diplomacy calls in managing the dispute has also been reinforced by well-known researchers of International Diplomacy. For instance, Professor Okoth said that diplomacy is the most suitable choice for Kenya since it drives various benefits from Uganda through trading. He also argued that Kenya and Uganda should collaborate on region's security and international governance matters. The professor called upon the East African Community to arbitrate and solve the dispute peaceably because global laws appreciate diplomatic methods of dispute resolution²⁰.

1.4.2 Migingo Island Dispute

Migingo Island is located at the Kenya-Uganda border in Lake Victoria which was established in 1926 by the Kenya Colonies and Territory Borders. The Migingo Island territory dispute began in 2004. Kenya and Uganda claim the Island possession. There are almost 1000 people living on the Island, mainly Luos. The Kenyan government has been managing the Island from the time it was demarcated by the Britons in 1926. The Ugandan authorities set foot at the Island in 2004 and raised the Ugandan flag²¹. Uganda arrival was motivated by pirates who caused threats to fisher men from Uganda.

In 2008 approximately 400 Kenya citizens were forcefully evicted from the Island by officials from Uganda. People from Kenya were evicted because they refused to pay 50,000 Kenyan shilling, nearly 649 US-dollar demanded by Ugandan authorities as an yearly operation charges. The Kenyan government tried to resolve the matter through diplomatic interventions and in 2009 and Kenya and Uganda assigned a combined survey group who were responsible of solving the matter and they recommended security officials from the two countries should be assigned to guard the Island²².

²⁰ Kipkoech, J.(2010).*The Migingo Island Crisis: Diplomacy Is Best Conflict Resolution Method*.Alshahid Network.

²¹ Shaka, J.(2013)Migingo island: Kenyan or Ugandan territory ?*Journal of conflictlogy* 4 (2) .

²² Kilonzo, F. (2013). "Migingo Island: Mbabazi Calls For Calm". Chimpreports.com.

1.4.3 Role of Media in Informing the Public during Disputes

During disputes or conflicts, the public yearns for information, reassurance, to be guided on how to conduct themselves and for and leadership. People depend on the media get news on events as they happen and the media relies on government officials to get updates on state of affairs. Media provides the public with crucial information on politics, economy and cultural matters in their surroundings. Journalists likewise focus on major issues in society like natural calamities. The media also interprets occurring events. In many dispute situations, the ordinary person is not able to fully understand the happenings. The media interprets situations helping the ordinary people to better understand conflict situations²³. The role the media in providing information during conflict is based on different compound factors. The factors include media independence from the authorities and politicians and the relationship between the media and the conflicting parties²⁴.

Studies have established that people that who followed BBC Media Action's political discussions/debate programs were more knowledgeable and took part in politics more²⁵. In Afghanistan radio was still the utmost popular source of information in 2016, with 70.5% of respondents receiving news and information from the radio, followed by TV at 66.4 % ²⁶.

African nations have since the Rwanda genocide realized the imprudence of relying exclusively on the UN for African's safety needs. Media is producing more information on war and conflicts in Africa region. The most important role of media in Kenya is voicing out issues affecting

²³ Vladimir, B., & Schirch, L. (2012). Why and when to use media for conflict prevention and peace building. *European Centre for Conflict Prevention* (Issue No. 6).

²⁴ Puddephatt, A. (2006). Role of media in conflict.

²⁵ BBC. (2008). The Kenya Elections and their Aftermath: The Role of the Media and Communication. *Policy Briefing* (No. 1).

²⁶ <https://asiafoundation.org/where-we-work/afghanistan/survey/>

people in community since those people are not able to reach the authorities. The media accomplishes this by reporting circumstances where human rights are violated during disputes to the international community to intervene therefore providing people's attentiveness of forthcoming disputes²⁷.

1.4.4 Role of Media Diplomacy in Management of Disputes

Media could be used during conflict for peaceful negotiations, to create confidence and favorable environment for mediation. Additionally, journalists could assist in mobilizing citizens' backing for peace deals. Media activities consist of fourth estate statements, radio programs or other functions which could assist in promoting and celebrating peace agreements during conflicts. Media could also help during disputes to enhance communication between the disputing parties. During dispute, the journalists bring together the representatives of disputing parties through TV or radio programs with aim of enhancing reconciliation²⁸.

Media professionals were very influential in the promulgation of the US foreign policy agenda, formulating state army actions by establishing humanitarian intermediations to enhance international freedom and democratic practices. This gave the agenda extensive coverage because of competition amongst global news channels on whoever captures correct news first²⁹.

In Africa, various measures have been employed by media professionals to enhance peaceful existence. For instance, Radio for Peace-Building Africa (RFPA) channel was launched in 1993 by non-governmental organizations world-wide. RFPA operations were in the great lakes region of the horn of Africa, West and central Africa. RFPA trained media professionals in peace-

²⁷ Mutua, A. (2001). *A study of Propaganda and the Press in Africa*.

²⁸ Vladimir, B. & Schirch, L. (2012). Why and when to use media for conflict prevention and peace building. *European Centre for Conflict Prevention* (Issue No. 6).

²⁹ Arnold, B.(2018). Role Of Media In Peace Building.

building, dispute management and how to treat communities in conflict areas. RFPA promoted peace in its area of coverage and established collaboration between the government, other media houses and humanitarian organizations. This collaboration increased radio stations ability to point out the primary drivers of conflicts and improved general citizen's knowledge on policy information²¹.

A study on local community radio station's role in livelihood improvement in Ghana observed that —Simli Radio was used to enhance community consciousness and understanding of resolutions to community development challenges in different areas like culture, rural developments, schooling, health issues, farming and leadership amongst residents in the countryside³⁰. In 1995, 20 Hutu and Tutsi media professionals joined and established Studio Ijambo to enhance peaceful society, negotiation and forgiveness. Studio Ijambo radio produced 100 peace programs per month which were very effective in peace promotion³¹.

In Tanzania, community radio significantly helped to solve problems like land disputes amongst Maasai pastoralists in Arusha district. It made people to make changes on various aspects of how they lived including living in permanent houses, valuing the education of girl child and encouraging the community to stop social evils like marrying off young girls and female genital mutilation³². In North Uganda, media helped to promote peace in conflicting communities. Mega FM enhanced peace in North Uganda positively since 2002. The station was highly involved in encouraging LRA militias to stop hiding in the forests. LRA leaders were encouraged to tune into the station and on various occasions participated in radio phone-in talk programs and were part

³⁰ Al-Hassan, S., Andani, A. & Abdul-Malik A. (2011). *The Role of Community Radio in Livelihood Improvement: The Case of Simli Radio*

³¹ Girard, B. (2011). *Empowering Radio. Good Practices in Development and Operation of Community Radio: Issues Important to its Effectiveness*

³² Mrutu, E. (2014). *Community Radio in Africa; Case Study: Tanzania*

of negotiations with authorities and civil society leaders which was a suitable foundation in creating peace³³.

1.4.5 Challenges Faced by Media in Management of Migingo Island Dispute

Media is a strong communication tool which can be used for various positive reasons but the media faces various challenges in their role managing conflict. Regulations of media houses is a big concern of 21st century governments even though the government ideologically supports deregulation rules since it is possibly a suitable public policy tool which helps government in achieving its objectives as well as intervene the principles of freedom of speech. This is in line with the charter of the international law which permits all governments globally to control the free flow of information so as to safeguard specific interests like society morals and national security. Because of lack of government regulations for community radio stations, it is very easy to break weak rules particularly in conflict situations. As a result, a privately owned radio station might consider itself as a community radio or ethnic language radio and keep on broadcasting with impunity³⁴.

In Germany Hitler used the state broadcasting channel to cause hate for the Jews. Joseph Goebbels, Hitler's Minister of Propaganda, planned mass persuasion who highly depended on spreading propaganda messages in videos and voice broadcasts through the radio. Goebbels ordered for production of reasonably priced radio sets, put up amplifiers in public areas and sent radio security officers to assess how people used radios³⁵.

³³ Struges, D. (2010). Third-Party Techniques for Preventing Conflict Escalation and Promoting Peaceful Settlement.

³⁴ Goldstein, E. (2012) *The Internet in the Middle East and North Africa free Expression and censorship*.

³⁵ Vladimir, B., & Schirch, L. (2012). Why and when to use media for conflict prevention and peace building

In the course of 2010 elections in Ivory Coast, journalists broadcasted messages that constituted to inciting the public. The media professionals were also targeted by the protestors and some were badly injured while covering riots. In the course of the post-election conflicts after the official release of the presidential votes, the newspapers and state tv stations were utilized by the two state house contesters as an instrument to spread hate speech and a way of rallying supporters against their rivals. The two television stations propagated violent actions against their rivals and attacked media personalities from the media houses of their rivals³⁶.

In the Central African Republic, propaganda propagated via the media exacerbated a climate which contributed to displacement of about 1 million people and resulted to 75,000 refugees. During the conflicts, media was a notable means of spreading animosity which initiated revenge on Muslims against Christians. The social media platforms became more popular and it was very easy for people from the two communities to blame one another as being liable for the violent activities³⁷

The Kenya media council code of conducts requires all Kenyan journalist share news and cover all live events responsibly. This implies that media professionals are responsible for what their audiences watch, hear or read. They should also safeguard the audiences mainly their informers and avoid broadcasting hatred messages³⁸. However, after the violence that was witnessed after the 2007 elections in Kenya, the local language radios whose main audiences are the local tribesmen and broadcasted messages of hate and discord which impelled the post-election violence. The stations used coded language in reference to people from opposing ethnicity. This

³⁶ Media Foundation for West Africa. (2011). *Ban on international media lifted by Ouattara government*

³⁷ MRG. (2013). *Annual survey: Hate crime towards minorities and indigenous peoples in Africa*

³⁸ Amutabi, N. (2009). *"Challenging the Orthodoxies: The Role of Ethnicity and Regional Nationalism in Leadership and Democracy in Africa"*

contributed to provoking of feelings of hostility and hate amongst Kenyans in the whole country and therefore fuelled the post-election violence³⁹.

Privately owned media houses in Kenya have increased at a very high rate since implementation of digital migration. The growth of privately owned media houses has contributed to existence of more unprofessionally trained journalists. The journalist who are not experienced might side with their tribesmen, report news in one-dimension and such journalist do not have the ability to cover news in conflict situations. They might also lack the knowledge to handle interviewees who make inflammatory statements. The unprofessional journalist practices eventually constitute to a poorly informed people who just access one side of a story.

Political influence over broadcast media is compounded by broadcast media becoming the most popular source of news and information in Kenya. Kenyans have access to dozens of domestic terrestrial and satellite stations. Following establishment of many radio stations in Kenya, communities and people mostly use them to endorse their interests⁴⁰.

1.4.6 Summary of Literature Review

This segment provides a summary of related literature on media's role in dispute management. The studies agree that journalists have become a significant part of conveying information on disputes and media could be used during disputes to convey messages between the disputing groups where the media is invited to call upon the kingpins of the disputing groups via the TV or radio productions in an attempt to resolve disputes and media also faces challenges in their role of dispute management. However, majority of studies reviewed focused on role of media during

³⁹ Mbeke, P. (2009). *The role of media in conflict and peace building in Kenya*. Nairobi: InterNews Network.

⁴⁰ Chebii, K. (2014). *The role of media in conflict management*. Unpublished IDIS Thesis, Kenyatta University.

conflict related to civil wars globally and studies carried out focused on conflict after elections. There is no study carried out in Kenya on the role of media coverage in dispute resolution on Kenya-Uganda disagreement over Migingo Island. This study aimed at filling this study gap.

1.5 Justification of the Study

Media is the 4th pillar of the society after parliament, the presidency and courts as it plays an essential role in influencing the public opinion and way of life. Media influences peoples' lives (ideas, approaches, preferences, way of life, decisions) by educating, informing and entertaining. Media can also be employed as a means for dispute resolution and building peace by impartial broadcasting and peace journalism. However, media could further be used to promote conflicts. For example, subjective reporting could polarize a nation therefore promoting or escalating conflicts.

Findings of this study might be applied in theory and practice for the Bilateral Diplomacy and conflict resolving in the disputed Migingo Island, as it contributes to knowledge advancement on the discipline of the International Relations. The findings will provide data that might help security policy makers, law enforcers as well as politicians to come up with suitable decisions on disputes/conflicts prevention by warning people and sensitizing the media that their actions could cause conflicts. As a tool for enhancing peace, the study may encourage media practitioners to embrace set policies and ethical standards which regulate the conduct of the media fraternity. The study also contributes to knowledge with regards to media activities and dispute resolution and supporting issues of peace journalism during conflict.

1.6 Theoretical Framework

This study was anchored on libertarian theory. The libertarian theory was developed by Burchill, Linklater, Devetak, Donnelly, Paterson, Reus-Smit & True in 2005. Libertarian theory supports the

responsibility of journalists in adherence to rules established to make sure that the ethics are observed by journalists in their line of duty. The libertarian theory, because of the freedoms it offers, it is suitable for the media's role in facilitating negotiations for peace agreements. The libertarian theory has some weaknesses because the media is not wholly regulated by the government and is an independent unit therefore there are chances of advertising and broadcasting fake news⁴¹.

Libertarian theory advocates for journalists to act as news providers conveying factual and accurate news with slight or no government interference. Consequently, people holding high positions in government and companies cannot influence the media to satisfy their interests. Journalists should work within the laws in order to practice impartial coverage hence advocating for peacebuilding. A government always aims at improving people's freedom in order for them to live comfortably without other people interference. A government should formulate laws to protect its people and also respect people's right to life, freedom and assets. Therefore, Kenya and Uganda should come together to negotiate and be ready to sit in mediation table for the sake of the poor people living in the disputed island. This can only be enhanced through media reports aimed at building peace and not provoking violence.

1.7 Research Hypotheses

1. There is significant relationship between media information and dispute management of Migingo Island.
2. There is significant relationship between media diplomacy and dispute management of Migingo Island.
3. There is significant relationship between media challenges and dispute management of Migingo Island.

⁴¹ Mishra, M. (2014). Libertarian theory in practice.

1.8 Research Methodology

This segment covers methods and techniques that were used to collect data. It discusses research design, targeted populace, sampling procedure and sample size, instrumentation, data collection, data analysis procedures and ethical considerations.

1.8.1 Research Design

A research design refers to a plan of research to get answers to research questions⁴². A research design constitutes the blue print for data collection. Mixed research designs were used that is the Ex-post facto and Phenomenology research design. Ex-post facto design was used since the study was on disputes which has already occurred. Ex-post facto Survey was selected because it allows the collection of data relatively quickly and effectively and getting permits to carry out the study is not very hard and little time is required to carry out the research. Phenomenology research design involves collecting data through interrogation using interview guides. Phenomenology research design was chosen since it allows collection of qualitative data relatively quickly and effectively and getting permits to carry out the study is faster and it takes less time to conduct the study.

1.8.2 Target Population

Target population is a whole group of people, happenings or things that have similar notable features to which a scholar hopes to simplify the study findings⁴³. The proposed populace for this research was 1000 residents in Migingo island and 60 news editors from the five mainstream media companies in Kenya namely royal media, standard group, media max, nation and Kenya broad casting corporation (KBC).

⁴² Kothari, C. (2008). *Research Methodology, Methods and Techniques*,

⁴³ Mugenda, O. & Mugenda A. (2008). *Research methods Qualitative and quantitative approaches*

1.8.3 Sampling Size and Sampling Procedures

Sampling is a process of choosing a subset of a populace so as to draw conclusions about the whole set⁴⁴. A sample is therefore a lesser group chosen from the study populace. The formula which was used to get the sample size was 10 to 30% as recommended by Mugenda & Mugenda. Simple random sampling helped in sampling 10% of the residents hence 100 residents took part in the study and 30% hence 18 editors. The study therefore comprised of 118 respondents as presented in Table 1

Table 1: Sampling framework

Category	Target population	Sampling procedure	Actual Sample	Percentage (%)
Residents	1000	Simple random	100	10
Media editors	60	census	18	30
Total	1060		118	-

1.8.4 Research Instruments

The researcher collected data from primary sources. The primary data was obtained using questionnaires and an interview guide. The questionnaires are more efficient in collecting data because they require less time, less expensive and allows collection of information from large populations. In this study, the residents' questionnaire was used. The questionnaire comprised of four sections. Section A was restricted to items on background details of the respondents which included their age, gender, nationality and occupation, section B contained questions on the role of media in informing the people during conflicts, Section C contains questions related to role of media diplomacy in management of Migingo Island conflict and section D contained questions related to challenges faced by media in management of conflicts. The researcher used interview guide to gather information from the media editors. The interview guide covered the background

⁴⁴ Orodho, J. (2004). *Techniques of writing research proposals and reports*

information of the editors, role of media in informing media, role of media diplomacy in the management of Migingo Island conflict as well as challenges encountered by media professionals in management of conflicts.

The researcher conducted a pilot test on research tools where the instrument were tested for validity and reliability. A pre-test comprises of between 1 to 10 percent of the targeted populace. Therefore the study was piloted on 20 residents of Migingo Island. The residents in the pilot test did not play a part in the final data collection. Pilot study was conducted in Migingo Island.

Validity is the suitability, correctness and relevance of the specific research tools⁴⁵. The validity is improved after the pilot study. The researcher used face validity to assess and develop an informal decree on whether or not the test measures whatever it is aimed at measuring. Content validity was used to assess whether the items in the questionnaire answered the research objectives. The supervisors who are experts in peace studies and international diplomacy validated the instrument through expert judgment.

