ASSESSMENT OF PEACE JOURNALISM PRACTICE IN SOUTH SUDAN:
A CASE STUDY OF RADIO MIRAYA JUBA SOUTH SUDAN

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A DISSERTATION SUBMITTED TO THE COLLEGE OF HUMANITIES AND SOCIAL SCIENCES, DEPARTMENT OF JOURNALISM AND COMMUNICATION, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF A MASTER OF ARTS DEGREE IN JOURNALISM AND COMMUNICATION OF MAKERERE UNIVERSITY

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Special thanks go to Radio Miraya’s management and staff for allowing me to conduct my research at the station.

Thank you all.
DECLARATION

I, ANTHONY OCHAN MATERNO, do hereby declare that this is my original Dissertation and I state that it has never been submitted to this or any other university for any academic award.

Sign: ...........................................  Date:  8th February 2019
This is to certify that this dissertation by ANTHONY OCHAN MATERNO titled: Assessment of Peace Journalism Practice in South Sudan: A Case Study of Radio Miraya Juba has been conducted and completed under my supervision.

Sign: \textit{Tayeebwa} \hspace{2cm} Date: 08/02/2019

Dr. William Tayeebwa
DEDICATION

I dedicate this piece of scholarly work to my departed mother, Mrs. Regina Anek for the tireless effort she dedicated to my physical, moral and emotional development as well as my education. Beyond this, she is an icon of Girl Child education in South Sudan that she carried on until she breathed her last. Her passion and commitment encouraged me to pursue my own path to academic excellence leading to this milestone.

May your soul rest in peace.
ABSTRACT

This study assessed peace journalism practice in South Sudan, grounded on the Galtung peace/conflict reporting versus violence/war reporting model. The primary purpose of this study was to evaluate the practice of peace journalism in South Sudan with a case study of Radio Miraya, the United Nations radio station and the widest covering radio station in the country. The objectives that guided the study were to: assess the knowledge of working journalists about the concept of peace journalism, explore the factors influencing the implementation of peace journalism in South Sudan, examine the Peace Journalist practice of Radio Miraya in contributing to the UN’s peace building mission in the country and using Radio Miraya programing to evaluate the journalism norms within the Galtung model of peace/conflict reporting versus war/violence reporting. The mixed methods (quantitative and qualitative) research approach was used for the study. The quantitative approach, using content analysis as a method aided in examining the content of Radio Miraya's five peace programs and the qualitative method, using key informant interviews and a survey aided in giving detailed explanation and meaning to the findings.

The study established that Radio Miraya practices peace/conflict reporting in its programing, although aspects of violence/war reporting are still commonly used in the programing. The study further reveals that although journalists have positive attitudes towards peace journalism, their knowledge about the concept and its operationalization is very limited. And lastly, the study reveals that factors affecting implementation of peace journalism include knowledge of peace journalism, the media environment in South Sudan, ownership, attitudes of working journalists and journalism norms. The study concluded with the observation that peace journalism is not fully implemented due to the aforementioned factors. The researcher therefore made a number of recommendations including training for journalists to increase knowledge of the peace journalism concept, creation of a conducive journalism environment by adherence to the media laws, and repealing laws that impinge on media rights among others.
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<td>ACHPR</td>
<td>African Charter on Human and Political Rights</td>
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<td>CAT</td>
<td>Community Audio Tower</td>
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<td>CPA</td>
<td>Comprehensive Peace Agreement</td>
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<td>DRC</td>
<td>Democratic Republic of Congo</td>
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<td>Organization for Economic Co-operation and Development</td>
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<td>Peace Journalism</td>
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<td>RTLM</td>
<td>Radio-Television Libre des MillesColline</td>
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<td>SPLM/A</td>
<td>Sudan People’s Liberation Movement/Army</td>
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<td>TGoNU</td>
<td>Transitional Government of National Unity</td>
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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This study sought to assess radio peace journalism practice in South Sudan, by evaluating Radio Miraya’s five peace programs; Crime Watch, Democracy in Action, Peace Makers, Your Rights and KalamNeswan (Women Agenda). Conflicts live everywhere in the world and journalists report them. However, the way journalists present their information determines whether it will contribute to conflict escalation or de-escalation (Kempf, 2003).

South Sudan has entered into a protracted war extending over five years after gaining independence in 2011. Many studies have been done elsewhere in East Africa where peace journalism practice has shown success in combating violence in Uganda, Rwanda and Burundi (Tayeebwa, 2012; Thompson; 2007; Tayeebwa; 2016). However, there have been little or no such studies on South Sudan.

While Radio Miraya was established to support the United Nations(UN) work of contributing to peace building in the country (FondationHirondelle, 2006), there is no available information to show which model guides its work, or the framework within which it bases its programing. This study used the peace journalism model to assess how Radio Miraya fulfills the objectives of the UN peace building agenda among other aims. Scholars such as Galtung (2003) propose an approach to journalism that focuses on conflict transformation and suggests some ways that peace journalism might be adopted.

Globally, peace journalism has become a distributed reform movement of reporters, academics, and activists in all countries of the world where there have been wars or seem to be at the verge of war outbreak (Mitra, 2017). Ottosen (2007) in the field of peace journalism emphasizes the role of visual text, photographs and images such as those of the bodies of killed soldiers to create awareness among the decision makers on the need for peace and a peaceful end to violence. Peace Journalism as a movement for media reform refers to the practice when editors and reporters make choices about what to report, and how to report it which creates opportunities for society at large to consider
and value non-violent responses to conflict (Lynch, 2005; Transcend media, 2011; Weighton, 2015).

Findings on peace journalism from East Africa indicate that Fondation Hirondelle, which manages Radio Miraya, uses the peace journalism model for successful radio and television programing in Burundi, Rwanda and Democratic Republic of Congo (DRC) (Tayeebwa, 2016), but it remains to be ascertained through research whether this is the same case with Radio Miraya. This study set out to establish whether Peace Journalism is practiced at Radio Miraya.

1.1 Background to the Study

South Sudan became an independent country and world's newest nation in 2011 following an overwhelming vote for secession after decades of war with Sudan. This vote for separation was observed by many as just the beginning because the government and people of South Sudan faced a tremendous challenge of nation building to lift the new country out of fragility and combat ethnic, religious, gender and cultural rifts that tear the country apart (Varma, 2011). However, this rift was widened when a renewed violence broke out between President Salva Kiir and his former deputy Dr. Riek Machar. What started as a disagreement over the structure of the ruling Sudan People’s Liberation Movement (SPLM), culminated into a conflict involving loyalists to president Kiir and Dr. Machar backed by their ethnic groups. The unfolding events have spiraled beyond the ethnic Nuer-Dinka feud, and protracted up to date into a national catastrophe that has resulted into the mass suffering of the South Sudanese people.

As a result, thousands of South Sudanese people have been killed and more than four million have fled their homes to escape the scourge of war, with Uganda hosting over 1 million of them as refugees according to the Office of the High Commissioner for Human Rights of the United Nations (OHCHR, 2017). Reports indicate that hundreds of women have been raped including aid workers while at the same time, children have been recruited as soldiers (Frontier Economic, 2016). More painful is that this human suffering and destruction has been a result of the comrades in arms of yesterday turning on each other to become the enemies of today. Currently, aid agencies have launched a massive campaign to mitigate the impact of the famine. According to the United Nations Children
Emergency Fund (UNICEF, 2017), the number of food-insecure people rose to 5.5 million from 2.3 million. About 1 million children across South Sudan are severely malnourished and will die unless they receive immediate help (Enough Project, 2017). Efforts to get aid to the needy are however hampered by the fact that the armed protagonists in the conflict continue to obstruct the free movement of aid workers according to the United Nations Office for Coordination of Humanitarian Assistances (UNOCHA, 2018).

