INTERNATIONAL MEDIA AND THE RESOLUTION OF DARFUR CONFLICT: A CASE STUDY OF CABLE NEWS NETWORK (CNN)

BY

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DECLARATION

This research project is my original work and has not been presented to any other examination body.

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This research study has been submitted with my approval as the Supervisor.

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DEDICATION

I would like to dedicate this research project to my lovely parents Mr. and Mrs. Kathurima for supporting me financially and my sibling for their social support and love throughout the time of my studies.

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ABSTRACT

This research study was carried on contributions of international media and the resolution of Darfur conflict with reference to Cable News Network. Despite the positive factors related to media in resolving conflict, the challenge still remains on how to affect the same in Darfur, and therefore calling for the study to be conducted in order to get clarity on the same. This was done with an aim of finding out the contribution of international media in enhancing positive impact during conflict and not escalating or worsening the state of conflict. The specific objectives of the study will be; to assess the effect of media education in conflict resolution, to determine the effect of media attention creation during Darfur conflict resolution and to establish the effect of CNN media ethics on Darfur conflict resolution. The study was of great importance to the international media houses, the government of different countries and the future researchers. Theory is a system of ideas intended to explain something, especially one based on general principles independent of the thing to be explained. It is a set of principles on which the practice of an activity is based. It can be an idea used to account for a situation or justify a course of action. In this study normative media theory is used to describe the practice of media in the society. In the research methodology, Descriptive research design was used, to enable clarity. The target population was 88 respondents from the top level management, middle level management and the support staffs of CCN. The researcher made use of simple stratified random sampling procedure to select a sample size of 44 respondents. Questionnaires were used for collecting data which was analyzed quantitatively and qualitatively. It is true that, in today's politics and society at large, international media is essential to the safeguarding transparency of democratic processes. This is often called its 'watchdog' role. Transparency is required on many levels including for access to information; accountability and legitimacy of individuals, institutions and processes themselves; and for rightful participation and public debate regarding conflict resolution worldwide. For international media to report accurately and hold election administrators to account, they should also become familiarized with the electoral system employed in conflict resolution. If this seems obvious, the reality is that all too often reporters simply need to understand how the system works. For example, they are unable to analyze the criteria for delimitation of electoral boundaries to determine if delimitation has been carried out fairly. Furthermore, should often do understand how a conflict resolution result is reached, particularly in issues involving more complicated matters of resolution.

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LIST OF ABBREVIATIONS AND ACRONYMS

BBC	British Broadcasting Corporation
CNN	Cable News Network
ICC	International Criminal Court
IMS	International Media Support
JEM	Justice and Equality Movement
NBC	National Broadcasting Company
SLA	Sudan Liberation Army
TV	Television
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization

1.1 Introduction / Background of the Study

It is stated by David K. (2012)[1] that Darfur is a region in Sudan the size of France. It is home to about 6 million people from nearly 100 tribes, some nomads, some farmers, All Muslims. In 1989, General Omar Bashir took control of Sudan by military coup, which then allowed The National Islamic Front government to inflame regional tensions. In a struggle for political control of the area, weapons poured into Darfur. Conflicts increased between African farmers and many nomadic Arab tribes. In 2003, two Darfur rebel movements, the Sudan Liberation Army (SLA) and the Justice and Equality Movement (JEM) took up arms against the Sudanese government, complaining about the marginalization of the area and the failure to protect sedentary people from attacks by nomads. The government of Sudan responded by unleashing Arab militias known as Janjaweed, or "devils on horseback". Sudanese forces and Janjaweed militia attacked hundreds of villages throughout Darfur. Over 400 villages were completely destroyed and millions of civilians were forced to flee their homes.

In that, African farmers and others in Darfur are being systematically displaced and murdered at the hands of the Janjaweed. The conflict in darfurl which was declared genocide by the former secretary of state Colin L. Powell in the year 2005 has claimed 400,000 lives and displaced over 2,500,000 people. More than one hundred people continue to die each day; five thousand die every month. The Sudanese government disputes these estimates and denies any connection with the Janjaweed. The Sudanese government appears unwilling to address the human rights crisis in the region and has not taken the necessary steps to restrict the activities of the Janjaweed.

In June 2005, the International Criminal Court (ICC) took the first step in ending impunity in Darfur by launching investigations into human rights violations in Darfur[2]. However, the government of Sudan refused to cooperate with the investigations. On March 4, 2009 Sudanese President Omar al Bashir, became the first sitting president to be

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[1]David K. (2012) *Media Role In Conflict Resolution* 2nd Edition, Prentice Hall publishers, San Francisco

[2] David K. (2012) *Media Role In Conflict Resolution* 2nd Edition, Prentice Hall publishers, San Francisco

indicted by ICC for directing a campaign of mass killing, rape, and pillage against civilians in Darfur. The arrest warrant for Bashir follows arrest warrants issued by the ICC for former Sudanese Minister of State for the Interior Ahmad Harun and Janjaweed militia leader Ali Kushayb. The government of Sudan has not surrendered either suspect to the ICC.

It is clear that Jacques (2012)[3] the media, whether local or international, will always face a considerable challenge in trying to cover conflict. There will inevitably be commercial pressure to focus on the immediate, most violent or dramatic incidents, at the expense of explaining the background and issues that may underpin the conflict. In order to explain the conflict in terms that are comprehensible, not just to the external audience but those affected by the conflict itself, 24 International Media must have the ability to operate freely and without threat and with the capacity to report on all aspects of the conflict. While policy makers (including combatants) have a role in providing the circumstances in which the media can operate, but a high responsibility falls on journalists and editors themselves.

It is exactly this complex situation that International Media Support (IMS) is trying to deal with. IMS do this through rapid and short-term interventions in areas affected by violent conflict to promote and strengthen press freedoms and to improve the working conditions of local media practitioners and institutions. A basic assumption for this work is that a strong independent media contributes to the retention or creation of peace and stability in conflict affected and threatened areas[4].

The complex nature of media support in conflict areas calls for a constant development and testing of methods and approaches. For this reason, since its foundation in 2001, IMS has put great emphasis on the sharing and discussion of how to develop ways of best supporting media in conflict. Regular conferences with organizations directly involved in this work, or in other ways related to the field, are one way of doing this. The growing

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[3] Jacques B. (2012) *Code of Conducts By International Media* Ashford Color press, Hampshire

recognition of the crucial role the media can play in helping provoke conflict has led many to examine how the media can play a constructive role in resolving conflict. This created considerable controversy such as should journalism stay detached, even from horrific events unfolding around them, or should it take up the stance suggested by Martin Bell and become attached to a cause even that of peace. The obvious problem with such an approach is that it might involve taking sides in a conflict after all; conflicts require a solution that addresses the underlying problems and this means assessing the weight of the different claims in a conflict and seeking to resolve those[5]. Peace is something more than the absence of war. The dangers of journalists taking sides in a conflict are obvious professional independence is impossible to maintain, access to the other sides' combatants will disappear and journalists will become even more of a target than they already are.

Eric (2003)[6] stated that one limitation of the discussion about peace journalism is that it speaks to only part of the reality of the modern media, where the media is an actor in its own right. Part of the problem with the debate about "peace journalism" is confusion about the different roles the media fulfils. The media is a place in which journalists convey ideas, information and stories to the listener, viewer or reader – in this way they represent a version of reality. It is sometimes said that the journalist acts as a vehicle, which conveys the different views, outlooks and perspectives experienced in a society. In this capacity there is fierce resistance to any attempt to encroach on the independence of the journalist carrying out this function, or any attempt to impose an ideological purpose upon them, however worthy. The media understood in this way is a structure that carries the debates of a society.

However, in addition to the representation of the groups they are reporting on – in this case parties to the conflict – journalists also present their own views and interests. In this respect the media itself becomes an actor in the conflict, for example when it takes an

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[5] Jacques B. (2012) *Code of Conducts By International Media* Ashford Color press, Hampshire

[6] Eric D. (2003) *The Truth About Bias and the News*, DP publishers New Mexico

editorial position or when the media focus on certain issues or aspects of the conflict leads to the exclusion of others. The idea that the journalist sits outside of the events they are covering, whatever their perspective on "peace journalism" is misleading. The media, in this sense, are themselves actors or agents in the conflict and their behavior will have an effect on the way the conflict develops[7]. Media constitute a space in which the conflicts of a society can be articulated and are inevitably themselves actors in that conflict. Moreover the combatants in a conflict will usually relate to each other either on the battlefield or through the way they are represented in the media (and this latter, as is evident in many recent conflicts, may often be more important to them than the battlefield). To use sociological terms, the media is both structure and agency. The idea therefore that they can be simple instruments of any point of view – state or non-state – is profoundly misleading and policy towards the media in conflict has to take on board the sense in which they play both interweaving roles[8].

1.1.1 The Cable News Network

Cable News Network (CNN) Worldwide is a portfolio of more than two-dozen news and information services across cable, satellite, radio, wireless devices and the Internet in more than 200 countries worldwide. In the United States, CNN reaches more individuals on television, the web and mobile devices than any other TV news organization. Internationally, CNN is the most widely distributed news channel reaching more than 260 million households abroad. The CNN Digital Network is consistently the No.1 current events and news destination on the web. Additionally, CNN News source is the world's most extensively utilized news service partnering with hundreds of local and international news organizations around the world. CNN is division of Turner Broadcasting System. CNN's 25 branded networks and services are available to more than 2 billion people in more than 200 countries and territories. CNN has 45 editorial operations around the world and around 4,000 employees worldwide. CNN's coverage is supplemented and carried by more than 1,000 affiliates worldwide.

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[7] Eric D. (2003) *The Truth About Bias and the News*, DP publishers New Mexico

[8] Eric D. (2003) *The Truth About Bias and the News*, DP publishers New Mexico

CNN Radio is a full-service network providing the latest news, sports and business information. CNN.com goes beyond the next level of online news and jumps straight into a user's fully integrated experience in which articles, videos, images and user-generated content come together to give a more enriching, immediate interaction with the news content and information they need and want. One of the goals of CNN is to enhance and simplify online news for consumers to allow them to access and interact with their information in more ways than ever before.

