Media as a Mode of Conflict Prevention and Established Peace: An Introspective Case Study on the Socio-Political Development of Bangladesh

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Acknowledgement

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Although the research paper has been decorated individually but overall it is not individual work at all. I am benefited much from my friends, mate's collective efforts. I am so much grateful to all of my friends equally.

This paper has organized by both primary and secondary sources which had to depend solely on some books, journals and from Websites, focus group discussions and data collection from field level. Finally I thank to my teacher, all of my friends and all other who somehow helped me. I hope to make the best of my capability.

ABSTRACT

The media shape what we see and hear about conflict. The perspectives of those who run the media shape stories that are covered. Conflict prevention media program must be incorporated into other conflict management planning. An assessment of the broader media and conflict management environment was recommended at the outset of any media initiative to ensure optimal use of media dollars and avoid duplication of effort. A comprehensive assessment will also permit the program's developers to design appropriate evaluation criteria and protocols. It was observed that to date, most peace media programs have had largely anecdotal evidence to back their claims of effectiveness. This has, in turn, made funders justifiably skeptical.

Perhaps this study on the role of media in conflict prevention and established peace for the socio-political development of Bangladesh is the first effort in my country. But I have tried in my all efforts to decorate this study. At first I have analyzed on the theoretical part of Johan Gultung positive peace theory then I have described on the socio-political development theory which related with this part then I have discussed on the conflict prevention theory.

After discussed on the methodology side of this study which is related with primary and secondary data sources and represented by qualitative and quantitative methods then I have described firstly on the data analysis section then it has described about the findings and limitations of the study. Finally this study has explained about the recommendations and conclusion which is related with conflict prevention and established peace for the socio-political development of Bangladesh.

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CHAPTER: 1

INTRODUCTORY

DISCUSSION

1.1 Introduction:

Conflict prevention and established peace seems to be a recurring theme within the discipline of peace and conflict studies. There is various ways to ensure durable and sustainable peace in the society and state where media is the best medium for the socio-political development in the World. Bangladesh is the sovereign country where people would like to live in peace, prosperous, progressive, development and happiness life. But there are many kinds of uprising conflict situation and socio-political instability has grown in here to the hell. So here media is one of the fortunate solutions for conflict prevention and established peace in the societal to state level. The mass media have a powerful influence on how people view the world. The role of media is very important from the social, political, economic and cultural issues for the development of state. There are three systems of media on going in the Bangladesh as like electronic media, print media and social media. All over the system of media would like to ensure peace and secure stability for Bangladesh. I will describe the print media role as important factor for prosperous and development in Bangladesh.

1.2 Statement of the Research Problem:

Bangladesh has faced there are many kinds of violence, upheaval and turmoil situation from its nine months bloody liberation war. But it has been struggling since early of its freedom to become a self- sufficient nation by ensuring peace and economic well being society. From its independence and media is the best communicative medium for development in the socio-political sector. Simultaneously media is the way to reach the real truth of any kind of violence and conflict incidents in the Bangladesh. So most of the time its play the good contributions for uprooting violence, social change, political stability, consciousness into the state peoples, restoring the democracy by the personal transformation with the non violence approach. This kind of positive peace is possible only by the media. So media is best solution for peaceful society.

1.3 Justification of the Research:

People change their minds because they are perceived by research that will effect on the social, political, economic and cultural sector especially in the Bangladesh. The role and contributions of media in the Bangladesh has impact on this socio- political development for conflict prevention in the society to state level for ultimate solution of peace building.

After the post conflict reconstruction of 1971 bloody war, the country has faced major and minor problems such as like military regime from 1975 to 1990, political instability and restore democracy in the 2007 caretaker government regime and societal turmoil situation by the loosing of morality and values as eve teasing, drug addiction. But the contributions of democratic government, non-governmental organizations, and civil society those problems can't be the serious issue in the country. The media has worked as serious concerning matter for conflict prevention and peace building in the society for the socio- political development in the Bangladesh at these times.

This research will be disclosed about the print media which has attempted to analyses by the seminar, columns, reporting, monitoring and evaluating the conflicting situation and providing the prevention of conflict strategy and formula for established peace in the Bangladesh. My focus point is print media which is the key tool for the socio- political development in Bangladesh by personal transformation and non- violence ways.

1.4 Literature Review of the Research:

Many analysts argue that media have played a destructive role in most of the conflicts but I will show that print media programming can play the good contributions in the social, political, economic, environmental and cultural sector in Bangladesh. Particularly when

integrated into an overreaching established peace strategy, free and independent media could foster for democracy.

A number of researchers have been initiated over the years on the issue of media role for conflict prevention and peace building and abundant of studies related to this research have been conducted which gave clear perception about media role for peace building and socio-political development but those are related with international scholars on the international issue but in the national issue those kind of research are so much less and aren't available. However there are much kind of journals, articles, international declarations, unpublished literatures and books also related with my paper on the media role for conflict prevention and peace building for the socio- political development of Bangladesh.

- Spurk. Cristoph, November, 2002, ' Media and Peace building: Concepts, Actors and Challenges, Working Paper- 1, Published by Swisspeace.org
- Vladimir Bratic and Lisa Schirch, December, 2007, ' Why and When to Use the Media for Conflict Prevention and Peacebuilding, Issue Paper- 6, Published by European Centre for Conflict Prevention
- James B. (ed), 2004, ' Media Conflict Prevention and Reconstruction', the Collaborate by UNESCO, Paris
- Marlano Agulrre, Francisco Ferrandiz, Jose Manuel Pureza, 2003, ' Before Emergency: Conflict Prevention and the Media' , Collaborated by University of Deusto, Bilbao
- Sheldon Himelfarb and Megan Chabalowski, October, 2008, ' Media, Conflict Prevention and Peacebuilding: Mapping the Edges' , Published by United States Institute of Peace
- Wibur Schramm, 1964, ' Mass Media and National Development: the Role of Information in the Developing Countries' , Published by University Press, Stanford
- Information Management in Print Media Libraries: Problems, Concepts and Practices in Bangladesh, University of Dhaka, Dhaka- 2009
- Olletta, Nat. J, 2001, ' Social Cohesion and Conflict Prevention in South Asia: Managing Diversity through Development, Published by World Bank, Washington D.C

1.5 Objectives of the Research:

The main objective of the study of research is to examine media as a tool of socio- political development in Bangladesh. There are other objectives which as follows-

i.   To study and explore the contribution of print media for conflict prevention and established peace in different conflict zones in Bangladesh especially in the socio- political development.

ii. To identify the print media is the crucial sector for peaceful solution of conflict by the short and long term approaches in the Bangladesh.

iii. To explore the print media method can contribute for social cohesion, morality, values, political stability, and social change and restore democracy by their analysis, reporting, monitoring and evaluating of the news in the Bangladesh.

