

BUILDING PEACE THROUGH MEDIA ENGAGEMENT: THE ROLE OF LOCAL MEDIA IN ARMED CONFLICT

Berlin Summer Dialogue 2018

29 May 2018

Berlin Town Hall

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PEACE JOURNALISM DEFINED

- “When editors and reporters make choices - of what stories to report and about how to report them - **that create opportunities for society at large to consider and value non-violent responses to conflict**” (Lynch & McGoldrick, 2005, p.5).
- The genre should not be limited to only reporting about peace, peace movements and peace initiatives - with no critical reporting on peace efforts e.g. those not inclusive and involving local actors.

PEACE JOURNALISM DEFINED.....2

- Proponents of the 'peace journalism' model though should not assume that journalists understand what the concept of 'peace' really means; and that they can therefore frame issues and report stories based on norms of peace. That is not always the case.
- Most associate the concept with what Johan Galtung called '**negative peace**', which is the absence of war or violence.
- However, '**positive peace**' must be associated with a broad spectrum of what is needed for maintaining decent human living such as the absence of human suffering in its physical, psychological, structural or cultural dimensions (Albert, 2008).
- Tayeebwa, 2012

CONFLICT SENSITIVE REPORTING OR CONFLICT RESOLUTION JOURNALISM

- Since we cannot avoid conflict, and yet if conflict is not handled well inevitably develops into violence, Ross Howard (2003, 2009) proposes what he calls “conflict sensitive reporting” or “conflict resolution journalism”, whereby the focus for journalists is to proactively map the conflicts and report on them before they escalate into violence. It is to make the conflicts transparent.

CONVENTIONAL JOURNALISM VERSUS PJ

○ Conventional journalism favors:

1. Conflict, Violence, Drama: When it bleeds it leads
2. It favors dualisms (Us-Them) and de-humanization of the enemy;
3. It favors zero-sum outcomes than win-win scenarios (there must be a very obvious loser and a winner).
4. It favors elite nations and peoples (prominence) with little focus on grassroots people.
5. It is often reactive (when violence has broken out) and not proactive (to prevent)
6. PJ focuses on invisible effects of violence e.g. trauma, yet CJ goes for the visible (dead, destroyed etc...) (Lynch & Goldrick (2005))