Reliability was tested through Cronbach's Alpha Coefficient method. This technique involved administering the questionnaires twice within a period of two weeks after which the scores in the two sets were correlated. Cronbach's Alpha Coefficient was employed since it measures the internal consistence of items in the questionnaire. The alpha coefficient values range from 0-1 and the nearer Cronbach's alpha coefficient is to 1 the higher the internal dependability of the items in the scale.⁴⁶ Cronbach's Alpha Coefficient value of 0.7 was used as the cutoff and every

⁴⁵ Best, J. & Kahn, A. (2006). *Research in Education 9th ed.*

⁴⁶ Zikmund G., Babin, J., Carr, C. & Griffin, M. (2013). *Business Research Methods*, Cengage Learning Custom Publishing.

item that recorded a value of below 0.7 were regarded as weak, hence adjusted or not included in the final questionnaire.

1.8.5 Data Collection Procedure

After checking research instruments validity and reliability, the researcher proceeded to the field for the purpose of data collection. Written letters of introduction seeking permission to avoid any mistrust and withholding of information were submitted to the respondents. The researcher then paid a visit to the Island and administered the questionnaires in person to the people who were sampled. The respondents were guaranteed that stern discretion would be observed in handling the responses. The answered questionnaires were picked up at the agreed time.

1.8.6 Data Analysis

In this research the data was analyzed both qualitatively and quantitatively. Quantitatively the data was analyzed using statistical package for social sciences (SPSS) version 21 and quantitative descriptive statistics which included frequency, percentage and mean. Data were presented in statistical tables. The analysis was generally on respondents' sentiments with regards to the role of media. Qualitative data that was generated in the study was organized in themes and patterns, grouped through content analysis and then tabulated. In order to test the study hypothesis, the study used Pearson Correlation coefficient whereby. Correlation coefficient (r) ranging from 0.10 to 0.29 shows weak correlation, 0.30 to 0.49 is regarded as medium and whereas 0.50 to 1.0 is regarded as strong. The variables were significant at 0.05 level of significance (Sig. 2-tailed).

1.8.7 Ethical Considerations

Ethical considerations should be observed in every study. In this study, the researcher observed and adhered to all ethical issues including proper conduct while obtaining data, avoiding copy pasting literature from other scholars and deception, discretion and secrecy of the data collected from the sampled populace, avoiding bodily and mental injury to respondents, getting voluntary and informed permission from the residents and media editors and reporting the findings. The

researcher also applied for a research permit from the National Council for Science Technology and Innovation (NACOSTI).

1.9 Scope and Limitations of the Study

1.9.1 Scope of the Study

This research focused generally on the role of media in management of Migingo Island dispute. The study further assessed the role of media in informing the public during conflict, role of media diplomacy in management of disputes and the challenges facing media in management of Migingo Island conflict. The sample populace for this study was limited to residents of Migingo Island. The residents must have lived in the disputed island for a span of more than five years. This was to certify that the residents were best suited to respond to queries related to media and management of Migingo Island dispute.

1.9.2 Limitations of the Study

The limitations included unwillingness of residents and to take part in the study due to fear that they might be probed. The researcher assured the respondents of privacy and anonymity. Language barrier was also a limitation since majority of the residents are not literate. To overcome this the researcher sought the services of an interpreter to interpret the questionnaires to the respondents. Getting the media personalities was difficult due to their busy schedules. To overcome this limitation, the researcher booked early appointments and adjusted time for data collection where necessary.

CHAPTER TWO

ROLE OF MEDIA IN INFORMING PUBLIC

2.1 Conflict Reporting

Developing communications gadgets like mobile phones and laptops are helping media personnel to collect and convey news easily from various parts of the globe. The innovations in the media sector has contributed to compressing of time, space and ways through which people see scenes of people demonstrating, rioting as these events happen in various towns or streets. The scenes do not just inform people globally but might initiate campaigns of violence in the home countries⁴⁷.

The media provides members of the public with essential information on their environment (governance, ethnic, societal issues) and response to other impending glitches (meteorological conditions, traffic flow, natural calamities). The media make people to understand events as they happen and help them to make sense of the conflicts. With the advancement of technological advancement and improvement of innovative communication mediums like the internet, media plays a progressively more important role in day to day through facilitating smooth communication of events as they happening and entertaining their audiences. Journalists reporting of disputes focuses either on war and intensify it or focuses on peace and possibly influence the conflicts by enabling conflict resolution. Media journalists do not just report the conflict events but they also give the parties taking part in the conflicts or concerned third parties, a chance to give their opinions⁴⁸.

⁴⁷ Chin, Y. (2010). 'Development Communication in Asia' in Jan Servaes, ed. *Walking On The Other Side Of The Information Highway*. (Penang: Southbound, 2010).

⁴⁸ Gilboa E. (2011). *Diplomacy in the Media Age: Three Models of Uses and Effects, Diplomacy and Statecraft*" 12(2) 2011: p1-28

While the provision of information is a positive effect of the media, because it increases cognitive knowledge, public reliance on the media is all encompassing. Therefore, the media can increase knowledge, limit the range of ideas that the public is exposed to, or even disseminate falsehoods. Thus the media is overwhelmingly influential in determining the public agenda and framing the boundaries of public discourse. During a conflict, lack of information can lead to public desperation, restlessness and vulnerability to political manipulation for violent ends. Reliable information is important in any conflict situation because of conspiracy theories, rumours and propaganda. Straightforward and neutral information is also essential for relief organizations if they are to win necessary support and trust of the population involved in disputes. Such information may not be news in the strict sense but should be objective and credible⁴⁹.

During dispute, the media sensitize the citizens on activities happening near them and educate them on the importance of truths. In dispute circumstances, the people are yearns for information, for assertion, for direction and governance, while at times disputes might force people to join hands to pursue solutions for peace to reign. People depend on the media to be informed while media depends on the security officers to brief them on the situations on conflicting grounds. Conveying information is very crucial since lack of information causes anxiety amongst members of the public which makes them prone to being manipulated. People from dispute prone areas are expected to make cautious and sound decisions that are essential in strengthening their societies. Therefore, during conflict situations, the media should not be afraid when broadcasting since people will definitely need communication on potential conflict situations as well as how to overcome the challenges⁵⁰.

⁴⁹ Price, M. & Thompson, M. (2012). *Forging Peace: Intervention, Human Rights, and the Management of Media Space*. Indiana University Press.

⁵⁰ Kuusik, N. (2010). *The Role of the Media in Peace Building, Conflict Management and Prevention*. E-International Relations.

Profound and cautious journalism of disputes is highly encouraged while conflict situations emerge. It is alluded that journalists who cover dispute situations in their home nations might be compromised or influenced to cause animosity on people by becoming prejudiced and spreading hatred speech. The media has a duty to let know people and political leaders know the nationwide matters, recommend means to uphold as well as safeguard peoples right in every country. As a watchdog, journalists are the “eyes and ears” of the citizens. They are responsible for defending people against potential abuses of societal rights⁵¹.

Radio is the most widespread, successful and reasonably priced medium which suits rural and urban communities and can reach to many people spread in a wide geographical area. Informing people in dispute zones can aid in acceptance and trust. Nonetheless, merely informing the audience is not satisfactory since it is a one way process. Media organizations should create avenues through which both sides in a dispute can actually communicate, listen to and give room to any one who would like to give suggestions, query, doubt or criticize the program or news aired⁵². Mass media broadcasts through radio and television are very successful in making the audiences feel connected to one another and assisting them deal with losing loved ones or properties and stress related to conflict situation⁵³.

⁵¹ Spurk, C. (2011). *Media and Peacebuilding Concepts. Actors and Challenges, Working paper 1/02.*, Swisspeace: Bern.

⁵² Bratic, V. (2006). Media Effects During Violent Conflict: Evaluating Media Contributions to Peace- building. *Conflict and Communication Online*, 5(1).

⁵³ Hannides, T. (2015). Humanitarian broadcasting in emergencies - A synthesis of evaluation findings, Research Report Issue 7. BBC Media Action, London

Accountable reporting does not only re-publish media briefs but it concentrates on a honest and fair coverage of happenings. To achieve this, media professionals should not judge the public and should describe actual state of affairs without manipulating information. If a democracy is to function successfully, members of the public must get access news and information; analyze status quo, participate in discussions, exchange of practical information and not forgetting entertainment that is provided by the media.

Using community radios to convey news could greatly help to reach people in various locations and using different languages at ease. The public could be spoken to directly and how they live could be discussed in a better way than with a media that does not understand people's language. An additional benefit of community media particularly radio is it is easier to broadcast peace messages to conflict perpetrators in conflict situation or refugees in the camps at the borders. It is important that the information used in a community is not just negative but the public actively takes part in coming up with contents to be broadcasted⁵⁴.

Disputes within a country do not happen unexpectedly but they all have a history. The Native media understands better the prevailing political structures, the people who take part in the disputes and the possible causes of conflicts. Unlike intercontinental journalists reporting disputes, local journalists are considered as members of community and are able to gain access and heighten or reduce fear amongst members of the community. The media can neutralize conflicts before becoming precarious and observe the government, society and opposition keenly.

⁵⁴ Deutsche, W. (2008). Global Media Forum Media in Peace building and Conflict Prevention. p.59-6.

Through disseminating reliable information and reaching many people, the media assist in disputes resolution and support democratic principles⁵⁵.

Public expect media to be truthful, to prove that their main loyalty is to the members of the public, uphold independence from the people they cover, monitor power and give voice to the voiceless, provide a platform for public to criticize the government and solve their problems. Journalists should use appropriate language. There is need to avoid adjectives like “brutal”, “cruel” and “barbaric”. This is because the emotion of the journalist takes center stage and is viewed to be taking sides in the dispute. Avoidance of descriptions like “terrorist” and “extremist” shows bias.

Also to be avoided are victimizing language like “devastated”, “defenseless” and “pathetic”. Such words can be disempowering. When disputes happen, the reporting of them must also be done devoid of emotions and other prejudices by a journalist. The job of a journalist is to try and understand not emotionally but historically the dispute at hand⁵⁶.

Disputes are key raw materials for substantial human interest stories where media professionals might seek to find sorrow and calamity, boldness and comradeship’s, acts of selfishness and personal experiences of misery. One critical concern to covering news and disputes especially is to what extent a journalist should be involved within the dispute. A journalist should get as close to a story as they can and sometimes that means becoming a casualty either physically or

⁵⁵ Westphal, F. (2004). The Right Information at the Right Time. URL: <http://unesdoc.unesco.org/images/0013/001389/138983e.pdf> page 27-29

⁵⁶ Whiteker, R., Ramsey, J. & Smith, R. (2009). Media writing: print, broadcast and public relations. New York City: Routledge

emotionally. The journalist should however ensure they still show commitment to professional and conflict sensitive reporting⁵⁷.

Ersoy noted that media personalities do not always observe the principles of peace journalism while preparing to report on conflict situations. Reporting without adhering to the principles of peace journalism causes violence and animosity. Amongst the duties of a reporter in conflict areas include the essential importance of handling events from peace journalism view point⁵⁸. Peace media professionals aim at uncovering causes of dispute and the main objectives of everyone who takes part in dispute and at the same time ensuring that all victims are not dehumanized. The media professionals do not exploit the people's loss and their agony but they ensure that they practice balanced reporting. Peace journalists also show how effortlessly information could be manipulated. The ethical guiding principle for this type of coverage is to find individuals who employ peaceful methods, are opposed to war and violent acts and record the anguish and loss from every side⁵⁹. The ten commandments of peace reporting developed by Lynch and McGoldrick⁶⁰ are:

Keep in mind that whenever bulls fight, the grass is also suffers so consider the innocent grass; consider the opinions and welfares of every party involved in disputes; There is no particular truth but various truth exists from different viewpoints; never rely on one source of news especially the government which controls the sources of news; Establish a suitable sense of cynicism; Always Keep in mind that broadcasting is a symbolizes the situation on the ground; Prejudice is poses danger to people living conditions; The reporter, her media house and the news sources are not to be exempted; Allow the oppressed and peace ambassadors to air their opinions and support them; Look for nonviolent resolutions to disputes; Journalist covering of disputes could escalate the menace if it intensifies polarity and animosity; Reporting dispute situations could become part of resolution if it creates tension in any disputing community to facilitate peace agreements and peaceful solutions to end conflicts and Continually practice the

⁵⁷ Cottle, S. (2012). *Mediatized Conflict*. England: Open University Press

⁵⁸ Ersoy, M. (2010). *Peace journalism in Turkish Republic of Northern Cyprus news media*. Unpublished master thesis. Eastern Mediterranean University, Cyprus

⁵⁹ Himelfarb, S. & Chabalowski, M. (2008). *Media, Conflict Prevention and Peace building: Mapping the Edges*. United States Institute for Peace. URL <http://www.usip.org/resources/media-conflict-prevention-and-peacebuilding-mapping-edges>

⁶⁰ Lynch, J. & McGoldrick, A. (2005). *Peace journalism*. Stroud: Hawthorn Press

recommended journalist principles of accurateness, authenticity, impartiality in addition to respecting people's rights and self-respect surpass your individual tribal, nationwide, or philosophical prejudices to see and represent the conflicting parties equally and truthfully. (Pg.113)

Media's role in any specific dispute shouldn't be overestimated. For example, during First World War media professionals failed to inform people satisfactorily. Tony Harcup argued, in "*Journalists Values and Practices*" that: "If only public were actually aware, the conflict might have been put to an end the following day. But as a matter of the truth, people were not aware and cannot know. The reporters in the conflict zones do not report accurately and the censoring might hinder the public from knowing the truth"⁶¹ (p. 62).

The dominant actions of journalist in conflict situation was when the Life Magazine decided to cover a page of the magazine with photographs of 242 United States militaries who were lost their lives in Vietnam after fighting for seven days. This form of coverage inspired the commander of the US army in Vietnam, General William Westmoreland to blame journalists of assisting to create a National Liberation Front triumph. A BBC World Television News Service conveyed a very instantaneous video tape of violent conflicts when Hindu shrine was attacked by Muslim militias. Many Indians viewed the terrible acts and prompted extensive conflicts countrywide. Consequently, the journalist broadcasting of the conflict became key to describing of the conflict itself. In Serbia, television was manipulated to cause tribal pressures the civil war. The main losers of unprofessional reporting are the ordinary citizens – the entire generation influenced by manipulated information, who are not aware of the whole truth. Biased reporting result to spread of propaganda and eventually the "truth" since the actual information is not

⁶¹ Harcup, T. (2004). *Journalism principles and practice*. London, UK: Sage Publications.

available or is withheld intentionally. In Soviet republic of Georgia, border war was escalated because of dissemination of pro-self-rule myths that were broadcasted and printed.⁶²

The media constitute a very crucial source of information on politics and disputes for many people in sub Saharan Africa, giving it a considerable amount of influence over people's perceptions, opinions and behavior. This is the main reason as to why all parties in armed disputes: government authorities, armed militias and other combatant sides' aim at exploiting the media to nature their objectives through aligning their actions to the journalist activities. Conflict in Africa has since after the second world War accounted for approximately 90% of entire global wars which all experienced almost zero media coverage.

Reporting on dominant conflicts in Democratic Republic of Congo (DRC) that ensued to death of more than a million people in 2000 was nearly inconsequential. Reporting on conflicts and disputes in Kenya do not have a brief elaboration of the primary causes of conflicts and just reflects on simple causes that do not convey satisfactory responses to audiences⁶³.

However, current information in the mainstream media in Kenya is questionable on the responsibility, objectivity and impartiality of journalists in covering disputes. An example is when one honored newspapers in Kenya stated that alleged Pokot attackers from Eastern Baringo raided Turkana make shifts in Baragoi and Samburu regions stealing more than 3,200 livestock. Journalists might need to focus beyond conveying facts to news editors by giving satisfactory and honest information to create understanding for every party that takes part in a conflict. Media

⁶² Virgil, H. (2010). 'The Other Side of the CNN Factor: the media and conflict' *Journalism Studies*, Volume 3, Number 2 (2010), pp. 225-240.

⁶³ Vladislavljević, N. 2015. *Media Framing of Political Conflict: A Review of the Literature*. Belgrade: Media, Conflict and Democratisation (MeCoDEM)

professionals must also keep off from just simply reporting issues by investigating more and verifying the source of their information so as to maintain the dignity of their employers and also to upraise the role of journalists in peace building⁶⁴. The principles of fair and balanced coverage as well as considering the social responsibility of the media is critical when covering conflict situations. Mutua agrees when he observes that⁶⁵,

The violence that happened after 2008 election tarnished the image of media stations in Kenya. Unethical broadcasting by Kass FM escalated the violence in most parts of Kenya especially Rift Valley. Musyi FM practiced more ethical reporting on the violence in comparison to Kass FM. When reporting on conflict situations journalists normally do not observe the principle of social responsibility and hence worsening the conflicts as the community members develop destructive opinions towards one another (p.52)

Prejudiced and false broadcasting might cause skepticism and disillusionment on the impartiality of role of media during conflicts, particularly in a divided and ethicized community where part of the community members have a feeling of being underprivileged on issues of media reporting. If impartial conflict coverage is not considered, citizens might infer this as negligence by news reports, news editors and the entire media houses. Violence and dispute -related reporting have besieged the media globally. Reports on border conflicts and genocide have attracted global attention hence news on development and commentaries are overlooked. This is could pose danger especially when a country willingly and passionately embraces this form of violence based media⁶⁶.