1.2 Statement of the Problem

The international media attracts worldwide attention as it is known to address different issues facing different nations at different times regarding different matters. The mass media is a pervasive part of daily life especially in industrialized countries and thus able to shine a light on conflicts anywhere in the world. Since most armed conflicts these days have governmental and not territorial reasons, the parties are often concerned with making sure that the majority of people are on "their" side, which bears a lot of potential for misrepresenting facts and trying to seize control over the distribution of information. For this very reason the intervention of unbiased and free global media is important not only for the world public but also for the people directly affected. The number of conflicts, however, that gets international attention is small; therefore local media is vital in this context.

The international media is considered the helpers of all human rights defenders for they have committed themselves to professional ethical and moral standards in reporting as well as to addressing important topics in way that can be productive for everyone involved in conflict resolution. Assistance from public opinion is and always has to be the goal of any reporting since without reaching a broad audience that can take action, the effect of the media is limited at best. Increasingly this practice can be observed in democratic countries as well and is being heavily criticized. It is noteworthy that despite the fact of democracy being the rule of a majority, a truly democratic framework also demands and ensures that those elected must be accountable. International Media and journalism are of great assistance in conflict resolution and peace building. The media

can be a good tool in a healthy and functioning environment but more is needed than ethical and responsible reporting to ensure lasting peace and safety. The media report and reflect on pressing issues and can help to question established concepts and ideas.

However despite the good thing the international media is playing in resolving conflicts in African, Darfur is today continue to suffer and the innumerable problems facing Sudan cannot be resolved until peace is secured in Darfur. According to UN estimates, 2.7 million people from Darfur remain in internally displaced persons camps and over 4.7 million Darfur is rely on humanitarian aid. Resolving the Darfur conflict is critical not just for the people of Darfur, but also for the future of Sudan and the stability of the entire region. Therefore the study will be conducted to establish the contributions of media in resolving conflict in Darfur.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of the study will be to establish the contributions of international media in the resolution of Darfur conflict with specific reference to Cable News Network.

1.3.2 Specific Objectives

  i. To assess the effect of media education in conflict resolution.
 ii. To determine the effect of media attention creation during Darfur conflict resolution.
iii. To establish the effect of CNN media ethics on Darfur conflict resolution.

1.4 Research Questions

  i. How does media education affect conflict resolution?
 ii. To what extent does media attention creation affect Darfur conflict resolution?
iii. Do CNN media ethics affect Darfur conflict resolution?

1.5   Justification of the Study

The study will be of great significance to the international media in that it will help to improve their purpose in their daily undertakings of peace creation among the countries

facing conflict and other related issues. It will also be of great importance to the countries which are facing conflicts like Darfur since the media will have better understanding of what they need to do when, where, why and how. This will assist those countries to achieve conflict resolutions easily through the help of a media.

The study will be of assistance to the future researchers since it will help them to have information, which is related to media, to help them to conduct a more detailed study to their area of undertaking. This will help to have good results in future studies in regard to the media houses on matters of conflict resolution and other areas of undertaking.

1.6 Literature Review
1.6.1 Media education in conflict resolution.

According to Kuypers (2011) [9] in conflict resolution media has been used as a tool of importance in educating the public and other key stakeholders on matters related to the conflict. Media through its briefings enables the key participants in the conflict resolution to get information on what is happening within the region, which enhances commitment and even equips them with knowledge of the expectations which results to making concrete ideas about the resolution of the conflict. It is therefore important to have concern on media in order to be able to make decisions which can help solve existing problems.

According to[10] CNN Media denotes an item specifically designed to reach a large audience or viewers. In the world of today, CNN media has become almost as necessary as food and clothing. It is true that CNN is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world especially the areas with conflict like Darfur and Somalia, and greatly gets involved in assisting in educating public on major concerns of the areas. CNN has a strong social and cultural impact upon society. Because of its

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[9] Kuypers J. (2011) *Press Bias and Politics: How the Media Frame Controversial Issues*.
[10] Clausen L. (2003) *Global News Production*. Copenhagen Business School Press.

inherent ability to reach large number of public, it was widely used to convey message to build public opinion and awareness during the Darfur conflict.

One of major duties of international media like CNN media today is to inform the people about the latest happening around them and the world. They cover all aspects of public interest like politics, war, health, finance, science, fashion, music, and so on. People can listen, watch and read latest news whenever and wherever they want. The role of CNN media in education is evident today by the number of computer labs, television sets and libraries that have become part of today news. CNN Media comes in different forms and each form affects the way public learn and interpret information. Media has brought the world closer (globalization) such that public from different countries in different parts of the world is connected through a mere media connection. Amidst the information revolution mass media has become such a massive part of our lives that it is impossible to ignore its effects[11].

 According to[12] a very dynamic role that CNN is playing is bringing social change. Media has reshaped the societies with its vibrant approaches. It highlighted the core issues and evils of Darfur society conflict and other countries having conflicts' and pushed the forces for social change. Corruption, poverty, illiteracy, social taboos, violation of human rights, oppressing laws, traditional customs, injustice all are exposed by CNN media in many parts of the world to enhance public to remain educated on matters related to conflict and how they need to cooperate with the parties to the conflict solution.

According to Nichelle (1995)[13] the media can educate the parties about each other's interests, needs, and core values, and help to confirm the parties' claims of transparency. They can help to undermine harmful stereotypes and promote re-humanization of the parties. Education in general is helpful for conflict resolution. Both the lawmakers and the audience are able to see the other side as simply other human beings.

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[11] Clausen L. (2003) *Global News Production*. Copenhagen Business School Press.

[12] Burgh, H (2010) *Investigative Journalism: Context and Practice*, Prentice Hall publishers, San Francisco

[13] Nichelle N. (1995) *Star Trek and Other Memories*, Berkley, DB publishers, New Mexico, Mexico

The media can help educate the parties and public about existing conflict resolution resources, and about other successful cases of conflict management. The Voice of America radio broadcasts take this approach. The Journal convened meeting, hired facilitators, brought in community groups, and got over 20,000 citizens to pledge to work for racial harmony. The media may itself reframe the issues in ways which make the conflict more tractable. They may aid the parties in reframing issues, and in formulating possible solutions. The media may also help maintain or achieve a balance of power between the parties, or work to strengthen the morally superior position. The media can reinforce leaders' credibility with their constituents, and engage in other confidence-building activities[14].

The media can work to deflate rumors and propaganda. The "Radio Boat" was one such, albeit unsuccessful, attempt. A private European organization stationed a boat in the Adriatic to counter xenophobic propaganda in Yugoslavia with more objective reporting. Unfortunately, the boats broadcast range was sharply limited by mountains. The media can offer an outlet for the parties' emotions, and otherwise aid in the healing and reconciliation process. The "Ism Project" described above fills this role also. The media can respect the need for privacy and confidentiality in the negotiation process. They can also reinforce settlements by publicizing them as important, shared historical events[15].

1.6.2   Media attention creation during Darfur conflict resolution.

Media is a very important tool in attention creation during conflict resolution. Media attention enhances players in the conflict resolution to bring all possible ideas regarding the current happenings. Attention creation makes the stakeholders in conflict resolution to be careful on what they say and do during the conflict resolution process. Therefore it is important to support media to advance on matters of conflict resolution[16].

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[14] David K. (2012) *Media Role In Conflict Resolution* 2nd Edition, Prentice Hall publishers, San Francisco

[15] Stefano M. (2011) *Strategic Maneuvering and Media Bias in Political News Magazine Opinion Articles*,

[16] Stefano M. (2011) *Strategic Maneuvering and Media Bias in Political News Magazine Opinion Articles*,

According to Ronald (2012)[17] Public attention/awareness by CNN at Darfur in Sudan was a public's level of understanding about the importance and implications of safety in cities and communities. Raising public awareness is not the same as telling the public what to do. It is explaining issues and disseminating knowledge to people so that they can make their own decisions. High public awareness occurred when a significant proportion of Darfur citizens agreed that the safety of citizens in the society was an issue that was of great importance to all citizens. Low public attention by the media was when a majority of people failed to know or did not care about the other people's safety in the community. There are two main areas to focus on when raising attention about safe areas for citizens. First, there is the general public awareness, which involves widespread understanding and acknowledgement of the issues on a societal level. Second, there is the self-awareness, which occurs when individuals understand how the concept of safe areas for humanity affected them personally.

The Protocol in regard to public attention creation requires Parties, to cooperate with other States and international bodies, to promote and facilitate public awareness and education, including access to information which can only be effected through media and where states are included international media is involved regarding the safe transfer, handling and management of public. Public attention enables the Parties to consult the authority in the decision-making process, to make public the final decision taken and to inform public about the means of access to the peace resolutions. Since the involvement of CNN media in conflict management, a number of measures have been taking place in the field of public awareness and participation under the conflict management plan in different states undergoing different situations of war[18].

According to Jacques (2012)[19] Due to CNN concern for peace building in countries with war, the media has created much attention to the public on the steps being taken towards

[17] Ronald B. (2012) *Global Warming and Other Eco Myths: How the Environmental Movement Uses False Science to Scare Us to Death*, Prima Lifestyles;

[18] Ronald B. (2012) *Global Warming and Other Eco Myths: How the Environmental Movement Uses False Science to Scare Us to Death*, Prima Lifestyles;

[19] Jacques B. (2012) *Code of Conducts By International Media* Ashford Color press, Hampshire

achievement of common goal on matters of peace keeping which helps the Parties consider, options for cooperation between Parties, other States and relevant international bodies on the promotion and facilitation of peace through public awareness, education and participation concerning the safe transfer, handling and use of living modified organizations.

The CNN media has brought attention on what brought about war and how the progress has been at Darfur, whereby it has provide a detailed background of the crisis in Darfur, going back to pre-colonial Sudan. The most important aspect of this background is CNN description of the changing nature of violence in the region, which began as localized conflict over cattle-grazing and land rights. They identify several factors that led to the escalation of violence, including the flow of arms from the Sudanese government, cross-border conflict between Chadian and Sudanese ethnic groups, the weakening of traditional methods of conflict resolution, and others. CNN identified a number of times each medium shared news about Darfur, and how the language and images used influenced the American people's belief that the UN should send peacekeepers to the region and that the United States should support this effort. Early coverage of Darfur (2003-04) was lacking, but that between 2005 and 2007, Darfur increased dramatically in both television and newspapers. During the latter period, the media, government officials, and celebrities called for UN intervention in what had clearly become one of the worst humanitarian disasters in recent history. The attention by CNN helped different stakeholders and public to understand their area of participation during conflict management in Darfur[20].