Meanwhile, the South Sudanese economy is in free-fall. A global glut in oil production in the last three years from 2015 has drastically reduced the country’s ability to generate sufficient money from oil, it’s sole revenue earner after global oil prices fell. The South Sudanese pound has lost nearly 95 percent of its value. In September 2016, inflation rose to 550 percent although in 2017, it fell to 330 percent according to the International Monetary Fund (IMF, 2017). Public servants endured long months without being paid. In his commentary at the beginning of the crisis, Howden (2013), articulated a report on the crisis titled; South Sudan: the state that fell in two weeks, describing the dramatic turn of events that took less than a month to shape into a full-scale war. The conflict continues unabated after a peace deal signed in August 2015 collapsed in July 2016. The inadvertent consequence of the collapse of the peace agreement has resulted into the birth of new-armed groups that are opposed to the government. South Sudan continues to dominate the agenda of the United Nations Security Council due to its war-induced fragility according to the Enough Project (Project, 2017).

Many peace agreements have failed to end the crisis to date. The Agreement for Resolution of Conflict in South Sudan (ARCISS) signed on August 28th, 2015 leading to the Transitional Government of National Unity (TGoNU) was short-lived. Violence erupted on July 8th, 2016, a few months into the TGoNU as a result of friction between President Kiir and Dr. Riek who became first vice president as a result of the deal. Currently, the High Level Revitalization Forum (HLRF) is in its third phase, and warring factions have continued to reject peace proposal amidst threats of sanctions from the UN and the US (UNOCHA, 2018).

Media can still play a very crucial role in conflict transformation in South Sudan.
Plethoras of scholars in communication and conflict studies have strongly recommended this. For example, Orgeret & Tayeebwa (2018) argued that reaching a peace agreement /arranging for the termination of hostilities – in itself is not a guarantee for peace. She gave examples of Afghanistan, Colombia and South Sudan where many peace deals were struck but to no avail of peace as the conflicts continued. According to Orgeret & Tayeebwa (2016) Countries emerging from hostilities are at 40% chance of relapsing into conflict within five years. So journalism may contribute to shaping expectations, providing knowledge and reconciliation.

1.1.1 Role of Media in Peace Building

There are two battlegrounds for every conflict; one, the actual battlefield and two, the minds of the people (SHAH, 2015). On both grounds, the media plays an essential role of defining the parameters of the conflict itself. It is the media that ultimately builds up, shapes and influences perceptions about conflicting parties, their needs, interests and the cause of the conflict. Conflict escalation and de-escalation are variables that rest on the somewhat fluid base of the media (Kempf, 2003). Thus, the press ultimately packages a conflict situation and dresses it up to either be palatable or distasteful depending on its agenda. However, in such a context, it could be argued that there are two essential parameters when it comes to the role of media in a conflict situation. The media through its agenda-setting role has been very crucial in conflict escalation and or conflict resolution [conflict coverage and conflict escalation] (Kempf, 2002). Study done by Thompson (2007) on the Rwanda genocide show significant evidence that the genocide wouldn't have happened if it were not for the reinforcement messages the people of Rwanda received from the media. Radio Television de Libre MillesCollins (RTLM) was particularly very crucial in sending media messages packaged with hate speech, and these emotionally charged messages met the already tense ethnic hostilities between the different ethnicities of the Rwandese people leading to the genocide (Tayeebwa, 2016).

According to the United Nations Information Center (UNIC, 2015), radio remains the most powerful, and yet the cheapest, mass medium for reaching many people across isolated locations. Due to the infrastructural underdevelopment in South Sudan, radio remains the most powerful and cost-effective way of communication, as it is the case
with most developing countries (Internews, 2013). As a component of media, radio is essential in providing the people with regular access to information, which helps to build an informed citizenry. Information-communication also fosters inclusive societies, and encourages debate hence promoting good governance and empowering young people, women, and other marginalized groups (Lucas, 1999). In South Sudan, radio remains the most accessible and trusted source of information by over 70% of people in South Sudan (Internews, 2013).

1.1.2 Radio Miraya and UN peace building mission in South Sudan

An important aspect of any peace building process is the media’s place in it, as Orgeret (2012, p.14) points out:

“Diverse, multiple voices are important for free speech in democracy and, equally, for a broad understanding of knowledge and autonomy. The media may play a role specifically in supporting the peace process, allowing for participation, dialogue and reconciliation and strengthening civil society. Hence, the classical societal roles of journalistic media are seen as important in supporting the transition to a stable and democratic society.”

This argument makes the media (radio) a very important player in the South Sudan peace process, especially Radio Miraya, which has the mandate of directly contributing to the peace building work of the UN. Although there have been a number of efforts to end the crisis, media can still play a very crucial role in conflict transformation. Radio Miraya started broadcasting in South Sudan on June 30, 2006, when it was still part of the Republic of Sudan (FondationHirondelle, 2011). It was born from a partnership agreement between the United Nations and Foundation Hirondelle. The primary objective of establishing it was to contribute to the peace building of the United Nations Mission in South Sudan (UNMISS) which supported the implementation of the comprehensive peace agreement (CPA) signed in 2005 between the government of Khartoum and the Sudan People's Liberation Movement and Army (SPLA) (FondationHirondelle, 2006). Radio Miraya works to support and promote the work of the UNMISS by providing factual and accurate information peace building. Radio Miraya is responsible for supporting the peace building and reconstruction work of the UNMISS. The radio does this by
communicating the work that the UN is doing and promoting in regard to community integration. Radio Miraya is therefore expected to inform the South Sudanese people while defining for them key moments and events and forging the way forward towards solutions to those problems. This made this study on assessing radio peace journalism practice in South Sudan imperative.

1.2 Statement of the Problem
A significant issue with conflict reporting has always been that journalists following traditional journalistic values which hold that ‘Peace is not in my job description, I just report the facts’ (Hanitzsch, 2007). On the other hand, a journalist following the values of peace journalism acts on the maxim that peace journalism is not merely concerned with facts, but about taking responsibility for the consequences of their reporting (Ersoy 2003). The concept postulates that journalists must side with victims of conflict because, given the atrocities associated with modern warfare, journalists must not distance themselves from the events they are reporting. Journalists must side with the victims of the war and explicitly insist that something is done (Lynch, 2005; Kempf, 2002). By doing so, journalists are practicing peace journalism as opposed to the traditional journalism that is inclined to war journalism (Galtung 2003).

However, there has hardly been any studies on the journalism practice in South Sudan that have assessed whether journalists followed the pattern of peace or war journalism in the face of the renewed political tensions and ongoing violence. This study therefore investigated the model of journalism pursued by Radio Miraya, the UN-run radio station with the broadest coverage and most trusted media in the country (Internews, 2013). The study investigated the frames of issues (content) discussed and the prominence given to war or peace journalism.

1.3 Purpose of the Study
The primary purpose of this study was to assess the practice of peace journalism in South Sudan by using Radio Miraya as a case study.