1.6 Research Questions:

The research question of this study will be-

1. How media can contribution in conflict prevention and established peace in Bangladesh?

2. From which approaches media can role play on the socio- political development of Bangladesh?

3. Do media work properly in the development of Bangladesh?

4. How media influence on the policy making sector of Bangladesh by their reporting, monitoring and evaluating process?

CHAPTER: 2

METHODOLOGY AND STRATEGY OF THE RESEARCH

2.1 Research Main Method:

There are three possibilities for any study. It can have all qualitative date, it can have all quantitative date, or it can combine-both types in any proportions. My study is basically based on a mixed method. It is a combination of quantitative and qualitative methods. Quantitative data is usually presented in statistical and graphical formats. It's relatively easy to present because it is numerical. Qualitative data, on the other words, is not so straightforward and requires more word-based style of presentation, is usually presented as a written discussion. I will also use quantitative data because it can also be used for exploring an area and for generating hypotheses and theory. Moreover, qualitative methods are elastic, more so than quantitative methods. Therefore they can be used in a wider range of situations and for a wider range of purposes they are well able to deal with the complexity of social phenomena (Punch, 1998:243).[1] I can also argue in favor of this combination of both methods that mentioned as logic of triangulation by Punch.[2]

2.2 Data Collection Method:

In this research paper both primary and secondary data will be collected.

2.2.1 Primary Data:

Semi-structured interview schedule will be prepared based on literature review. As my aim is to identify the linkage of media for socio-political development of Bangladesh so I need to know detail about the fact of this information. I will select the focus group discussion from the media as like reporters, media manager etc. by the interviews or observation method. I will take the data from politician, reader of news or audience by the randomly and collect information by the close or open ended question.

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[1] Punch K. F, 1998, Introduction to Social Research- Quantitative and Qualitative Approaches, Sage Publications, London, pp.-243.
[2] Ibid, pp.-247.

2.2.2 Secondary Data:

I will collect the data from paper review from the news paper of Daily Prothom Alo and Daily Jugantor and in electronic media I will collect information from Somoy TV and also collect data from social media by some wherein blog or face book and twitter.

2.3 Sampling of the Research:

Sampling has been an important topic in research methodology literature, with well developed and mathematically sophisticated sampling plan (Cochran: 1977; Jaeger: 1984). A sample is a finite part of statistical population whose properties are studied to gain information about whole (Webster: 1985). It is not possible to conduct with all respondents. This research will apply the random and stratified sampling method for collecting information and data from the respondent and this research area is Dhaka city where it will be two print media are Daily Prothom Alo and Amardesh.. Now the numbers are given below:

Name of Respondents	Number
1. Media Personality	2
2. Print Media Editor	2
3. Civil Society Personnel	2
4. Peace Activists	5
5.Politicians	10
6. Student	15
7. Community or Local People	15
Total	51

Among these 51 respondents, 31 were male and 20 female. The data has been collected and reached to the sample by randomly of their opinion on media role for conflict prevention and peace building in Bangladesh. So it has been brought information more clearly.

2.4 Case Study of the Research:

There will be different case study analysis from two perspectives-

- The political perspective is military regime from 2007 to 2008 where December'2008 the print media role for fostering and restoring democracy.
- Other is social perspective is eve teasing and role of media for fostering social values and morality and social change in Bangladesh.

2.5 Variables of the Research:

A variable is any entity that can take different values. Now the variables of this study are given below.

Figure 1: Independent and Dependent Variables of the role of media in Bangladesh
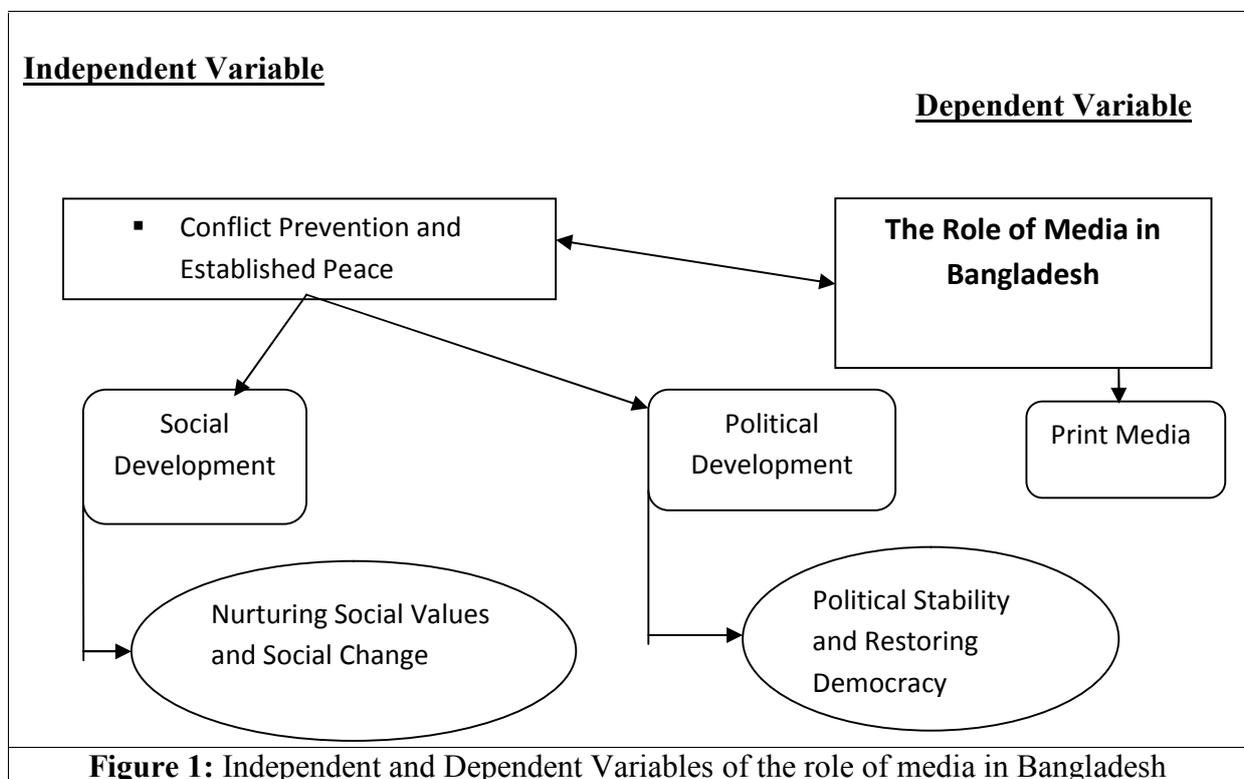
CHAPTER: 3

ILLUSTRATION OF THEORETICAL AND CONCEPTUAL FRAMEWORK

3.1 Framing the Hypothesis of the Research:

The hypothesis of this research paper is—

➔ The study might be more dominant in the existing conflicting process of Bangladesh in the different sector as like social, political and economic arena.

➔ It may be the media peace building process to prevent incitement of violence

➔ The more involvement of media to contribute for peaceful society by their reporting, analyzing, monitoring and evaluating which influence on the policy making sector of Bangladesh and socio- political development of the state.

➔ It might be important for renovating democracy for political stability, economic well being, ensuring human rights in Bangladesh by personal transformation and non-violence approaches.

3.2 Theoretical Framework:

3.2.1 Positive peace approaches

This research study will be analysis on the Johan Gultung positive peace approaches in the society which protect and deracinate the direct violence (Gultung, 1990, 9) as like of them-

✹ Ensuring human rights
✹ Political Stability
✹ Economic well being
✹ Non- violence and
✹ Personal Transformation

3.2.2 Conflict Prevention and Established Peace Theory

In general, conflict prevention and established peace programs aim to change attitudes and behaviors away from violence and toward peace. Conflict prevention and established peace respond to violence of all kinds - direct forms of violence and structural forms of violence that discriminate against certain ethnic, religious, gender, or economic class groups. A wide range of programs and projects aim to build relationships across the lines of conflict - building a foundation for open communication (Weinreich, 1999, 65).