According to[21] The CNN coverage of Darfur brought attention of the American public to the crisis and framed the coverage in such a way that influenced the public's belief that the UN should intervene. They also argue that the public's calls for intervention may have influenced American officials, including secretaries of state, to make Darfur a

[20] Jacques B. (2012) *Code of Conducts By International Media* Ashford Color press, Hampshire

[21] Kuypers J. (2011) *Press Bias and Politics: How the Media Frame Controversial Issues*.

priority. These findings provide important additional evidence to the existing debate over the real impact of the CNN effect[22].

Often, the relationship between media coverage of an event and the public's beliefs about this event is assumed, or discussed as being very critical in creating attention to the right people. Evidence that the media can both create attention and shape the public's opinion might influence decisions by producers, editors, reporters, and journalists about whether and how to cover current events. This evidence also tells policymakers to pay closer attention to the news coverage of a current event, and even closer attention to the viewer and reader responses to the coverage for evidence about possible support for a particular course of action[23].

1.6.3 CNN media ethics on Darfur conflict resolution.

Observation of ethics by media houses is very critical in conflict resolution. In this case it is a matter of concern to the media houses to ensure that they report in a manner that will not escalate the conflict but rather in a manner that will bring the fighting communities or countries to realization of benefits of sharing ideas. Ethics by media house can contribute positively to conflict resolution.

According to Ronald (2012)[24] The Code of CNN Press Ethics in Darfur was established by the member organizations of the Media Organizations Convention. The provisions of the Code of Press Ethics were freely consented to by journalists. The enforcement of the provisions set forth by the Code of Press Ethics was under the care of specialized bodies of each signatory organization.

Through the present Code, the notion of "public interest" was regarded by CNN in Darfur as being based on the following premises: any matter affecting the existence of the

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[22] Jacques B. (2012) *Code of Conducts By International Media* Ashford Color press, Hampshire

[23] Jacques B. (2012) *Code of Conducts By International Media* Ashford Color press, Hampshire

[24] Ronald B. (2012) *Global Warming and Other Eco Myths: How the Environmental Movement Uses False Science to Scare Us to Death*, Prima Lifestyles;

community is of public interest. This is not limited to political aspects only but also includes any other circumstance which could be of any interest to the community. The public interest does not refer only to matters considered as such by the powers-that-be. The way in which the government, the authorities and the public institutions act and function but also any other entity that uses public funds or which affects the community is of major public interest. All words spoken, actions, deeds or gestures made by dignitaries, politicians and other public officials in the fulfilling of their duties are of major public interest. Such persons' private lives are of major public interest only when they are relevant to the fulfilling of their duties. Having in view the contribution of the authorities to the proper administration of power and of public services, any criticism voiced against a particular administration is of major public interest. When there is no clear public interest at stake, freedom of speech can be limited only in so far as it impinges on another fundamental right and Any information regarding the encroachment of human rights – as defined in international documents also ratified by Romania was of major public interest[25].

According to Kuypers (2011)[26] the journalists had the responsibility to seek out, to respect and communicate the facts (as they become known through reasonable research) by virtue of the public's right to be informed. The CNN journalist in Darfur had the responsibility to express only opinions based on actual facts. When stating facts and opinions, a journalist will act in good faith. They had the responsibility to expose negligence, injustice and abuse of any kind. The CNN Journalist has the responsibility to respect the private life of the individual (including those aspects regarding family, residence and correspondence). Interfering in one's private life is permitted only when the public interest of finding the information prevails. In this context it is irrelevant whether a public person actually wanted or not to reveal this information. An activity is not considered private just because it is not publicly developed. They had the responsibility to bear in mind the legitimate interest of a minor.

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[25] Ronald B. (2012) *Global Warming and Other Eco Myths: How the Environmental Movement Uses False Science to Scare Us to Death*, Prima Lifestyles;

[26] Kuypers J. (2011). *Press Bias and Politics: How the Media Frame Controversial Issues*.

The CNN journalist had to protect the identity of minors involved in crimes, whether as victims or as perpetrators, with the exception of the situation in which the public interest demands that they are properly identified, or if their parents or legal representatives so demand, so as to protect the superior interest of the minor. On the events of crimes, especially those sexually abused were not supposed to be revealed except with the consent of those victims or when there is a major public interest that prevailed. The same treatment was extended to vulnerable persons. The CNN journalist did had the responsibility as part of their ethics not to discriminate against any person on the basis of race, ethnicity, religion, sex, age, sexual orientation or any kind of disabilities and also were supposed to refrain from any incitement to hatred and violence while stating facts or expressing opinions[27].

According to Clausen (2003)[28] The Darfur information was a must to be kept clearly separate from opinions and journalist were a must to take clear steps to ensure this. The journalist had to verify the information in a reasonable manner before printing it and expressed opinions based mainly on facts. Any clearly false information or information about whose truthfulness a journalist had reasonable doubts was not published. With regard to what was reported, a journalist had to make efforts in order to present the points of view of all those involved. While editing, a journalist had to respect the rules of quoting. If he/she partially quoted someone, a journalist had the obligation not to distort the message of that particular person.

It was necessary for media in observation of its ethics to clarify the concept in order to advance towards the useful practices that combined what was morally necessary with what was politically possible, and to place the protection horizon as far as possible, or in other words, to make it widely inclusive. In this sense, the responsibility to protect implies a significant empirical and normative progress. Not only is there a shift from the right to the responsibility of states, but some principles with regards to humanitarian

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[27] Kuypers J. (2011). *Press Bias and Politics: How the Media Frame Controversial Issues*.

[28] Clausen L. (2003) *Global News Production*. Copenhagen Business School Press.

intervention, such as proportional means and that military intervention should be the "last resort", are also specified. Furthermore, the principle is not limited to interventionist measures, but it also stresses how conflict prevention should be the priority of international media[29].

1.7 Theoretical Framework

Normative Media Theory

Media theory according to[30] refers to the complex of social-political-philosophical principles which organize ideas about the relationship between media and society. Within this is a type of theory called normative theory', which is concerned with what the media ought to be doing in society rather than what they actually do. In general, the dominant ideas about the obligations of mass media will be consistent with other values and arrangements in a given society. The press and other media, in their view, will reflect the "basic beliefs and assumptions that the society holds". In the western liberal tradition, this refers to matters such as freedom, equality before the law, social solidarity and cohesion, cultural diversity, active participation, and social responsibility. Different cultures may have different principles and priorities.

Postulates of Normative Media Theory
   i.   For the media to operate there should be audience.
  ii.   For media to be effective in its business it should respect the culture of the society.
 iii.   To achieve the media objectives it must maintain competed staffs.
  iv.   Proper know how of community social life ensures proper interaction
   v.   Media houses should convey truth to the citizens to enhance peace
  vi.   Media should ensure confidentiality of information communicated to them

This theory is best because it is tackling issues related to political issues which are the same case in the Darfur in southern Sudan.

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[29] Clausen L. (2003) *Global News Production*. Copenhagen Business School Press.

[30] Clifford G. Christians, (2009) Journalism in Democratic Societies, Published by University of Illinois Press

1.8 Methodology

Research Design

This research study made use of descriptive research design in order to enable clarity of the study under investigation, since this design was much encourages explanation of the study findings to an understandable state which can be beneficial to those who reads this study.

Target Population

The study had a target group which assists in the data collection. This group was employees of Cable News Network based in Kenya at their offices in whereby the study targeted the top level management, middle level management and the support staffs of the organization, while on the other hand the study incorporate the people in Darfur. This was achieved through the use of opinion leaders and media personnel. The study made use of 44 respondents to fill in the questionnaire whereby half of the respondents came from CCN while the remaining half was taken from the people of Darfur.

Sampling Design and Procedures

This research study incorporated a sampling design called stratified random sampling methods. This method of sampling enabled equal representation of the members in the organization as well as those in Darfur to a sample size, which was issued with questionnaires without discrimination to either of the parties. This enabled fairness in data that was collected for analysis. Half of the target population was taken as the representative of the target population which involved a total of 44 respondents.

Data Collection Instruments

The data collection instruments used in the study was questionnaires and written materials. In this regard the questionnaires will help the researcher collect primary data. The questionnaires had both open and closed ended questions. For secondary data the researcher made use of written materials which involved the journals, magazines and any other written documents in relation to the study under investigation.

Validity and Reliability

The research instruments was pre–tested to increase the validity and reliability of the responses whereby; pre-testing allows errors to be discovered as well as acting as a tool for training the research team. Expert validity views and suggestions of the supervisors' were initially incorporated and then Pre-testing was done on 5 respondents. However, these respondents were not included in the study sample. As a result of the pilot test, changes in words selection and instructions were made to the questionnaire. The research assistants were well trained before participating in the study. Regular cross checking was done to ensure accuracy, relevance, completeness, consistency and uniformity of the data to be collected.

Data Analysis

The data analysis was done for clarity in order for the correct measures to be taken on the matter. In this regard qualitative and quantitative technique was involved in the study. Under qualitative technique the study was presented in explanatory form. Under quantitative technique the study was presented in the form of tables and figures.

Ethical Considerations

According to Mugenda and Mugenda (2003)[31] ethics is a code of conduct which the researcher is supposed to obey when conducting a study. To adhere to this, the researcher will send a written request to the management of the CNN, asking for permission to collect data. Also the research ensured that data collected remained private, confidential and of significant to them, and be utilized for academic purpose.

1.9 Scope of the Study

The study was conducted at CNN offices in Kenya which are located at Longonot Place, Harry Thuku Rd, Nairobi opposite Kenya Broadcasting Corporation. The study was conducted to the top level management, middle level management and the support staff, while for the people of Darfur the study used the surveymonkey.com website where the

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[31] Mugenda O. and Mugenda A. (2003), *Research Methodologies* 4th Edition, Ashford colour press, Jersey.

researcher posted the questionnaires to the targeted population through the website. The study targeted a total of 88 respondents and a sample size of 44 respondents was taken. The study took four months which included the month of April 2014 to August 2014.