1.4 Specific Objectives of the Study
1) To assess the level of knowledge of working journalists about the concept of the peace journalism model.
2) To explore the factors influencing implementation of peace journalism in conflict and post-conflict South Sudan.

3) To examine the practice of Radio Miraya in fulfilling the objective of UN peace building agenda.

4) Using Radio Miraya programming, to evaluate the journalism norms within the Galtung model of peace/conflict reporting versus violence/war reporting.

1.4 Research Questions
This study arrived at its findings by answering the following questions,

1) What is the level of knowledge of peace journalism among working journalists at Radio Miraya?

2) What are the factors influencing implementation of peace journalism in conflict and post-conflict South Sudan?

3) Does Radio Miraya practice Peace or War Journalism as a model of programming?

4) What are the journalism norms within the Galtung model of peace/conflict versus violence/war in Radio Miraya’s programing?

1.5 Justification
There are many radio stations in South Sudan both government and private. Government radio stations include South Sudan Radio based in the capital Juba, Radio Wau based in the city of Wau, which is also the capital of the Greater Bahr el Gazelle region, Radio Malakal based in Malakal the city of the Greater Upper Nile region among other government owned stations. Private radio stations run by the Catholic Radio Network (CRN) include Radio Bakhita in Juba, Radio Emmanuel in the city of Torit, Radio Voice of Hope in Wau, Easter Radio in Yei, Radio Don Bosco in Tonj among others.

All the above radio stations operate within limited coverage, they don’t cover the entire country.

Radio Miraya was set up in 2006 by the United Missions in South Sudan in partnership with the Swiss based Fondation Hirondelle according to Fortune of Africa (2011). Radio
Miraya has the widest coverage in South Sudan in terms of geographical reach than any other radio station in the country (Internews, 2013). It broadcasts from Juba on 101.0 FM through a network of 26 relay stations countrywide linked by satellite, the station also broadcasts on 9940 kHz on short wave. Its initial goal was to support the implementation of the Comprehensive Peace Agreement that marked the end of the long conflict between the south and north (Fortune of Africa, 2011). Its current mandate is to support the ongoing peace building mission of the UNMISS (Fondation Hirondelle, 2011). This makes it the most suitable radio station to use as case study for this research.

1.6 Scope of the Study

1.6.1 Content Scope

The study assessed radio peace journalism practice in South Sudan by focusing on Radio Miraya’s five peace program; Crime Watch, Democracy in Action, Your Rights, Peace Maker and KalamNeswan (women agenda). The study also examined the knowledge of the staff of the radio on peace journalism, their working attitudes towards the concept, the factors influencing the implementation of peace journalism practice and the values and norms of journalism of Galtung’s peace/conflict versus violence/war journalism model within Radio Miraya’s programing.

The study was limited to 20 episodes of the five peace programs above, that is 4 episodes per program. Each program runs four (4) times in a month, the researcher sampled contents from the month of February 2018 because of the significance of the month discussed in the time scope.

1.6.2 Geographic Scope

The study was conducted in Juba, the capital city of South Sudan. Further, the study was limited to Radio Miraya premises within the United Nations Missions in South Sudan where the radio is based. The researcher collected and transcribed all the 20 episodes and conducted the Key Informant Interviews within the radio premises.

Figure 1 Map of South Sudan (Study Area)
1.6.3 Time Scope

The study considered program episodes for the month of February 2018, which was a significant phase of the revitalization of the South Sudan peace talks in Addis Ababa, Ethiopia. This period provided an opportune moment to test how the UN radio contributed to the ongoing peace process as part of its mandate.

However there was a limitation in terms of the time scope, the programs were mostly on the peace talks that were ongoing in Addis Ababa Ethiopia and this limited the station from exploring national and local level peace building events that would have been very crucial for this research.

1.7 Significance of the Study

There have been a number of academic studies on Peace Journalism globally and regionally. These studies such as Tayeebwa (2012) and Nassanga (2007) have investigated the relevance and successes of implementing the concept in war situations.
and proposed recommendations for future journalism programming in conflict and post conflict situations. However, none of these earlier studies have assessed the journalism model practiced in South Sudan making this study a very significant milestone. Findings from this study will contribute to future academic reference and media reference in terms of peace journalism practice. Similarly, the study will be a milestone in peace journalism research in South Sudan since the concept is relatively new in the country. As an emerging field, peace journalism is necessary for the peaceful transformation of conflicts in states such as South Sudan emerging from decades of civil war. This study will be significant for media organizations, policymakers, and academic reference.

1.8 Theoretical Framework

For better guidance of this study, two theories have been selected to underpin this study, and these include the agenda-setting theory and the framing theory.

1.8.1 Agenda-Setting Theory

Agenda setting theory according to Tayeebwa (2012) is based on the “principle that the mass media have the capacity to either positively or negatively influence public perceptions on any given issue” (p.80). This definition is based on the idea by proponents of the theory such as Cohen (1963) who believe that news media has an immense influence on audiences because it chooses stories to consider newsworthy and decides the amount of importance to accord them. McQuail, (2005), posits that the core idea is that the news media indicate to the public what the main issues of the day are and this is reflected in what the public perceives as the main issues.

According to McCombs (1972), agenda setting theory's central postulate is salience transfer, which is defined by the ability of the news media to transfer issues of concern from the news media agendas to public agendas. Through the day-by-day selection and display of the news and information, editors and news directors, focus our attention, perceptions, and intuition and influence our perceptions of what are the most critical issues of the day. This ability to manipulate the salience of topics on the public agenda has come to be called the agenda-setting role of the news media (McCombs & Shaw, 1972). The argument is relevant to this study in the sense that the media set agenda for the public because it has the ability to influence what people think. Thus, since the press
can set agenda for the public to support, it becomes imperative to use the media to set the pace of South Sudan agenda of peace. Agenda setting theory bonds very well with the peace journalism model (discussed later), which in effect is the setting of the agenda for peace in media programing. However, because the media wants to have this information imparted and received in a certain desired way or manner with specific effects, the content undergoes framing.

1.8.2 Framing Theory

McCombs, Shaw and Weaver (2013) refer to framing theory as the second level agenda setting theory. This is because framing theory is related to agenda setting theory in concept, but the latter expands in focus to emphasize the essence of matters at hand, rather than a broad subject matter. The theory according to De Vreese (2005), “involves a communication source presenting and defining an issue” (p.51). Framing theory is rooted in the idea that media accords salience on specific aspects of perceived reality regarding an issue, event or story and gives meaning to them (Entman, 1993). Resse (2010) cited in Tayeebwa (2012), defines framing theory as “organizing principles that are socially shared and persistent over time” (p.71). McQuail (2005) defines framing as a way of giving some overall interpretation to isolated items of facts. It is almost unavoidable for journalists to do this, and in so doing to depart from pure ‘objectivity’ and to introduce some (unintended) bias. This theory, therefore, concludes that the media uses its influence over the audience to draw their attention to specific topics, in a way that makes them think in a given direction (Tayeebwa, 2012). A frame can, therefore, be referred to as media's organization of ideas and information and presenting issues covered in a way that influences audience interpretation in a given direction (Asemah, 2011).

