

The Impact of Private Media on Peace building in Mogadishu Somalia

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ABSTRACT

This study was conducted to find out the relationship between media and peace building in Somalia. Media is the main ways that large numbers of people receive information and entertainment; media characterized by Impartiality, unbiased, balanced reports. Population of the study comprised 100 respondents from media workers and civil society in Mogadishu-Somalia. A total of 80 respondents, 40 from media and 40 from civil society were purposive selected as the sample of the study. The study identified the media through a questionnaire for media workers and civil society, the study employed the use of both descriptive and correlation research design to establish the nature of the relationship. To analyze the data, the Pearson correlation statistical tool was used with the aim of establishing the relationship between media and peace building in Somalia. The study found that the level of Mogadishu media (Impartiality and balanced report) is a very good level. The study also found that there is a significant relationship between media and peace building in Somalia. The researchers also found that there is a significant positive relationship between media and peace building, so they recommend media owners and managers to control their news in order to create peace.

Keywords: Private Media, Peace building, impartiality, and Balanced report

INTRODUCTION

The global history has shown that the media can promote peace and people aware toward their environment the continents such as Latin America, Asia and Europe have huge use media in terms of peace-building and promote their interests, Hitler used the media to create an entire worldview of hatred for Jews; the media's impact on the escalation of conflict is more widely recognized than the media's impact on peace-building, yet it is not uncommon to hear experts pronounce that the media's impact on peace-building must be significant given its powerful impact on conflict. However, this simple relationship must not be taken for granted and should be critically examined in order to most effectively use the media for conflict prevention and peace-building In the last 50 years the media influence has grown exponentially with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the internet. (Wolfs Feld, 2004).

Media has complete lose awareness, Coverage of the massive war in the Democratic Republic of the Congo which caused in excess of one million deaths in the year 2000 was almost insignificant, with the international news agenda controlled by the world's major media giants, it has become crucial to develop and strengthen media at the local level to maintain diversity of opinion. As media in many developing nations, such as Kenya, move away from state control towards private enterprise, it is essential for local media to find their own voice and professional codes. Well-developed media system with professionally trained journalists usually benefits both global and local audiences and provides a vital link to the outside world during conflict situations; the media is a double-edged sword (Thomson, 1998).

Somalia has get, sophisticated and strong media and communication sector that serve the various competing political, social, economic, cultural and technological needs of diverse interest groups. The sector has grown rapidly in the past 5 years because of a combination of factors including political and economic liberalization; and Somali's strategic location as a regional and international economic and communication hub. Before 1999, the media scene was small, urban based and less independent owing to repressive media laws and regulation. Today, the media especially radio and television, reaches all urban centers and almost all rural communities. The broadcasting sub-sector is diverse, dynamic and competitive with substantial reach. There are about 5 TV and more than 20 radio stations in Somalia,(Steadman, 2008).

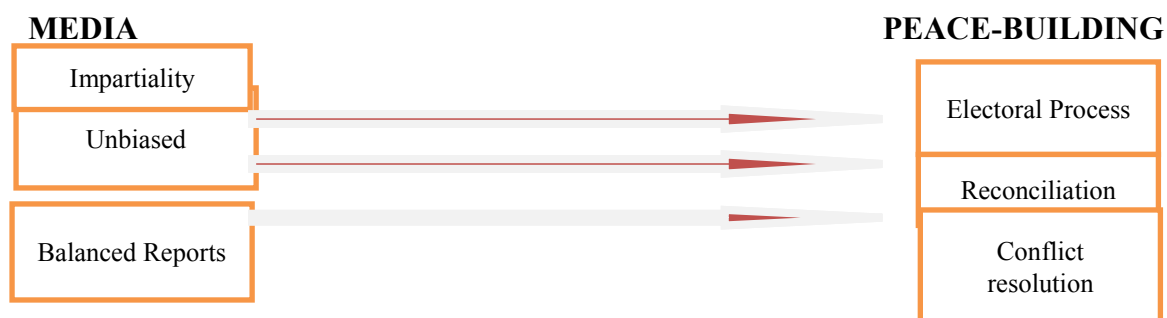
LITERATURE AND HYPOTHESIS

The media is a double-edged sword. It can be a frightful weapon of violence when it propagates messages of intolerance or disinformation that manipulate public sentiment. But there is another aspect to the media. It can be an instrument of conflict resolution, when the information it presents is reliable, respects human rights, and represents diverse views. It is the kind of media that enables a society to make well-informed choices, which is the precursor of democratic governance“The media” refers to “several mediums or channels used in an organized fashion to communicate information to groups of people, as a service to the public”Media is the main ways that large numbers of people receive information and entertainment, media is the ability to access, analyse, evaluate, and create media in variety of forms(Ross&Howard, 2010).

Peace-building refers to measures designed to consolidate peaceful relations and strengthen viable political, socio-economic, and cultural institutions capable of handling conflict, and to strengthen other mechanisms that will either create or support the necessary conditions for sustained peace.(Groenewald & A. Sherriff, 2005) .