1.10 Chapter Outline

The Chapter one of this research study introduces the research topic of research study setting the broad context of the research study, the statement of the problem, literature review, theoretical framework or conceptual framework that show the link between the independent variables and the depended variable. This assists to build ideas on what is expected to be attained in the final study. It also has the justification to the study, research questions and research methodology that was used in this study to attain the expected outcome.

The chapter two represents analysis Media education in conflict resolution. In this chapter the collected data was analyzed and presented using qualitative and quantitative technique to enable proper understanding of the study by those who come across the study.

The third chapter of this study presents the analysis of the findings on Media attention creation during Darfur conflict resolution in Darful. The chapter creates an understanding of what has been a major challenge related to media attention creation in enhancing conflict resolution in Darfur.

Chapter four of this study presents the findings on CNN media ethics on Darfur conflict resolution. It provides the effect the CNN media has on Darfur conflict resolution by conducting its business in an ethical manner.

The chapter five of this research is very important in that, it presents the summary of the study findings while conclusions of the study in regard to the study findings were presented. The chapter provides the recommendations and also provides suggestions on areas for further study.

2.1   MEDIA EDUCATION IN CONFLICT RESOLUTION

2.1.1 Whether educating the public during conflict enhances resolution

According to Miel and Faris (2008)[32] International media broadcasting, newspapers, magazines, and network newscasts have all played a central role in our democracy, informing citizens and guiding public conversation. But the top-down dissemination technologies that supported them are being supplanted by an open, many-to-many networked media environment. International media lays out an expanded vision for international media that places engaged publics at its core, showcasing innovative experiments and revealing related trends, stakeholders, and policies. International media looks and function differently, but it shares the same goals as the projects that preceded it: educating, informing, and mobilizing its citizens from different areas or locations in the world at large. Multiplatform, participatory, and digital, international media is an essential feature of truly democratic public life and media both for and by the public. The grassroots mobilization around the 2008 electoral campaign is just one signal of how digital tools for making and sharing media open up new opportunities for civic engagement.

According to Richard (2004) [33] the need for media education during any time of conflict or crisis is crucial not only for those directly affected but also for those involved and engaged from outside the affected area. The need for media education on the Darfur conflict has not been an exception. Indeed, Darfur is often cited as one of the world's worst humanitarian disasters but it is also one of the most complex. Considering, that media often is a main source of education regarding the war in relation to a given conflict and its development it will be useful to examine what type of media coverage has been afforded the conflict by the media. Indeed, media education give basic knowledge of the quality and quantity of news and information made available, as well as provide some insight as why resolution to this conflict proves so elusive.

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[32] Miel, P., and R. Faris (2008). *News and Information as Digital Media Come of Age*. Media Re:public. Cambridge, Massachusetts, Berkman Center for Internet and Society at Harvard University.
[33] Richard D. (2004) *Conflict Resolution Plan,* published by ATB Publisher Boston

According to Martine (2010)[34] The quality of media coverage and education of Darfur crisis, as noticed during the monitoring period, is conditioned not only by factors related to the crisis itself but also to general attitudes and preferences of Arab media. It is therefore important to look at the development of the crisis in general, and their most recent developments in particular, and then to have a look at the environment in which the media are working and how their editorial policies reflect their attitudes, priorities and interests to understand and interpret their coverage of the Darfur crisis. The assessment of the media education illustrates a powerful instrument able to increase the dialogue and the responsiveness on the Sudanese humanitarian crisis and to foster media awareness regarding their responsibility in defining the how the Darfur conflict is perceived by the public.

Additionally, it is hoped that media education not only provide a basis for dialogue among the fighting parties, but also enhance awareness among the key participants and contribute to policy reforms related to provision of humanitarian information to the population in Darfur. The media education of the Darfur crisis is limited and the non-Sudanese (Arab) media does not give any significant priority to the crisis; rather they cover the crisis as they would cover any other crisis in the African region. Meanwhile, the Sudanese media provide more substantial coverage of the Darfur crisis than their non-Sudanese peers in order to contribute positively to the education of the citizens and the parties involved in the war to enhance conflict resolution[35].

According to Jacques (2012)[36] peace talks in Addis Abba continue to be delayed and there is no promise that they will lead to reconciliation. Although it will be difficult to do, it is in the government's best interest to promote a healthy media field because it will improve the development of the nation though education and will be a major factor in ending the conflict in Darfur and the rest of African countries going through the same challenge. Media is a tool that South Sudan can use now to facilitate peacekeeping through education to the key stakeholders and the community. If the government works

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[34] Martine D. (2010) *Benefits of Media In Darfur,* Jomo Kenyatta Publishers Nairobi
[35] Martine D. (2010) *Benefits of Media In Darfur,* Jomo Kenyatta Publishers Nairobi
[36] Jacques B. (2012) *Code of Conducts by International Media,* Ashford Color press, Hampshire

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with bilateral organizations and national organizations it can pass the media legislation package, increase the safety of journalists and a focus on promoting accurate news coverage thus making airing out clear information which will remain supportive to conflict resolution.

To enhance effective education and peace resolution, it is important that international media institutions and makers need to develop a participatory national network and platform; to cross cultural, social, economic, ethnic, and political divides; to collaborate; and to learn from others' examples, including their mistakes, while the Policymakers need to create structures and funding to support national coordination of public media networks and funding for production, duration, and archiving; to use universal design principles in communications peace policy and universal service values in constructing and supporting infrastructure; to support lifelong education that helps everyone be media makers; and to build grassroots participation into public policy processes using social media tools while on the area of Funders, it can invest in media projects that build democratic publics; in norms- setting, standardization of reliability tools, and impact metrics; and in experiments in media making, media organizations, and media tools, especially among disenfranchised communities.

Table 2.1 Whether educating the public during conflict enhances resolution

Category	Frequency	Percentage
Yes	35	90
No	4	10
Total	**39**	**100**

Source: Author (2014)

The table above gives analysis of questionnaire given to the public in relation to whether educating the public during conflict enhances resolution. In this regard the majority response of 90% indicated that it affects while the response of 10% indicated that it does not affect. From the majority response it was noted that it educated the citizens among other key players to understand the cause of the conflict and the best way to end the

conflict. It highlights the key actors in the war and the major concerns to be given attention to asst in ending the conflict.

2.1.2 Analysis of Rating of international media to public education.

According to Pandey (2003)[37] the media education regarding the Darfur warfare, demonstrates the extent to which the crisis is first and foremost framed in a political dimension with the crisis framed as a political struggle between local Sudanese actors, and a struggle between the Sudanese government and the international community. This trend is underlined by the scope applied by the media in that they frequently focus on the international implications of the crisis as opposed to viewing the crisis with a local Sudanese context. The media education has shown that, crisis in Darfur is also framed as a humanitarian issue, stressing that the crisis is caused by external factors such as the international community instead of local causes.

If no good media education regarding war is available, then wrong rumors spreads greatly and very fast. The strong media education culture in South Sudan continues to solve the ongoing conflict because of limited legal protection for public broadcasting, media regulation and freedom of information. Additionally journalists face safety concerns, restrictions on what issues they can report, and limited funding and training. Accurate news coverage which can enhance better media education regarding the war in Darfur has been difficult to obtain, allowing warring parties, responsible for countrywide atrocities, to escape accountability for their crimes. The media sector in South Sudan needs to be strengthened to promote accountability and transparency of all parties involved in the conflict. This is only possible if pressure is put on President Salva Kiir to sign the package of media legislation and if there is a national effort between the government, bilateral organizations, national media groups and journalists to promote countrywide news reporting and proper education regarding the conflict resolution. Increasing the

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[37] Pandey L. (2003) *Media on Conflict Resolution,* Tata McGraw hill publishing company limited. Montreal

availability of reliable information, decrease the spread of rumors, improving cross tribal communications/education and peace building[38].

Table 2.2 Rating international media to public education

Category	Frequency	Percentage
Very High	11	28
High	20	51
Moderate	6	15
Low	1	3
Total	**39**	**100**

Source: Author (2014)

The above table 2.2 gives an analysis of the extent to which international media affects public education as it was found from the field study conducted by the resercher. The rating of effect as having very high effect got 28%, while the majority response contributed to the rating of effect as being high by responding by 51%. The rating of effect as having moderate extent had a response of 15%. There was a response of effect as having low effect which represented 3%. By comparing the response it can be concluded that the international media had a high effect to public education.

2.1.3 Analysis of whether international media is used to educate the public and stakeholders

According to David (2003)[39] since independence the government has cracked down on the international media education through the harassment of journalists and the use of fear to limit the spread of information which is aimed at educating the public, according to journalists who wish to remain nameless. The legal uncertainties in South Sudan make journalists more susceptible to threats and abuse by the authorities. The signing of the media legislation package by President Salva Kiir can establish a legal framework that

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[38] Pandey L. (2003) *Media on Conflict Resolution,* Tata McGraw hill publishing company limited. Montreal

[39] David D. (2003) *Role of Media in Conflict* 3rd Edition, Desktop Publishers, Great Britain

protects journalists and media outlets, to enhance peace creation through media education. Implementation of the media laws will be another issue, but passing the media legislation is the first priority.

There have been coordinated efforts in the international media education by UNESCO, Foundation Hirondelle, BBC Media Action, Inter-news, AMDISS and AMWISS to work together for regulatory changes and advancing the field of journalism all over Africa and its surrounding with major concern being Darfur. The Ministry of Information has been involved in some of the capacity building efforts, including a Media Sector Working Group and their participation are important to ensure the safety of journalists and having a dialogue on pressing national media issues with key concern being educating public on issues related to conflict resolution without manipulation of the information[40].

The media should commit to covering international affairs as they cover domestic crime for the benefit of the participants in the war and all the stakeholders. If they report on the arrest of a suspect, they have an ethical responsibility to follow up and report on the outcome of that arrest. Whether there a plea bargain or a trial, was the defendant found innocent or guilty. Too often the media cover an international crisis as they would a dramatic incident like an arrest, but then the story is dropped, and the public never learns whether the victim survived or whether the suspect arrested was really the person responsible. The media also too infrequently revisit stories six months or even six years later [41].