Framing theory and the concept of framing suggest the media biases through the process of presenting ideas in specific ways, the frame, with intentions of influencing audiences' choices and interpretation to a given direction. Media frames have been described as a constant force because communication itself comes with a frame. The elements of the communication as a discipline come within a frame: Message—Medium—— Audience and Feedback. An important but always neglected element of the communication frame is language. The choice of language is crucial because language evokes frames — moral
and conceptual frames. Baran and Davis (2009) explain that framing theory examines the idea of how people use expectations to make sense of everyday life. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. This field of meaning can affect the audience’s beliefs, attitudes, and behaviors, by connecting a particular meaning or interpretation on an issue. For example, when journalists select topics that they are going to write about, they are inevitably drawing the audience’s attention to a particular lens through which they will understand the matter at hand, this sheds more light into the original meaning of agenda setting theory.

1.9 Conceptual Framework
The conceptual framework for this study is derived from Johan Galtung’s (2006) model of Peace/Conflict versus Violence/War Journalism that inform human knowledge of violence and conflict and emerging movement in journalism focusing on conflict transformation respectively. Peace Journalism has become a significant reform for management of situations in areas where conflicts have been unending (Orgeret & Tayeebwa, 2016). Journalism that operates along this postulate assumes that, in view of the atrocities associated with modern warfare, journalists must not distance themselves from the events they are reporting. Journalists must side with the victims of the war and explicitly insist that something be done (Lynch & McGoldrick 2007).

1.8.1 Johan Galtung’s Peace/Conflict versus War Journalism model
Galtung (2006) introduces the concept of peace journalism by drawing the analogy that current war reporting is akin to reporting of the ravages of diseases to the exclusion of medical practices to combat them. It proposes an approach to journalism that focuses on conflict transformation and suggests some ways that peace journalism might be adopted.

Galtung and Fischer (2013), developed a framework/model where thy identified four principles; peace/conflict vs. violence/war, solution vs. victory, truth vs. propaganda and people vs. elites reporting, that can be used to analyze a media’s peace or violence/war oriented journalism practice. The model comprises of two categories, peace journalism on the left side of the table and war journalism on the right side of the table. A media peace journalism research can use this model to analyze media content and reach at the
findings by identifying the dominant frame of journalism in the sample investigated, that is, the category whose elements are dominant in the media frame or content.

**Figure 2. Galtung Peace Vs. War Journalism Model**

<table>
<thead>
<tr>
<th>I. PEACE/CONFLICT-ORIENTED</th>
<th>I.WAR/VIOLENCE-ORIENTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Explore conflict formation, x parties, y goals, z issues, general win-win orientated</td>
<td>• Focus on conflict arena, two parties, one goal (win), war, general zero-sum orientation</td>
</tr>
<tr>
<td>• Open space, open time: causes and outcomes anywhere (also in history), culture</td>
<td>• Closed space, closed time: causes and exits in the arena, who threw the stone first.</td>
</tr>
<tr>
<td>• Making conflict transparent</td>
<td>• Making wars opaque/secret</td>
</tr>
<tr>
<td>• Giving voice to all parties; empathy, understanding</td>
<td>• &quot;Us-them&quot; journalism, propaganda, a voice for 'us.'</td>
</tr>
<tr>
<td>• See conflict/wars as the problem, focus on conflict creativity</td>
<td>• See ‘them’ as the problem, focus on who prevails in the war</td>
</tr>
<tr>
<td>• Humanization of all sides, more so the worse the weapons</td>
<td>• Dehumanization of ‘them’: more so the worse the weapons</td>
</tr>
<tr>
<td>• Proactive: prevention before any violence/war occurs</td>
<td>• Reactive: waiting for violence before reporting</td>
</tr>
<tr>
<td>• Focus on invincible effects of violence (trauma and glory, damage to structure/culture)</td>
<td>• Focus only on visible effects of violence (killed, wounded and material damage)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>II. TRUTH ORIENTED</th>
<th>II. PROPAGANDA ORIENTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Explore untruths on all sides</td>
<td>c. Explore ‘their’ untruths</td>
</tr>
<tr>
<td>b. Uncover all cover-ups</td>
<td>Help ‘Our’ cover-ups/lies</td>
</tr>
<tr>
<td>III. PEOPLE ORIENTED</td>
<td>III. ELITE ORIENTED</td>
</tr>
<tr>
<td>----------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Focus on suffering all over; women, aged, children, giving voice to the voiceless</td>
<td>Focus on our suffering; on able-bodied elite, males, being their mouthpiece</td>
</tr>
<tr>
<td>Give a name to all evil-doers</td>
<td>Give a name to ‘their’ evil-doers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IV. SOLUTION ORIENTED</th>
<th>IV. VICTORY ORIENTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peace = Nonviolence + creativity</td>
<td>Peace= victory + ceasefire</td>
</tr>
<tr>
<td>Highlights peace initiatives, also to prevent more war</td>
<td>Conceal peace initiatives, before victory is at hand</td>
</tr>
<tr>
<td>Focus on structure, culture, and peaceful society aftermath resolution, reconstruction, reconciliation</td>
<td>Focus on treaty, institutions, the controlled society</td>
</tr>
<tr>
<td></td>
<td>Leaving for another war, return if the old flares up</td>
</tr>
</tbody>
</table>

Source: Galtung (2006)

This model provides a point of departure of Peace Journalism from conventional journalism that proponents such as Galtung (2006) and Lynch & McGolrick (2007) equate to war journalism. The model provides the tenets for peace journalism and war journalism in an opposing manner, where all elements of peace journalism are listed on the left side of the table standing against elements of war journalism in the right side of the table that they oppose in meaning.

In light of the argument for peace journalism, Kempf (2007) notes, “the media were for a long time mainly considered to be channels for the dissemination of news. Only recently has there been a change in way they are viewed” (p.2). Martin Bell (1998) cited in Höijer (2004), refers to this recent change as “a journalism that cares as well as knows; that is aware of its responsibilities; that will not stand neutrally between good and evil, right and wrong, the victim and the oppressor” (p.513). This responsibility is based on the view that journalists are not simply neutral reporters but have an effect on political events has
also strongly influenced the self-image of journalism and has led to the emergence of two opposing tendencies, which try to change the nature of journalistic responsibility (Ochan, 2017).

Peace journalism has become an academic course taught worldwide in different countries such as Uganda, UK, Australia, the USA, Mexico, South Africa, Costa Rica, Norway, and Sweden to respond to conflict situations. In its practice, it offers a more balanced perspective of war and conflict by emphasizing what divides opposite parties and uncovering any possible areas of agreement between opposing parties (Orgeret & Tayeebwa, 2016). In different countries such as Uganda, peace journalism was practiced on radio Wa 89.8 FM, and Mega FM, all in northern Uganda. Local radios stations in Rwanda and Burundi also practiced peace journalism (Tayeebwa, 2012). Since this reform has made progress with the support of international organizations, the need to investigate whether journalists in post-conflict regions have knowledge of peace journalism and whether journalism practiced there are peace-oriented rather than war oriented required an investigation.