Peace-building and varying opinions about what it involves Peace-building as action to solidify peace and avoid relapse into conflict.(Boutros-Ghali, 1992) The creation of peace-building structures to promote sustainable peace by addressing the “root causes” of violent conflict and supporting indigenous capacities for peace management and conflict resolution.(According to(Jhon Galtung & Ruge, 1965) Building peace in countries emerging from conflict is a huge, complex undertaking. It involves a myriad of different players. Its very definition is the sum of vigorous debate. Those of us who work as peace-builders are therefore faced every day with perspective of the peace-builder, especially the UN peace-builder. It is not an academic study of peace-building, nor does it offer definitive solutions to its problems. Instead, it contains practical.

CONCEPTUAL FRAMEWORK



H: Media has positive relationship on Peace-media

METHODOLOGY

Research Design and Sample Procedure

The study was conducted through descriptive and correlation design. The researchers used this approach in order to describe and to investigate the relationship between impact of media and peace-building in Mogadishu Somalia using information gained from the questionnaire.

The correlation design used to establish the relationship between the independent and dependent variable through quantifiable results. The target populations for this study were 100 from Media and civil society in Mogadishu Somalia.

This study used purposive sampling. The researchers used random sampling to target some respondents the researchers believes that they have relevant information. This technique used to reach the targeting population.

Reliability of the Instrument

To get the reliability of the study the researchers was analyze Cronbach's Alphawhich proposes 0.70 as minimum acceptable for internal consistency of variables; the current study scored 0.78 which is acceptable for further research.

FINDINGS

Demographic Characteristics of the Respondents

This section of the study presents the background information of the researchers' respondents those who participated in the study.

Table 1 (Part-I). Demographic characteristics of the respondents

<i>Demographic Profile</i>	<i>Frequencies</i>	<i>Percentage</i>
<i>1. Organization</i>		
Civil Society	40	50%
Media	40	50%
<i>Total</i>	<i>80</i>	<i>100%</i>
<i>2. Experience</i>		
Less than 6 months	8	10%
1-2 years	24	30%
3-4 years	24	30%
5-6 years	16	20%
More than 6 years	8	10%
<i>Total</i>	<i>80</i>	<i>100%</i>
<i>3. Gender</i>		
Male	56	70%
Female	24	30%
<i>Total</i>	<i>80</i>	<i>100%</i>
<i>4. Age</i>		
Less than 25	16	20%
25-35	32	40%
35-45	24	30%
50 above	8	10%
<i>Total</i>	<i>80</i>	<i>100%</i>

Table 1 (Part-II). Demographic characteristics of the respondents

<i>Demographic Profile</i>	<i>Frequencies</i>	<i>Percentage</i>
<i>5. Marital Status</i>		
Single	8	10%
Married	56	70%
Divorce	16	20%
<i>Total</i>	<i>80</i>	<i>100%</i>
<i>6. Educational Level</i>		
Secondary	24	30%
Diploma	40	50%
Bachelor	16	20%
Master	0	0%
PhD	0	0%
<i>Total</i>	<i>80</i>	<i>100%</i>

Organization

As you see in a table 1 the above the respondents 40 respondents which is 50% were media workers while the remaining 40 which is 50% were civil society, so the respondents of this study were media workers and civil society were equally participated.

Experience

The above table indicates that majority of the respondents were experienced in (1-2 years) and (3-4 years) which were 48 respondents (60%) each were 24 respondents (30%) each, (5-6 years) were 16 respondents which is (20%) while (less than 6 months) and (More than 6 years) were 16 respondents(20%) each were 8 respondents (10%).

Gender

As table 4-1 indicates that the majority of the respondents of this study were male which 56 respondents are (70%) while the remaining 24 respondents (30%) were female.

Age

The majority of the respondents of this study were aged between 25-35years which are 32 respondents (40%), the respondents aged between 35-45years were 24 respondents (30%) , the respondents aged less than 25 years were 16 respondents (20%) and the remaining respondents were aged 50 above which were 8 respondents (10%).

Marital Status

As indicated in table 4-1 the majority of the respondents in this study were 56 respondents which is (70%) married, 16 respondents which is (20%) were divorced while the remaining 8 respondents which is (10%) were single.

Educational Level

The majority of the respondents of this research were Diploma level which was 40 respondents (50%), the secondary level were 24 respondents which were (30%) and Bachelor degree were 16 respondents which were (20%) and there is no Master and PhD Degree holders who participated in this study.