According to Lucas (2006)[42] International media has taken a chance to play a leadership role in several ways. They elevate and act upon internal discussions about how to develop platforms for collaboration, engagement, and future discussions on matters regarding peace building. They jointly build or endorse a national coordinating body that supports peace content and interaction. International media is involved in experimental activities

[40] David D. (2003) *Role of Media in Conflict* 3rd Edition, Desktop Publishers, Great Britain

[41] Kuypers J. (2011). *Press Bias and Politics: How the Media Frame Controversial Issues*.

[42] Lucas, M. (2006). *Creating Multiple Global Publics: How Global Voices engages journalists and bloggers around the world.* Washington, DC: Center for Social Media.

which related to peace, such experiments, properly publicized and documented (including their weaknesses), are the seed from which the public media environment works. All such efforts need is build from a mandate to mobilize publics and incorporate participatory platforms and engagement campaigns. Public media institutions need to reach far beyond the traditional demographics of their mass media audiences and to cross cultural, social, economic, ethnic, and political divides. They need to serve as a beacon in their own communities, daily demonstrating the vitality and importance of international media to both the citizens of the country and the key stakeholders managing the daily undertakings.

Media education to the public and key stakeholders will create not only new tools, new habits, new platforms for action, but also greater public understanding of why media needs to be built, nurtured, funded, and sustained by the key persons concerned themselves. The most basic challenge for international is to generate political information for it. People need to make demands for international to give information that is related to the future expectations in relation to the challenges facing a given country. By educating the stakeholders they need to host these conversations within the networks of attention and concern that they command, in order to mobilize them to demand a vital government functioning to easy the war. International media education enhances publics to act powerfully and flexibly; they are grown and nurtured within rich communications environments. These environments exist today and can become more effective as they develop links across sectors and as they develop awareness, investment, and a shared vision with wider, engaged publics[43].

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[43] Hume, E. (2012). Defining civic media at MIT [Electronic Version]. Idea Lab: Reinventing Community News for the Digital Age.

Table 2.3 Whether International media is used to educate the public and stakeholders

Category	Frequency	Percentage
Yes	30	74
No	9	26
Total	**39**	**100**

Source: Author (2014)

The table 2.3 indicates the response from the questionnaires issued on whether international media is used to educate the public and stakeholders. The response of 74% said yes while the response of 26% said no. To this regard it can be noted that, international media if not used to escalate the situation, it is used to give out the information which is able to educate the public about the daily happenings and what is being put in place regarding the same. This helps in managing the conflict existing among the participants.

2.1.4 Analysis of Extent to which international media affects conflict resolution

The media rarely follows up on its stories was confirmed by former NBC News president Bill Small: It is rarely done but whenever it is, one finds insights in the follow-up, and, often, the discovery that the original story was either wrong or lacked vital ingredients that the follow-up discovers. It is worth noting that in the small number of cases when there has been follow-up on sensationalist stories on Sudan - on slave redemption and weapons of mass destruction stories, for example - much of the original story, as outlined above, was wrong or deeply questionable thus enhancing poor education to the citizens and other key participants which at times results to positive or negative impact to the conflict resolution. Coverage of Darfur has led to considerable in-house debate amongst journalists, including several exchanges in the Press Gazette, British journalism's in-house magazine, with articles questioning the close relationship between the media and

nongovernmental organizations in Darfur, in relation to public education which is a key factor to the Darfur peace solution[44].

It is stated by Kuypers (2011)[45] it is a simple matter of fact that a significant amount of the international press coverage of Sudan over the past decade has been questionable. Disinformation and propaganda has been an ever-present particular feature of most, if not all, wars over the past 50 years or so. Sudan in general and Darfur in particular have been no exception. The international news media have been an obvious target for those who wish to manipulate the way in which conflicts are presented thus interfering with media intention of education to a large extent. International reporting is in many instances the only image many outside observers will have of the country itself. International press coverage is also sometimes the only material many commentators and even legislators will have in mind when addressing issues either directly or indirectly related to Sudan which will enhance education on key issues regarding conflict resolution. Journalists have in many instances managed to get away with some appalling reporting on Sudan. There has been a mixture of simply bad journalism and misinformation regarding the Darfur war which has resulted to better and poor education of the public and key stakeholders in the resolution of the conflict, thus making it hard to solve the existing differences in the country.

Table 2.4 Extent to which international media affects conflict resolution

Category	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Educating the Public	9	12	7	6	5
Educating Stakeholders	5	15	8	7	4

Source: Author (2014)

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[44] Eric D. (2003) *The Truth About Bias and the News*, Jomo Kenyatta Publishers Nairobi
[45] Kuypers J. (2011). *Press Bias and Politics: How the Media Frame Controversial Issues*.

The table 2.4 gives an analysis from the questionnaire issued on Extent to which international media equates the public and the stakeholders. The category for singly agree was 9% for the public while for the stakeholders was 5%. The response for agree that it affects had 12% on the public education while 15% was for stakeholders. The third category of neutral had a 7% response on educating the public and for stakeholders had 8%. The response on those who indicated that they disagree had 6% on the public education while the response on stakeholders was 7%. It was noted that 5% was response on public strongly disagree on while the response of 4% was for stakeholder's response on strongly disagree. It was noted that majority agree that the international media affects conflict resolution.

CHAPTER THREE

3.1 MEDIA ATTENTION CREATION DURING DARFUR CONFLICT RESOLUTION

3.1.1 Whether International Media Creates Attention during Conflict

According to Zittrain (2008)[46] the intentional media contribute to conflict resolution or de-escalation in Darfur among other countries facing the same situation. International media coverage of the conflict plays a key role in turning public opinion against the war in Vietnam. Lack of popular support eventually forced the public. To withdraw from that conflict. One seminar participant suggested that the constant live coverage in the early stages of the Yugoslavian conflict helped to contain that conflict by allowing the parties to publicly vent their emotions and positions. Another participant observes that the Darfur war "is the first war in the history of humanity where a representative of the other belligerent appeared almost nightly in the homes of the world. The media can offer better communication with and better information regarding the adversary. By allowing each side to see the other relatively directly, by bringing the opponent into our living-rooms, the media can help to prevent the demonization of the other side.

It is stated by Sullivan Kidd (2007)[47] for media to create attention to the public as desired, there is great desire for media should cover hostage- takings. The safety of the hostages depends in part on their being remembered by their own governments and by the broader community. The media often serves as a needed channel of communication between the terrorists and the target government. However, another journalist observed that media sensationalism can escalate a hostage situation. The media can also serve as a channel of communication between leaders, and between leaders and their constituencies. Ted Turner of CNN recalled that when Philippine President Marcos wanted to appeal to key U.S. legislators he would ask CNN to broadcast his speech. CNN would alert the appropriate legislators and then solicit their comments after the broadcast. Turner said "when we were doing a follow-up story we would find them quoting each other based on

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[46] Zittrain, J. (2008) *The Future Of The Internet And How To Stop It*, DP Publishers New Mexico

[47] Sullivan, F. & Kidd, D. (2007) *Impact On Our Own Terms,* Asoke Gosh Publishers, New Mexico.

what they had seen on CNN. Media response to conflict is shaped, and some say distorted, by a number of factors. International media in the age of video, if there is no picture, there is no story. Situations which cannot be captured on film, or to which photographer cannot get access, tend to be under-reported. Visually dramatic, acute events (such as battles or bombings) receive more coverage, while longer-term, wide-spread situations (such as famine or poverty) get less.

Finally, the traditional role of the media as reporters of the truth plays an important role in international conflicts. As noted above, a key function of the media is to give the public the information necessary to make good decisions. The media can seek to confirm official accounts, reveal official deceit, and correct errors of omission. There is importance of being a first-hand witness. Official sources, even when they agree, may simply be wrong. International media accepts the need for some secrecy regarding military maneuvers among other activities during the coverage of the ware. However many journalists have observed that "secrecy and controls on reporters are often imposed for reasons of political convenience, for example to avoid blame for military or political errors that deserve exposure thus affecting attention creation by international media negatively or positively[48].

It is stated by Lessig (2008)[49] the international media contribute to conflict escalation, either directly or indirectly. Experienced war reporters observe that sometimes the very presence of cameras will prompt the sides to start shooting. Terrorists often rely on the media. Terrorist attacks may be calculated to draw media attention, and so draw attention to their cause. In the absence of media coverage, many types of terrorism would be useless. Video media in particular tend to focus on dramatic and violent events. It was observed that "more than ever in terms of news, war is better than peace, violence is better than non- violence. This tendency to focus on violence and conflict and to further sensationalize violent events can distort the public's perceptions of the situation.

[48] Sullivan, F. & Kidd, D. (2007) *Impact On Our Own Terms,* Asoke Gosh Publishers, New Mexico.
[49] Lessig, L. (2008) *Making Art and Commerce Thrive In the Hybrid Economy*, Ashford Colour Press, Jersey.

Table 3.1 Whether International Media Crates Attention during Conflict

Category	Frequency	Percentage
Yes	33	85
No	6	15
Total	**39**	**100**

Source: Author (2014)

The above table 3.1 indicates response on whether International Media Crates Attention during Conflict as it was noted from the questionnaires issued. The majority of 85% indicated that it creates attention while the response of 15% indicated that it does not create attention during conflict. In this regard it can be noted that international media affects conflict resolution effectively since it was noted that it gives information regarding what is happening regarding conflict issues among the parties involved.

3.1.2 Analysis of Challenges Facing International Media in attention creation during conflict resolution

According to (Sasaki, 2008)[50] intentional media like marketers face a serious challenge in adapting to a world in which communication has changed dramatically. A world in which paid media strategies have been replaced by a combination of paid, owned and earned media. International media are experts at understanding the changing face of the media landscape. In the last decade they have had to move very fast to absorb the way that digital and most importantly social media have become part of our lives. The staff of international media today will include roles that simply didn't exist a decade ago; search specialists, social media technology experts and content creators to name but three. International media have also had to learn to work much more closely with technology firms in Darfur. One current focus, for example, is ensuring that the data produced by modern marketing campaigns as well as the on-going conversation via social networks is easily understood.