In Sub-Saharan African countries, the reform of peace journalism started taking root by the 1970s with the outbreak of the wars in different African countries (Shaw, Lynch, & Hackett, 2011). In Africa, in post-conflict countries such as Liberia, Sierra Leone, and Somalia, journalism was initiated to construct realities from all sides of the war and to reveal less apparent causes and effects of war and violence such as their cost regarding the dead and disabled. It has helped to offer an analysis of what structural as well cultural causes of these conflicts were while also making efforts to suggest steps for resolution or transformation in cases where resolution is impossible or too complicated (Gilleland, Morton, Schoelen, & Calkin 2011).). The proponents of the peace journalism paradigm propose a reframing of conventional journalism norms that until now favor conflict and violence, and to develop new frames that promote a common ground and communal harmony (Tayeebwa, 2016). As such, it may include peace advocacy journalism, which shares many of its characteristics but with an explicitly articulated point of view that aims above all to persuade. While scholars have long studied how media report war, attention
given to peace journalism in the academy is relatively recent, dating from the 1970s and flourishing in the 1990s and beyond (Shaw et al, 2011; Rune and Nohrstedt, 2001).

In East Africa countries such as Uganda, Rwanda, Burundi and Kenya, the media played a central role in their peace-making affairs and violence because citizens are dependent on media to provide timely, credible information of distant events (Bellamy, Williams & Griffin (2010). According to the Montreal Institute of Genocide and Human Rights (MIGS, 2010), “In Rwanda and Burundi in mid-1995, Radio Rutomorangingo started broadcasting anti-Tutsi diatribes in Burundi using the same format as had been used in 1994 by Rwanda’s genocidal Radio-Television Libre des MillesColline(RTLM)” (p.1). This format of broadcast also accelerated the conflict in Burundi. In all East African countries, media has played a significant role of communication flows in conflict resolution by frequently focusing on nation-states and highlighting the role of media in the construction and reinforcement of simple and extremely negative images of the "other" (Ross, 2006). Tayeebwa (2016) found that national media exhibit a strong tendency to cover terrorism, war, and international relations from an ethnocentric position. This particular type of coverage of news bear[s] a remarkable resemblance to many sentiments common in [the government's] foreign policy and, indeed, [the nation's] political culture.

1.10 Definition of Key Terms

1.10.1 Peace

Peace is a word most commonly used as love and truth, but it remains very elusive to define (Sandy & Perkins, 2002). According to them, common synonyms for peace include “amity,” “friendship,” “harmony,” “concord,” “tranquility,” “repose,” “quiescence,” “truce,” “pacification,” and “neutrality” (p.1). While several scholars and authorities have attempted to provide a definition of the concept, there has been no clear consensus for conceptualization of the defining parameters and measurement indicators for peace, which remains relatively flawed (Royce, (2004). This is because peace is a two-dimensional construct with both objective and subjective measures that must be studied within specific micro and macro contexts (Sandy & Perkins, 2002).
The most simplistic and myopic definition of peace is the mere absence of war (Raihan, 2012). This is because the definition commits the logical fallacy of inducing a principle of universal non-existence merely by a factor that relates peace to the non-existence of actual violence, or direct violence (Russett, Layne, Spiro & Doyl, 1995). The definition resonates with military paradigms of peace, where peace is seen as an ultimate or ideal goal rather than a means to an end (Ottosen, 2007).

However, many peace scholars do not agree with giving an emphasis on peace in the sense of an absence of war only. Peace, in their opinions, is something more meaningful, valuable and important than that. The definition doesn’t take into consideration the level of sustainability of ‘the peace’ since sustainable peace only occurs when both structural and cultural root causes to conflict are addressed, eliminating the chances for both visible and invisible violence as a result (Galtung, 2003).

According to Albert Einstein cited in Popper (2012), “peace is not merely the absence of war but the presence of justice, of law, of order – in short, of government” (p.13). Galtung (2000) states that like a coin, peace has two sides: negative peace and positive peace. Negative peace is the absence of personal violence; positive peace is an absence of structural violence or social justice. The meanings of peace in accordance with the peace scholars, obviously, are the same in some point because both treat peace as a social goal and as a way of reaching community harmony and co-existence (Galtung, 2000).

1.10.2 Peace Building

Peace building is a term whose definition is rooted in its name- to build peace. The term first appeared in the sixteenth century, but only became an independent subject in the early 1960s and 70s (Orgeret & Tayeebwa, 2016). McGoldrick and Lynch (2006) define peace building as “working to overcome trauma, restore confidence and encourage reconciliation” (p.12). They distinguish it from peace keeping which involves “the physical separation of people after a violent conflict that has resulted into death, brutality or torture and is mostly done by the UN” (p.12).

Doyle and Sambanis (2000), look at peace building in terms of initiatives that improve the prospects that a civil war will be resolved through strategies that must be designed to address particular identified structural as well as cultural issues, and broad parameters.
that define the particular conflict. The authors note that the strategies used should address the local roots of hostility, the local capacities for change, and the (net) specific degree of international commitment available to assist sustainable peace. Also included, are proactive strategies such as conflict resolution, non-violent action, community building, and democratization of authority (Sandy & Perkins, 2002). According to Doyle and Sambanis (2000), the commonest form of peace building is used by UN peacekeeping, and is strongly correlated with democratization processes after civil war, where multilateral enforcement operations are usually successful in ending the violence, often using local and international capacities.

1.10.3 Peace Journalism

Peace journalism is a journalism model suggested by Johan Galtung in which he defines war as a problem in itself and connotes non-violence as a mean of conflict resolution (Ottosen, 2007). Galtung's model builds on the dichotomy and contrast between what he calls a ‘war Journalism’, referring to conventional journalism practices, and a 'peace journalism' approach, the new movement in journalism that he postulates. Galtung (1975) first introduced the notion of negative and positive peace within his framework of peace research, in which he defined negative peace as “absence of direct and organized violence between human groups or nations”, and positive peace is part of a “longer-term conception according to which establishing a sustainable peace is made possible through cooperation between these groups or nations and the eradication of the root causes of the conflict” (Galtung 1975:29 cited in (Orgeret, 2012. p.14) . McGoldrick and Lynch (2005) argue that it’s the media’s responsibility to set the agenda for discussing issues that underpin positive peace.

The model has four main points where Galtung contrasts the two approaches: Peace journalism is peace-oriented, solution-oriented, people-oriented and truth-oriented. War journalism is violence-oriented, propaganda-oriented, elite-oriented and victory-oriented. According to Ottosen (2007), “war journalism approach is often linked to a zero-sum game where the winner (as in sports journalism) takes it all” (p.2). This is a prototype typical of traditional mainstream war coverage, without the journalists reflecting the fact that media itself is playing a role in the conflict (Ibid: 2007).
Peace journalism approach is grounded on a moral and ethical point of departure in journalism, in the view that media plays a role in propagating war. Realizing that media contributes to conflict consciously or unconsciously, the model requires journalists to make a conscious choice of contributing to conflict transformation and resolution (Ottosen, 2007). This means focusing on reporting or programming that increases the chances for peace before, during and after conflict.

1.10.4 Radio
According to Leblebici, Salancik, Copay and King (1991), radio is a means of rapid, long distance, wireless, point-to-point communication using frequency spectrum. The authors argue that the USA navy first used it during world war one before the federal government of America regulated it under the broadcast industry as a public utility. Lemstra, Anker and Hayes (2011) describe it as an enabling technology for communication using the radio frequency spectrum. Both definitions recognize radio as a medium for mass communication as well as its immediacy and wide coverage in terms of transfer of signal and reach.
CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction
This chapter opens a brief background on South Sudan media landscape, radio as a communication tool in the third world, the origin of the peace journalism model and the arguments and opinions of earlier authors, which are related to the assessment of radio peace journalism in war-torn areas. The literature reviewed in this chapter was obtained from different secondary sources and discussed under themes developed from the objectives of this study.