Violence

Polarization between groups resulting in disabilities, disparities that result from direct actions, system institutions or policies

Change

Conflict Prevention and Established Peace

A change process including programs aimed at moving from violence to peace, from polarization to positive peace

Peace

Positive relationships between groups resulting in joint decision-making, tolerance of difference and human security

Figure 2: Theoretical Model of Conflict Prevention and Established Peace

3.2.3 Socio-political Development Theory

The capability to identify, critically understand, and take action on sociopolitical issues is a key component of wellness, particularly for oppressed groups (Prilleltensky, 2003). Watts and colleagues (Watts & Flanagan, 2007; Watts, Griffith, & Abdul-Adil, 1999; Watts, Williams, & Jagers, 2003) coined the term sociopolitical development (SPD) to refer to one's

consciousness of and engagement in action to change inequitable structures. This bipartite definition that includes consciousness and engagement is central to SPD. Sociopolitical consciousness is reflected in one's recognition of how structural phenomena—e.g., impact individual and group wellness and an understanding of how power operates—e.g., how information may be controlled and disseminated by the media and the importance of collective action in addressing unjust systems (Freire's, 1970). Which presenting in the given below-

Figure 3: Operational Model of Socio-Political Development

3.3 Analytical Framework:
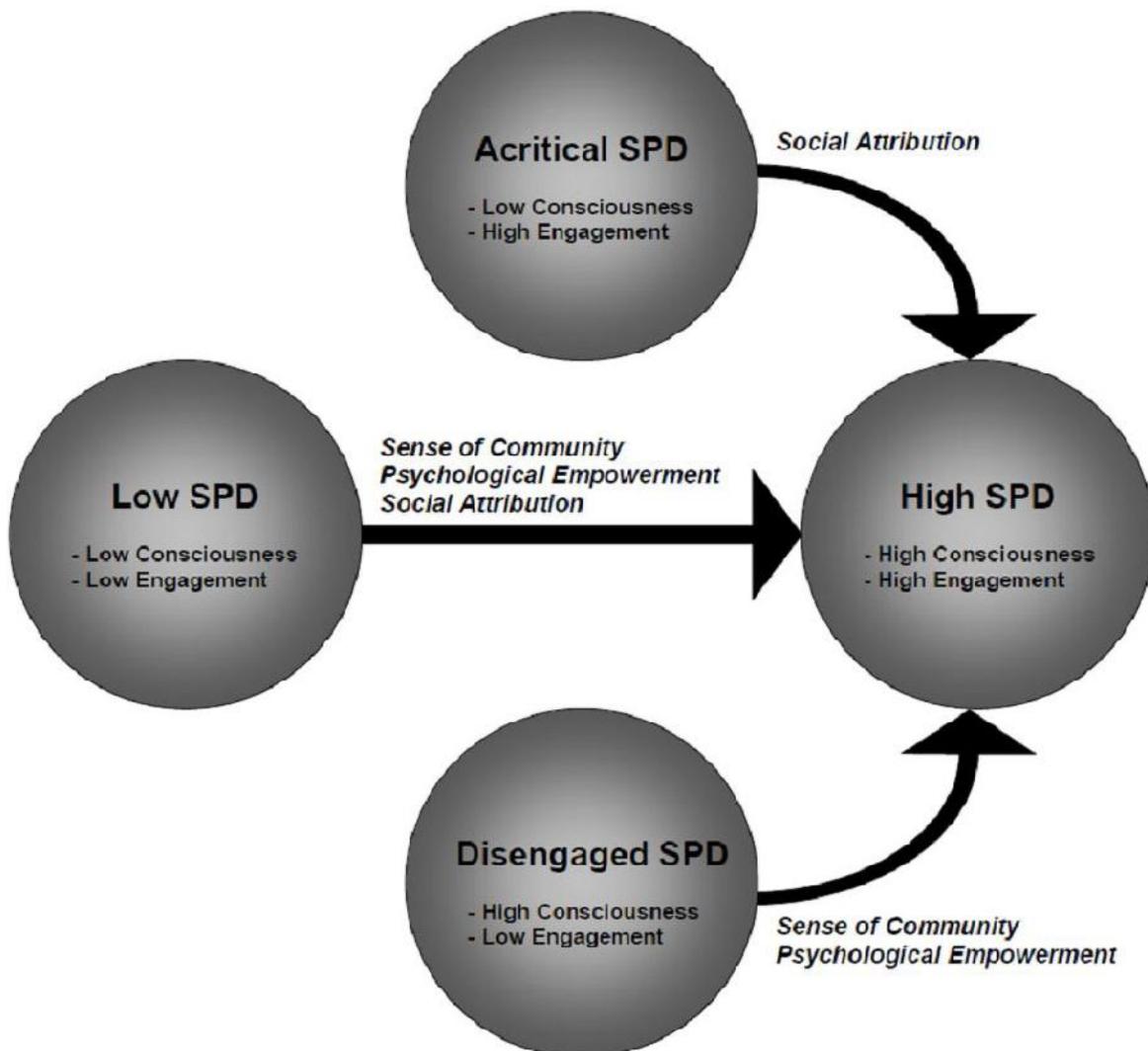
3.3.1 Key Concepts:

This paper is going to deal with few key concepts these should be discussed at the first place. The concepts which will be used in this research are media, journalism, conflict prevention, peace building, media and conflict prevention and peace building etc.

3.3.2 Media:

It will refer to all types of print media such as newspapers and magazines as well as electronic media (including radio and TV programmed) and social media including blogging, twitter and face book. This definition will exclude theatre, school and other educational institutions.

3.3.3 Journalism:

It covers all activities conducted by journalists, reporters and editors. It is not limited to "news" journalism or "news agency" journalism; it includes all types and formats of reporting (larger stories, analysis, background features, comments, opinions), editing (selection of news, controlling), and designing programmes (formats, series, supplements).

3.3.4 Established Peace:

It is seen in the strict sense, used by peace research, "The overall aim of peacebuilding is to prevent violent outbreaks of conflicts or to transform violent conflicts in a sustainable manner into peaceful means."[1] The specific aims vary according to the different phases, i.e.
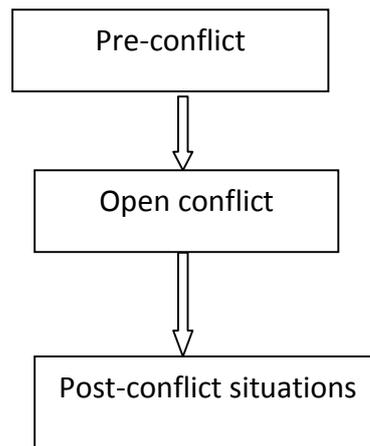
```
┌─────────────────────────────┐
│        Pre-conflict         │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│        Open conflict        │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│   Post-conflict situations  │
└─────────────────────────────┘
```

Figure 4: Cycle of Established Peace Situations

3.3.5 Conflict Prevention:

Conflict prevention aims to stop tensions from escalating into violence by means of short-, medium- and long-term. The concept of conflict prevention is commonly used in both security and peace studies. It refers to policies and strategies for preventing political tension from turning into armed or violent conflicts. The paradigms stress different conceptual elements of conflict prevention, like the scope, the measures, the actors, and the time-series. Yet both agree that the implementation of conflict prevention measures should be context-specific and case-based and that there is no universal resolution to conflicts across regions or cases. Theoretically, the more effective the preventive action the less tension there will be and the greater the distancing of violence. No single measure excludes the others. Prevention can include coercive. Institutional incentives (e.g. aid in exchange for peace); co-operative management (e.g. easing mediation); and systematic transformations (e.g. constructing a legal system) will be the methods of conflict prevention process (Svanström, Nicklas & Weissmann, Mikael, 2005).