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[50] Sasaki, D. (2008) *An Introductory Guide to Global Citizen Media*, DP Publishers New Mexico

Generally speaking, international media privacy refers to "the interest that individuals have in sustaining their personal space, free from interference by other people and organizations. With the emergence of the Internet, information privacy arose as a salient issue. Specifically, information privacy is defined as "the interest individuals have in controlling, or at least significantly influencing, the handling of data about themselves. Consumers' expectations of privacy depend on the type of media. While consumers do not pay much attention to privacy in traditional media, they do want control and protection of privacy in electronic media[51].

Table 3.2 Challenges Facing International Media in attention creation during conflict resolution

Category	Frequency	Percentage
Yes	31	79
No	8	21
Total	**39**	**100**

Source: Author (2014)

The above table 3.2 indicates response on challenges facing International Media in attention creation during conflict resolution. The majority of 79% indicated that it faces some challenges while the response of 21% indicated that international media does not face some challenges. In this regard it was noted from the majority response that international media faces challenges of interpretation of language, change of climate among other factors which affects the success of the international media to a great extent in conflict resolution.

3.1.3 Analysis of whether international media Creates Attention in the Right Time

According to Daou, (2012)[52] it is noted that international media has enhanced reports and images circulate the globe with amazing speed via Twitter, YouTube, Facebook, blogs,

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[51] Lucas, M. (2006) *Creating Multiple Global Publics Around The World*, Donnelley Publishers Sydney

[52] Daou, P. (2012) *The Revolution of the Online Commentarial,* DP Publishers New Mexico

cell phones, and email. Speed puts pressure on newsrooms to publish stories before they are adequately checked and verified as to the source of the story and the reliability of the alleged facts. Major news organizations too often pick up rumors online. An international media that thrives on speed and "sharing" creates the potential for great harm. For instance, news organizations might be tempted to repeat a false rumor that terrorists had taken control underground, or that a nuclear power plant had just experienced a 'meltdown' and dangerous gases were blowing. These false reports could induce panic, causes accidents, prompt military action and so on.

A related problem, created by international media, is how to handle errors and corrections when reports and commentary are constantly being updated. Increasingly, intentional media are blogging 'live' about news events, and breaking stories. Inevitably, when one works at this speed, errors are made, from misspelling words to making factual errors. Should news organizations go back and correct all of these mistakes which populate mountains of material, or should they correct errors later and not leave a trace of the original mistake –what is called un-publishing. The ethical challenge is to articulate guidelines for dealing with rumors and corrections in an online world that are consistent with the principles of accuracy, verification, and transparency[53].

Table 3.3 Analysis of whether international media Creates Attention in the Right Time

Category	Frequency	Percentage
Yes	25	64
No	14	36
Total	**39**	**100**

Source: Author (2014)

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[53] Goodman, E.P. (2009) Public Service Media *and Communications for All*, Donnelley Publishers Sydney

The above table 3.3 indicates response on the analysis of whether international media creates attention in the right time. The majority of 64% indicated that it does not create attention in the right time while the minority of 36% indicated that it creates attention in the right way. In this case it is understood that international media is very much concerned about peace and at times it delays information while at other time it gives information early since it wants everything to be done the right way without failure or exaggeration of information due to speed of dismissing information.

3.1.4 Extent to which media contributes to attention creation

According to Zittrain, (2008)[54] International media greatly encourages people to express their opinion and share their thoughts candidly. Many bloggers take pride in speaking their mind, compared to any mainstream reporters who must cover events impartially. Many international media acts as partisans or activists for causes or political movements, and reject the idea of objective or neutral analysis.

International media comes in at least two kinds: One kind is an opinion media that enjoys commenting upon events and issues, with or without verification. Another form is partisan journalism which uses media as a mouthpiece for political parties and movements. To some extent, it is seeing as revival (or return) to an opinion/partisan journalism that was popular before the rise of objective reporting in the early 1900s. Both opinion and partisan journalism have long roots in journalism history. However, their revival in an online world raises serious ethical conundrums for current media ethics. Should objectivity be abandoned by all international media, which is best for a vigorous and healthy democracy – impartial journalism or partisan[55].

According to Clark (2008)[56] to make matters more contentious, some of the new exponents of opinion and impartial journalism not only question objectivity, they question the long-standing principle that journalists should be independent from the

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[54] Zittrain, J. (2008) *The Future Of The Internet And How To Stop It*, DP Publishers New Mexico

[55] Zittrain, J. (2008) *The Future Of The Internet And How To Stop It*, DP Publishers New Mexico

[56] Clark J. (2008) *Mapping Public Media*, 4th Edition, Stephen Marshals Publishers, Boston.

groups they write about. For example, some international media reject charges of a journalistic "conflict of interest" when they accept money from groups, or make donations to political parties. This greatly contributes to conflict resolution.

According to Miel and Faris (2008)[57] the international media frames issues broadly and uses a diversity of sources and perspectives to promote a nuanced understanding of issues from an international perspective. Journalism should work against a narrow ethnocentrism or patriotism. What do these three imperatives imply for specific standards of journalism, such as objectivity? Under global journalism ethics, objectivity becomes the ideal of informing impartially from an international stance. Objectivity in journalism has usually been understood as the duty to avoid bias toward groups within one's own country. Global objectivity takes on the additional responsibility of allowing bias towards one's country or culture as a whole to distort reports, especially reports on international issues.

Objective reports, to be accurate and balanced, must contain all relevant international sources and cross-cultural perspectives. In addition, global journalism asks journalists to be more conscious of how they frame the global public's perspective on major stories, and how they set the international news agenda. The aim of international media should be more than helping the public sphere "go well" at home, as civic journalists say. The aim should be to facilitate rational deliberation in a global public sphere[58].

According to Wittke (2007)[59] International media ethics implies a firm journalistic response to inward-looking attitudes, such as extreme patriotism. It was disturbing to see how some news organizations during the Darful of war so quickly shucked their peacetime commitments to independent, impartial reporting as soon as the drums of war started beating. Cosmopolitanism means that the primary ethical duty of a global journalism in times of conflict and uncertainty is not patriotism of blind allegiance, or

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[57] Miel, P. And Faris R. (2008) *News and Information as Digital Media Come Of Age,* Jomo Kenyatta Publishers

[58] Miel, P. And Faris R. (2008) *News and Information as Digital Media Come Of Age,* Jomo Kenyatta Publishers
[59] Wittke, K. (2007) *Contributions Of Media To Conflict Management,* The Free Press, New York USA

muted criticism. Public duty calls for independent, hard-edged news, along with investigations and analysis.

Table 3.4 Extent to which media contributes to attention creation

Category	Frequency	Percentage
Very High	10	25
High	20	51
Moderate	6	15
Low	2	6
Total	**39**	**100**

Source: Author (2014)

The above table 3.4 gives an analysis of the extent to which international media contributes to attention creation as it was found from the field study conducted by the researcher. The rating of effect as having very high effect got 25%, while the majority response contributed to the rating of effect as being high by responding by 51%. The rating of effect as having moderate extent had a response of 15%. There was a response of effect as having low effect which represented 6%. By comparing the response it can be concluded that the international media had a high effect to attention creation.

<p style="text-align:center">CHAPTER FOUR</p>

4.1 MEDIA ETHICS ON DARFUR CONFLICT RESOLUTION

4.1.1 Whether international media have media ethics policy

According to Olson (2013)[60] International media ethics aims at developing a comprehensive set of principles and standards for the practice of journalism in an age of global news media. New forms of communication are reshaping the practice of a once parochial craft serving a local, regional or national public. Today, news media use communication technology to gather text, video and images from around the world with unprecedented speed and varying degrees of editorial control. The same technology allows news media to disseminate this information to audiences scattered around the globe. Despite these global trends, most codes of ethics contain standards for news organizations or associations in specific countries. International associations of journalists exist, and some have constructed declarations of principle. But no global code has been adopted by most major journalism associations and news organizations. In addition to statements of principle, more work needs to be done on the equally important area of specific, practice guidelines for covering international events. An adequate global journalism ethics has yet to be constructed.

There are at least two reasons for having international media ethics: Practical: a non-global ethic is no longer able to adequately address the new problems that face global journalism, and Ethical: new global responsibilities come with global impact and reach. News media now inhabit a radically pluralistic, global community where the impact of their reports can have far-reaching effects good or bad. News reports, via satellite or the Internet, reach people around the world and influence the actions of governments, militaries, humanitarian agencies and warring ethnic groups. A responsible global ethic is needed in a world where news media bring together a plurality of different religions, traditions and ethnic groups[61].

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[60] Olson, M. (2013) *Public Media Ethics*, Asoke Gosh Publishers, New Mexico.

[61] Jossey G. (2008) *Field Report On Media Ethics,* 2nd Edition, Asoke Gosh Publishers, New Mexico.

According to Chester (2007)[62] International media have media ethics policy which contributes towards reporting of issues and events in a way that reflects this global plurality of views; to practice a journalism that helps different groups understand each other better. Reports should be accurate, balanced and diverse, as judged from an international perspective. A narrow-minded, patriotic news media can stampede populations into war. Moreover, journalism with a global perspective is needed to help citizens understand the daunting global problems of poverty, environmental degradation, technological inequalities and political instability.

Table 4.1 Whether international media have media ethics policy

Category	Frequency	Percentage
Yes	37	95
No	2	5
Total	**39**	**100**

Source: Author (2014)

The above table 4.1 indicated the response on whether international media have media ethics policy. The majority of 95% indicated that international media have media ethics policy governing dissemination of information while the minority of 36% indicated that it does not have media ethics. In this regard it was noted from the questionnaires issued to the field that the international media has media ethics policy which governs reporting of the information regarding the issues rotating about the countries having conflict.

4.1.2 Contributions of Media Ethics on Conflict Resolution

According to Richard (2013)[63] like many broader ethical systems, international media ethics include the principle of "limitation of harm." This often involves the withholding of certain details from reports such as the names of minor children, crime victims' names

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[62] Chester, J. (2007) *Media Ethics and the Future of Democracy,* 2nd Edition Jomo Kenyatta Publishers

[63] Richard V. (2013) *Liberal Media Bias is beyond Doubt*, the Free Press, New York USA

or information not materially related to particular news reports release of which might, for example, harm someone's reputation or a group of people.

