THE ROLE OF THE MEDIA IN PROPAGATING PEACE

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Abstract:
The media can be a major obstacle to peace, and a tool to help achieve peace. This paper aims to highlight the role of media in propagating Peace. It discusses different approaches and thoughts which can help in spreading peace to solve the problems and conflicts that currently happen in the world. This paper focuses on the importance of media and its positive and negative potential in relation to conflict. This paper focuses on the significance of the media and its positive capabilities in relation to conflict and violence and limiting their spread in society. It also highlights the role of the media in reducing crimes and defaming perpetrators of crime in full view in all media to reduce the commission of crimes against humanity and their rights.

Keywords: media, peace, violent, crimes, society

1. Introduction

The media is a double-edged sword that makes peace and may make war and destruction. What is the mechanism of using the media? If it is used to spread tolerance, coexistence and equality among all members and components of society, the media will be the bridge of communication for the peacemakers. If it uses for spreading hatred, discrimination and exclusion the others, the media will be a weapon to ignite war and destruction. Everyone declares that they are peacemakers, and they seek peace, but we find the kitchens of their flags are full of hatred, exclusion and discrimination, and this is a very wrong style and a bad use of the media, called hypocrisy. According to Manoff (1998), media are unrestricted in their efficiency of contributing to peacebuilding when they are independent, so they have an advantage that is not enjoyed by other media. In addition, media functions are best tailored to peace building and dispute resolution since the conventional media functions are identical to conflict resolution functions, namely providing information to correct misperceptions; analyzing issues to frame the context

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of the conflict; identifying the interests of conflicting parties; defusing mistrust and providing outlets for self-expression.

2. Previous studies

In order to objectively understand the nature and the role of media in peace and conflict management, it is important to understand the various ways through which media influence conflict and conflict management. Why? Newbold (1995) points out that most academics and analysts have focused on the role of the media in economic, social and political problems affecting countries with little exposure to conflicts. Furthermore, the effect of the media on conflict controlling is an emerging subject that has been explored due to a lack of multidisciplinary frameworks and principles that will understand the role of the media in the field of peace and conflict according to a general comparative of conflicts in politics (Cees Jan Hamlink, 2010).

In terms of devastation, loss of human life and misery, it offers a basic understanding of the situation today. Several scholars have emphasized that globalization has contributed to major qualitative shifts in the intent and dynamics of violent confrontation. Some, such as Kaldor (2001), argue that it was the IT movement of the 1980s and 1990s that contributed to a specific process of globalization, which in turn led to the need to redefine what we think of as media and conflict. Even though the media can give us the intensity of the violence, where they are fought, why, how and who does the fighting, the biggest problem of media influence on people which ultimately determines conflict direction has not been determined.

Krizay argues that the position of the media improves relations between countries and shows the degree to which the media has the ability to frame conflicts, generate impressions and set agendas in ways that have a direct effect on conflict, security, and efforts toward peacebuilding (Krizay 2011, p.1).

Thus, media can act as an information hegemon in terms of determining what information is made available and from what source(s) thus the impression people have on issues. That is to say that "*media hegemony can be defined as a situation in which one frame is so dominant that people accept it without notice or question*" (Yang and Ishak 2012, p.5). The argument is that the peace-building process is enhanced when Giddens' model of mediating progressive social development is employed to create structures that enable the actors within the system to establish an infrastructure which is necessary for generating sustainably beneficial outcomes for the system and the agents (Sinclair & Stuart 2007, p.189).