Figure 5: Conceptual Model of Conflict Prevention

3.3.6 Media and Established Peace:

this report will deal mainly with media in the socio-political sphere – especially in the pre-, ongoing or post-conflict phase – not with media in development sectors such as health, agriculture, values, morality, restore democracy or rural radios. However, the long-term perspective of media assistance, for example supporting good governance, is included, as it plays a role for strategy and project design in the different conflict phases.

My theoretical framework may be as bellow-

Media

Nurturing Social Values and Morality

Political Stability for ensuring good governance

Restoring Democracy

Preventive measure for national security

Confidence building measure among political group

Make Preventive methods against militancy and extremism

Awareness among the people against state sponsored violence and repression

Influence on the policy making

Remove superstitious in the society

Providing neutral and non- partisan news for political level playing and political dialogue

Making a platform for people freedom of their opinions

Print Media

Conflict Prevention and Established Peace for Socio-Political Development in Bangladesh

Short and Medium Term Approach CPEP

Long Term Approach CPEP

CHAPTER: 4

(DATA ANALYSIS)

THE ROLE OF (PRINT) MEDIA IN CONFLICT PREVENTION AND ESTABLISHED PEACE FOR THE SOCIO- POLITICAL DEVELOPMENT OF BANGLADESH

4.1 Preamble

History has shown that the media can incite people toward violence. Yet it is not uncommon to hear experts pronounce that the media's impact on peace 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 established peace. There are ways the media can assist established peace for the socio- political development of Bangladesh. Another attempt to answer how media can impact peacemaking in any country. Over the last half of the previous century, social scientists described the impact of communication on human behavior. Though they come from different scientific disciplines (e. g. psychology, sociology etc.)

Several studies confirm that the impact of the media on conflict is greater than the impact of the media on conflict prevention and peace building (Wolfsfeld, 2004, 15; Hamelink, 2002; Gowing, 1997). Peace journalism scholar Gadi Wolfsfeld notes there is a "fundamental contradiction between the nature of a peace process and news values, the media often play a destructive role in attempts at making peace" (Wolfsfeld, 2004, 15).

So it is easily realize that the role of print media in conflict prevention and established peace is very effective for human security especially in the socio- political development of Bangladesh.

4.2 Participants/ Respondent

Participants are the life of any research. In this study participants included media personality, teacher, student and politicians so on. This study has taken those respondents who have related with media or print media and they have clear concept about media role for conflict prevention and established peace for the socio- political development of Bangladesh.

	Age	No. of Respondents	Percentage
Male	16-20	5	12%
	21-25	20	50%
	26+	5	12%
Female	16-20	3	0.7%
	21-25	5	12%
	26+	2	0.5%
Total		40	100%

Table 2: Age and Gender Distributions of the Respondents

The table shows that a total number of 40 respondents have been participating. Among them 74% are male and 26% are female. Besides, 62% of the respondents are under the age group of 21-25 and 13% are under the age of 16 to 20 and also 13% are over the age of 26.

Total Respondent= 40

**Figure 7:** Age Distributions of Respondents
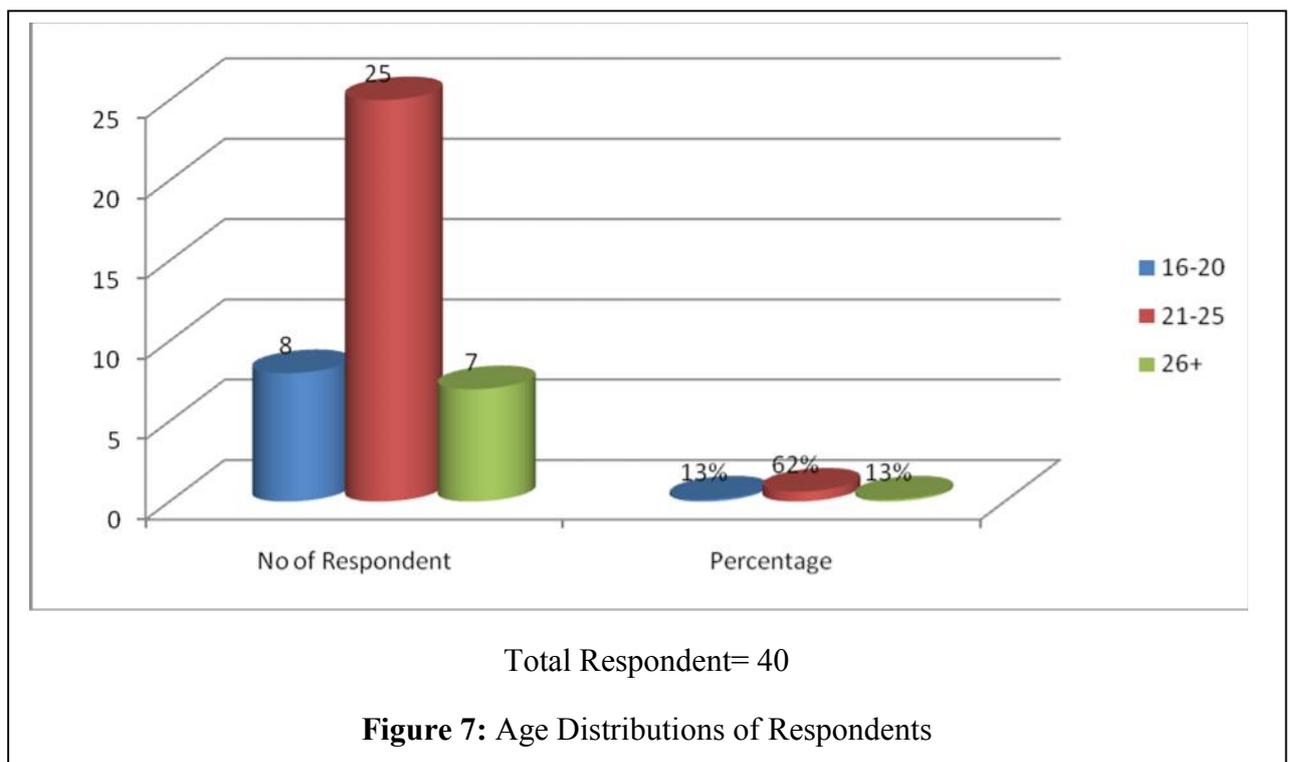
4.3 Media as a Mode of Conflict Prevention and Established Peace

The relation between conflict prevention and the media is still an unexplored issue. We know that bad journalism can promote violence, but we do not know how good journalism may have a positive influence and impact on the prevention of conflicts. There is a need also to explore how the domestic and the international media operate in some particular cases, and the interfaces with national institutions and Governments (Bell; 1998; 15).