⁶⁴ Oriarie, M. (2009). The Role of the Media in Conflict (Radio and Others) Report Presented to the Internews Network, Nairobi April, 2009. [Online] Available at: http://www.internews.org/pubs/kenya/LiteratureReview_ReportingPeaceKenya_20090415.pdf

⁶⁵ Mutua, E. (2010). Media and Social Responsibility: an investigation into Post-Election violence coverage by Kass and Musyi FM, University of Nairobi.

⁶⁶ Susan, H. (2009). In the global Village, Can War survive? MARQ.L.REV.25.

2.2 Empirical Studies on Role of Media in Informing Public

Relly assessed the gushing impacts of managing emergency during crisis in Netherlands. Primary data by use of 41 semi-structured interviews. Qualitative research design was employed. Findings established that first informants' and citizen correspondents give first-hand view points on emergencies which assist emergency supervisors to sensitize people on emergencies. In addition, conventional media have always performed an important role in sensitizing people on calamity risks. The news reporters contribute significantly to flow of information during and after catastrophes and printed and broadcasted media are still the highly dependable and influential sources of news in conflict situations⁶⁷.

Ghassabi and Zare-Farashbandi research concentrated on role of media in informing public in conflicts. The study used survey method. Cluster sampling technique was employed to sample 350 respondents. Data was collected using questionnaires. The findings established that many people were watching news on mainstream media stations. Findings also established that the journalists performs a crucial and positive role in reporting crisis situation leading to action by humanitarian organizations. Many people who responded to the study survey tools followed news of the incidents till the reports emanating from the conflict come back to normalcy. Findings also established that every form of media performs a crucial role in crisis resolution, before alarm systems and public education with regards to conflict resolution hence performing a significant role in decreasing the fatalities and money losses as a result of the calamities. The public expects

⁶⁷ Relly, P. (2016). Modelling of Dependencies and Cascading Effects for Emergency Management in Crisis Situations. Unpublished International Diplomacy Thesis. University of Sheffield.

the journalists' reports during and after catastrophes and disputes to be truthful, impartial and not promotional to enable detailed and truthful reporting⁶⁸.

Ranjan examined the role of media in dispute resolve in Sri Lanka. Content analysis was employed in the study. Three newspapers were selected on their news coverage of the incident on the ground. Findings established that: the public relies on the media to isolate truth and concrete actualities from expectations and spin, to offer a dependable description of activities happening on; the newspapers have built-in agenda and they represent these personal/political agendas and/or biases when they report facts; the ownership of the media decided what, when, where, why and how to report and neutral reporting about the incident leave readers confused about where the truth lay and more likely to doubt their own ability to ever determine it⁶⁹.

Matthew and Yuri examined media ownership and news reporting of international disputes. Qualitative research design was adopted. Secondary data was collected from 598,981 papers on U.S. guided soldierly activities in Libya, Iraq, Afghanistan and Kosovo, printed by 2,765 printed media in 110 nations. Findings established that self-governing print media houses provide detailed reporting as well as emphasized more on army and policy matters (hard news). Television and Radio channels in bigger owned networks show contrasting patterns – occasionally reporting and put emphasized more on stories that are of interest to people and socialites' stories (soft news). Print media possessed by similar mother companies are likely to

⁶⁸ Ghassabi F & Zare-Farashbandi F. (2015). The role of media in crisis management: A case study of Azarbayejan earthquake. *Int J Health Syst Disaster Manage* 2015;3:95-102

⁶⁹ Ranjan H. (2014). *The Role of Media in Conflict Resolution*. Unpublished Med. Thesis. Sri Palee Campus.

have the same type of covering news. In addition, the merging of media houses into bigger, multinational entities leave the public with little information to assess⁷⁰.

Happer & Philo examined the effect of the media on people's opinion and attitudes and its relationship to societal changes. The study used phenomenological research design. Data was collected from secondary sources. Findings established that: the journalists plays a key role of informing the people on whatever is happening globally especially in areas audiences lack adequate knowhow or experiences and the media strictly limits the information which is easily understood by members of the public⁷¹.

Calutan research focused on establishing how internet news media were attentive to the border disputes as well as establishing whether internet news media reported the conflict to create peace, conflicts or neutral. Content analysis was used. The study established that the ASEAN (Association of South East Asian Nations) Sea dispute was given very little consideration by many online news media. The study further established that conflict journalists' frames were the key indicators used instead of peace reporting. The measures were elite-alignments, biased one-party-alignments and different orientations. It was further revealed that the strong relationship amongst the ASEAN member countries contributed to prejudice reporting towards the Philippines⁷².

⁷⁰ Matthew A. & Yuri M. (2012). Media Ownership and News Coverage of International Conflict. Unpublished IDIS Thesis. University of Michigan.

⁷¹ Happer, C. & Philo, G. (2013). The role of the media in the construction of public belief and social change. *Journal of Social and Political Psychology*, 1 (1). pp. 321- 336. ISSN 2195- 3325

⁷² Calutan, V. (2015). Framing Analysis of ASEAN Online News Media Coverage of South China Sea Dispute between China and the Philippine. Unpublished Undergraduate Thesis. University of the Philippines.

Viggo study assessed media's role in modern war in Libya. The researcher emphasized on the how the media covered and analysed the conflict. The study highlighted that the media had double standards while reporting the wars between Iraq and Libya. Findings established that the media polarized people into the ruling and the politicians by using "oppositional metaphors" ("us" vs "them")⁷³.

Tita & Tanjong paper aimed at understanding how the Cameroon newspaper informed and educated the public on the along the border disputes. The two newspapers were scrutinized through content analysis. Findings revealed that reporting on disputes by two Cameroonian newspapers concentrated on Cameroonian authorities' interference on along the border disputes. The coverage focused more on the soldiers and their actions instead on the extensive and more unglorious humanitarian costs of disputes⁷⁴.

Langer, & Leila investigated the extent to which Nigerian print media practiced peaceful reporting by putting into consideration main causes of conflicts during dispute coverage instead of emphasizing on tribal and religion divisiveness. Sequential mixed methods research design was used. Interviews guides were administered on Nigerian print media editors and reporters. Findings revealed that print media in Nigeria do not clearly use conflict-ridden language when conversing about conflicts, but they hardly focus on main structural drivers either. Even though there is a readiness amongst Nigerian reporters to evade probable inciting language, a shortage of

⁷³ Viggo, M. (2011). *Forging Peace: Intervention, Human Rights and the Management of Media Space*. (P. M. Taylor, Ed.) Edinburgh: Edinburgh University Press.

⁷⁴ Tita C. & Tanjong E. (2016). Nexus of conflict reporting: Analysis of Cameroon newspaper coverage of cross border conflicts. Department of Journalism and MassCommunication, University of Buea. Journal of The Cameroon Academy of Sciences Vol. 13 No. 1&2 (2016)

facilities and capabilities hinders self-governed and detailed analysis on the main causes of conflicts⁷⁵.

Bukar examined the extent to which print media covered the conflict in Northern Nigeria. The study looked at reports on conflict and compared the different reports paper by paper to reveal bias, ideological leanings and emphasis given to reports on conflict in Northern Nigeria. With the content analysis, the study established that an efforts to practice conflict-conscious coverage by the print media was not intensive. The interview revealed that all the newspapers under study saw themselves as objective and balanced. Another finding of this study was that the amount of coverage given to conflict in Northern Nigeria was determined by the location and ownership of these newspapers⁷⁶.

Lore conducted a research to assess influence of the media as an informer and interpreter on peace building in post-independent South Sudan. The study employed descriptive survey. The study populace included media houses in the post independent Southern Sudan, Non-Governmental Organizations, Government officials and the General public. Simple stratified random sampling helped in sampling 50 Non-Governmental Organizations, Government officials and community members. Data for the study was obtained using primary data which was obtained by interviewing media personalities who participated in dispute and peace building efforts. The interviews were carried out using an interview guide. Secondary data were retrieved through analysing and reviewing books, journals and papers. Findings revealed that media was actively involved in reporting and as well participated in mediation processes after the civil war

⁷⁵ Langer, A. & Leila D. (2013). Centre for Research on Peace and Development (CRPD), KU Leuven, Parkstraat 45 (3602), 3000 Leuven, Belgium. Email.

⁷⁶ Bukar, U. (2014). Conflict-Sensitive Reporting In Northern Nigeria: A Study of Select Newspaper Reportage. Ahmadu Bello University.

in Sudan. In addition, media was a strong tool that acted as an information provider and interpreter. It was also a strong means of building diplomatic relationships and also for policy making on peace building⁷⁷.

Moges examined how The Daily Monitor and The Ethiopian Herald journalists reported tribal conflicts that existed from 2005 to 2013, in Ethiopia. The two English daily print media were purposively sampled because they reach many regions in the country and long period of existence in the media industry and their concentration on up-to-date matters. Primary data was collected using interview guides. The study used content analysis. The findings showed that just a few internal conflict news were emphasized on by the selected print Medias and reporters preferred to refrain from covering tribal conflicts. This was because the reporters always mind about their security and self-censorship leading to the omission of stories related to tribal conflict in the studied print media⁷⁸.

Mubiri conducted a study to establish the similarities and difference of journalist reportage of the Rwanda and Kenya conflicts. The study used Agenda setting theory. Both questionnaires and interview guides helped to gather data. The results showed that mass media especially radio played a key major part in intensifying conflict by spreading hate messages through its programs. The study also established that the level of Professionalism among media practitioners is still a problem in Rwanda and Kenya⁷⁹.

⁷⁷ Lore, M. (2012). Influence of The Media As Information Provider And Interpreter on PeaceBuilding Inpost-Independent South Sudan. Unpublished IDIS Thesis. Kenyatta University.

⁷⁸ Moges, M. (2017). Ethiopian journalism from self-censoring to silence: A case of reporting on internal conflict. ESSACHESS - Journal for Communication Studies. 10. 111-128.

⁷⁹ Mubiri, M. (2014). Media and Conflict: A Comparative Study of 1994 Rwanda Genocide and 2008 Kenya Post Election Violence. Unpublished IDIS Thesis. University of Nairobi.

Gakunju conducted a study to explore the extent to which journalists enhanced resolution and lasting peace in Kenya. The study used qualitative study design and used open-ended questionnaires and non-formal gatherings to collect data . Findings revealed that the journalists conducted the information conveyor role and irrespective of the horrific details of the after - election violence, media broadcasted results of the post-election conflicts very fast by airing mass property destruction , violent acts aired during the day on TV which were unsuitable for entire audiences and the photos dead people along the streets. As a result, the Kenyan authorities banned the journalists from covering the events live because of the imprudence it exposed⁸⁰.

Mohamed study focused on effects of citizen journalism on terrorism reporting. The study data was obtained with help of primary and secondary data sources that is interviews and questionnaires. This study established a range of problems in reporting on terrorism which were political, ethical and structural. This is an evolving issue as both the nature of terrorism and media environment continue to keep changing⁸¹.

Radoli examined effect of media broadcasts on democratic process and the public in Kenya. The study employed grounded theory research methodology. Primary data were obtained through interviewing 12 respondents. Secondary data was collected from recorded documents. Findings indicated that omitting main principles of media freedom in Kenya's constitution hinders the

⁸⁰ Gakunju, M. (2016). Effect of Media on Peace building in Kenya : a case of the 2007/8 PEV. Unpublished IDIS. Thesis. Norwegian University of Life Science.

⁸¹ Mohamed, A. (2016). Citizen Journalism and Conflict News Reporting: A Case Study of the Garissa University Terror Attack. Unpublished IDIS Thesis. University of Nairobi.

independent responsibility of journalist of informing people. It similarly hinders the willingness to look at socio- political matters which informs the human rights agenda⁸².

Chebii analyzed media's role in dispute resolve with reference to Violence which broke out following the 2007 general elections in Kenya and Uasin Gishu County as a case area. Descriptive research methodology was used. Stratified sampling method was employed to sample 373 respondents. Primary data was obtained using questionnaires and in-depth interviews. Other sources of primary data included analyzing of newspapers, TV programs and state and non-state reports on media and conflict resolution. Secondary data were collected from both printed and unprinted sources like books, journals, dissertations, academic papers, TVs and radio reporting especially prior, during and after 2007 election.

The research revealed that the most dominant media of conveying conflict reports in Kenya was radio. This was because of its capability to cover very marginalized areas of a country, less costly broadcasting and requires little capital to set up in comparison to other mass media, therefore eradicating the illiteracy barriers to sharing news, information or propaganda. Public opinion was influenced by the news spread via the radio which appealed them based on their ethnicity. Radio is also most preferred by illiterate people who are the majority in the rural areas since most radios broadcast in ethnic language⁸³.

Malakwen conducted a study to assess how media considered peace building while practicing their role of informing, interpreting and as a watchdog. The study populace was the editors and

⁸² Radoli, N. (2011). The Effect Of Media Messages On The Political Process And Audiences. Unpublished Med. thesis. *University of Tromsø*

⁸³ Chebii, K.(2014). The role of media in conflict management, with reference to 2007/08 Post Election Violence in Kenya and Uasin Gishu County Unpublished IDIS Thesis. Kenyatta University

media professionals from the media industry and religious leaders. Stratified and simple random sampling methods were employed in choosing 210 respondents. Data was collected using survey questions and analyzing various documents. Data were analyzed based on mean, standard deviation, correlation and regression. Results established that journalists as a news conveyor were very crucial the same as the role of watchdog and diplomatic measures. In perspective of providing information, explanation and as a watchdog for the general public, the media shapes people's opinion in various dimensions⁸⁴.

Khamadi aimed at finding out the media's role in conflict conditions focusing on the Tana delta conflict that occurred in the months of August and September 2012. The research used descriptive research methodology. The study targeted a populace of 200 individuals in Tana River and also journalists who covered the conflict. 100 respondents were sampled by employing stratified sampling to get research sample size. Structured and unstructured questions were developed to facilitate collection of data. Personal interviews were also used to get in-depth data. Findings established that journalists might need to go further from just delivering news through giving adequate and honest reports to enhance understanding of every party taking part in conflict. Reporters must keep off from mere reporting of issues through investigating more and verifying their sources so as to retain the dignity of the employers and also to upgrade media's role in peace building. Prejudiced followed by false reporting might cause skepticism and disillusionment on the impartiality of media with regards to dispute coverage, particularly in a divided and tribal community where part of the citizens feel left out in issues of media reportage. If impartial conflict coverage is not considered, the citizens then could consider it as desertion of duties by, news editors and the entire media industry.

⁸⁴ Malakwen, K.(2014). Media Initiatives as Information Provider and Society's Watchdog on Peace Building in Kenya. *New Media and Mass Communication* ISSN 2224-3267 (Paper) ISSN 2224-3275 (Online) Vol.27, 2014

Data collected further established that media has a role in framing conflicts depending on how it reports them. It also has a role in escalating conflict if it does not report on it informatively. The media has a critical role in providing balanced reporting through good investigative journalism. The media that is newspapers, television and radio, could perform a crucial role in neutralizing tension, minimizing and controlling conflicts. This can be achieved by understanding the delicateness of a nation's unity, of the measures employed aimed at uniting a nation's divided and tribal politicians and more notably through accurately covering conflict situations as they unfold⁸⁵.

Nyanganga conducted a study to analyze the media's role in conflict situations. The research used descriptive cross-sectional survey as the research design. The study targeted populace was individuals in Nakuru County who resided in conflict prone regions and also media personnel who covered the conflict. Questionnaires were administered to collect primary data. Personal interviews were also used to get in-depth data. The study established that the media performs an important role of covering conflicts. Media also played an essential role in sensitizing people on conflicts, analyzing it and assisting to solve them⁸⁶.

⁸⁵ Khamadi, B. (2012). The Role of Media In Conflict Situations. Case of Tana Delta Conflict. Unpublished IDIS Thesis. Kenyatta University.

⁸⁶ Nyanganga, P. (2016). Role of Media In Conflict Situations. Unpublished IDIS Thesis. University of Nairobi.

CHAPTER THREE

ROLE OF MEDIA DIPLOMACY IN MANAGEMENT OF DISPUTES

Berridge defines diplomacy as conducting relationship between self-governing countries through arbitrators either from the same country or foreign country. It is an ideal medium through which countries communicate with one another, helping them to have steady and intricate relations. The main objective of diplomatic missions is to come into a consensus in a framework of policy. Media diplomacy is achieved through different repetitive and specified media actions which includes press conferences, interviews and leaks, and president and arbitrators visitation to conflicting nations and remarkable media events planned to welcome consented policies⁸⁷.

The most powerful tool today is the information itself. Media is all based on the information. Information can change, manipulate and create perceptions and ideologies. Media's role in promoting peace and harmony requires pillars of Truth, Reality and Responsibility. Media is used globally to inform citizens and distribute knowledge in many forms e.g Print Media, Social Media/ Internet, Electronic Media, Interactive Media.

The use of media and distribution of information by media clearly indicates how powerful this tool is, how lethal it could be if used for negative propaganda and how destructive it could be if it is used for destruction purposes. Media can use information to maintain harmony in society but on the other hand media can be destructive by being biased, by promoting propaganda and can be misleading the whole society. Media could play a significant part in establishing peace and harmony in modern societies by participating in tenable reporting, addressing to issues in its news, publication content, articles, audio and video news items that throw light on various

⁸⁷ Berridge, G. (2003). "A dictionary of diplomacy," Palgrave Macmillan: 2003

perspectives. It can likewise distinguish between different perspectives, without favouring any single agency. Media has all the essential infrastructure and capability of spreading the common good⁸⁸.