2.1 South Sudan Media Landscape
It is important to look at the country’s media laws before attempting to assess its practice of peace journalism. According to UNESCO (2015) cited in Lomoro (2017), South Sudan has not yet joined key human rights conventions such as the International Covenant on Civil and Political Rights (ICCPR), the International Covenant on Economic Social and Cultural Rights (ICESCR), and the African Charter on Human and Peoples’ Rights (ACHPR). Although South Sudan Transitional Constitution of 2011 guarantees freedom of expression in Article 24 and the Bill of Rights upholds general rights and freedoms, such constitutional framework hasn’t been reflected on the ground as media operations remain under tight scrutiny of the government (Lomoro, 2017).

Henry Maina, the executive director of the Article I9 for Eastern Africa in a workshop in September 2017, observed that South Sudan has the best law on the right to access of information in the region, which is guaranteed under Article 32 of the South Sudan Transitional Constitution. However this law remains on paper, as government agencies especially the presidency and the national security agencies make it practically impossible to for the journalists to access information on security and sovereignty grounds (Article 19, 2017). The high levels of illiteracy among law enforcement officers that take law in their hands and have negative opinion of journalism make this worse.

The draft Right to Information Bill presented to the President for his signature and formal adoption is to give effect to the constitutional right of access to information (UNESCO,
Lomoro (2017) note that the Government of South Sudan exercises control over information disseminated by the media and there have been cases of media content being censored and journalists being detained for reporting on events in the country. While the draft Media Authority Bill is to guarantee journalists’ right to protect their sources, journalists have expressed concerns about the current situation, mentioning the substantial risk of being forced to reveal their sources (Article 19, 2015).

According to Lomoro (2017), the South Sudan Broadcasting Corporation, which is made of South Sudan Television and Radio, has largely been used for passing on government propaganda as the country entered a renewed violence in December 2013. There have also been reports of vocal threats and intimidations against journalists who report on sensitive issues from top officials such as the country’s information minister Michael Makuei (HRW 2015) quoted in Lomoro (2017). Such an environment is not conducive for any independent journalism practice and as such peace journalism, which involves a lot of painstaking fact checking, cannot flourish. However, Radio Miraya, which was established to support the work of the UN in the country enjoys a lot of media independence as it operates within the confines of UNMISS with support from Fondation Hirondelle that has successfully operated conciliatory programming elsewhere in eastern Africa.

Peace Journalism practice in South Sudan is not well established. South Sudan seceded from Sudan to become an independent country in 2011, and inherited a media system that is prone to government censorship and propaganda (Article 19, 2012). The government in Khartoum had firmly controlled the media in the years leading to independent South Sudan, and this became the model of media operation when South Sudan became newly independent and lacked any clear media policy (Lomoro, 2017). Consequently, media censorship and oppression continued in post independence South Sudan. Human Rights Watch (2015) documented several instances of media censorship and oppression such as closures of media houses, arbitrary arrests and illegal detentions of journalists, intimidation of media personnel, impounding of publications, jamming of radio airwaves etc., when the government feels media puts its image in disrepute.

In an assessment report on the media landscape in South Sudan, Youngblood (2016),
observed a press restricting government, corrupt media practitioners with little or no training, poorly equipped journalists, politically or ethnically biased owners and managers, extremely low pay and threats to journalists safety. This assessment strongly substantiates findings of Lomoro (2017) that journalists operate in the country under serious threats to their lives as they balance objective reporting while remaining aware not to toe government lines. In most cases, journalists have no choice but to toe the government line. In doing so, unfortunately many journalists have been killed, tortured, maimed, detained or forced to seek asylum as a result (HRW, 2015).

There have been recent efforts to train South Sudanese journalists in conflict sensitive reporting recognizing the turbulent nature of the country’s history and political trend (UNESCO, 2016). In 2016, Steven Youngblood through the Center for Global Peace Journalism at Park University in Washington, focused on training South Sudanese journalists on measures of peace journalism that are possible in places where the media is not free. He for instance, emphasized reporting on lower profile stories of average individuals that are less likely to attract government attention. The trainings were focused on peace and reconciliation that responsible journalism can bring out. He terms this as journalism that focuses on the “ordinary everyday people” and “giving voice to the voiceless”, advanced by peace journalism.

2.2 Radio in conflict escalation and Peace building

Radio is the most important medium for communication in the third world where other forms of media have proved futile due to infrastructural difficulties and lack of access (UNIC, 2015). As a result, the medium boasts of the biggest audiences in regions such as the sub-Saharan Africa for news, education and entertainment (Giddens, 2018). Radio is a preferred and trusted source of information and communication in South Sudan, with an estimated three-quarter of the population tuning to radio each day (Merghani, 2012).

However, communication tools are an important aspect in the creation and dissemination of the enemy image (Ottosen, 2007), and as a result the media have been used to fan and escalate violence (Kempf, 2003). Radio’s mass outreach and impact has been negatively tapped. Thompson (2007), highlighted how important radio was “in mobilizing people to kill”, recognizing its central role in “the call to the Rwandan genocide in 1994” (p.41).
Ethnic violence in Kenya that led to mass killings, displacements among other human sufferings following the disputed presidential elections in 2007, were largely flamed by the media, and radio to be specific (Dercon & Romer, 2012). The media has also been used for development rather than destruction.

Media can and has also been largely used for community development and peace building. Semujju (2016) for example shows how Community Audio Towers (CAT), a form of short range, radio communication have been used for disseminating information and mobilizing locals for community development programs in rural Masaka in central Uganda. Manyozo, Nassanga and Lopes, (2011) demonstrate the effectiveness of radio programing for community development, which includes peace-building agenda especially if it is community driven and managed. Many media peace building initiatives in countries such as Colombia, Afghanistan, Uganda, Rwanda, Burundi have been successful through radio (Orgeret, 2016; Tayeebwa, 2012).

Unlike in the past when peace building through the media was viewed as a form of western intervention in unending wars in the third world, recently there is recognition of the ‘local turn’ in peace building (Mac Ginty & Richmond, 2013). Recognizing that the local is important in driving the agenda for peace building and community development is based on the democratic participant theory’s idea that it is important to involve beneficiaries of any development program in every phase of its design and implementation (Manyozo, Nassanga & Lopes, 2011). This realization is important in the operationalization of the peace journalism concept, which lends itself to conciliatory journalism practice that is only possible when those directly affected by any dispute or conflict take the initiative to use media to address the root causes and reach a viable solution to end the rift.

2.3 The Galtung peace journalism model

The study is based on the model of Peace/conflict versus War/Violence Journalism postulated by Johan Galtung (1965) and emphasized by a number of scholars (such as DiMaggio, 2009; Galtung, 2006, 2003; Goretti, 2007; Orgeret, 2016; Ottosen, 2010; Tayeebwa, 2012) as the most appropriate journalism practice for conflict and post conflict situations around the world. According to Tayeebwa (2012), notes that
proponents of the Peace Journalism paradigm propose a reframing of conventional journalism norms that until now favor conflict and/or violence; and to develop new frames that promote common ground and communal harmony.