One important issue to start with is to analyze and deconstruct the ways in which the media liberally assume ready to use plots to represent the different parties in conflict situations. Instead of creating narratives that portray the 'other' as a threat, as fanatical and irrational, which is a too common feature of mainstream reporting, the media could contribute to constructing a fair representation of countries, cultures and people (Severin, Werner, Tankard, 1991).

Before discussion of the media role in conflict prevention and established peace for the socio-political development of Bangladesh, it's very urgent to know about the people's habitual fact to read the newspaper from my survey question.
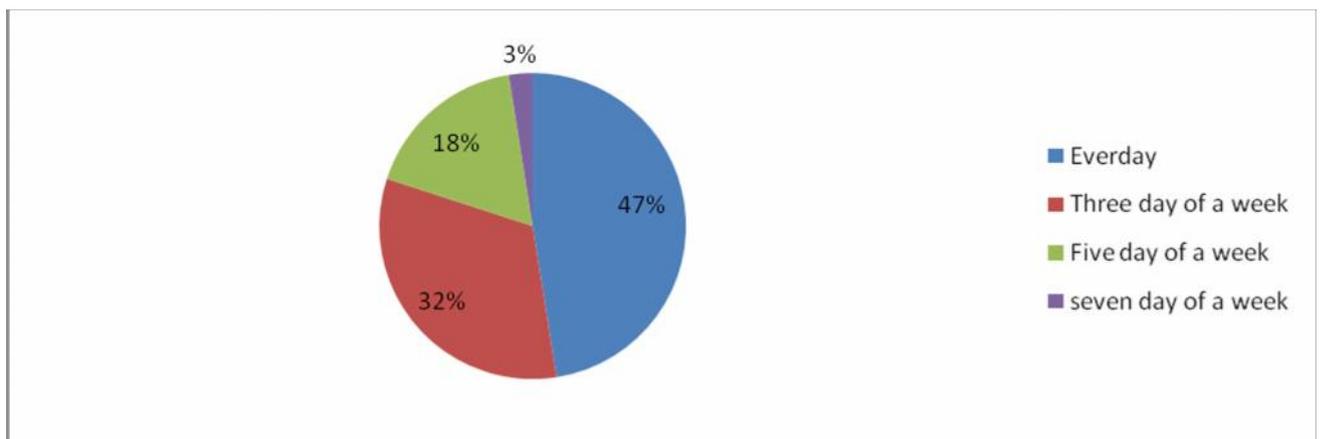
Question: Have you read the newspaper

Figure 8: People's Reading Behavioral Fact of Newspaper

Among these criteria 47% respondents read the newspaper everyday, 32% of them read only three days in a week, 18% of them read only five days a week, 3% respondent read newspaper seven days a week.

There are three types of media exists in the World which are print media, electronic media and social media. But there have different contribute for the conflict prevention and established peace. In the data analysis it will be describe in below-

Types of Media	Number	Percentage
Print Media	13	32%
Electronic Media	13	32%
Social Media	14	35%

Question: What kind of media influence on the socio-political development of Bangladesh?

 Table 3: Types of Media and their Influences for Conflict Prevention and Established Peace

In the given below it will be represent by the bar diagram which is presented the exact data and figure of media role for conflict prevention and established peace for the socio-political development of Bangladesh.
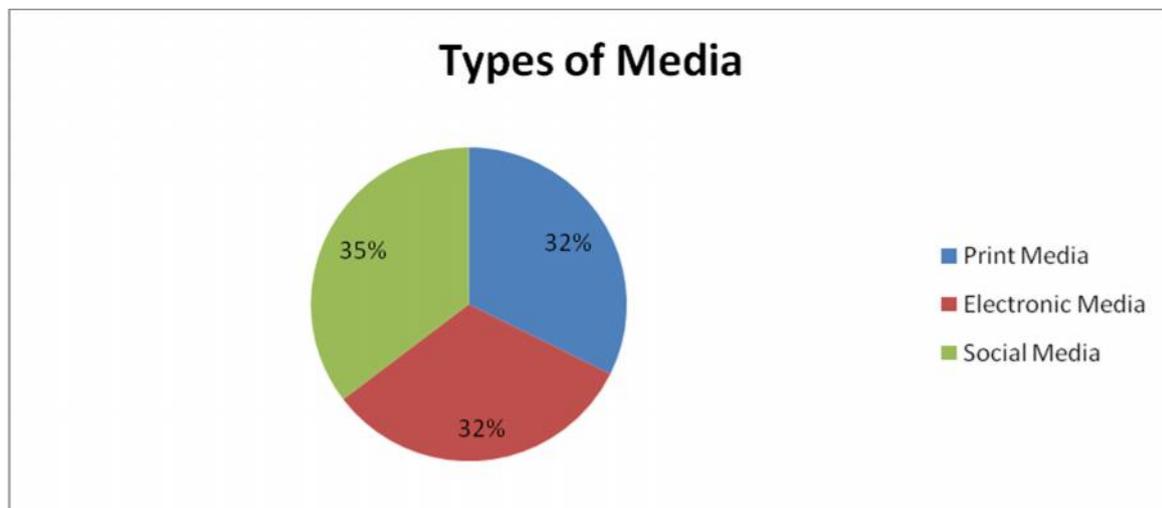

Figure 8: Types of Media and their Contributions for Conflict Prevention

4.4 The Print Media's Orientation toward Conflict

It is important for conflict prevention and peace practitioners to understand these values and the dynamics of media decision-making on covering 'peace' news and entertainment. However, it does not preclude peace practitioners from utilizing the media to promote their own values.

Indeed, the media can play very positive roles in conflict prevention and established peace.

	Print Media Focus	No Print Media Focus
By Round Table Meeting	Specific actions and events	Long-term processes and policies (as in ongoing peace processes, dialogue, or mediation)
Comedy or Drama	Violence, crisis or conflict Extremist behaviors Outrageous acts	Calm, controlled, moderate people getting along with each other (such as those participating in a dialogue)
Simplicity	Clear cut opinions, images, major personalities, two-sided conflicts	Complex opinions or explanations, institutions, root causes, multi-sided conflicts
Ethnocentrism	Our beliefs, myths and symbols Our suffering The brutality of some 'Other'	Their beliefs, myths, and symbols Their suffering Our brutality to 'Them'