The Organization for Economic Co-operation and Development (OECD) in a 2001 report argues that media and news conveyors have “a special ability to reach and determine people’s opinion in conflict situations and play an essential part in facilitating of negotiations in disputing communities ” (p.123). The OECD (2001) notes that “local tensions and community violence are usually due to prejudice news and poor understanding of actual disputing interests” (Ibid.). In order to prevent conflicts from escalating into violence, the OECD proposes that media and communication channels ought to ensure that the wider society gets access to information that explains the situation in its broadest context (Ibid.). The OECD states that “Journalistic reports that are unbiased (including all views), true (recording context, not only happenings) and comprehensive (reporting practices and goals that cause the conflicts), might contribute to defusing of possible conflict” (pp.123-124)⁸⁹.

When discussing diplomacy and media age, there are 3 models of employments and impacts. Citizen diplomacy is whereby the government and non-government performing artists utilize media and different interchanges mediums to impact popular sentiments outside social orders. In media diplomacy, authorities utilize the media to speak with on-screen characters. Media diplomacy has been utilized for the progression of national interests and proliferation of outside

⁸⁸ McGoldrick, A. & Lynch, J. (2000). Peace Journalism: What is it? How to do it?., Retrieved from <http://www.transcend.org/pjmanual.htm>

⁸⁹ OECD (Organization for Economic Co-operation and Development). (2001). “The DAC Guidelines: Helping Prevent Violent Conflict.” Paris: OECD Publications Service. URL in January 2012 at <http://www.oecd.org/dataoecd/15/54/1886146.pdf>

approach by various states. Media discretion has turned into a vital part of contemporary foreign policy on account of data revolution. Media diplomacy have is a dominant source of information for people and a significant player in international relationships. Group communicate practically every critical advancement on the globe or spread data on the Internet, accessible wherever on the world⁹⁰.

Imtihani study discussed the media coverage of nationalist conflict in Aceh, Indonesia. Conflict in western Indonesia had happened for 29 years (1979-2005) and caused death of many people as well as property destruction. This research set the reporting of Kompas Daily Newspaper as a source of data. Data was analyzed using content analysis. The findings established that the activities and evidences in the conflict area highly affected the covering of the conflict like the violence and peace dialog reporting. When intensive violence occurred in the battle field, the reporting was mainly on violence. The more the violence occurred, the slighter the mass media played the part in the conflict management processes. In contrast, the more peace negotiations held, the more the mass media played a part in the conflict management processes. Intensive reporting on peace negotiations made it easier to strike a deal for peace to reign. Negotiation was a type of conflict management in peaceful means⁹¹.

Rawat studied media's role in encouraging peace in international political contexts. The study established that the media has the capacity to take part in to peace agreement in "Global political Contexts", through taking part in reliable news coverage, showing fair public viewpoints in its reporting, edited content, articles, audio and video and creating communication platforms

⁹⁰ Seib, P. (2012). *Al Jazeera English: Global News in a Changing World*, NY: Palgrave Macmillan

⁹¹ Imtihani, N. (2014). *The Mass-Media Role in Conflict Resolution*. The 4th International Conference on Sustainable Future for Human Security, Sustain 2013. *Procedia Environmental Sciences* 20 (2014) 451 – 458

amongst conflicting parties. It can also detect and communicate unbiasedly the main interests of conflicting persons. The media poses every required tool and power needed to spread communal unity. The media can influence conflicting parties positively, by using its influence with an aim of neutralizing conflicts, or at least enhance a peaceful environment and lead people towards peace⁹².

The media in Africa is not serious and analytical on conflicts and realizing the peace agendas. Media coverage on conflicts in Kenya does not concisely explain the key drivers of conflicts and just focuses on simple causes through news features, which fail to provide satisfactory answers to the audience. The media constitute a very dominant source of news on politicians and disputes for many citizens in SSA, giving it a considerable amount of influence over people's perceptions, opinions and behavior. It is the main reason as to why all parties in armed conflicts: government authorities, armed militias and other opposing parties targets exploitation of the media to achieve their objectives by linking their actions to logic of media operation⁹³.

Ronald, Owusu, Antwi & Andrews study investigated media's role in management of conflict in Tuabodom region of Ghana. The study specifically sought to determine the media's role in Tuabodom conflicts, to examine residence perception on the media's role in managing conflicts as well as suggesting feasible policy recommendations. The use of questionnaires and interviews were employed as major data collection instruments. Secondary information was gathered from other sources which include the internet, literatures on conflict and the media, archival findings and other related works. The analysis revealed that most conflicts in some parts of Ghana occur

⁹² Rawat, (2014). Role of Media Promoting Peace in Global Political Contexts. International Journal of Education and Science Research Review. Volume-1, Issue-4

⁹³ Vladislavljević, N. (2015). Media Framing of Political Conflict: A Review of the Literature. Belgrade: Media, Conflict and Democratisation (MeCoDEM)

through the media of which Tuabodom area is of no exception. It was therefore concluded that, the media should play an effective role by adopting a multi-dimensional approach in educating the public about conflict and its resolution. In addition, panels used for discussions on radio and television programmes should be decorous in their choice of words and be tolerant in others views when given the appropriate medium⁹⁴.

Osei-Hweree study sought to examine how suitable communication planning could assist to enhance the success of diplomacy. The study was conducted using interview guides. The targeted populace was two ex-presidents, five ex-Ministers of Foreign Affairs, four ex- ambassadors, one media professional and one International Relations professional. Findings established that appropriately planned and skillfully executed channels supported by innovative information and communications technologies, contribute to the successful establishment and implementation of foreign policy goals by states like Ghana⁹⁵.

Kiplimo & Nabushawo study assessed how media helps to calm conflict situations and restoring peace. Data was collected using secondary data from published journals. Findings established that media performs a notable part in reconciliation and change processes of disputes that are mainly wished for desired results. The researchers suggested that although conflicts causes destruction of property and death, the media is capable of changing them to augment mutual agreement between the conflicting parties⁹⁶.

⁹⁴ Ronald, M., Owusu, N., Antwi, B. & Andrews, A. (2017). Assessing the Role of the Mass Media to Conflict Resolution in Tuabodom. Unpublished Masters Thesis. Kwame Nkrumah University.

⁹⁵ Osei-Hweree, K. (2013). Diplomacy and Communication in Ghana's Foreign Relations: Strategies and the Use of Emerging Technologies University of Ghana digital collection.

⁹⁶ Kiplimo, K. & Nabushawo, J. (2015). The Critical Role of the Mass Media in Resolving Conflicts. International Journal of Advancements in Research & Technology, Volume 4, Issue 2, February - 2015.

Momanyi study examined the contributions of Radio to conflict management, using Radio Amani in Nakuru County. The data for this research was obtained using questionnaires that were distributed to 350 respondents. Data was also obtained using interviews, three county administrators, four media practitioners and two representatives of organizations involved in conflict resolution initiatives were interviewed. The findings of the study were: radio, being an appropriate, affordable and easy to access communication means, results significantly to the de-escalation of conflict and in reducing the frequency of conflict; the ownership of radio greatly influences the role of radio to conflict management in terms of peace programming and the way radio is perceived by its audience; media regulation has a big influence on the gravity and degree to which radio can deal with issues of conflict⁹⁷.

Kadari research sort to find out the media's role in politically instigated violence management. The study objectives were to examine whether the political bigwigs successfully used the media to promote peace in Kenya during the sabasaba rally. The study was based on the grounded theory. Data was obtained using primary data which gathered by means of telephone interviews and secondary data was retrieved from published reports. Findings established that ethnic language and conventional media performed a significant part in calming the violent condition and enhancing negotiations dialogue⁹⁸.

⁹⁷ Momanyi, O. (2015). *The Contribution of Radio to Conflict Resolution: A Case Study of Radio Amani, Nakuru*. Unpublished Masters Thesis. University of Nairobi.

⁹⁸ Kadari, M. (2015). *The Role of the Media in Political Conflict Resolution*. Unpublished Masters Thesis. University of Nairobi.

Khamadi aimed at finding out the media role in conflict conditions with focusing on the Tana delta conflicts that occurred in the months of August and September 2012. The research used descriptive research as the research design. The study target populace was 200 people in Tana River who live around the conflict areas and media personalities who were reporting the conflict. Stratified sampling was used to sample 100 people. Data was gathered using both structured and unstructured questions. Personal interviews were also used to get in-depth data findings. Data collected illustrated that media has a role in framing conflicts depending on how it reports on them. It also has a role in escalating conflict if it does not report on it informatively. Findings also revealed that reporters have an essential part in helping societies to access news through balanced reporting and good investigative journalism. Peace building and the use of community and vernacular radio stations are tools that can be used during conflict situation to promote peace and tranquility. The study recommended continuous training and capacity enhancement of journalists both in universities and colleges and media houses especially in conflict reporting to ensure they are good agents of informative journalism⁹⁹.

Gachungi study focused on the media activities in conflict management. The study was qualitative. Secondary data was gathered from documented reports and journals. The research found out that there are serious misgivings by the society over the behaviour of the media outlets particularly during conflicts due to their role in escalation and expects the media to be part and parcel of conflict resolutions by creating an environment of peaceful co-existence. The researcher suggested that practical measures and strategies established by the conflict managers and the international community on how media should react during disputes, the media is a very suitable

⁹⁹ Khamadi, B. (2015). The Role of the Media in Conflict Situations in Kenya: A Case of the Tana Delta Conflict. Unpublished Masters Thesis. Kenyatta University.

instrument for relaying peace messages, good governance, tribal tolerance and other methods of conflict management¹⁰⁰.

Wanja examined the role played by radio Amani call-in peace programs in facilitating harmonious living amongst people who lived in conflict-prone areas of Nakuru East and Nakuru West sub-counties. The study adopted mixed approach with data collected by interview method and questionnaires. The study established that radio programs played a big role in facilitating harmonious living amongst people who lived in conflict-prone areas. The programs provided a platform where communities could engage, debate and articulate local issues to help generate solutions to the problems that bring about conflicts among them. Additionally, the study established that radio Amani peace program complements other peace efforts by creating awareness on the initiatives and also linking the communities to these initiatives¹⁰¹.

3.1 Media Involvement in Mediation Processes

Van Geelen¹⁰² defined the role of media in dispute management as “...acting as arbitrators of disputing groups, detecting primary drivers of conflicts, countering misunderstandings, serving as an emotional outlet, encouraging exercise of fairness by the authorities, fostering peace agreement deals and creating responsibility for individual actions” (p. 8). Irvan¹⁰³ stated that, “if mass media can play a harmful role by escalating tensions amongst the conflicting parties, it could also play a significant role through promoting peaceful negotiations.” (p. 34). According

¹⁰⁰ Gachungi, L. (2010). *The Role Of The Media in Conflict Management: A Case Study of Rwanda and Burundi. 1990-2000*. Unpublished IDIS Thesis. University of Nairobi.

¹⁰¹ Wanja, M. (2017). *The Role of Radio Programs in Promoting Peaceful Co-Existence; A Case Study of Radio Amani*. Unpublished Thesis. University of Nairobi.

¹⁰² Van Geelen, M. (2002). *The role of the media in conflict prevention, conflict management and peace building, an overview of theory and practice*, Commissioned by The Ministry of Foreign Affairs of The Netherlands & The Netherlands Association of Journalists, Universiteit van Amsterdam.

¹⁰³ Irvan, S. (2006). *Peace journalism as a normative theory: Premises and obstacles*. *Global Media Journal: Mediterranean Edition*, 1 (2).

to Howard¹⁰⁴, mass media “could be used to resolve violent conflicts. This happens when reporters adhere to media profession ethics like reporting only the truth, being impartial and independent. This could greatly help in influencing peacemaking agreements amongst disputing groups. The media professionals could also offer choices to stereotypes of conflicts.

The media can also help people to make suitable personal decisions which suits their interests, which if independently practiced, lowers the likelihood of existence of violent conflict” (p. 1).

Adam & Holguin¹⁰⁵ expressed the media’s role in dispute resolution as: “Reporters and media professionals interact with people on the ground directly and therefore should have enough knowledge on whether the people are influenced by other external forces to initiate violence and effect of their reports on either escalating or cooling down the violent conflicts. ” (p. 3).

The mass media is very influential in creating a podium whereby people express their feelings of disagreement and discontent. The mass media can foresee a possible conflict or halt an ongoing conflict. During conflicts, the media is also capable of questioning every leader and members of the public who they might think could have played a part in the conflict. The media is capable of establishing a channel to enhance divergence of political philosophies and opinions.¹⁰⁶

Media can also change conflicts by facilitating a fast communication of positive and truthful reports through its informing and educating role. Because many conflicts are as a result of differences and misunderstandings, the media changes a conflict through identifying the key issues, preventing misconceptions and drumming support for a free accord amongst the disputing

¹⁰⁴ Howard, R. (2003). The media’s role in war and peacebuilding. Paper presented at the conference of the Role of the Media in Public Scrutiny and Democratic Oversight of the Security Sector. Budapest.

¹⁰⁵ Adam, G. & Holguin, L. (2003). The media’s role in peace-building: asset or liability? Paper presented at the conference of the Our Media 3 Conference, Barranquilla, Colombia.

¹⁰⁶ McNair, B. (1999). *An Introduction to Political Communication*. Routledge

parties¹⁰⁷. Some researchers recommend that the media should not just report, comment on or interpret conflict but should also enhance peace through conflict resolution. Ekwo¹⁰⁸ voices this view when he advises that “we must be conscious of evolving a conflict-resolving media. Melone, Terzis and Ozsel¹⁰⁹ argued that “The journalists in war-prone nations usually play an important part by investigating as well as highlighting driving causes, for example by expressing ‘inciting phrases’ (‘us’ and ‘them’) allied to national and international matters of ‘dangers’ encountered by a country” (p. 1).

The media also offers an avenue via which disputing parties can communicate without necessarily meeting face to face. In the course of the Gulf conflicts, the US Secretary of State James Baker sent a demand to Saddam Hussein via an international media channel and not via its ambassadorial offices in Iraq. Television was used as a medium to communicate a message¹¹⁰.

Wolfsfeld¹¹¹ stressed on the important role of media in North Ireland’s dispute. He said:

The media environ in North region of Ireland was very favorable to advocate for peaceful agreement. The two conflicting group of people used similar mass media which helped the media to be very essential in conflict resolution measures. A favorable media environ helps to calm conflict situations; nonetheless it also important to consider the political environment since it is also significant. If the political environment fosters for peaceful existence, the media environs might adopt new ways of reporting from focusing on their success as reporters/ media houses to conflict resolution (p. 159).

¹⁰⁷ Manoff, R. (1998). “Role Plays”, in Track II, Vol. 7, No. 4, December

¹⁰⁸ Ekwo, U. (2001). “Nigeria’s media in crisis-prone democracy”, In *Reporting Conflicts*, Lagos: Mass Media Africa Peace Centre p6.

¹⁰⁹ Melone, D., Terzis, G. & Ozsel, B. (2002). Using the media for the common ground experience. Berlin, Germany: Berghof Handbook for Conflict Transformation.

¹¹⁰ Gilboa E. (2011). Diplomacy in the Media Age: Three Models of Uses and Effects, *Diplomacy and Statecraft* 12(2) 2011: p1-28

¹¹¹ Wolfsfeld, G. (2004). *Media and the path to peace*. Cambridge, UK: Cambridge University.

North Ireland regional conventional news channels is a suitable demonstration of peaceful journalistic practices in warring situations¹¹². “There was a common backing of peace processes and consent [Good Friday Agreement] amongst North Ireland regional conventional journalists. The two national everyday print media - the nationalist Irish News and the unionist News Letter were not very biased although editorially unionist and Belfast Telegraph considered the consent as a chance for Northern Ireland to isolate itself from vehement conflicts.” (p. 381).

Media can also be directly involved in diplomatic processes where journalists take up the role of mediators. Guverith in Gilboa gives the example of a CBS journalist Walter Cronkite who assisted to plan President Sadat’s first visitation to Jerusalem and this set the tone for Israeli-Egyptian peace process. Cronkite, while interviewing Sadat, asked what it would take for Sadat to travel to Jerusalem to seek peace of which the latter responded that all it would take was an invitation from Israel. Cronkite delivered this message to Israel and the Israeli Prime Minister Menachem Begin instructed Cronkite to inform Sadat that he was invited to Israel. The journalist was directly involved in the mediation process and managed to get the communication process between the two disputing states. As such the media can be directly involved in mediation processes where the journalists temporarily take the role of mediators and by pass the rigid processes that come with track one diplomacy¹¹³.

In the Serbian situation, United Kingdom based Independent Television News (ITN) covered presence of detainee camps in Omarska and Trnopolie. This coverage assisted to support the UN Resolution 770 that facilitated faster delivery of humanitarian aid. In 1994, NATO was unable to

¹¹² Baker, S. (2005). The alternative press in Northern Ireland and the political process, *Journalism Studies*, 6 (3), 375-386.

¹¹³ Ibid

give a demand on the bombardment of the city of Sarajevo following the media reporting of the bomb attack on the market¹¹⁴.

Radio Oksigen in the Balkans and Rana FM in Afghanistan were used by NATO and the Canadian military respectively to promote particular subjects and communications which sought to “influence, persuade, prevent, interrupt or force listeners to act in a particular way, or to help, inspire and assure the people that were following a specific course of action” towards peace (p.225). Radio Oksigen was set up by NATO in 1999 in post-conflict Bosnia Herzegovina to unite audiences towards a peaceful, multicultural state (p.228). On the other hand, Rana FM was launched in 2007 by the Canadian military in Afghanistan to support NATO peacebuilding and counter-insurgence operations (p.226). In Cambodia the UN effectively established Radio UNTAC as a substitute source of dependable newscast and info that “made the 1993 elections possible and led to a 95% turnout,” irrespective of the counter-measures to terrorize the population into declining the election results¹¹⁵.