Norwegian peace researcher and practitioner, Johan Galtung is believed to be the founding father of peace journalism. The concept first appeared in 1965 in a publication titled: The Structure Of Foreign News that he co-authored with Ruge, in which they demonstrated how conventional media practice, is intrinsic to violence than peace. The concept has since gained momentum amongst communication scholars and practitioners over the years, as it became a subject of study and journalism practice worldwide. In his book; Peace by peaceful means: Peace and conflict, development and civilization, Galtung (1996) stated that the differences between peace and war journalism can be seen in two ways; depending on whether the focus of a conflict reporting or programing is on the conflict and its peaceful transformation (peace journalism), or on the meta-conflict that comes after the root conflict, created by violence and war, and the question of who wins. Galtung (2002), in his publication about the challenges facing peace journalism added that peace journalism should be treated as a compromise for peace in conflict conditions out of the concern for a peaceful resolution. However, the concept follows years of peace research in journalism by the author before the model was developed in 2006.

2.4 Evolution of the Galtung Peace/Violence Versus Violence/War Journalism Model

Galtung and Ruge (1965) made a breakthrough in peace and conflict research when they found out that the structure of international media operation rooted in the conventional journalism practice has a value bias to violence. Carrying on from this research Galtung(1969) in his publication titled: Violence, Peace and Peace Research, identifies three interwoven types of violence: direct, cultural and structural violence which became the basis of his publication entitled: The Triangle of Violence, 1990. According to him, direct violence is what we usually observe or experience in terms of physical aggression such as a military force, etc. He further posits that cultural violence is the way a group of people thinks about another group of people for many years. It can include speech mannerism, imagery or beliefs, which glorify physical violence towards a specific group.
Structural violence is harm, which is built into the laws, institutions and traditional behavior of a group or society. Normally harm is permitted or ignored under structural violence. All of these forms of violence are equally destructive and detrimental.

**Figure 3. Galtung’s Triangle of Violence**

![Triangle Diagram]

**Source: Galtung (1990)**

Galtung’s (1990) ‘violence triangle’ is a theoretical model that analyzes the causes of violence in three phases: before violence, during violence, and after violence. The various types of violence according to Johan Galtung are roughly classified into three categories: direct violence (behavioral), cultural violence (social constructs) and structural violence. Each of these categories represents individual angles of the violence triangle, which Galtung argues has “built-in vicious cycles.” He separates these categories into visible and invisible ones. Visible violence emanates from direct violence, for instance actual military interventions, ethnic strife etc. Invisible violence is the root cause of direct violence, it can be in the form of years of structural issues of injustice in a system, or cultural misunderstanding between groups of people over time that can easily be turned into direct violence once tipping points are reached. Galtung gives examples of bad government laws or systems that lead to marginalization of certain categories of people based on religion, ethnic identity, gender among others as major factors of structural violence, while cultural violence can be understood at the level of how different ethnic groups view each other leading to long term misunderstanding and chaos, all these are hidden violence that can explode into visible violence over time.
To understand the direct-structural and cultural violence triangle, Galtung (1997) employed the concept of power and identified four dimensions of power that are impacting positive and negative peace: cultural, economic, military and political. He believes that the vicious spiral of violence can be broken with the virtuous spiral of peace flowing from social peace through structural peace to direct peace. This process would bring about positive peace, which is the state in which indirect causes of violence have been addressed leading long-term stability and peace. Directly opposed to positive peace is negative peace, which is the state in which existing unaddressed cultural and structural issues pose a risk to short term, medium term and long-term stability of the particular society. He strongly poses the media with the responsibility of addressing issues of negative peace.

Building on the triangle of violence research, Galtung (2004) introduced two competing discourses, which inform human knowledge of conflict and violence: the peace and security discourses. These discourses are based on years of observation of conflict situations around the world. The difference between the peace discourse and the security discourse is summarized in the following table:

<table>
<thead>
<tr>
<th>Peace Discourse</th>
<th>Security Discourse</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A conflict, which has not been resolved or transformed.</td>
<td>• Evil Party with strong capabilities and evil intentions.</td>
</tr>
<tr>
<td>• A danger of violence as one way to “settle the conflict.”</td>
<td>• A clear and present danger of violence, real or potential.</td>
</tr>
<tr>
<td>• Conflict Transformation which is empathetic, creative and non-violent, in turn producing:</td>
<td>• Strength to defeat or deter the evil party, in turn producing:</td>
</tr>
<tr>
<td>• Peace, which is the best approach to “security.” The approach works through acceptable or sustainable</td>
<td>• Security, which is also the best approach to &quot;peace.&quot; The approach works when evil/strong parties are weakened through defeat or deterrence, and converted into good parties.</td>
</tr>
</tbody>
</table>
Discourses and frames are mental mechanisms by which we organize our thoughts, ideas, and worldviews (Perez, 2014). Though unconscious, our frames of discourse inform how we perceive the world and reality, it is therefore important to bring these frames and discourse to light because journalism is concerned with saying something about reality.

The peace discourse addresses issues more comprehensively and focuses on the root causes of conflicts. It emphasizes contradicting goals rather than violence. Perez (2014) defines conflict as a situation where two or more individuals or groups try to pursue goals or ambitions, which they believe they cannot share. Conflict is not necessarily negative, nor does it need to lead to violence. It is necessary for progress and evolution (Howard, 2004). Any change in the world can be understood as a conflict with the status quo; and change can have positive effects (Perez, 2014).

The security discourse, on the other hand, emphasizes on violence confusing it with conflict. Violence can be understood as the use of force to achieve a goal (Perez, 2014). Another definition is the physical or psychological degradation of someone or something (ibid: 2014). Lynch and McGoldrick (2005), observe that violence is only one possible response to conflict, a collective expression or political tool to achieve ends. But it can easily be self-defeating because in the long term, it nullifies any gains or even kills those who would have benefited from its achievement. Thus, the security approach blurs the line between violence and conflict and neglects root causes of conflict.

2.5 The Influence of Radio Media on the Peace-making process during war

Apart from media's societal information and watchdog roles, media also plays crucial roles like providing information about people's rights. Media is also an essential tool in conflict resolution and transformation. Orgeret (2016) posits that media may also influence society before conflict by adequately addressing the issues at stake, and this influence also continues onwards afterward, this is because media continues to facilitate peacebuilding programs, community cohesion, and reconciliation. Orgeret (2016), notes how reaching a peace agreement/ arranging for the termination of hostilities in itself is
not a guarantee for peace if it is not built through continuous dialogue for reconciliation and building cohesion between adversaries. She gave examples of tensions that escalated into full wars for instance in Afghanistan, Colombia and also South Sudan because peace deals were not followed by media interventions to consolidate agreements by bringing the former adversaries together to discuss causes of violence and find a permanent solution. According to her, it is because countries emerging from hostilities have 40% chance of relapsing into conflict within five years (ibid: 2016).

Hamelink (2015) stress the idea that new and old media in the 'Conflict Cycle' help in taming conflicts. However, such conflicts would lead to increasing catastrophes if it does not intervene (Shakuntala, 2010). Junne (2013) further acknowledges that conflicts start in the minds of people, requiring research into how they get there. The human is by large, what he or she eats, and thinks about what he or she reads or hears on the radio or see on the television. Media, therefore, plays a significant role in creating and disseminating imagery; images of threats, of hatred, of 'the other' and so on. Large-scale conflicts mostly involve people who do not know each other directly. The image of the 'other' is created and spread by the media, and this plays a crucial role in conflict escalation (Junne, 2013). However, the same press can play a significant role in conflict transformation and resolution.