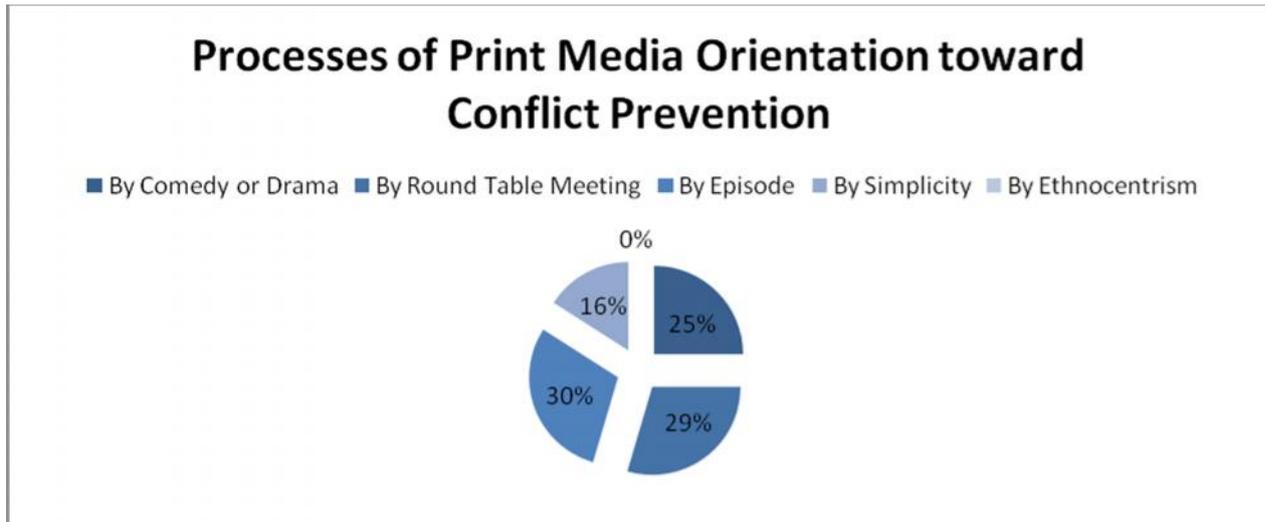**Table 4:** Print Media Orientation toward Conflict

Figure 9: Processes of Print Media Orientation toward Conflict Prevention

4.5 Functions of Print Media in Conflict Prevention and Established Peace

The media play a wide range of roles in our lives. Some of these roles are constructive and some are destructive. Recognizing the diversity within media professionals is a first step in critically analyzing how best to use the print media to support conflict prevention and established.

4.5.1 Media as Information Provider and Interpreter

The media provide people with important information about their environment (e.g. political, cultural, social issues) and respond to more imminent problems (weather, traffic, natural catastrophes, etc.). At least in part, people make decisions about whether to dress for warm or cold, choose political leaders to vote for in elections, and judge other groups in society based on the media.

4.5.2 Media as Watchdog

The media sometimes acts as a third party 'watchdog' that provide feedback to the public on local problems. Media can bring hidden stories out into the public. Investigative reports can surface public problems. Such as in the Bangladesh eve teasing has decreased for the campaign of the media and print media also kept good role for ensuring free of the eve teasing in the Country.
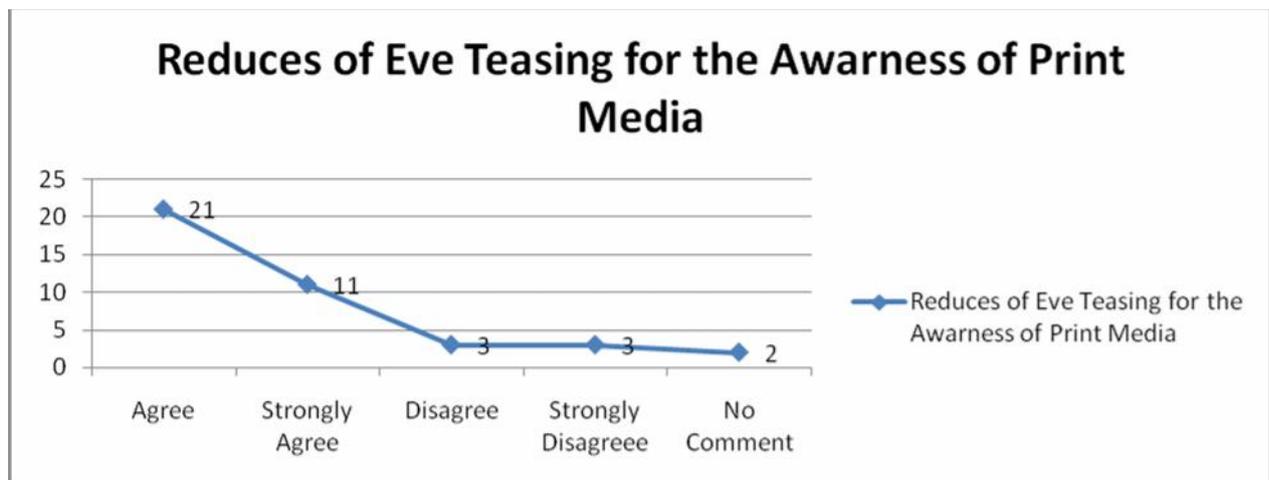

Figure 10: Reduces of Eve Teasing by Print Media for the Awareness of Print Media

Case Study 01: Eve Teasing

There are many news has published in the print media on the issue of eve teasing in Bangladesh. By the print media it will very existing part for the creating of awareness in the practical and field level of Bangladesh. Such as in the editorial page on the issue of Eve teasing has published in the Prothom Alo at 11th November, 2010 and at this year by the print media the issue of Eve teasing has decreased and reduced gradually. As like we know about Safa Rani murder, murder of girls in the Birol of Bangladesh, the girls of class five has also murder by the name of Eve teasing so this is very concerning for the country and it was gradually decreased by print media initiative.

4.5.3 Media as Gatekeeper

The media can also act as a gatekeeper who sets agendas, filters issues and tries to maintain a balance of views. Media like to portray themselves as 'balanced and fair,' even when they privately seek to promote a particular ideological set of ideas and limit the public's exposure to a wide array of information. Such as in the Bangladesh print media has exposure their views and opinion neutrally for the socio-political development of Bangladesh. It has also influenced on the different law, policy making sector and social change of Bangladesh.
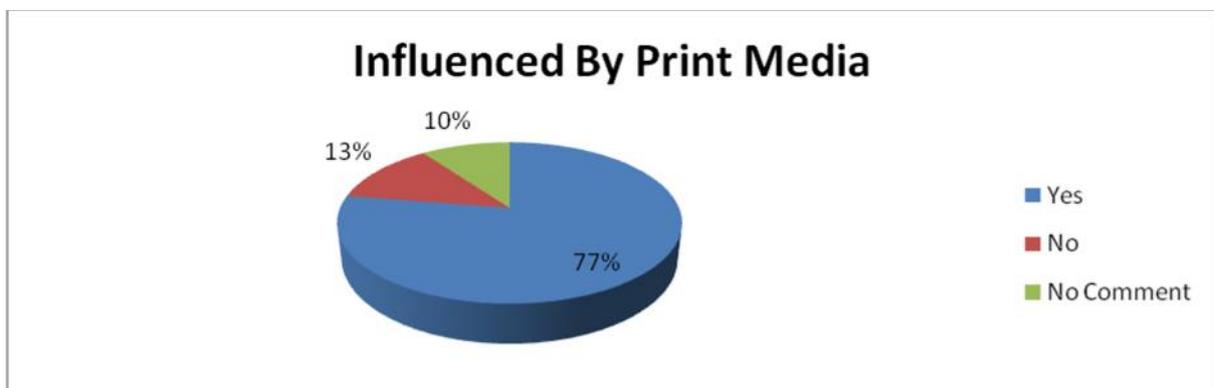
Figure 11: Influenced by Print Media in Different Sector of Bangladesh

4.5.4 Media as Policymaker

The media has influence on policymakers, particularly as they think about how to prevent and respond to violent conflict. The media is also a tool of policymakers to get across their message (Gregory, 2005, 92). In Bangladesh, for example, the print media played a very important role in motivating the public to press their policymakers to intervene to stop the aggression.