Jaeger’s¹¹⁶ quantitative content assessments of Germany media reporting of French-conflicts from 1946 to 1970 shows that “journalists in Germany positively played a great part in the process of reconciling the conflicting parties through overcoming media preference habits and depicting of French actors in a very significant or unbiased manner” (p. 27).

¹¹⁴ Covering Conflict – Reporting on Conflicts in the North Caucasus in the Russian Media – ARTICLE 19, London, 2008 – Index Number: EUROPE/2008/05 p.1

¹¹⁵ Maltby, S. (2010). “Mediating peace? Military radio in the Balkans and Afghanistan.” In Keeble, R. L., Tulloch, J. and Zollmann, F. (Eds.) (2010). *Peace Journalism, War and Conflict Resolution*. New York and Oxford: Peter Lang

¹¹⁶ Jaeger, S. (2004). The German press coverage on France after World War II. *Conflict and Communication Online*, 3 (1/2).

In Africa, the influence of media particularly radio has continued to grow and contributing to conflict management and peace-building. This has seen many countries in conflict situations attempt to embrace the influence of the media for constructive purposes. Radio has the largest geographical coverage and the utmost audiences in comparison to TV, print and other digital media platforms. Although many radio stations in Africa have been seen to spur conflicts among communities, a number of them have also been used to promote peaceful co-existence in countries that have experienced violence and political turmoil by airing peace programs. Several radio stations were set up by the United Nations, donor agencies, church organizations and non-governmental organizations to help communities to deal with problems of establishing peace after conflicts and wars¹¹⁷.

Mogambi (2011) admits that radio has a capacity to reach large audiences in urban and remote areas of third world countries. He further argues that radio has demonstrated to be an influential and important platform for communication which ensures community participation in the process of communication as it provides people with current information in the language they understand and compatible with their cultures. Radio can therefore be used to resolve conflicts and enhance peace and reconciliation among communities. This could be done through inculcating of national values and a culture which respects the inviolability of human life. This helps restrain the public from using violence as a tool of solving individual and societal disputes¹¹⁸.

In South Africa, media served as an arbitrator concerning parties formed by politicians mainly in circumstances where there existed no channels of communiqué especially during and after

¹¹⁷ Myers, M. (2008). Radio and Development in Africa: A Concept Paper Prepared for the International Development Research Centre (IDRC) of Canada.

¹¹⁸ Mogambi, H. (2011). Patterns of production and Consumption of local language Radio: A comparative study of rural Audiences: PhD Thesis, University of Nairobi.

conflict resolution. The South African “Peace Café” programme brought parties together who had been unwilling to meet by interviewing them separately and then editing the video and presenting it to the other party. The exercise ultimately resulted to direct dialogs between the conflicting parties¹¹⁹.

In Rwanda, radio was a hide-out whereby Tutsis and Hutus worked as a team and radio was used in determining measures to stop tribal hatred. The Hironnelle Foundation launched radio Agatashya (“little swallow” in Rwandese) in nations within the Great Lakes Region, to enhance reconciliation and talks amongst Rwandese recovering from the genocide menace. Search for Common Ground (SFCG), an NGO based in US which deals with dispute management, established Studio Ijambo in 1995 during climax of tribal and politically instigated conflicts in Burundi and Rwanda. The studio’s main goal was to promote resolution understanding and nurture nonaggressive conflict resolution¹²⁰.

From 2002, Mega FM has enhanced peaceful living in North Uganda by inspiring peace talks among the Lord Resistance’s Army (LRA) leaders and the state organizations as a major phase in restoring peaceful existence. In addition to the peace radio programmes on Mega FM and Radio, some media organizations embarked on training projects to equip Ugandan journalists with skills in Peace Journalism. A leading example was Uganda Media Development Foundation (UMDF), which is a Non-Governmental Organization (NGO) whose stated agenda is to “enhance reporters’ competency to play an important part in realizing democracy, adhering to human rights and general development.” Since its inception, the UMDF has been central in the midcareer training

¹¹⁹ Coronel, S. (2001). *The Role of the Media in Deepening Democracy*., p.9. Accessed 20 July 2019 at <http://unpan1.un.org/intradoc/groups/public/documents/UN/UNPAN010194.pd>

¹²⁰ Gardner, E. (2001) „The Role of the Media in Conflicts’, in Reychler, L. & T, Paffenholz (Eds.) *Peace-building a Field Guide*, London and Colorado: Lynne Rienner Publishes, INC

of journalists across the country in various genres including investigative, environment, health, human rights, democracy, and most recently in Conflict Sensitive Journalism¹²¹.

Studio Ijambo was launched in Burundi in 1995 to help curb adverse impacts of mid-1990s hatred media in the African Great Lakes region. Funded by United States Agency for International Development (USAID). Studio Ijambo programs main goals were: to promote peace building initiatives in Burundi and second, to help in solving conflicts through supporting the capability of the community. Before Studio Ijambo's launching, "the Burundian media did not just focus on the deep tribal divisions but also aggressively advanced it and its staff tried to hate one another because of the pressure to murder, or in broadcasting and advocating their common grisly philosophies (generating) mutual horror and mistrust based on historic threats."¹²²

The Studio Ijambo, had a notable constructive effect in resolving conflicts through attracting and capturing the attentiveness of many radio-audiences. The Radio used an ethnologically neutral team of media professionals to come up with high-quality radio programs which encouraged resolution, negotiations and collaboration. Furthermore, the reliable, impartial programme that incorporated news, news features, discussions, phone calls, music, and very common soap-opera series contributed to improved value of news reporters and programmers, Studio Ijambo was also involved in training journalists to be skilled and hence practice professional journalism¹²³.

¹²¹ UMDf website, "About Us." URL in July 2019 at. <http://umdf.co.ug/index.php/about-umdf>

¹²² Hagos, A. (2001). Case study six: Media intervention in peace building in Burundi - the Studio Ijambo experience and impact. In Greater Horn of Africa Peace Building Project. Washington, DC: United States Agency for International Development/Management Systems International.

¹²³ SFCG. (2004). *Middle East media*. Retrieved July 29th, 2019, from Search for Common Ground: http://www.sfcg.org/programmes/middleeast/middleeast_media.html

In February 2002, MONUC (the United Nations Mission in the Democratic Republic of Congo) and Hironnelle Foundation, a Swiss NGO, established Radio Okapi as a way of enhancing harmony and resolution in DR Congo. Radio Okapi was credited with reducing tensions; countering propaganda and assisting populaces in eastern Congo move on with their lives after war. Radio Okapi staff were recruited from Congo which enabled production of newscast, songs and information on MONUC undertakings. Radio Okapi has existed for almost two decades and is contributing very much on reuniting the country (DR Congo) through programme broadcasts along the battle zone in both government and rebels' territorials. Radio Okapi has since its establishment educated its audience on the peace process - its accomplishments, challenges and expectations. Apart from peace process, Radio Okapi further established programs focused on well-being, learning, people's rights, traditions and songs, which are all important in learning and fulfilling the interests of the Congolese radio listeners¹²⁴.

Interactive Radio for Justice (IRFJ) in Ituri district of Democratic Republic of the Congo (DRC), where many citizens perished in the course of the nations's civil war, has sought to create awareness of human rights among the people and the options to deal with crimes all through and post the war. IRFJ broadcasts programmes whereby audiences ask queries which are responded to by local and international authorities. The radio programmes are aimed at assisting people to fully understand local and international law. It was founded in June 2005 with funds from MacArthur Foundation¹²⁵.

¹²⁴ Betz, M. (2004). Radio as a Peace Builder - A case Study of Radio Okapi in the Democratic Republic of Congo. *The Great Lakes Research Journal*, Vol 1.

¹²⁵ Kimani, M. (2007). Africa Renewal Magazine.

In Kenya, the result of the 2007/8 post-election violence were devastating with many internally displaced families remaining in IDP camps for fear of returning to their farms to encounter hostile neighbors. However many organizations, institutions and government agencies rose to the occasion to contribute towards restoring the country through peace-building and reconciliation. The organizations which included the media came up with strategies that encouraged the affected communities to dialogue as a way of bringing about healing, reconciliation and peaceful co-existence.

The media particularly radio stations played major roles in peace-building after the violence through enlisting civil society interactions and dialogue. The interactions offered the communities avenues where they could voice and express their concerns where information was disseminated and shared to generate solutions to the issues that had the potential to trigger the conflict again. The media used peace-building approaches to demonstrate that despite having the ability to spur ethnic hatred and political conflicts, the same media has the ability to restore peace and reconcile communities. The media as a platform of information sharing and interactions has therefore an essential part to play to facilitate establishment of lasting harmony and peace and prevent recurrence of violence among communities. Radio plays a major part role in resolving conflicts and enhancing peace in conflict-susceptible areas and help to reverse the damage done by conflicts¹²⁶.

The most significant diplomatic move over Migingo was the withdrawal of Ugandan forces from the island in March 2009, an act that was largely interpreted as the fruits of successful reconciliatory engagements between the leadership of the two countries. However, the

¹²⁶ Momanyi.O. (2015). Contribution of Radio to conflict resolution, a case of Radio Amani in Nakuru County, Kenya. Unpublished Masters Thesis. University of Nairobi.

withdrawal did not last. It was not long before Ugandan forces returned to the island and reiterated their territorial claims. In September 2013, an agreement for joint management of the island was signed by Nyatike Sub-County Commissioner Moses Ivuto and his colleague from Uganda representing Namaingo District, John Wafula. The aim was to end the island's security stalemate. Unfortunately, just like the previous dispute resolution efforts, this was also reneged on.

Further peacebuilding efforts followed when Kenya and Uganda struck a deal on Migingo in August 2016. According to this agreement, Ugandan security personnel would be allowed to cross over to Kenya for food and medical supplies and Kenyan fishermen would be able to sail freely in Ugandan waters. This deal was hailed by many as significant, fair and rational. Despite the earlier survey report indicating that Migingo is within Kenyan territorial waters, viable fishing is only possible within Ugandan waters. This is because the island and the Kenyan waters around it do not yield much fish, whereas the Ugandan waters do. This has led many analysts following the dispute to agree the dispute is simply "fishy" and not "rocky." However, both sides failed to put measures in place aimed at enforcing and sustaining this peace deal.

In September 2018, tensions escalated again after Ugandan police stormed the island and lowered the Kenyan flag. This latest incident is being perceived by analysts as a breach of a peace agreement signed on 26 June 2018. A Kenyan resident claimed that when the Kenyan police tried to raise the flag which had been pulled down, it was lowered a second time by Ugandan police who warned against trying to raise it again. Kenyan media started to cover the Migingo dispute in 2005. This was after Kenya and Uganda authorities started to develop great interest in the island. In 2010, it was reported that senior government authorities in Uganda were also part of the fishing activities on the island through their kings men.

CHAPTER FOUR

CHALLENGES FACED BY MEDIA IN MANAGEMENT OF DISPUTES

Continuing challenges of unfavorable working environment and lack of training for media personalities are the main concerns for journalist. With different languages and ethnic groups and wide geographical areas to cover, journalists struggle to establish suitable communication channels to cover different diverse regions. The mileage, intra-country communication, poor transportation and communications infrastructure hinders journalists from covering news items like border disputes. Regardless of the constitutional assurance of media freedom and free speech, media personnel's and media houses face attacks from different sources. Reporters are vulnerable to physical injury, media houses have been set on fire or attacked by mobs or governing authorities¹²⁷. The main challenges faced by media are:

(i) Training

One of the persistent challenges in mass media is unprofessional local reporters who are not capable of analyzing events as they happen. While analyzing conflicts, some analysts have noted poor leadership in media houses, lack of ability to correct misunderstandings while reporting main issues and ethnical allegiances as notable factors that affected conflicts coverage. Media owners should allocate more funds in developing talented reporters to come up with a solid team of lead reporters. Media professionals also requires to be trained in conflict management and peace-building and fact-finding journalism¹²⁸. Additionally, African radio journalists are usually not very well trained and for those who are trained and there low staff retention in media houses and journalists hoop from one media house to another seeking for better remuneration. Therefore,

¹²⁷ White, A. (2016). Media Ethics in a Context of War or Conflict: A discussion paper for International Media Support, p. 12.

¹²⁸ O'Callaghan, M. (2004). 'Media Gets Rough Ride In Hot Spots.' February 12, 2004, Pacific Media. Available Online, <http://www.pmw.c2o.org>

majority of African media houses do not have well-trained media personalities with enough knowledge of peace journalism.

In Peace Journalism, there are several challenges to be faced including the “digital revolution” that has altered newsroom behaviour and journalism norms; the peculiar roles journalists ought to play in peace-making; as well as lack of resources that often conflates foreign news coverage out of its cultural context¹²⁹.

(ii) Economic

A small market, many ethnic languages and communities, as well as illiteracy have all negative impact on media development and activities. Publishing an everyday newspaper is not economically feasible especially in rural areas. High costs of printing, challenges in supply to rural areas and low distribution values affect the returns on investments of private publishers. Digitalization, which has resulted to reduced production expenses, is inspiring more businesspersons in the industry hence stiff competition. Media houses are therefore unable to allocate funds for training required to ensure their editorial staff produce ethical, technically high quality programmes that people trust. They are also unable to pay their staff decent salaries, making journalists vulnerable to corruption¹³⁰.

According to Gumucio, the major challenge for radio in Africa is economic stability which affects also commercial advertisement-based radio especially radio services aiming at

¹²⁹ Rukhsana, A. (2010). “Perspectives on conflict resolution and journalistic training.” In Keeble, R. L., Tulloch, J. and Zollmann, F. (Eds.) (2010). *Peace Journalism, War and Conflict Resolution*. New York and Oxford: Peter Lang

¹³⁰ McGoldrick, A. & Lynch, J. (2000). *Peace Journalism: How To Do It?* (2000) Retrieved July 6, 2019 from <http://www.transcend.org/pjmanual.htm>

broadcasting to the public and development content¹³¹. Patindol in her reflection on Peace Journalism training in the Phillipines notes the challenges as being “institutional and ideological constraints (such as time pressures, editorial guidelines on what is newsworthy and market pressure)” (p.201)¹³².

(iii) Physical Security

It is not very rare for a journalist working in a conflict zone to face the threat to life while collecting information. In this respect, Linter a journalist who covered conflicts in South East Asia says, “It is our duty as journalists and writers to provide information, even if it is unpleasant things we write about and even if we become unpopular with our former hosts” (p.7). He points out that in such situations if a journalist visit a rebel camp, then the group expects from the journalist that he or she should write only about their side of the story. This indicates that journalists may encounter threats for their stories, but it should not prevent them to present the real situation¹³³.

Haroon Habib, a celebrated journalist in Bangladesh says, “Innumerable journalists around the world have been killed, injured or imprisoned while covering armed conflicts” (Habib, 2014, p.9). He even remarks that because of the potential power to influence conflicts, journalists are becoming the soft targets in conflict situations. The numbers of journalists killed in conflicts are increasing in the first decade of 21st Century¹³⁴.

¹³¹ Gumucio, D. (2005). 'Sustainability is not just about money' in Voices for Change: Tuning into community radio ID21 Insights series no. 58 November 2005 (www.id21.org)

¹³² Patindol, J. (2010). “Building a peace journalists’ network from the ground: The Philippine experience.” In Keeble, R. L., Tulloch, J. and Zollmann, F. (Eds.) Peace Journalism, War and Conflict Resolution. New York and Oxford: Peter Lang

¹³³ Linter, B. (2014). The Media and Ethnic Conflicts. Invited Paper, International Conference on Media’s Role in Facilitating Peace in Conflict Situation in Northeast India and Neighbouring Countries. Department of Mass Communication, Rajiv Gandhi University, Arunchal Pradesh.

¹³⁴ Habib, H. (2014). Media, Peace and Conflict: Northeast India and Bangladesh. Invited Paper, International Conference on Media’s Role in Facilitating Peace in Conflict Situation in Northeast India and

Purkayastha highlights the ‘The Asian Human Rights Commission’ report which points out that aggravation of media persons through killing, bombings, risk to life and property and detentions are very common as both government and non-government agencies try to generate and regulate spread of misinformation in the region. The situation is getting worse because the criminals who killed journalists are not received punishments in many conflict zones, for example, in Assam no one has been punished as yet for killings of journalists¹³⁵.

It has been witnessed that willing or unwillingly media becomes a participant in conflict situations. The conflicting parties try to dictate media through their press releases and statements of their leaders. By publishing the press releases of one group, media become target of authorities or other militant groups. A threat of portraying one party gives an impression that a journalist is taking the side of the other party. As a consequence, the physical security of a journalist is under serious threat. For example, in Columbia more than 120 journalists got killed in 1990s for reporting against drug trafficking and corruption¹³⁶.

Journalists have been losing their lives during war or conflicts where one group portray that the journalist is supporting the other group. There are similar examples in regard to threat from militant organizations received by journalists in North East India. The Editors’ Guild of India in the month of February, 2010 highlighted the situation of local media persons in Manipur who were threatened by militant organizations. The state government of Manipur failed to defend

Nighbouring Countries. Department of Mass Communication, Rajiv Gandhi University, Arunchal Pradesh.

¹³⁵ Purkayastha, S. (2014). Media’s Role in Enforcing Change in Northeast. Department of Mass Communication, Rajiv Gandhi University, Arunchal Pradesh.