3. Role of media on spreading peace in the world

The influence of the media, particularly the electronic media, continues to grow with time. This is demonstrated by the increasing number of media outlets, such as TV channels and radio stations. The internet as is also a prominent medium of mass communication (Kroker & Weinstein, 1994). Because of the influence it has over society, the media can play a crucial role in fostering peace. The media is also a principal means through which the public can address social development challenges such as:

4. Role of media in preventing conflicts and violence

Conflict is an inevitable part of the society today, the ability to manage it well is of importance as far as development is concerned. Conflict may happen everywhere, but not controlling it destroys development. If not dealt with extreme focus and rigor, the intensity of differences and conflicts such as ethnic unrest in urban America, ethnic rivalry and religious intolerance in Africa, Asia and the Middle East, intolerance and repression against national minorities are evidence of this. In both of these instances, the media failed to play its mediation and peace building role, and instead elected to purvey ethnic bigotry. Thus, the media is ideally required to foster balance over bias, communication over confrontation and insight over ignorance, when reporting events on conflicts. This is an important responsibility for the media, as absence of bias in reporting can enhance political stability and national integration, especially in multi-ethnic, multi-religious heterogeneous societies. Therefore, the media must keep their fingers on the individual's pulse and they have a duty not to jeopardize or harm the welfare of the community (Reddy, 2002).

The media has a role to play in conflict and should be guided by the core ethics of if functions to handle conflict situations in the better of interests (Ronald Osei Mensah, Nana Owusu Antwi Boasiako, Andrews Acquah, 2017).

Conflicts today are, in many cases, more complex and multidimensional than ever before. Most deaths from conflicts occur in internal wars rather than between states and regular armies. There has been an increase in the conflict relapse rate over the past decade.

Tensions are less likely to be settled through conventional diplomatic agreements, owing mostly to the rise of organized crime that seeks to intensify state fragility and weaken state authority, the internationalization of civil wars (e.g. Syria), and the growth of violent terrorism, tensions are less likely to be settled through conventional diplomatic agreements (Louise Bosetti, Rahul Chandran, James Cockayne, John de Boer and Wilfred Wan, 2014).

5. Role of media in preventing crimes

It is evident that the focus of criminal proceedings has changed in recent decades, from gathering, presenting and evaluating evidence for and against the defendant to becoming, through mass-media coverage and globalization, more of a reflection of public opinion on important news items and issues of political and social interest. Criminal proceedings have thus become a means of influencing public opinion through the mass media, and they, in turn, can be influenced by media requirements and dominant political groups. In our particular field, the effectiveness of criminal proceedings and control of the mass media can be excellent ways for us to gain people's trust in government institutions and even to prevent crime being committed.

The airing of news items on the success of police departments or the speed and timeliness of punitive sentences undoubtedly discourages future criminals and can also cause them to fully abandon crime. It is well known that one of the functions of sentencing is to serve as a deterrent to crime as it happened in Jamal Khashoggi who was killed in the consulate of Saudi Arabia in Istanbul, Turkey. The Aljazeera channel played important role in this issue: it discovered the facts and declared with the group of killers.

In the battle against organized crime, it is especially important to obtain the confidence of people as this will help crack the conspiracy of secrecy enforced by criminal gangs and allow people to provide testimony or lodge a case against a crime.

6. Steps for the media to change societal culture towards peace

The media plays positive role and sustainable peace, and societal culture should be changed positively towards peace through the following stages:
1) Keeping special times of all media that calling for peace, coexistence and tolerance with the other.
2) The gradual expansion of the media channels that call for peace.
3) Publish and show the agreed points between all parties, foremost of which is patriotism and the public interest.
4) Gradually reducing the areas of publication of points of difference between the parties.
5) Publishing and clarifying the war damages and the positives of peace.

7. Conclusion

In the last, the researcher stresses the importance of media in propagating the peace for all countries to activate the positive role of media in the peace building for all nations in the world through logical and creative media in a way that raises the level of awareness and societal acceptance of peace so that society will be a real incubator for peace. Peace must be rooted with a broad societal conviction to sustain and continue achieving peace. It is impossible to achieve peace if the conviction only in leadership's minds of the parties because society and the people are not a machine whose options are determined and changed with press of button, but they are human feelings that require preparation to change their conviction towards peace and this is what the media do if it will be used a positive use to achieve peace.

Conflict of Interest Statement
The authors declare no conflicts of interests.

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