Question: Do you agree that print media can influence on the policy makers?

Influenced on the Policy Makers for Socio-Political Development

Response	Value
No Comment	6
Strongly Disagree	1
Disagree	13
Strongly Agree	9
Agree	11
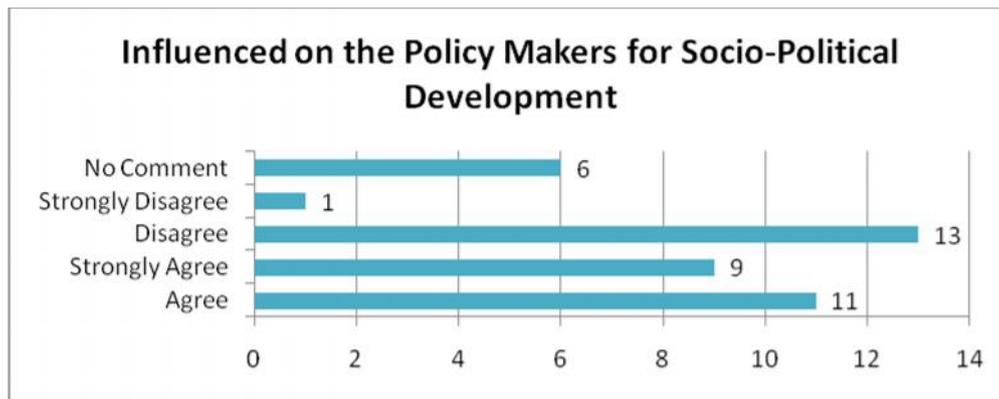
4.5.5 Media as Diplomat

Sometimes the media is used to cover diplomatic initiatives and send messages back and forth between sides of a conflict. While policymakers usually prefer secret negotiations, sometimes there are no direct channels of communication. If one side wants to test reactions to a negotiation proposal, they may send signals and messages to other groups through the media. At times, the news media will invite leaders of opposing groups or nations onto a round table meeting to talk with each other. The media may help to create bridges among enemies and build confidence needed to open negotiations (Gilboa, 2002, 296).

4.5.6 Media as Peace Promoter

Media events can be used at the beginning of negotiations to build confidence, facilitate negotiations or break diplomatic deadlocks to create a climate conducive to negotiation. Media events such as press releases, rock concerts, or radio programs can celebrate peace agreements and negotiations. The media events may help to promote and mobilize public support for agreements.

4.5.7 Media as Bridge Builder

The media can promote positive relationships between groups, particularly in conflicts over national, ethnic, religious identity. The media can lessen polarization between groups in the following ways:

- Showing the other in a similar light to self
- Depicting people with the same types of problems
- Sharing similar interests and positions

Question: Do you think print media as diplomat, peace promoter, information provider, policy maker and bridge builder
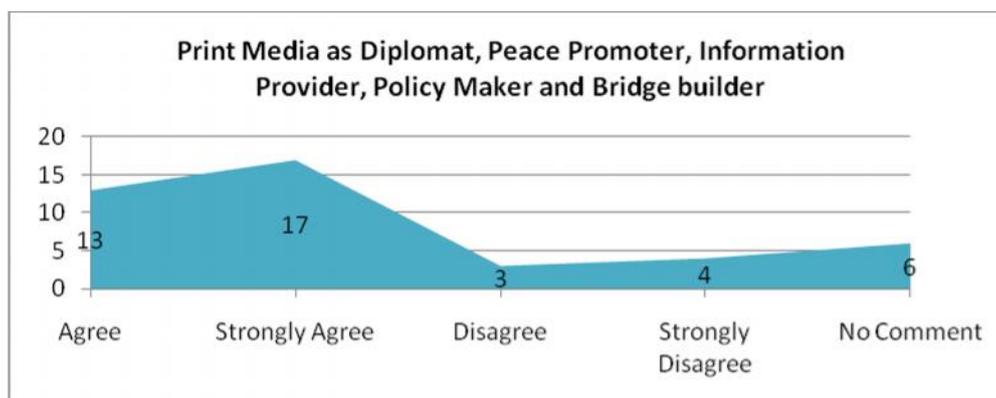
4.6 Strategic Framework in Conflict Prevention and Established Peace by (Print) Media

Maximum media impact on conflict prevention and peace will occur when all five of the following strategies are employed especially in the presence of Bangladesh

1. Conflict-sensitive and peace journalism
2. Peace-promoting citizen media
3. Peace-promoting entertainment media
4. Advertising or social marketing for conflict prevention and established peace
5. Media regulation to prevent incitement of violence

4.6.1 Conflict-sensitive and peace journalism

Basic journalism, teaching accurate, impartial and responsible reporting training, remains a core component of media development. Conflict-sensitive journalism goes beyond this by encouraging journalists to be aware of what effects their language and reporting can have on the conflict—as well as how they may become victims of the violence. This experts group observed that conflict-sensitive journalism is often met with resistance from the news profession, as it is commonly conflated with peace journalism, a more agenda-driven reporting style. Peace journalism approaches activism, as it is intended to focus attention on

peace efforts and the search for a nonviolent solution to conflict (Bell, 1998, 22). In Bangladesh, for example, newspapers such as *the Daily Star* have had both war correspondents and peace correspondents. Participants observed that peace journalism can overlap with social marketing in that it works to "sell" peace.

4.6.2 Peace-promoting citizen media

The experts agreed that citizen media largely falls into two sub-categories: community media and user generated content emerging from new technologies. The experts group observed that the power of citizen media lies in its grassroots, bottom-up authenticity and spontaneity. Leveraging its potential therefore will come less from trying to "organize it" than from showing citizens, through training, how to use new tech media or how to counter hate media when it arises in community outlets (Severin, 1992, 27).

4.6.3 Peace Promoting Entertainment Media

Once information is acquired, an audience tends to position itself toward the message. An audience contemplates the value of the message and immediately formulates a positive or a negative response to it. The audience can either be persuaded or remain unconvinced. The media can contribute toward creating positive attitudes. A number of brand new products and service are introduced each year and the process of positive attitude building is carried out successfully through the media in front of our eyes. Marketing and advertising represent an entire industry that specializes in creating attitudes. In campaigning and advertising, the messages are designed to seek out the audience. Campaigns anticipate audience activities and aim to intercept them to deliver the message (Kelly, 1998, 145).

This is where the billboards, posters, leaflets, and also audio, video and print advertisements are used to gain maximum impact. Campaigns that used a combination of these resources have been conducted in peace processes in Bangladesh. For example, social marketing advertising of Prothom Alo through the billboards made a significant impact on the success of a peace agreement in Bangladesh social sector.

4.6.4 Media regulation to prevent incitement of violence

Media regulation, encompassing both codes of conduct and ownership issues, is the necessary "rule of law" component of every comprehensive media development project. While the previously discussed strategies create and encourage open media through production, regulation is a parallel effort to ensure that what is produced and aired is not inflammatory or contrary to the public's interest in peace. When done well, the peace benefits are substantial (Howard, 2003, Verhoeven, 2003).