DATA ANALYSIS AND PRESENTATION

Object One of the Study: The Level of Mogadishu Media

Table 2. Impartiality and Balanced Report

<i>No</i>	<i>Question</i>	<i>Mean</i>	<i>Standard Deviation</i>	<i>Interpretation</i>
1	Impartiality is related to morality, it is necessary to provide an account for news impartiality	3.54	1.484	<i>Agree</i>
2	Impartiality is constructive according to peace building.	3.62	1.538	<i>Agree</i>
3	Impartiality reduces conflict between different social groups.	3.76	1.407	<i>Agree</i>
4	Impartiality plays vital role of mediate news	3.54	1.509	<i>Agree</i>
5	Impartiality is process that gives citizens a greater range of choices.	4.40	1.371	<i>Strongly Agree</i>
6	Balanced Reports is free from biased reports.	3.68	1.412	<i>Agree</i>
7	Balanced Reports is the ability to produce internal consistence of the reports.	3.50	1.484	<i>Agree</i>
8	Balanced Reports the local media have strongly effect on social according to political, security and other social activities.	4.54	1.527	<i>Strongly Agree</i>
9	Balanced Reports provides the news that has reliability.	4.56	1.574	<i>Strongly Agree</i>
10	Balanced Reports it must be balanced every side of the news to become more transparency and useful balanced reports.	3.58	1.456	<i>Agree</i>
<i>Mean Index</i>		<i>3.87</i>	<i>1.576</i>	<i>Agree</i>

Primary source: 2014

In this study the researchers measures the independent variable Media into two indicators the first indicator is impartiality and the second indicator is balanced report. As shown in table 4.2 shows the questions of Impartiality and balanced reports of media in Mogadishu.

The mean index or the average means of these two indicators and standard deviations are (3.87) and (1.476) respectively, the mean index and standard deviation indicates a very good level.

Table 2. Peace Building

No	Question	Mean	Standard Deviation	Interpretation
1	Local media are constructive according to peace building	3.64	1.545	Agree
2	Media message have an ideological and value message on peace building	3.50	1.509	Agree
3	The programs of local media to take parts on peace building	4.50	1.709	Strongly Agree
4	The media in Banadir region participate peace building.	3.64	1.545	Agree
5	Local media aware positive events on their environment	3.55	1.466	Agree
6	Peace-building depend on media	4.54	1.666	Strongly Agree
7	Peace-building cannot make progress	3.74	1.499	Agree
8	Peace-building can make step forward if gets peaceful media	3.58	1.482	Agree
9	The main channel of peace-building is media	4.61	1.628	Strongly Agree
10	Peace-building always need mediate news and peace journalism	3.69	1.523	Agree
	<i>Mean Index</i>	<i>3.89</i>	<i>1.617</i>	<i>Agree</i>

Primary source: 2014

As shown in table 4.3 shows the questions of dependent variable two which is peace building. The mean index or the average means of these two indicators and standard deviations are (3.89) and (1.617) respectively, the mean index and standard deviation indicates very good level.

Objective Two: The Relationship between Media and Peace Building

Table 3. Correlation Table

		Media	Peace building
	Pearson Correlation	1	.951**
<i>Media</i>	Sig. (2-tailed)		.000
	N	80	80
	Pearson Correlation	.951**	1
<i>Peace building</i>	Sig. (2-tailed)	.000	
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the result of the table above, the relationship between Media and peace building was investigated by using Pearson product momentum correlation. The result obtained indicated that there is a significant relationship among variables. The correlation coefficient for the two variables is ($r=.951$ and $p < 0.01$). The results suggest that working of media is related with peace building. This means if the media works positively, then it effects on peace build the positive side, on the other hand if the media works negatively then it causes a negative impact on peace building due to the relation.

MAJOR FINDINGS

This section discovers the research result and findings derived from the distributed questionnaires. The main purpose of this study was to identify the relationship between media and peace building in Somalia. Researcher measured the media into two indicators which are impartiality and balanced report, the findings of the study reveal that majority of the respondents agree same opinion that impartiality reduce conflicts between groups, provide greater choice to citizens mediate news and its constructive way to peace-building, civil society activities and media workers made same conclusion that balanced reports should free from biased have internal consistence, transparency and useful to the audience , in addition that unbiased report effect the political and social security and reliability of local media itself, the researchers found that the mean index of the questions of objective one is (3.88) which indicate a very good level, the questions about peace-building that we asked media workers and civil society activist also agree that the peace-building depend on peace journalism and also said peace-building cannot make progress without media the mean index (3.89) On the other hand the researchers found that there is a positive significant relationship between media and peace building in Somalia. The purpose of this study was to investigate the level of Somali Media Impartiality and Balanced Reports and also the relationship between media and peace building.

As the researchers have already cited in methodology used was descriptive and correlation research design:

1. The findings of the study reveal that majority of the respondents agree same opinion that impartiality reduce conflicts between groups, provide greater choice to citizens mediate news and its constructive way to peace-building (3.88).
2. Civil society activities and media workers made same conclusion that balanced reports should free from biased have internal consistence, transparency and useful to the audience.
3. Media workers and civil society activist also agree that the peace-building depend on peace journalism and also said peace-building cannot make progress without media the mean index (3.89).

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