¹³⁶ Howard, R. (2003). The power of the media: A handbook for peacebuilders. Utrecht: European Centre for Conflict Prevention

press freedom against the actions of militant groups. It is very common for journalists working in conflict situations, to deal with people carrying weapons directly. The situations is very intense especially for correspondents residing within the area of violence¹³⁷. Juanita Leon, a journalist based in Bogotá from Columbia describes that “Reporters who work in rural areas are highly isolated and are not under the protection of the large media houses unlike their colleagues in the big cities”

Without protection, the journalists have to work in close proximity with the militant groups and witnessed life threats. In this type environment, it is very difficult for journalists to filter the information received from different sources. Even many occasions journalists have to face uncomfortable situation and they may be victimized if information is not properly validated. For example, in October 2009, three journalists in India were issued notices by police, ordering them to reveal their sources of news reports¹³⁸.

(iii) Poor remuneration

The dominant culture of radios in Africa is that of the live broadcast, instead of recorded programmes (skits, talk-shows which involve professionals). In addition, African radio journalists are poorly paid. They also face problems of unpredictable job security and poor organization. This has led to corruption and low standards within the profession¹³⁹. Many scholars have a tendency of blaming the pitiable monetary and economic status of reporters for the habit that

¹³⁷ Moloney, A. (2006). Colombia: Elections and Threats on the Press. NACLA Report on the Americas. Vol. 39, Issue 6.

¹³⁸ Muralidharan, S., Murthy, L., & Park, J. (2010). Freedom in Solidarity: Media Working for Peace in South Asia. South Asia Media Solidarity Network (SAMSN) by the International Federation of Journalists (IFJ) Asia-Pacific.

¹³⁹ Myers, M. (2008). Radio and Development in Africa: A Concept Paper Prepared for the International Development Research Centre (IDRC) of Canada.

expose them to taking bribes. The researchers further established that the condition worsens in poor nations particularly in Africa, where media personalities earn very little salary.

Onyebadi & Alajmi¹⁴⁰ conducted research to compare the earnings of tv and radio personalities in the America and Zambia and established that while just almost eighteen per cent of the media personalities questioned in Zambia received a salary of more than 500 US dollars per month, the typical once-a-month earning of fresh media graduates in the United States was \$3,643 in 2012. Journalists who collected “gifts” knew how it tainted the reporting honesty but “the individual economic challenges of journalists who accepted the incentives appeared to precede over their observance to moral standards [...]”

Obateru conducted study to assess professional challenges faced by journalists in Nigeria. The research employed convergent parallel mixed methods. Data was collected both quantitatively and qualitatively. Data were obtained using questionnaires and interview guides. Findings established that operating environment affects media personalities. Challenge like little or inconsistent earnings, media owners influence, audience/listeners and societal forces influenced how reporters perform¹⁴¹.

Ongalo study on a critical analysis of Kenyan media professionalism sought to critically interrogate the factors that impede professionalism in Kenyan media. The study critically reviewed several thematic areas, such as political interference, obsession with economic returns, media ownership, journalism training, audience perspective, personnel factor and poor pay. The

¹⁴⁰ Onyebadi, U. & Alajmi, F. (2014). Gift solicitation and acceptance in journalism practice: An assessment of Kuwaiti journalists' perspective. *Journalism*, 1-8. Retrieved from <http://jou.sagepub.com>.

¹⁴¹ Obateru, T. (2017). *The Socio-cultural Dynamics and 'Survival Struggle' in Professional Journalism Practice in Nigeria*. Unpublished PhD. Thesis. The University of Salford, United Kingdom

study employed libertarian theory of press and social responsibility theory. It perceived professionalism in two broad perspectives, namely the independence of the media practitioners to exercise their skills without interference from internal and external factors as well as responsibility to societal needs. The findings were based on information obtained from media practitioners and stakeholders purposively identified to provide first-hand information on challenges encountered in journalism practice. The study confirmed that poor pay and poor training are the most prominent factors. The study also found out that tribalism was one of the emerging issues in media practice¹⁴².

(iv) Lack of professional journalism

Infighting and the quest for stardom have compromised the ethical standards of journalists. Whereas reporters in state media are fighting one another for administrative positions and a better life, those in privately owned media press are struggling to survive using extortion and defamation, usually referred to as 'cheque-book' or 'brown envelope' journalism. This hardly leaves space for the noble task of peace journalism. In addition, individual journalists' conflicting loyalties have got in the way of objective reporting of conflict. This means that where journalists may be required to be impartial, they have identified with cultural communities seeking recognition and representation in conflict situations, as well as served competing interests of religion and ethnicity. These competing claims are responsible for their apparent contradictions, hypocrisy and double standards. Therefore, the media end up either failing to play a conflict resolution or actually fuelling the conflict further¹⁴³.

¹⁴² Ongalo, O. (2014). A critical analysis of media professionalism in Kenya. Unpublished thesis UON
respiratory

¹⁴³ Schoemaker E. & Stremlau, N. (2014). *The Media and Conflict: An assessment of the evidence*. Progress in Development Studies 14(2).

Hagos explained how Studio Ijambo sends ethnically-mixed teams to cover any given event (p. 9). For instance in the coverage of the conflict between the Tutsi-controlled government officers and the ethnically Hutu-dominated militia forces, ethnic Tutsi journalists faced difficulties while reporting army activities, while Hutu journalists faced challenges while reporting on rebels attacks¹⁴⁴. Mutere established that most East African journalists were “unable to capture issues or processes” and depended on “single sourcing” for their reports (p. 16). They also noted that journalists were “vulnerable to manipulation by sources” and the stories were often “incomplete” (p.17)¹⁴⁵

Belachew conducted a study on factors affecting news reporting in East Africa. Mixed research approach was employed. The data collection tools were in-depth interviews, questionnaires and document analysis. The data was analyzed simultaneously using descriptive statistics and direct quotation. Findings showed that both internal and external factors distract event coverage. Value of the news, reporters perceptions and interests of the editors were key internal factors which created distraction while state interference, Non-Government Organizations and other privately owned organizations were recognized as external factors¹⁴⁶.

Kosgei investigated the part played by peace journalism in resolving disagreements in Kenya by establishing how the media changed in requirement of ‘peace journalism’. A descriptive research design was adopted. This research relied on interview schedules as the key primary data

¹⁴⁴ Hagos, A. (2001). “Media Intervention in Peace Building in Burundi- The Studio Ijambo Experience and Impact.” Washington: Management Systems International. Accessed on July 2019 from http://www.cidcm.umd.edu/ICT/research/ICT_and_Conflict/DEC%20Post%20Confl%20ict%20Evaluations/burundi%20studio%20ijamba%20hsgos.pdf

¹⁴⁵ Mutere, A. (2006). “Media Graduation from Potential to Actual Power in Africa’s Conflict Resolution: Experience from the East and Horn of Africa.” Occasional Paper Series Volume 1, Number 1. Durban, South Africa: The African Centre for the Constructive Resolution of Disputes (ACCORD)

¹⁴⁶ Belachew, W. (2016). Factors affecting News Reporting in East Africa. A Focus on the "Ethiopian Herald" and Kenyan "Daily Nation", Munich, GRIN Verlag, <https://www.grin.com/document/384344>

collection tool with stratified and purposive sampling techniques employed. The study showed that the high number of the editors who responded to the research tool used their own discretion when it comes to making choices on what is best for the public to consume in times of conflict. The study pointed out that war stories triumph in bulletins compared to peace stories with most respondents noting that, war stories are regarded as “Good Stories” that spice up the news bulletins. From the findings it was obvious that media houses in Kenya do not have a clear policy on conflict reporting and peace journalism hence paving way for personal judgment and reliance on the basic journalism ethics¹⁴⁷.

(v) Tension between the authorities and the media

States are raiding on media personalities and human rights activities citing threat to national security, jailing the media professionals which limits the public from accessing information. For instance in 2016, governments imprisoned 259 journalists, the highest number since the Committee to Protect Journalists (CPJ) began. Over the past several years, the issue of safety of media workers has been recognized as a serious issue and an impediment to the free flow of information¹⁴⁸. It is not only from rebels or militant groups, as there are many occasions journalists have been banned by government authorities if they highlight stories which are unpleasant for government authorities. For instance Linter a journalist was invited by the Bangladesh Government to see progress of the new autonomy of Chittagong Hill Tracts but he somehow managed to visit Chakma refugee camps. When government authorities of the country came to know about his secret visit, they rejected Linter’s visa when he was willing to enter next

¹⁴⁷ Kosgei, J. (2015). The Role of Peace Journalism in the Management of Conflict: Case Study of Television, 2007-2013. Unpublished Masters Thesis. University of Nairobi Citizen

¹⁴⁸ Freedom House. Freedom on the Net 2016. <https://freedomhouse.org/report/freedom-net/freedom-net-2016> net-

time in Bangladesh. It is not in the case of Linter only, journalists have to encounter bans, threats while trying to present untold stories¹⁴⁹.

A research by Abdulkarim concentrated media's role on the political situations in Somalia. This study employed correlation research design. The study consists of 300 target populations of civil society, Somali politician, civil servants and the media. The researcher used questionnaire, interview, observation, and survey to obtain data. The study established that lack of national policy and unprofessional media workers caused the relationship between the media and the politicians more severe which contributed to the killing of journalists in Somalia. Journalists faced many problems from both the government of Somalia as they were detained and accused of poor referenced broadcast of news and the assassinations from militants of Alshabab for the unfavorable news they provided to the public in any channel¹⁵⁰.

(vi) Impact of Trauma

In their daily routine, journalists covering conflicts have to encounter violent incidents, witnessing dead bodies (few occasions bodies are decomposed) and visits bomb blast sites. Not only mere visits, journalists are required to take interviews of those who have been going through deep pain and distress of their lives. As professionals, journalists have to acquire information from the victims of their stories without showing any emotions. This is indeed a most difficult task for journalists which also impact their lives both at personal and professional level¹⁵¹. A trauma psychologist, Dr. Martin Cohen who deals with victims of trauma, says, "Reporters are

¹⁴⁹ Linter, B. (2014). The Media and Ethnic Conflicts. Invited Paper, International Conference on Media's Role in Facilitating Peace in Conflict Situation in Northeast India and Neighbouring Countries. Department of Mass Communication, Rajiv Gandhi University, Arunchal Pradesh.

¹⁵⁰ Abdulkarim, M. (2014). Role of Mass Media on Somali Politics. Unpublished Masters Thesis. Kampala University

¹⁵¹ Steele, B. (2002). Journalists Suffering Trauma: Advice from a Professional. Retrieved from <http://www.poynter.org/uncategorized/2214/journalists-sufferingtrauma-advice-from-a-professional/> on 20th June 2019

prospective targets due to the nature of their job.” He further added that, “reporters could suffer from posttraumatic-stress-disorder after covering a tragic conflict or a catastrophe. The effect of a traumatic incident may cause temporary discomfort or more long-lasting distress.”

Even an experienced journalist who has covered conflict situations for many years can get affected. Therefore, journalists like other professionals, need to safeguard their own wellbeing while working in conflict affected environments. Otherwise, journalists may suffer from emotional reactions such as shock, fear, irritability, anger, sadness. They may even suffer physical pain, tension, headaches, stomach upsets. However, continuous exposure to traumatic incidents may have long-lasting health issues like depression, after trauma stress and panic disorders. The impact of trauma in the journalists’ lives has been recognized worldwide, many journalists working in conflict zones accept that anxiety caught them once they arrive in the middle of conflicts¹⁵². Rubin The Los Angeles Times senior reporter who was posted in Baghdad says, “Your sense of what is important will be challenged, and that will take a toll on your judgment over time”

In India, trauma for journalists came into discussion during the coverage of the tsunami of 2004. During Tsunami coverage, Reuter’s photographer Arko Datta mentions that it was like going through an emotional roller-coaster. Datta experienced deep pain to continue his work as a photojournalist during the tsunami¹⁵³. There has been a visible shift regarding the attitudes about the trauma of journalists. The world leading newspaper, The New York Times has started trauma briefing programmes for journalists working in unsafe zones. Simultaneously, BBC has also

¹⁵² Schmickle, S. (2007). Reporting War. A Dart Society Project. Retrieved from Retrieved from www.old.dartcenter.org/content/reporting-war-10 on 12th June 2019.

¹⁵³ Witchel, E. (2005). Under Stress. Retrieved from <https://cpj.org/reports/2005/05/stress-da.php> on 20th July 2019

started peer group support programmes for journalists encountering trauma in their professional careers. In comparison to global scenario, professional journalism in North East India is yet too far to integrate the importance of trauma for improving standard of journalism as well as solving personal issues of journalists while covering violent incidents¹⁵⁴.

(vii) Pressure from News Sources:

Identifying the right choice of sources in a conflict situation is the key to maintain accuracy for journalists. The steady and reliable flow of information is necessary for journalists irrespective of its context and nature. However, newspapers or electronic news channels or news agencies cannot afford to have their journalists and camera persons in all places in anticipation of something important will happen. There are some events which can be predicted and media agencies can depute persons to cover those events, but in most of the occasions the incidents happened without early warnings. Therefore, identification of reliable sources is the key to get authentic information¹⁵⁵.

The news sources and their hidden agendas create confusion among journalists during periods of violence. Therefore, many journalists find an easy way to depend on official sources of government agencies. This tendency creates an over dependency of media on official sources. As a result, government and civil servants get an opportunity to spread their propaganda through the media. There has been an ongoing debate on preference of media on sources from the institution, power and position. The official sources represent centers of power; hence journalists select the

¹⁵⁴ Rehman, (2014). Reporting Northeast India. Invited Paper, International Conference on Media's Role in Facilitating Peace in Conflict Situation. Department of Mass Communication, Rajiv Gandhi University, Arunchal Pradesh

¹⁵⁵ Muralidharan, S., Murthy, L. & Park, J. (2014). Freedom in Solidarity: Media Working for Peace in South Asia. South Asia Media Solidarity Network (SAMSAN) by the International Federation of Journalists (IFJ) Asia-Pacific.

official version to avoid political and economic sanctions¹⁵⁶. For example, BBC including The Daily Mirror and The Guardian faced severe criticisms from government and political elites of Britain for unpatriotic coverage during ‘Falklands Conflict’.

The media use official sources because it is a cost cutting approach. The information taken from official sources is believed to be credible, hence no investigative cost required. Otherwise, the information coming from a non-official source where credibility is an issue requires careful checking and verification before publishing. The journalists, mostly depended on official sources to write stories of the operation. Use of non-official sources in their stories is a daunting task for journalists, as it always a credibility issue and welcoming confrontation with authorities, especially if it’s defy official version.¹⁵⁷.

Protection of sources is well established in international law and specifically recognized by global organizations for instance the United Nations, Council of Europe and the African Union. White (2008) says, “In fact, the European Court of Human Rights ruled that it’s an essential part of freedom of expression”. It has been realized that without trust and discretion with regards to journalists and their key sources, it is not possible to expose government faults. Around 100 countries have adopted specific legal provisions for reporters to safeguard their news sources, either in the common laws or in constitution shields for free speech. However, there are cases found that when journalists are pressurized in the name of national security to reveal their sources¹⁵⁸.

¹⁵⁶ Gilboa, E. (2002). *Media and conflict: framing issues, making policy, shaping opinions*. New York: Transnational Publishers, Inc.

¹⁵⁷ Ibid

¹⁵⁸ White, A. (2008). *The Ethical Journalism Initiative*. Retrieved from International Federation of Journalists, Belgium website: http://ethicaljournalisminitiative.org/pdfs/EJI_book_en.pdf on 22nd June 2019

News framing is another hindrance to practices of peace journalism. Many news reporters use frame while reporting dispute situations. The main cause of this type of framing is the value of the news of traditional news coverage. According to peaceful reporting, when making news stories, editors must avoid using just one perception. Peace journalism calls for news reporters to view situations from various perspectives. The best means to achieve this is through increasing sources of news. If reporters look for more sources, they will help them to view conflicts from different perspectives and have a better chance of understanding the nature of the conflicts and its perpetrators¹⁵⁹.

Shoemaker & Reese¹⁶⁰ stressed on the unequal rapport between journalists and their sources of news items:

Sources have a great influence on the contents of the mass media since reporters only report what they want to report. The major common influence happens when sources hold back facts; even though they might also shape the facts in a more elusive manner, by offering the context in which every other information is assessed, by giving reliable information that is easy to access and inexpensive to report as compared to information from other sources and by controlling the reporters' time so that they do not have a chance to find other news sources. (p. 179)

(viii) Ownership Control

Pressure from their bosses within media houses is not rare for journalists. In comparison to normal circumstances, during conflicts these pressures increases for journalists. Globally, media companies are placing a high priority on profitable operations for them. As a matter of fact,

¹⁵⁹ Muralidharan, S. (2010). *Freedom in Solidarity: Media Working for Peace in South Asia*. South Asia Media Solidarity Network (SAMSN) by the International Federation of Journalists (IFJ) Asia- Pacific.

¹⁶⁰ Shoemaker, J. & Reese, D. (1996). *Mediating the message* (2nd edition). USA: Longman Publishers.

newspapers and television channels give priority towards the advertiser's point of view so they do not hesitate to drop a story if they think that it may be damaging to their advertisers¹⁶¹.

In over 50 percent of the nations surveyed by Transparency of Media in 2012, the prevailing laws on media ownership do not allow the general citizens to know the actual owners of the media or people who benefit directly from media house profits are and in many states the legal framework does not make sure that people get reliable information on the ownership of newspaper or digital media. The media owners easily link their newspapers and television channels for their interest. The tendency to fulfill their business interest among owners is visible mostly in the new democracies which may come out or witnessing conflicts. In a newly democratic country, media owners have more opportunities to promote their own vested agendas¹⁶². Besides the organization structure of media houses as an obstacle to peace journalism, another noteworthy factor is the "ratings culture" of media¹⁶³. "The fact that media houses must try to retain their market share implies that they should try to entice a good number of audiences, listeners and newspaper readers because eventually all stories must sell." (p. 3).