CHAPTER: 5

FINDINGS, RECOMMENDATIONS, LIMITATIONS AND CONCLUSION OF THE STUDY

5.1 Findings of the Study

There are two findings of this study assistance with the print media role in conflict prevention and established peace for the socio-political development of Bangladesh. This two approaches are define in the below-

> ➢   Short and Medium Term Findings
>
> ➢   Long Term Findings

5.1.1 Short and Medium Term Approaches of Findings

In the short- and medium-term perspective, the findings of the print media is mainly to provide non-partisan news, report and analyze context of the conflict and its background factors, gather different views and opinions, focus on specialized peace and conflict issues and prepare the ground for a sound media sector development in the long run.

From the short- and medium-term perspective, the findings of the print media assistance should aim to support conflict prevention activities by:

   i.   providing non-partisan information and balanced news,
  ii.   ensuring conditions for receiving and imparting information,
 iii.   preventing the incitement of conflict through hate messages
  iv.   creating a platform for all people to voice opinions,
   v.   laying the ground to develop structures for a free and independent media.

5.1.2 Long Term Findings

The long-term findings of print media assistance applies to the development situation, which Starts sometime after the post-conflict phase, when intensity of conflict has come down to levels which allow for reconstruction and continuous development efforts. Since support for strengthening democracies has become a core activity of almost all "development" efforts, objectives for media in the long-term have been defined and mostly agreed upon.
These are:

- Free flow of information ensures that citizens make responsible, informed choices rather than acting out of ignorance or misinformation
- Information serves a "checking or watchdog function" by ensuring that elected representatives do their job according to democratic rules.

5.2 Recommendations of the Study

From the discussion of findings it can be said that there will be several recommendations ensured by the researcher and for the next researchers. This study assumes and has illustrated that media have a two-fold potential for contributing to conflict prevention and developmet by:

1. Indirect activities:

Media or print media provided they fulfill basic professional and ethic criteria (non-partisan, balanced information, accountability, not government controlled, standard code of ethics), can contribute to conflict prevention and established peace – even without a specially designed peace element and only executing its "normal" role.

2. Direct activities:

Print Media with special peace and conflict-related programmed can additionally contribute to conflict prevention and development in the country by which provided the media in question have already gained some credibility and are not seen by the audience as an external propaganda machine.

However, there is still not enough knowledge about these two effects and it is not possible to quantify them. Sometimes, the contribution by indirect activities might be even stronger than by direct ones.

5.3 Limitations of the Study

There are various kind of limitations of this study which as like-

- ✓   Due to the academic research it has no money sponsor for the study or research on going in future time.

- ✓   Time is so many impediments for completed this study because we are student of semester system so here time is constrained to complete any work within time.

- ✓   Many scholars from different corner or sector doesn't give the importance of this study due to the academic purpose and It has no impact on the socio-political development of Bangladesh

- ✓   Most of respondent are not interested to give open ended question for the time saving reasons.

5.4 Conclusion

Bringing about constructive change in a conflict is a challenge. Helping to change people's beliefs, attitudes, and behaviors requires in-depth knowledge about the conditions that enable people to make these changes. The media's especially print media role in contributing to cognitive, attitudinal and behavioral change on a large scale is unique. Conflict prevention and peace professionals can use the media in harmony with their other programs, if they know when, why, and how to use the media for the most strategic impact in lessoning the polarization between groups. On the other hand, media professionals still have much to learn about why and when their work can contribute to preventing violent conflict and building peace between groups. The media and peace professionals both have their limitations and share an interest in the dynamics of conflict (Price, Al-Marashi, 2007).

Cooperation between agencies, donors, civil society, peace organizations and media practitioners is essential. There is a need for meetings, seminars and work groups where models and best practices can be shared. Because using media in conflict prevenont is a new practice, everyone has a lot to learn from the exchange of experiences. A careful assessment of whether the media is likely to play a positive or negative role in achieving the goals of conflict prevention and peace requires greater insight into ways the media helps and harms the path toward constructive change. Both peace and media professionals still have a great deal to learn on this journey.

In Bangladesh media is another role maker for the upcoming generation to make peaceful society for the socio-political development of Bangladesh. Because in this country there are various print media working for the conflict prevention and building peace as peace promoter by their news, comedy, drama, episode and their entrepreneurship for the peaceful solution of violence between political groups to the goal of restoring and fostering democracy in the Bangladesh.

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Appendix

Questionnaire of the Research

"Media as a Mode of Conflict Prevention and Established Peace: An Introspective Case Study on the Socio-Political Development of Bangladesh"

I am a student of 4th year of the Department of Peace and Conflict Studies, University of Dhaka. For the academic purpose, I need to accomplish a research work. In this backdrop, I have come here to do a research work on the role of media in conflict prevention and established peace in the socio-political development of Bangladesh. This work will be limited only in the academic purpose. Hence, you can give your view without any doubt.

Schedule [   ] **No.**

Name of the respondent:………………………………………………………..

Occupation:……………………………….Age:………………………..Gender:………….

Educational Status and Institution:………………………

1. Do you think that media can conflict prevention and established peace in the Bangladesh?

   a) Yes   b) No   c) No Comment

2. If yes, what kind of media influence on the socio-political development of Bangladesh?

   a) Print Media   b) Electronic Media   C) Social Media d) Others……………………............

3. Have you read the newspaper?

   a) Everyday   b) Three days of a week   c) Five days of a week   d) Seven days of a week

4. If not read, why?

5) How do you evaluate the role of print media to reduce political violence and create social awareness in Bangladesh?

6) Could print media play a good role to mitigate the political conflict and violence in Bangladesh?

  a) Yes   b) No   c) No comment

7) Do you think print media has influenced on the different law, policy making sector and social change of Bangladesh?

  a) Yes   b) No   c) No comment

8) How it's influenced on the policy making of Bangladesh?

9) Is it true that print media is incomparable medium for fostering and restoring democracy?

  a) Yes   b) No   c) No comment

10) Do you think that the incident of eve teasing in Bangladesh has reduced for the awareness of print media?

  a) Agree b) Strongly Agree c) Disagree d) Strongly Disagree e) No Comment

11) How print media role play for the protecting and ensuring of the social values in Bangladesh?

   a) By Comedy   b) By Round Table Meeting c) By Episode d) By Simplicity e) By Ethnocentrism

12) Do you agree that print media can influenced on the policy makers to create safe and secure environment in the political and social arena?

   a) Agree   b) Strongly Agree   c) Disagree   d) Strongly Disagree   e) No Comment

13) Do you think that print media is always anti military, extremism, fundamentalism and autocratism?

   a) Yes   b) No   c) No comment

14) Whether do you agree or disagree with the statement that 'the negotiation between major political parties can resolve by print media in the Bangladesh.'

   a) Strongly agree   b) Agree   c) Strongly disagree   d) Disagree   e) No comment

15) Do you think that print media as diplomat, peace promoter, information provider, interpreter, policy maker and bridge builder?

a) Strongly agree   b) Agree   c) Strongly disagree   d) Disagree   e) No comment

16) Which approaches of print media can conflict prevention and established peace in the Bangladesh?

Thanks for your cooperation