Intentional media ethics set ethics to govern reporting in order for the Reporters to be as accurate as possible given the time allotted to story preparation and the space available, and to seek reliable sources. Events with a single eyewitness are reported with attribution. Events with two or more independent eyewitnesses may be reported as fact. Controversial facts are reported with attribution. Independent fact-checking by another employee of the publisher is desirable Corrections are published when errors are discovered Defendants at trial are treated only as having "allegedly" committed crimes, until conviction, when their crimes are generally reported as fact (unless, that is, there is serious controversy about wrongful conviction). Opinion surveys and statistical information deserve special treatment to communicate in precise terms any conclusions, to contextualize the results, and to specify accuracy, including estimated error and methodological criticism or flaws. This guideline in the media ethics enhances conflict resolution since every activity is done in the right way and in the right manner[64].

Table 4.2 Contributions of Media Ethics on Conflict Resolution

Category	Frequency	Percentage
Yes	30	77
No	9	23
Total	**39**	**100**

Source: Author (2014)

The above table 4.2 indicated contributions of media ethics on conflict resolution. The majority of 77% indicate that international media ethics contributes to conflict resolution while the minority of 23% indicated that media ethics does not affect conflict resolution. This indicated that where the media observes ethics contributes greatly in conflict

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[64] Kuypers J. (2011). *Press Bias and Politics: How the Media Frame Controversial Issues*.

resolution since information is given in the right manner and without exaggeration which may bring about negative impact among the parties involved.

4.1.3 Mechanism of Ensuring That Journalists Observe Media Ethics

According to Bernard (2011)[65] Journalists' main goal is to ensure the right of citizens to truthful and important information, which allows them to form adequate impression about social processes, their essence and importance, about the situation in the modern world. The journalist bears responsibility before the society in general, before the law and before the professional association. The social responsibility of the journalist requires that he acts in accordance with his personal ethical standards. The ethics of the trade involve permanent responsibility of the journalist for everything he/she does in the framework of his/her professional obligations, rather than sticking to the rules which were established once and for all.

The present Code shall set a high standard of ethical and professional behavior for people involved in searching, receiving, keeping, distributing and commenting on information in the mass media. The norms of the Code are not obligatory requirements and formulated as moral guidelines or standards against which media employees can compare their professional work. The norms of the journalists Ethics Code cannot be used as the ground for holding media employees criminally, administratively, disciplinarily or otherwise responsible, except the responsibility in the framework of media self-regulation[66].

It is stated by Steven (2004)[67] that international media has ensured observation of ethics by journalists. In this regard Journalists should present the facts and preserve their true meaning, demonstrate the major links and not allow distortions. Unbiased journalism does not mean that the journalists should abstain from expressing their personal opinions. However, the reader should be able to tell the difference between the articles stating facts and materials expressing someone's opinion or interpretation of events. However, this

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[65] Bernard G. (2011) *How the Media Distort the News*, Prentice Hall, New Mexco.

[66] Bernard G. (2011) *How the Media Distort the News*, Prentice Hall, New Mexco.

[67] Steven P. (2004) *The No-Nonsense Guide to Global Media*. Toronto, Ontario, Canada

principle should not limit the journalist in choosing the style of writing. The journalist should not be a spokesman for an egoistic private or group interest. He/she should contribute to mass media's objective coverage of the pluralism of opinions. It is not allowed to hide publicly important information or distort the facts. Bias in commentary is a violation of the principles of journalistic ethics.

According to Martine (2010)[68] Preparation and writing of analytical materials and commenting on certain events should be performed by journalists whose competence and experience correspond to the task in hand. People featured in the articles should be characterized by race, religion, nationality and status only in cases when it is important for the correct understanding of the material. Headlines and sub headlines of newspaper articles should correspond fully to the contents of the article, photographs and video materials should clearly illustrate the events, instead of presenting them out of context.

Intentional media ensures journalists' gives out unconfirmed information; rumors and conjecture should be marked as such. Symbolic illustrations (photomontage, restorations, similar motives recorded in other time periods) should be clearly recognizable or have corresponding tags. When stating facts, commenting on them or entering a discussion on a certain issue, journalists should stick to the ethics and principles of a dialogue and express respect for the discussion partner[69].

Table 4.3 Mechanism of Ensuring That Journalists Observe Media Ethics

Category	Frequency	Percentage
Yes	29	74
No	10	26
Total	**39**	**100**

Source: Author (2014)

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[68] Martine D. (2010) *Benefits of Media In Darfur,* Jomo Kenyatta Publishers Nairobi

[69] Martine D. (2010) *Benefits of Media In Darfur,* Jomo Kenyatta Publishers Nairobi

The above table 4.1 indicated response from the field on whether international media has a mechanism of ensuring that journalists observe media ethics. The majority of 74% indicate that international media has a mechanism of ensuring journalists observe media ethics while the minority of 26% indicated that international media puts some mechanisms of ensuring that media ethics is observed by journalists. In this regard it is understood that international media sets some mechanisms of ensuring that journalists observes media ethics. This was noted that measures have been put in place

4.1.4 Extent to Which Media Ethics Contributes To Conflict Resolution

According to[70] International media ethics enhances conflict resolution in Darfur since the international media understandings that Accuracy is important as a core value and to maintain credibility, but especially in broadcast media, audience share often gravitates toward outlets that are reporting new information first. Different organizations may balance speed and accuracy in different ways. The Darfur, for instance, tends to print longer, more detailed, less speculative, and more thoroughly verified pieces a day or two later than many other newspapers. 24-hour television news networks tend to place much more emphasis on getting the "scoop." Here, viewers may switch channels at a moment's notice; with fierce competition for ratings and a large amount of airtime to fill, fresh material is very valuable. Because of the fast turn-around, reporters for these networks may be under considerable time pressure, which reduces their ability to verify information.

International media ethics contributes a great deal to conflict resolution since, one of the primary functions of journalism ethics is to aid journalists in dealing with many ethical dilemmas they may encounter. From highly sensitive issues of national security to everyday questions such as accepting a dinner from a source, putting a bumper sticker on one's car, publishing a personal opinion blog, a journalist must make decisions taking into account things such as the public's right to know, potential threats, reprisals and intimidations of all kinds, personal integrity, conflicts between editors, reporters and

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[70] Olson, M. (2013) *Public Media Ethics*, Asoke Gosh Publishers, New Mexico.

publishers or management, and many other such countries. The following are illustrations of some of those[71].

According to Chester (2007)[72] international media have great impact to the success of conflict resolution since they understand that ethics have great impact to the Respect for truth and the public's right to information is overriding principles for all journalists. In pursuance of these principles, journalists commit themselves to ethical and professional standards. All members of the media engaged in gathering, transmitting, disseminating and commenting on news and information shall observe the following Code of Ethics in their professional activities: they shall report and interpret the news with scrupulous honesty by striving to disclose all essential facts and by not suppressing relevant, available facts or distorting by wrong or improper emphasis. They shall not place unnecessary emphasis on gender, race, sexual preference, religious belief, marital status or physical or mental disability. In all circumstances they shall respect all confidences received in the course of their occupation. They shall not allow personal interests to influence them in their professional duties.

They shall not allow their professional duties to be influenced by any consideration, gift or advantage offered and, where appropriate, shall disclose any such offer. They shall not allow advertising or commercial considerations to influence them in their professional duties. They shall use fair and honest means to obtain news, pictures, films, tapes and documents. They shall identify themselves and their employers before obtaining any interview for publication or broadcast. They shall respect private grief and personal privacy and shall have the right to resist compulsion to intrude on them. They shall do their utmost to correct any published or broadcast information found to be harmfully inaccurate[73].

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[71] Olson, M. (2013) *Public Media Ethics*, Asoke Gosh Publishers, New Mexico.

[72] Chester, J. (2007) *Media Ethics and the Future of Democracy,* 2nd Edition Jomo Kenyatta Publishers

[73] Chester, J. (2007) *Media Ethics and the Future of Democracy,* 2nd Edition Jomo Kenyatta Publishers

Table 3.4 Extent to Which Media Ethics Contributes To Conflict Resolution

Category	Frequency	Percentage
Very High	10	25
High	19	48
Moderate	6	15
Low	3	9
Total	**39**	**100**

Source: Author (2014)

The above table 3.4 gives an analysis of the extent to which extent to which media ethics contributes to conflict resolution as it was noted form the field. The rating of effect as having very high effect got 25%, while the majority response contributed to the rating of effect as being high by responding by 48%. The rating of effect as having moderate extent had a response of 15%. There was a response of effect as having low effect which represented 9%. By comparing the response it can be concluded that the international media ethics contributes to resolving of conflicts.

CHAPTER FIVE

5.0 SUMMARY OF THE FINDINGS CONCLUSION AND RECOMMENDATIONS

5.1 Summary

5.1.1 How does media education affect conflict resolution?

The international media are essential to democracy, and a country democratic is impossible without international media. A free and fair election is not only about the freedom to vote and the knowledge of how to cast a vote, but also about a participatory process where voters engage in public debate and have adequate information about parties, policies, candidates and the election process itself in order to make informed choices. Furthermore, international media acts as a crucial watchdog to democratic elections, safeguarding the transparency of the process. Indeed, a democratic election with no international media freedom, or stifled international media freedom, would be a contradiction in terms. By so doing the international media enhances education of what is concerning conflict or what may bring about conflict, and the way this can be managed effectively for the success of the daily undertakings.

The international media plays a major role in keeping the citizenry abreast of current events and raising awareness of various issues in any society. It also has an extremely significant impact on the public's views and way of thinking. The international media is the primary means through which public opinion is shaped and at times manipulated. If this is the international media's role then in normal course of events, it becomes even more vital in exceptional periods, one of which is electoral junctures, when the international media becomes a primary player. Elections constitute a basic challenge to the international media, putting its impartiality and objectivity to the test. The task of the international media, especially national international media outlets, is not and should not be to function as a mouthpiece for any government body or particular candidate. Its basic role is to enlighten and educate the public and act as a neutral, objective platform for the free debate of all points of view.

International media's role as a public educator is in essence a combination of international media's three other roles with a few added aspects. For example, international media as a mechanism for transparency ensures voters are provided information necessary to fully evaluate the conduct of officials as well as the process at large. International media as a campaign platform ensures the public is educated in political agenda's of all participating parties and candidates equally. International media as open forum for debate and discussion ensures that voters can educate other voters, politicians, and officials.