The management of media companies has been getting pressure from their shareholders to more profits by using cost cutting as well as sensationalism. Henceforth, globally, journalists are getting pressure to get investigative stories in hard deadlines, consequently less time to verify news sources. Many newspapers and news channels controlled news flow in such a way so that it fits into the interest of their advertisers. The situation has been getting worse as many countries

¹⁶¹ Akin, J. (2015). Mass Media. Retrieved from <http://www.beyondintractability.org/essay/mass-communication> on 15th June 2019.

¹⁶² Transparency of Media Ownership in Europe. (2012). Retrieved from A report for the High-Level Group on Media Freedom and Pluralism website: www.accessinfo.org on 15th June 2019.

¹⁶³ Shinar, D. (2007b). Democracy, development, peace and communication: An overview of their roles and interaction. *Global Media Journal: Mediterranean Edition*, 2 (1), 56.

concentrate on group owned major media houses especially in first world nations like United States of America and this phenomenon is gradually coming into the countries like Kenya¹⁶⁴.

However, the big media houses in Kenya seem to have successfully overcome the dependence on government advertisement revenue after economic growth of the last few decades. The scenario of commercial viability of the media houses also giving opportunities for powerful corporate bodies to influence media owners to publish news stories in favor of commercial interests. This situation has also helped media owners to put their money on technology and effects rather than on reportage. Consequently, journalists have to work under huge constraints and comprise on the ethics of their work.

(ix) Self-censorship

Self-censorship is overlooking or deliberately not including every information about a situation or an interview for varying causes. Self-censorship is discussed in two ways. The first one is that media professions look like they take great care while reporting matters associated to societal problems which are usually politically delicate particularly to the current government¹⁶⁵.

The other one is that news editors and journalists omit some information while editing based on the general objective of the newspapers. News editors and reporters might omit some serious issue from the main story because of threats and intimidations by state authorities. It is important to highlight that self-censorship limit reliability of journalists that eventually deteriorates the prospect of the profession. It affects the media career that is entrusted to serve people through broadcasting or printing true, unbiased and sensible information impartially and honestly. It

¹⁶⁴ Chapter 19, Corporate Control of the Media. (n.d.). In Democracy and Corporate Control of the Media.

¹⁶⁵ Tong, J. (2009). Press self-censorship in China: a case study in the transformation of discourse. *Discourse and Society*, 20(5), 593-612.

further restricts freedom of communication which is a fundamental right to members of the public. Consequently, self-censorship jeopardizes the right to freedom of communication and journalists involvement in covering conflicts freely¹⁶⁶.

Journalists are similarly alleged of collecting money and other incentives in order to report or print quash news, prejudice, one-sided, supporting tribal or religious interests and fabricating stories while covering political events and community disputes/conflicts. ¹⁶⁷ Abidde¹⁶⁸ argued that the societal environment seems to literary force media professionals to ‘submitting’ to bad practices. Media professionals are either not professional mindful or that they might seek chances to leave the career for well -paid job opportunities. Some scholars also argue that media professionals of 21st century do not show the kind of commitment that portrayed by earlier journalists. Abidde explains this in an assessment of journalism practices in current Nigeria:

Actually, several reporters opt to work as media personal assistant and or spokesmen/women for senior civil servants and government agencies. Majority of professional reporters care less about news the news business. The monetary compensation is what majority of the reporters pursue since the salary and general payment of the newly employed reporter is so little and many opt to shoddy plans just to boost their revenue (paragraph. 9).

(x) Technical challenges

Fragile and usually insufficient technical resources and infrastructure for media houses continuously pose a great big problem with satellite based broadcasting not likely to be greatly affected. The benefits offered by the internet are still hindered mostly by costs and infrastructural

¹⁶⁶ Yesil, M. (2014). The Invisible Threat for the Future of Journalism: Self-Censorship and Conflicting Interests in an Increasingly Competitive Media Environment. *International Journal of Business and Social Science*, 5(3), 71-78.

¹⁶⁷ Suraj, O. (2013). Analysis of newspaper coverage of Boko Haram crisis in Nigeria: April to June 2012. *Journal of Communication and Language Arts*, 4(1), 96-119.

¹⁶⁸ Abidde, S. (2012). Journalism in contemporary Nigeria. *The Punch*. Retrieved from <http://www.punchng.com>.

challenges, even though media houses in Africa are slowly embracing digital broadcasting by using the web to network¹⁶⁹.

4.1 Data Analysis, Presentation and Interpretation

This chapter presents data analysis, interpretation, presentation and discussion of findings. The general objective of this study was to examine the role of media coverage in dispute management a case study of Kenya-Uganda disagreement over Migingo Island. The chapter is organized based on the study objectives including the role of media in informing the public during disagreement over Migingo Island, role of media diplomacy in the management of Migingo Island dispute as well as the challenges media faces in covering disagreement over Migingo Island conflict. The responses were analyzed into frequencies, percentages and presented in tables.

4.1.2 Response Rate

The study respondents were the residents in Migingo island and news editors from the five mainstream media companies in Kenya. They instrument return rate is presented in Table 4.1.

Table 4.1: Instrument return rate

Respondents	Sampled size	No. collected	Return rate (%)
Residents	100	80	80.0
News editors	18	12	66.7
Total	118	92	-

Table 4.1 indicates that the average instrument return rate was more than 70 percent. These percentage return rate according to Mugenda and Mugenda (2008) is suitable for analysis. So the researcher proceeded to analyze data.

¹⁶⁹ Myers, M. (2008). Radio and Development in Africa: A Concept Paper Prepared for the International Development Research Centre (IDRC) of Canada

The background information of the residents focused on gender, nationality and age group. The background information of editors focused on the number of years working as an editor in a media company. Findings are presented in Table 4.2.

Table 4.2: Background Information

Variable	Frequency (F)	Percentage (%)
Gender		
Male	60	75.0
Female	20	25.0
Total	80	100.0
Age		
18-24 years	8	10.0
25-30 years	45	56.3
31-35 years	20	25.0
More than 35 years	7	8.7
Total	80	100.0
Nationality		
Kenya	50	62.5
Uganda	30	37.5
Total	80	100.0
Period of working as a media editor		
5-10 years	8	66.7
15-20 years	3	25.0
21-25 years	1	8.3
Total	12	100.0

Table 4.2 indicates that 75% of the Migingo Island residents were men and 25% were women. This implies that the Island is mainly occupied by men who are fishers and only. This implies that most women do not also engage in fishing which is normally felt to be a male-aligned career. The few available women around the beaches are left to majorly participate in selling of the fish and not fishing which is the main source of dispute in the Island. With regards to age of residents, 56.3% were aged between 25-30 years, 25% 31-35 years, 10% 18-24 years while 8.7% of the residents were aged more than 35 years. This implies that the residents were young and energetic

to effectively engage in economic activities in Migingo Island. The results could also mean that most of the youthful people in Migingo Island engage in fishing to find alternative mechanisms of coping with life which have always remained marginalized due to high unemployment rate in Kenya and Uganda.

Findings also show that 62.5% of the residents are Kenyans while 37.5% are Ugandans. This shows that both countries are well represented in the Island although Kenyans are many than Ugandans. Findings in Table 4.2 also show that 66.7% of the news editors had worked as editors in the media industry for 5-10 years, 25% for 15-20 years and 8.3% of the editors had worked as news editors for 21-25 years. This shows that the news editor had enough experience in the media industry therefore they could understand the study concept.

4.1.3 Role of Media in Informing the Public during Disputes

The first research objective was to establish the role of media in informing the public during disagreement over Migingo Island. The study sought to assess the residents most reliable source of news as well as the most trusted form of media or press to report on Migingo Island dispute issues fairly. Table 4.3 presents the findings.

Table 4.3: Reliable and Trusted Media

Statement	Radio		TV		News paper		Social media	
	F	%	F	%	F	%	F	%
Most reliable source of news	52	65.0	15	18.7	8	10.0	5	6.3
Most trusted media to report on dispute issues fairly	45	56.3	20	25.0	11	13.7	4	5.0
N=80								

Data in Table 4.3 indicate that a high number of the residents 65% pointed out that their most reliable source of news was radio, 18.7% indicated television, 10% indicated newspaper and 6.3% of the residents indicated that their most reliable source of news was social media. With respect to the most trusted media to report on dispute issues, 56.3% of the residents indicated that they trusted radio, 25% trusted television, 13.7% trusted newspaper while 5% of the residents trusted social media to get information on Migingo Island dispute. This implies that the most accessible source of media was Radio which was also trusted by many residents in Migingo Island. The least reliable and trusted media was social media which could be as a result of poor internet connection in the Island to access social media platforms.

This finding was supported by the media editors. All the mainstream media editors agreed that their media houses covered Migingo Island dispute. The editors unanimously said, “my media house have a correspondents in Nyanza region who are responsible of covering any arising issue in the Island. I ensured that the dispute issue was among the news item. (Interview, 17th July, 2019). The finding concurs with Chebii study which established that that the most dominant media of conveying conflict reports in Kenya was radio. This was because of its capability to cover very marginalized areas of a country, less costly broadcasting and requires little capital to set up in comparison to other mass media, therefore eradicating the illiteracy barriers to sharing news, information or propaganda.

Residents were asked whether they were satisfied with mainstream media coverage on Migingo Island dispute. Findings are presented in Table 4.4.

Table 4.4: Residents Satisfaction with Media Coverage on Disputes

Satisfaction with Media Coverage	Frequency	Percentage
Very satisfied	12	15.0
Satisfied	20	25.0
Dissatisfied	48	60.0
Total	80	100.0

Findings show that 60% of the residents were dissatisfied with the media coverage, 25% were satisfied and 15% of the residents were very satisfied with mainstream media coverage on Migingo Island dispute. This shows that media coverage on Migingo Island dispute was not intensive and did not meet the residents' expectations of more airtime on the dispute. The residents' sentiments concurs with Khamadi that the media has a critical role in providing balanced reportage through good investigative journalism.

The researcher aimed at determining the role of media in informing people during disputes. Table 4.5 presents the residents level of agreement on role of media in informing the people during disputes.

Table 4.5: Residents Level of Agreement on Role of Media in Informing the Public

Key: SA=strongly agree, A=agree, UN=Undecided, D=Disagree, SD=Strongly Disagree

STATEMENTS	SA	A	UD	D	SD
	F (%)	F (%)	F (%)	F (%)	F (%)
I trust the media to give reliable information on violent dispute issues	48 (60.0%)	20 (25.0%)	6 (7.5%)	4 (5.0%)	2 (2.5%)
Media extensively highlighted the issues of violent disputes in the area.	3 (3.7%)	8 (10.0%)	12 (15.0%)	50 (62.5%)	7 (8.8%)
The media failed to provide background information of emerging dispute	47 (58.8%)	14 (17.5%)	10 (12.5%)	6 (7.5%)	3 (3.7%)
Media coverage on dispute issues facilitated faster response by authorities	15 (18.8%)	54 (67.5%)	5 (6.2%)	2 (2.5%)	4 (5.0%)

N=80

Data in Table 4.5 show that 60% of the residents strongly consented that they have faith that the media gives dependable information on vehement dispute matters; 62.5% disagreed with the statement that media comprehensively emphasized on the matters of vehement disputes; 58.8% strongly agreed that the media failed to provide background information of emerging dispute and 67.5% of the residents strongly agreed media coverage on dispute issues facilitated faster response by authorities. The finding was supported by a media editor who said that:

After covering the Migingo dispute, the authorities responded quickly to resolve the issue. The Foreign Affairs Cabinet Secretary Monica Juma intervened and promised to tackle the issue through demarcation and delineation of boundaries between the two countries and how to reduce tension in the area. She was speaking during a press briefing that was covered by this station live alongside her Ugandan counterpart Sam Kutesa. The talks of the two dignitaries helped to restore calm in the Island. (Interview, 18th July, 2019).

This shows that journalists play their role of informing public in the course of the dispute and although the coverage was not intensive, is enabled faster response by authorities to control the Migingo Island dispute. The finding concurs with Malakwen study which established that

journalists as news providers are very important just as the role of watchdogs and initiating diplomatic negotiations.

4.1.4 Role of Media Diplomacy in Management of Disputes

The second research objective was to examine the role of media diplomacy in management of Migingo Island dispute. Residents were asked whether the media promoted peace building during Migingo Island dispute. Table 4.6 presents the findings.

Table 4.6: Responses on whether Media Promotes Peace Building

Responses	Frequency	Percentage
Yes	51	63.8
No	29	36.2
Total	80	100.0

Findings in Table 4.6 illustrate that 63.8% of the residents indicated that media promoted peace building during Migingo Island dispute while 36.2% indicated that the media did not promote peace during the dispute. The residents who responded in affirmative explained that some media stations created a platform where authorities from both countries discussed issues affecting Migingo Island dispute which resulted in peace agreements and harmonious living. The residents who responded negatively explained that media platforms especially ethnic radio stations contributed to be divisions by either spreading hatred or inciting Kenyans against Ugandans.

The finding was supported by a media editor who said that:

My media house was actively in peace building in Migingo Island. The Tv and radio stations run programmes where they invited leaders to discuss about Migingo Island dispute. Residents were allowed to call in to air their opinion on how to restore peace in the Island. This helped to lower the tension in the Island and calls for mediation were initiated. Even though we do not have written down policies on dispute resolution reporting, we are guided by basic journalism ethics and principals. We use our own discretion and editorial judgment when deciding what should be broadcast or not. The emphasis on fair, balanced and objective reporting as well as the value of fair comment or right of reply, is one of the main guiding principles while covering dispute situations. The unwritten rules from the chief operations officer is to have at least 1 or 2 happy stories or narratives that would take the country forward rather than cause discord. Newsrooms are more cautious with what is put in the running orders and what is aired. (Interview, 19th July, 2019).

Another media editor said that, “My media house owns an Fm station that broadcasts in the common ethnic language in Migingo Island. The radio run a program that facilitated participatory interactions through debates and discussions where communities dialogued and engaged with each other to generate solutions to issues that brought about disputes amongst them.” (Interview, 17th July, 2019). The finding implies that mass media promoted peace building in Migingo Island. The finding concurs with Kiplimo & Nabushawo who found out that media plays an important part in reconciliation and transformation processes of disputes which are the mainly anticipated effects.

The study aimed at assessing the role of media in peace-building for the period of disputes. Table 4.7 presents the residents level of agreement on role of media in peace building public during disputes.

Table 4.7: Residents Level of Agreement on Role of Media in Peace Building*Key: SA=strongly agree, A=agree, UN=Undecided, D=Disagree, SD=Strongly Disagree*

STATEMENTS	SA	A	UD	D	SD
	F (%)	F (%)	F (%)	F (%)	F (%)
Media has greatly helped in solving disputes in the Island.	20 (25.0%)	46 (57.5%)	6 (7.5%)	3 (3.7%)	5 (6.3%)
Messages on the importance of living in unity helps to restore peace	47 (58.7%)	12 (15.0%)	9 (11.2%)	5 (6.3%)	7 (8.8%)
Media especially the radio stations discouraged hate speech through broadcast and situation analysis	17 (21.3%)	45 (56.3%)	11 (13.7%)	4 (5.0%)	3 (3.7%)
Media creates a conducive platform for the negotiations to manage dispute	55 (68.7%)	10 (12.5%)	3 (3.7%)	7 (8.8%)	5 (6.3%)
Media is actively involved in efforts to reconcile disputing parties	11 (13.7%)	52 (65.0%)	4 (5.0%)	5 (6.3%)	8 (10.0%)

N=80

Data in Table 4.7 illustrate that 57.5% of the people consented that media greatly helped in solving disputes in the Island, 58.7% strongly agreed that messages on the importance of living in unity helps to restore peace, 56.3% agreed that media especially the radio stations discouraged hate speech through broadcast and situation analysis, 68.7% strongly agreed that media creates a conducive platform for the negotiations to manage dispute and 65% agreed that media is actively involved in efforts to reconcile disputing parties. The finding were supported by a media editor who said that:

The main activities that facilitated peace in Migingo Island were live coverage and interviewing residents on the causes of dispute as well as asking them to suggest on suitable measure for harmonious living. Debate and discussion programmes aired on the television which were effective at helping people to query authorities directly and listeners cherished hearing different range of opinions and ideas. As a senior staff in the news room, I ensure that all messages broadcasted in dispute prone areas focus on the importance of living in unity helps to restore peace. (Interview, 16th July, 2019).

Another media editor from a different media house said that:

Our media house does not incite people to brutality, I ensure that the radios and televisions do not air graphics that can lead to violence, our media house does not marginalize on areas of conflict only but we act as mediators where there is conflict and we reach out to responsible people who can calm violence like political leaders and government officials like cabinet secretaries and ambassadors (Interview, 16th July, 2019).

This implies that media played a great role in management of Migingo Island disputes. The finding concurs with Khamadi who established that peace building and the use of community and vernacular radio stations are tools that can be used during conflict situation to promote peace and tranquility.

4.1.5 Challenges Faced by Media in Management of Disputes

The third research objective was to establish the challenges media faces while covering disagreement over Migingo Island conflict. Residents opinion on whether the media faces challenges in management of Migingo Island dispute was sought. Findings are illustrated in Table 4.8.