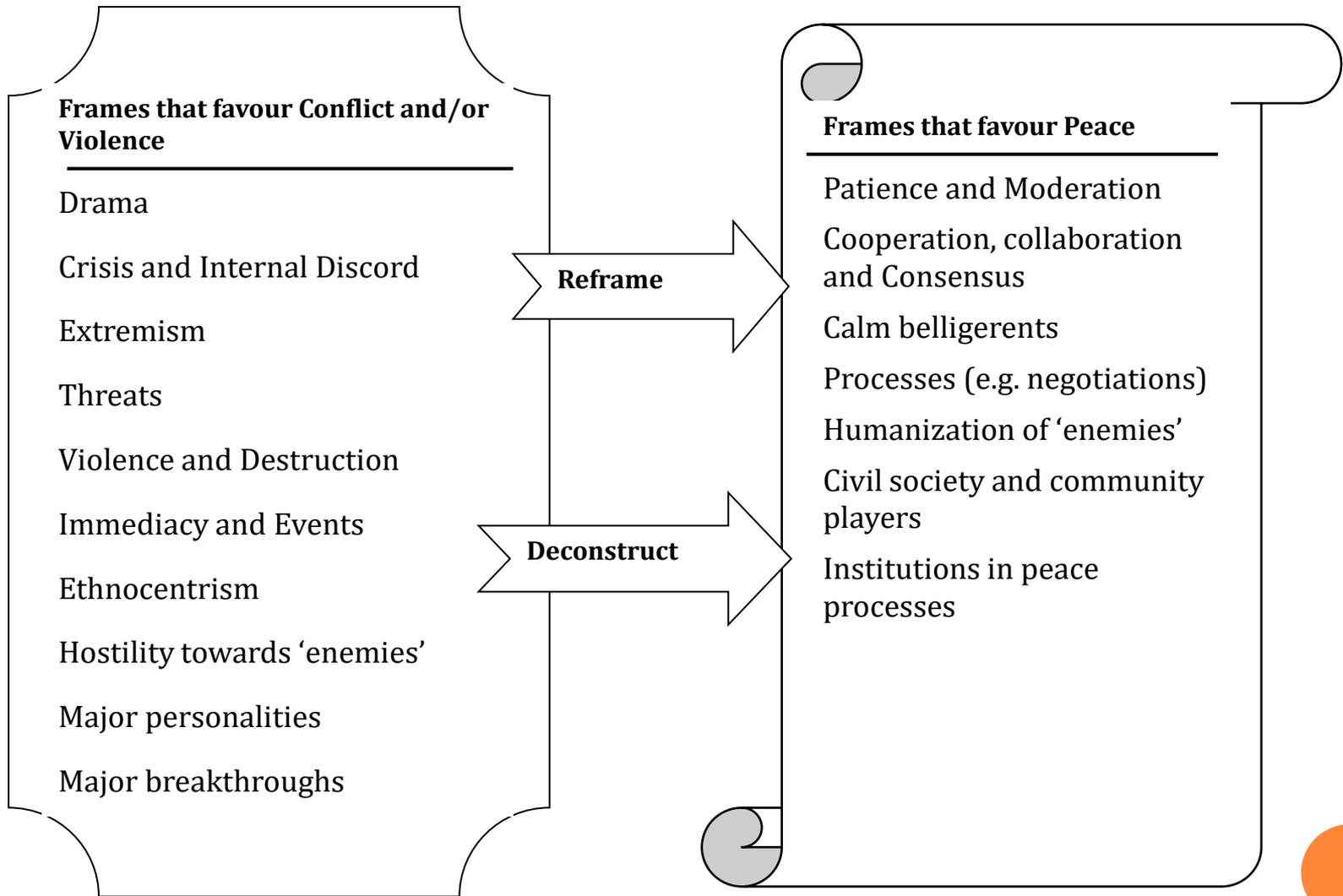
THE TASK AT HAND

- While a lot of work has been done on the “deconstruction of war discourse”, **hardly any work has been done in the “invention, development and marketing” of a media peace discourse** (Shinar 2007).
- The challenge is for journalism scholars and actors to work towards the “development of a media peace discourse” (ibid.).

CHALLENGES AND CHANCES

1. **Aptitudes of individual journalists** (cases of Nuremberg, Rwanda and Kass FM in Kenya where individual journalists were held responsible for their actions).
 - Often the problem is with **the poor or lack of training** (not know principles of journalism=Fairness, Balance, Truth, Objectivity); and sometimes **ethnic/political situatedness**. Solution is the Search for Common Ground model in Burundi (Tutsi + Hutu journalist=ethnically-mixed teams)
2. **Institutional and structural factors** (work routines, ownership dynamics (corporations and politicians), conventions of the trade = **New Media / Community Media**)
3. **Extra-media factors** e.g. sources, advertisers, the political power of governments, market structures, and technology = **Deconstruction of media values**

ULTIMATE SOLUTION – DECONSTRUCTION OF MEDIA VALUES AND NORMS



6/14/2018

Role of external support – Prominent PJ Cases from Uganda

CASE 1: RADIO WA 89.8 FM IN LIRA



Blessed are the peacemakers

6/14/2018

- Scottish Catholic International Aid *Fund (SCIAF)*
- Canadian Government
- DKA Austria
- Aid to Church in Need – Kirche in Not
- MISSIO Aachen and others

RADIO WA 89.8 FM ...

- *“Radio Wa 89.8 is a venture able to cover its running costs thanks to the income received from **announcements, advertisement and other activities.***
- *However, due to high costs of radio equipment, informatic material and other technical items, there are moments in which Radio Wa is in need of some extra support so as to purchase such equipment. Therefore, **we appeal to friends and supporters both in Uganda and abroad to keep supporting us and our activities.**”*

CASE 2: 102 MEGA FM FUNDING

Played a key role in ending the Lord's Resistance Army (LRA) war using conciliatory radio programming with support from:

- British Department for International Development (DFID)
- Canadian Physicians for Aid and Relief (CPAR)
- Norwegian Refugee Council
- World Vision

102 MEGA FM

- *“We offer a wide range of options to market your products /services /brands through spots, mentions, classified spots, announcements, sponsorships and live in studio and pre-recorded talk shows.*
- *Our duty is to convert our huge audience into revenue for your business.*
- *Mega Fm offers a large range of advertising and marketing packages giving direct access to our audience, so you reach more customers. No matter what your target audience or budget, we can devise a campaign to suit your needs.”*

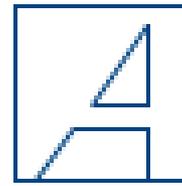
CASE 3: THE UGANDA MEDIA DEVELOPMENT FOUNDATION

The Church Development Service (EED) of Germany.



Brot
für die Welt

FOJO:
MEDIA
INSTITUTE

 Konrad
Adenauer
Stiftung

**ENSURING MEDIA
SUSTAINABILITY BY
LOCAL SOURCES – THE
CASE OF BUKEDDE
STABLES**

CASE 4: THE NEW VISION GROUP - BUKEDDE TV AND NEWSPAPER



<http://www.bukedde.co.ug/home.aspx#>

SUCCESS OF THEIR MODEL

- The Bukedde stables' programming model favours creativity in sourcing for local/trivial media content that emphasises community drama = **Agataliiko Nfuufu [No Holds Barred]**
- Community buy-in through schemes to give back to the community such as music bonanzas where prizes are given
- Motivational crusades such as '*Pakasa*' (business mentorship) as well as motivational trips abroad (Holland and Dubai) to enhance skills in agriculture and business.
- **Yet, Bukedde model promotes Conflict Journalism at its best**



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