International media also play an important analytical role, which enhances their ability to play their other roles, as watchdogs, forums for debate, and so on. For example, if international media simply re-post or re-broadcast an election international media bill press release, transmission of information to the electorate may still warrant useful, but lacking in scope and context. Without analysis of the press release in relation to on the ground events, results, or opposing opinions, for example, the information received by the international media audience is one-dimensional. In ensuring that the public has the level of informational detail required to make informed choices or action, international media utilize various tools of analysis. These include: Opinion polls; Research and scrutiny of policies, records and reports; Investigative journalism; Use of expert input and opinion; Assess community needs and opinions and Measure candidates/parties deliveries against promises.

5.1.2 To what extent does media attention creation affect Darfur conflict resolution?

The international media has great impact on attention creation in Darfur. In this regard it plays an indispensable role in the proper functioning of a democracy. Discussion of the international media's functions within electoral contexts often focuses on their "watchdog" role: by unfettered scrutiny and discussion of the successes and failures of candidates, governments, and electoral management bodies, the international media can inform the public of how effectively they have performed and help to hold them to account.

Yet the international media also have other roles in enabling full public participation in elections: by educating voters on how to exercise their democratic rights; by reporting on the development of an election campaign; by providing a platform for the political parties and candidates to communicate their message to the electorate; by providing a platform for the public to communicate their concerns, opinions, and needs, to the parties/candidates, the government, and to other voters, and to interact on these issues; by allowing the parties and candidates to debate with each other; by reporting results and monitoring vote counting; by scrutinizing the electoral process itself, including electoral management, in order to evaluate the process's fairness, efficiency, and probity; and by providing information that as far as possible avoids inflammatory language, to help prevent election-related violence. The international media are not the sole source of information for voters, but in a world dominated by mass communications, it is increasingly the international media that determine the political agenda, even in less technologically developed countries.

5.1.3 Do CNN media ethics affect Darfur conflict resolution?

One of the greatest professional challenges for international media like CNN covering an any conflict is the question of how to report inflammatory language and sentiments conveyed during political campaigns. From a journalist's point of view, this challenge is a balancing act between two potentially conflicting ethical obligations: reporting accurately and declining to report on anything that will discriminate on racial, religious, national, gender, or other grounds.

In practice, however, and while using professional reporting practices, the CNN dilemma may be more imagined than real. Balance is usually the key in ensuring the critical balance. Balance involves citing differing or opposing viewpoints. It also entails placing the words of politicians in accurate contexts.

In certain circumstances, accurate reporting of inflammatory or hateful language or images may serve to undermine intentions of the source, in this case parties or candidates. Often, extremist politicians present themselves to an electorate as "moderate" and simply

articulating widely held sentiments (whether it is immigrants, national minorities, gender, or the like). In addition to exposing inflammatory comments and actions of parties and candidates, and thereby potentially undermining their broader credibility, it is also the responsibility of the international media to document the consequences of such words and actions. If members of an audience leave a political rally and inflict violence on opponents or supporters, this is vital context that must be reported.

The balancing act of reporting hate speech and actions plays a positive and useful purpose. Not only does it provide an opportunity for factual content of inflammatory messages to be challenged, but it also gives voice to those who are the targets of the inflammatory messages, thereby nulling the dehumanizing effects of hate speech and actions.

More broadly, accurate reporting of hate speech and actions is a valuable early warning tool, indicating the potential for serious social conflict or human rights violations within a campaign. One of the most important arguments against banning hate speech is that it provides an opportunity for a society to address causes of, and solutions for, prejudice and hatred, rather than avoiding the topic altogether. Responsible international media reporting plays a crucial part in this.

5.2 Conclusion

In today's politics and society at large, international media is essential to the safeguarding transparency of democratic processes. This is often called its 'watchdog' role. Transparency is required on many levels including for access to information; accountability and legitimacy of individuals, institutions and processes themselves; and for rightful participation and public debate.

Transparency as required for access to information means that an electorate is provided necessary and comprehensive information so as to make informed choices as well as be able to hold officials and institutions accountable. This includes access to legal and operational proceedings as well as information about officials and institutions. Specific

to elections, an election international media bill for example, is obligated to inform the public on their actions, decisions, and plans. Individuals appointed or elected to an election international media bill body are public figures who should be working in the interests of the public. As such, information regarding their affiliations, histories, and performance while in office, is to be freely accessed by the public.

International media acts as a mechanism for the prevention and investigation of allegations of violations or malpractice. This watchdog role extends from accountability of officials and their actions while 'in office' to entire processes. For example, international media presence at voting and counting centres is critical to preventing electoral fraud, given that full measures protecting freedom of speech are guaranteed, and that international media are free to act independently and with impartiality.

An election cannot be deemed democratic unless the public is fully able to participate and is unhindered in exercising choice. As such, international media are vital in ensuring that there is a public, for example transparent, platform for debate and participation in the discussion. Candidates are to represent the public. Transparency of an election helps ensures that this indeed is so. Furthermore, transparency of individual processes (such as voting, counting, registering, candidate nomination, campaigning and so forth) further protects and enables public participation in these processes.

5.3   Recommendations

Journalists have various ethical obligations, both to society as a whole as well as individuals with whom they have professional contact. These responsibilities are the same with election reporting as with any other reporting. For example, journalists are obligated to protect the confidentiality of sources if requested to do so as well as in instances where the source may be in danger. Similarly, a journalist cannot resort to dishonest or illegal methods of gathering information.

The serious nature of this responsibility is a result of the seriousness of media's overall task of exercising rights to freedom of expression and information – crucial human rights

that are essential to the functioning of democracy. In other words, it is not 'just a job,' and impacts a society directly.

It is crucial, for example, that media coverage be fact based and not derivative. Too often inaccurate observations are widely disseminated through repetition. Journalists often use cuttings libraries or the Internet and reproduce claims that they are unable to substantiate, creating rumour-mills. Often well-established and reputable media outlets are just as to blame as small and ill-resourced outlets, in this regard.

Credible journalists in the international media should also exercise responsibility in how they report damaging allegations against individuals or social groups. They allow those affected a chance to respond, creating a balanced and non-inflammatory report. Furthermore, they are aware of potential impacts of their reports. Inaccurate reporting may swing the outcome of an election. Inflammatory media reports can also cause protests or violence.

Senior editors and executives involved in planning coverage will need to know what their legal obligations are. What, for example, are the laws or regulations relating to content of either direct access programming or news coverage, and systems can a media house put in place to meet its obligations? Media personnel will also want to know reporting or access restrictions in place for the various stages of an electoral process. More information about regulations can be found in Legal Framework for Media and Elections. Editors and journalists and will also need to be well versed in an election operational and procedural plan for the elections. For example, staff will want to know what provisional precautions exist to safeguard the security of ballot boxes and ballots, including sourcing of seals, boxes and ballots; the existence of databases for tracking ballot stub serial numbers; plans for ballot box transportation; and provision of storage facilities.

If journalists are to report accurately – and hold election administrators to account – they should also become familiarized with the electoral system employed in an election. If this seems obvious, the reality is that all too often reporters simply do not understand how the

system works. For example, they are unable to analyze the criteria for delimitation of electoral boundaries to determine if delimitation has been carried out fairly. Furthermore, journalists often do not understand how an election result is reached, particularly in elections involving more complicated formulae than "first past the post" systems.

Most of these areas of knowledge can be addressed through journalist training as well as other vital elements of media development such as incorporation of electoral law into university degree programs, advocacy for electoral legal frameworks that encourage media access to electoral events (thereby also encouraging learning and skill building), building electoral law literacy within the general public, and so forth.

5.4 Suggestion for Further Study

The study need to be conducted on the effects of private media on the performance of international media, since it has been noted that private media has challenged effective functioning of the international media in a number of ways which study need to be conducted to address the matter.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Please tick within the boxes and fill the structured questionnaire with applicable answer

to enable the study to be a success.

SECTION A: MEDIA EDUCATION

1. How does educating the public during conflict enhance resolution?

Yes ☐

No ☐

Explain …. ……..……………………………………………………………………….

2. How does an international medium educate public during conflict?

………………………………………………………………………………………………

………………………………………………………………………………………………

3. To what extent does an international medium educate the public during conflict?

Very High ☐

High ☐

Moderate ☐

Low ☐

4. Do you agree international media is used to educate the public and the stakeholders on

conflict resolution?

Yes ☐

No ☐

Explain …. ……..……………………………………………………………………….

5. If yes to what extent do you agree that international media affects conflict resolution?

Strongly Agree	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Educating public					
Educating Stakeholders					

SECTION B: CREATION OF ATTENTION

6. Do international media create attention during conflict?

Yes   ☐

No   ☐

If yes explain how …………………………………………………………………...………………

………………………………………………………………………………………………………

………………………………………………………………………………………………………

7. Does international media face challenges during attention creation to enhance conflict resolution?

Yes   ☐

No   ☐

If yes explain how …………………………………………………………………...……………….

………………………………………………………………………………………………………

………………………………………………………………………………………………………

8. Do the international media create attention at the right time?

Yes   ☐

No   ☐

Explain ……….……………………………………………………………………...………………

………………………………………………………………………………………………………

………………………………………………………………………………………………………

9. To what extent do you agree international media creates effective attention during conflict?

Very High   ☐

High   ☐

Moderate   ☐

Low   ☐

10. Give views in regard to international media attention creation that can be used to improve on conflict resolution in Darfur……………………………………………………...

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……

SECTION C: MEDIA ETHICS

11. Does international media have media ethics policy?

Yes ☐

No ☐

Explain …………….………………………….…………………………………...………………

……

……

12. Does media ethics contributions to conflict resolution?

Yes ☐

No ☐

Explain …………….………………………….…………………………………...………………

……

……

13. Do the international media have a mechanism of ensuring the reporters observe the conflict reporting set ethics?

Yes ☐

No ☐

Explain …………….………………………….…………………………………...………………

……

14. To what extent is media ethics policy important in conflict resolution?

Very Hihg Extent ☐

High Extent ☐

Moderate Extent ☐

Low Extent ☐

15. Give suggestion of how international media can contribute in resolving conflict?

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