Table 4.8: Respondents Opinion on Media Challenges

Responses	Frequency	Percentage
Yes	65	81.2
No	15	18.8
Total	80	100.0

Table 4.8 findings shows that a high number of the residents 81.2% opined that media faced challenges in management of Migingo Island dispute while 18.8% thought that the media does not face any challenges during dispute situations.

Respondents were further asked to tick on the degree to which the listed challenges affected the role of media in managing dispute. Table 4.9 presents the findings.

Table 4.9: Challenges affecting Role of Media in Managing Dispute

Challenges	Very great extent		Great extent		Moderate extent		Low extent	
	F	%	F	%	F	%	F	%
Politicians interference	50	62.5	13	16.3	9	11.2	8	10.0
Hostile residents	46	57.5	20	25.0	12	15.0	2	2.5
Language barrier	54	67.5	15	18.8	8	10.0	3	3.7
Poor communication network in the Island	45	56.2	26	32.5	5	6.2	4	5.0
Lack of professional journalism	11	13.7	21	26.2	42	52.5	6	7.5
Tension between the authorities and the media	7	8.8	9	11.2	52	65.0	12	15.0

N=80

Table 4.9 results show that 62.5% of people residing in the Island opined that politicians interference affects role of media in managing conflict to a very great extent, 57.5% opined that hostile residents affect media's role to a very great extent, 67.5% opined that language barrier affect media role to a very great extent, 56.2% opined that poor communication network in the Island affect media role to a very great extent, 52.5% opined that unprofessional journalism affect media role to a moderate extent and 65% of the residents opined that tension amongst the authorities and the journalists affects role of media in managing conflict to a moderate extent. The media editors also concurred with the residents that the media faces various challenges in their role of informing the public as well as peace diplomacy. The editors in unison said that:

The politicians sometimes interfere with our work. Sometimes our journalists are torn between a hard rock on whether to report what the politicians want or the opinion of the public. The residents in some conflict situations are hostile and they at times destroy cameras and physically injure journalists. Language barrier is a challenge especially when we don't have a journalist who is familiar with the local dialect and worse still if the dispute occurs in an area occupied by illiterate people. Communication infrastructure is poor in some areas which hinders live coverage which requires stable internet connection. Some journalists lack professionalism and they allow their ethnicity to interfere with their work. There is also tension between the authorities and the media. The government at times hinders journalists from carrying out their duties which has resulted to arrest of journalists, injuries by police officers and attack on media houses by government officials. (Interview, 16th July, 2019).

Another editor added that:

I am always uncertain on how correspondents' stories could be understood by the authorities. If it is understood to have an adverse meaning, the journalists might be fined and taken to jail. Therefore journalists opt to stay safe instead of being jailed. In so doing, majority of the reporters opt to either entirely overlook or practice extensive self-censorship when covering delicate issues like internal conflicts. (Interview, 16th July, 2019).

Poor working condition is another challenge identified by an editor in one of the media stations.

He said that:

The media house is facing tough financial times and is not able to make adequate revenue to cope with the challenges. The revenue from adverts and other conventional sources have reduced significantly whereas the digital platforms which have been adopted to replace hour traditional headlines have not yielded a lot of revenue. Apart from being unable to pay salary on time, we are also facing challenges in purchasing important equipment for journalists or sponsor field travels for the journalists to pursue stories especially out of Nairobi County. Most of media owners especially radios are individual that do not have adequate funds required to establish and sustain an effective media house. They just hire their peers or members of their families as members of the board but actually they manage the media houses alone. Media owners are always afraid of losing the entire control on their enterprises through partnership. The owners opt to run their businesses on their own hence limiting the amount of funds available to keep the business running and ultimately play a significant role in conflict situations. (Interview 19th July, 2019).

This shows that the media faces various challenges in their role of managing conflicts. Findings also show that reporters live in continuous panic and intensive self-censorship while covering conflicts between communities. This eventually affects reporters' capability to practice their

right of freedom of expression as expressed in the Constitution. The findings concurs with White who established that media professionals are always under threat and they are usually injured physically. Media houses vandalized, set on fire or attacked by mobs.

4.1.6 Pearson's Correlation Analysis Media Coverage and Dispute Management

Table 4.10 below shows a Pearson coefficient of correlation matrix for media coverage. A correlation test was run in SPSS to identify possible association between media coverage and dispute management. Findings in Table 4.10 show that all the three variables were significant at 0.05 level of significance and $p < 0.01$ two tailed test. The Pearson correlation coefficient for media information was ($r = 0.840$, $p\text{-value}=0.000$) which was significant, that of media diplomacy was ($r= 0.761$, $p\text{-value}=0.000$) which was also significant and correlation between challenged faced by media and dispute management ($r= 0.506$, $p\text{-value}=0.004$) was also significant. The study therefore accepts the alternative hypothesis since there is a significant relationship between media information, media diplomacy, media challenges and dispute management of Migingo Island.

Based on table 4.10 the correlation between media information and dispute management was the strongest depicted by a correlation value of ($r =0.840$, $p= 0.000$). Followed by the relationship between media diplomacy ($r = 0.761$, $p\text{-value}=0.0040$). Then followed by media challenges and dispute management ($r = 0.506$, $p\text{-value}=0.004$).

Table 4.10: Correlation Analysis Media Coverage and Dispute Management

		Dispute managem ent	Media inform ation	Media diplo macy	Media challe nges
Dispute management	Pearson Correlation	1			
	Sig. (2-tailed)				
Media information	Pearson Correlation	.840**	1		
	Sig. (2-tailed)	.000			
Media diplomacy	Pearson Correlation	.761**	.654	1	
	Sig. (2-tailed)	.000	.000		
Media challenges	Pearson Correlation	.506**	.466	.652	1
	Sig. (2-tailed)	.004	.003	.000	
**. Correlation is significant at the 0.005 level (2-tailed).					

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter focuses on summary of the study, summary of findings and conclusions. It also presents recommendations and suggestions for future research.

5.2 Summary of Study

The general objective of this study was to examine the role of media coverage in dispute management a case study of Kenya-Uganda disagreement over Migingo Island. The objectives were to establish the role of media in informing people during disagreement over Migingo Island, to examine the role of media diplomacy in management of Migingo Island dispute as well as to establish the challenges media faces in covering disagreement over Migingo Island conflict. The study was based on libertarian theory. Mixed research designs were used that is the Ex-post facto research and Phenomenology research designs. The target populace for the study was 1000 residents in Migingo Island and 60 news editors. Simple random sampling was employed to sample 100 residents and 18 news editors. Questionnaires and interview guides were used to obtain the study data. Research instrument reliability was tested through Cronbach's Alpha Coefficient method. Data was analyzed both quantitatively and qualitatively. The average instrument return rate was 73.4 whereby 80 out of 100 residents returned the questionnaire answered and 12 out of the 18 news editors accepted to be interviewed.

5.3 Summary of Findings

The first study objective was to establish the role of media in informing the public during disagreement over Migingo Island. Findings established that the media fulfilled its role of informing the public whereby radio was the utmost reliable source of news for the residents of Migingo Island as indicated by 65% of the residents. Radio was also the most trusted media to report on dispute issues as indicated by 56.3% of the residents. This could attributed to the fact

that radio is portable since they are available in different sizes and fishermen can even fix them in their boat and listen to it whether in the lake or in the Island. Radio is also affordable and is cheaper to maintain as compared to other platforms like tv, news paper, digital media or social media. The media editors also agreed that they adequately covered all disputes arising in Migingo Island. The finding is in agreement with Happer & Philo who established that news reporters plays an essential role of informing people on what is happening globally, especially in regions where audiences do not have direct information or understanding. Findings also supports Chebii study which established that the most dominant media of conveying conflict reports in Kenya was radio. This was because of its capability to cover very marginalized areas of a country, less costly broadcasting and requires little capital to set up in comparison to other mass media, therefore eradicating the illiteracy barriers to sharing news, information or propaganda.

The second study objective was to determine the role of media diplomacy in managing Migingo Island dispute. The study results indicated that media promoted peace building during Migingo Island dispute as pointed out by 63.8% of the residents. The findings further established that messages on importance of living in unity assists to restore peace, media especially the radio stations discouraged hate speech through broadcast and situation analysis, media creates a conducive platform for the negotiations to manage dispute and media is actively involved in efforts to reconcile disputing parties. This was supported by media editors who said that their media houses do not incite people to brutality in conflict situations, media does not air graphics that can lead to violence, the media act as mediators where there is conflict and that the media reach out to responsible people who can calm violence. Media houses created a platform where authorities from both countries discussed issues affecting Migingo Island dispute which resulted in peace agreements and harmonious living. The finding is in agreement with Momanyi who established

that media has a critical part to play to facilitate establishment of lasting harmony and peace and prevent recurrence of violence among communities.

The third study objective was to establish the challenges media faces in covering disagreement over Migingo Island conflict. Findings established that the media faces various challenges which hinder their roles in dispute situations. The challenges included politicians interference, hostile residents, language barrier, poor communication network, lack of professional journalism and tension between the authorities and the media. The findings concurs with White who established that media professionals are vulnerable to physical injuries, vandalism, attacks by authorities and arson.

5.4 Conclusion

It was concluded that there is significant relationship between media role of informing the public and dispute management of Migingo Island ($r=840$, $p=0.000$). Mass media (radio, tv, newspaper, social media) informed the public about the disputes in Migingo Island. The residents rely and also trust news from radio because of its affordability and accessibility. The media comprehensively covered the matters of vehement disputes and the coverage facilitated faster response by authorities. However residents of Migingo Island felt that the media did not exclusively cover the disputes.

It further concludes that there is significant relationship between media diplomacy and dispute management of Migingo Island ($r=761$, $p=0.000$). Radio and TV programs play an essential role in enabling harmonious living amongst people who live in conflict-prone areas. The programs facilitates participatory interactions through debates and discussions where communities dialogue and engage with each other to generate solutions to issues that bring about conflicts amongst them. It is also clear that disputing communities are ready and willing to participate and own the

peace process to enable them live harmoniously with each other. However, the effectiveness of the peace program relies on the cooperation of the government, political leaders and other peace players in the Migingo Island.

Although the media effectively carry out its role of informing and mediating for peace, there are challenges which hinder the media from effectively conducting its role. The challenges had a significant effect on dispute management over Migingo Island ($r=506$, $p=0.004$). The challenges are both external and internal which include; unprofessional journalists, hostile residents, insecurity, political interference and tension between the government and media. Even though the right to freedom of expression, which is a global and fundamental human right, is stated in the Kenyan Constitution, media professionals in the country live in fear when practicing this fundamental right, particularly while covering community/ethnic conflicts. The degree of the media professional's distress and the consequent self-censorship is remarkably witnessed on matters associated with internal conflicts, particularly with, border disputes.

5.5 Recommendations

Based on the findings of this study, it is recommended that:

- i. A media and conflict/dispute policy should be established, to comprise of procedures for authenticating data before live airing, scrutinizing of live broadcasts and cross checking of paid-for adverts to refrain from airing provocative messages.
- ii. The National Cohesion and Integration Commission, the Media Council of Kenya and the Communications Authority of Kenya must be sufficiently funded and equipped to efficiently and successfully carry out their respective roles. Adhering to guidelines for accountable and unbiased coverage of disputes must be sustained and reinforced.

- iii. The study recommends that media firms should introduce trainings to their reporters on ethics of media professionalism to curb the media in causing chaos rather be peace makers.
- iv. Media professionals should be equipped with disputes cautious coverage expertise. Kenyan media houses should capitalize and establish a broadcasting policy that can deal with main concerns during conflict coverage.
- v. The Government establish policies to enable involvement of radio in conflict management measures because radio is less expensive and within the reach many people especially in rural areas.
- vi. The study further recommends that the government should establish media laws that are not very limiting and more supportive in order for the media to play a more significant role in dispute management and peace building together with other stakeholders.
- vii. Conflict sensitive journalism needs to be included in media studies. Peace journalism calls for conflict management that involves accountable, impartial and sensible reporting of groups or individuals at the center of conflict such as the Migingo Island dispute.
- viii. Universities and other institutions should introduce fully fledged peace journalism courses. Most institutions have peace and conflict courses as separate curriculum from peace journalism courses. Including conflict cautious courses will greatly help to enhance comprehensive reporting of conflicts like Migingo Island dispute.
- ix. The National Assembly should pass a law to control the media ownership in Kenya to make sure that any individual who is planning to own a news station has adequate capital to fund its operations to ensure consistent remuneration of journalists and provide funds and tools for their staff to effectively carry out their duties .

5.6. Suggestions for further study

- i. The role of media on peace and good governance in Kenya.

- ii. The effects of media on the economic development of Kenya.

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APPENDICES

Appendix I: Introduction Letter

Letter to Residents,

Venessa Nyasio

University of Nairobi

P.O. Box 30197-00100

Nairobi – Kenya

Dear Sir,

RE: PERMISSION TO CONDUCT RESEARCH

I am a post graduate student at the University of Nairobi currently conducting research on “**the role of media coverage in dispute management a case study of Kenya-Uganda disagreement over Migingo Island**”. I am respectfully asking for your consent to collect the required information. The questionnaires will be specifically meant for this study and therefore no name of the respondents will be required. The responses are only intended for this study and your name will be confidential.

Yours Faithfully,

Venessa Nyasio

Appendix II: Questionnaire for Residents

The survey will take about **15-20 minutes** to complete. Kindly answer all questions by use of a tick in appropriate bracket. The information will be treated with extreme discretion.

Section A: General Information.

1. Indicate your gender.

Male () Female ()

2. Nationality:

Kenyan () Uganda () other (specify).....

3. Which is your age Group?

18-24 years () 25-30 years () 31-35 years () over 35 years ()

Section B: Role of Media in informing the public

4. Which is your most reliable source of news? (multiple answers allowed)

Radio () Tv () Newspaper () Social media ()

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

Radio () Tv () Newspaper () Social media ()

6. Were you satisfied with mainstream media coverage on Migingo Island dispute?

Very satisfied () Satisfied () Dissatisfied ()

7. Kindly tick on your agreement level on the listed statements on role of media in informing the public.

Statements		Str on gly agr ee	Ag ree	N eu tr al	D i s a g r e e	Stro ngly disa gree
1.	I trust media to give reliable information on violent dispute issues					
2.	Media comprehensively covered the matters of vehement disputes in the Island					
3.	The media failed to provide background information of emerging conflict					
4.	Media coverage on dispute issues facilitated faster response by authorities					

Section C: Role of media diplomacy in management of dispute

8 .Did the media promote peace building in Migingo Island?

Yes () No ()

9.If yes how did the media help to maintain peace in the Island?

10 Kindly tick on your agreement level on the listed statements on role of media in peace building.

Statements	S t r o n g l y a g r e e	A g r e e	N e u t r a l	D i s a g r e e	Str on gly dis agr ee
1.	Media has greatly helped in solving disputes in the Island.				
2.	Messages on the importance of living in unity helps to restore peace				
3.	Media especially the radio stations discouraged hate speech through broadcast and situation analysis				
4.	The media played a role during Migingo Island dispute.				
5.	Media creates a conducive platform for the negotiations to manage dispute				
6.	Media is actively involved in efforts to reconcile disputing parties				

Section D: Challenges Faced by Media in Management of Migingo Island dispute

11. Do you think that the media faces challenges in management of Migingo Island dispute?

Yes ()

No ()

12. Kindly tick on the extent to which the listed challenges affect the role of media in managing dispute.

Challenges	Very great extent	Great extent	Moderate extent	Low extent	No extent
Politicians interference					
Hostile residents					
Language barrier					
Poor communication network in the Island					
Lack of professional journalism					
Tension between the authorities and the media					

Thank you for your Cooperation

Appendix III: Interview Guide for News Editors

1. How long have you worked as an editor in a media company?
2. Did the media adequately cover the Migingo Island dispute?
4. What is the effect of media coverage on the Migingo Island dispute?
5. In your opinion, was the media actively involved in peace building in Migingo Island?
6. Which are the media activities that facilitated peace in the Island?
7. Describe the challenges faced by media in management of Migingo Island dispute.

Appendix IV: Authorization Letter



UNIVERSITY OF NAIROBI
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August 16, 2019

TO WHOM IT MAY CONCERN

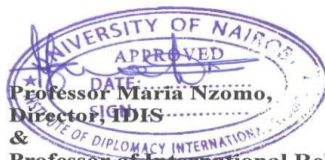
RE: VENESSA PAULETTE NYASIO – R50/8089/2017

This is to confirm that the above-mentioned person is a bona fide student at the Institute of Diplomacy and International Studies (IDIS), University of Nairobi pursuing a **Master of Arts Degree in International Studies**. She is working on a research project titled, **“ROLE OF MEDIA IN CONFLICT MANAGEMENT: A CASE STUDY OF KENYA-UGANDA CONFLICT OVER MIGINGO ISLAND”**.

The research project is a requirement for students undertaking Masters programmes at the University of Nairobi, whose results will inform policy and learning.

Any assistance given to her to facilitate data collection for her research project will be highly appreciated.

Thank you in advance for your consideration.



Professor of International Relations and Governance

Appendix V: Research Permit


REPUBLIC OF KENYA


**NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY & INNOVATION**

Ref No: **539801** Date of Issue: **09/September/2019**

RESEARCH LICENSE



This is to Certify that Miss.. Venessa Nyasio of University of Nairobi, has been licensed to conduct research in Homabay on the topic: MEDIA COVERAGE AND CONFLICT MANAGEMENT: THE CASE OF KENYA-UGANDA CONFLICT OVER MIGINGO ISLAND for the period ending : 09/September/2020.

License No: **NACOSTI/P/19/1045**

539801
Applicant Identification Number


Director General
**NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY &
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