Prominent authors in the field of peace journalism such as Ottosen (2007) assert that media in the form of its productions and inclusion of images possess the power of creating a peace journalism process for conflict resolution. He contends that pictures of the dead, of bodies and coffins, can mobilize sympathy and draw public support for the victims and their families, but they are also a threat. To draw the power of imagery, Ottosen (2007) uses the example of one of Charlie Hebdo's most provocative cartoon depicting:

"Prophet Muhammad's turban as a bomb. In another, a turbaned figure in heaven imploring a group of suicide bombers to 'stop' because they had 'run out of virgins.' Muslim clerics denounced the cartoons in their sermons; in many countries, demonstrations were organized to demand an apology" (p.4).
In the same vein, Ibid (2007) argues that Vietnam war was resolved out of sympathy from the world when pictures such as that of "the little girl running screaming along the road after having been hit by a napalm bomb" (p.3). He also emphasized the importance of visuals in journalism because they are "iconic and "stick in our memories" (p.3).

The ambivalent relation between media and conflict also explains how media influences conflict management in conflict situations (Purdy, Nye, & Balakrishnan, 2000). Voltmer & Kraetzschmar (2015), note "with their agenda-setting power and their ability to create interpretive frames, the media are key players in transitional contestations" (P.1). However, the media hasn't done what is expected of it because of the capitalistic nature of ownership that bends towards profit making since Media organizations are mostly controlled by the rich and powerful, whether they are State-owned, or they are media conglomerates. Critics of conventional media such as Radnitz (2010) consider the media as a "weapon of the wealthy" (p18). The rich and powerful are in most cases in favor of the status quo, which is the ruling class.

Consequently, therefore, the media hardly fulfill its watchdog role, which is critical, and one of most crucial media role in society in safeguarding human rights, the rule of law and justice regarded as the watchdog role. The watchdog role is revered with the utmost importance and significance in countries with little or no checks and balances between different state institutions, and where power is high and mostly concentrated in the hands of a few. Powerful elites have little interest in the publication of critical or negative news. Consequently, people lose confidence in state media due to bias and propaganda. Bias, loss of credibility and legitimacy of government itself often underpin a biased state-owned press. The people then resort to other forms of media as a result.

New and social media provide some unique platforms and opportunities for the public and individuals to articulate and share their opinion, get their voices heard, and draw public attention so issues are addressed (Powers, 2010). However, social media has its problems. Social media has often been associated with the spread of unfounded rumors, half-truths, sensationalization of issues and can also be used to incite and mobilize people to commit crimes and acts of violence such as terror (Alkhalifah, 2018). Media, old and new, can thus be used to escalate (increase and worsen) or to de-escalate (reduce and
calm) conflicts (Kempf, 2003). So, the most critical question to be asked is what can be done to tip the balance in favor of peace through de-escalation rather than escalation? Two measures will be discussed here that can contribute to this effect: improved training for journalists, and the installation of a media commission.

Media helps in prevention of hate speech among conflicting parties (Tayeebwa, 2012). While better training of journalists can contribute to more peace-oriented content (Nassanga, 2007), parallel measures that can be put in place to avoid the production, publication, and dissemination of material with hate speech that can lead to incitement of violence and conflict (Curtis, 2000). The same media has been used to contribute to peacebuilding in countries like Rwanda where media was used to fan the violence (Thompson, 2010).

Another contribution of media in conflict management is the media's role in the conflict cycle, concentrating on the decisive role of media; how the media can make a constructive contribution to conflict prevention and how it can detect violence at an early stage (Aslam, 2014). This contribution also includes the process of monitoring peace agreements and settlements, and how they can increase social or community cohesion and thus contributes to general reconciliation (Matheson & Stuart, 2010). This implies that a considerable degree of social cohesion initiatives, which should not exclude minority groups, would as well be a better alternative for the prevention of future conflict. The structure of the following text roughly follows the "conflict cycle" and discusses the potentially positive role of the media at any stage of the cycle (Ramsbotham, Miall & Woodhouse, 2011). However, a stylized presentation of conflict (escalation, hot phase, de-escalation, peace) does not correspond to reality in most cases (June, 2013). Reality is much messier and makes it difficult to make a clear-cut distinction between different phases of conflict: conflict prevention, escalation, large-scale violence, and reconciliation can all take place at the same time, often with different emphasis in different regions of a conflict-affected country (Mitchell 2014). However, as a guiding principle to structure an analysis of the role of media, the sequence of a "conflict cycle" can still be helpful.
Thussu & Freedman (2003) note that TV and Radio programmes have a role in providing knowledge on war to citizens hence managing conflicts. An excellent example is that of radio soap operas at Radio La Benevolencia, in Rwanda and in the Balkans; disseminating messages of dealing with hate speech (Strachan, 2014). The soap opera revolves around a conflict between two fictional villages. It details the mechanisms processes that lead to initiation and escalation of the violence, and how individuals are dragged into the conflict until they commit actions and crimes that they would have never thought of before media influence, demonstrating the tremendous damage done to all sides. It also helps the audience to recognize early acts of verbal aggression and violence in order to understand specific situations in which people are especially vulnerable to hate speech.

Media plays a vital role in conflict management through the dissemination of schoolbooks (Keeble, 2010).

For many students/people, these are the only textbooks they read. Schoolbooks contain information with an incredible dissemination power because they reach young people at a very tender and receptive age, and they impart ideas which are much more persistent and influential in the minds than the content of newspaper articles (ibid: 2010).

Views about the "other" – inside and outside of the country – are often implanted and perpetuated in schoolbooks, especially in books on history and geography (Appadurai, 1996).

Peace games produced also contribute to the management of conflicts in conflict and post-conflict zones (Lederach& Appleby, 2010). In some countries of the world especially in East Asia (China), many young people, mainly school going students; spend more hours playing computer games than on doing their homework. Ideas about the world, facts about friends and existence of enemies, are subconsciously implanted via the content of games.

Many of the games are war games. It is not sure whether these games have a negative impact on the behavior of the players in the real world, - but the positive effect is probably negligible. Some countries have realized the potential of games to spread
specific views. China, for example, has candidly integrated online game technology for propagating official opinions on the country's history, while at the same time stimulating business development. A recent analysis of online games about China's Resistance War against Japan (1937-45) provides an example of the interaction of politics and commercialization (Nie, 2013). An alternative to war games is the development of peace games in which players are conditioned to cooperate to win and to mediate between conflicting parties. It is a challenge, however, to design games, which are as thrilling as war games, while conveying different messages to the player.

Theatre and music as part of the media also help in peacemaking in conflict situations (Nkata, 2011). Mozara (2015), in a dissertation on peacebuilding after the war in the Balkans, agree, noting that "music has a huge potential when used in conflict transformation, to prevent or to resolve a conflict by non-violent means, it can assist in processes of healing and rehabilitation" (p.2). Music helps to address more the cognitive side of people, and it reaches the hearts of people and often evokes strong feelings and emotions. An excellent example of very successful music that contributed to peacebuilding happened in the Balkans in which two pop stars from conflicting groups on the Balkans sang the most popular hit of the opposite group in an event (Strachan, 2014). Just like music, the theatre also has a significant potential of reaching the emotions of the spectators (and indeed of the performers).

Media also helps in conflict management through reconciliation and social cohesion (Paffenholz, 2014). Social media is helpful during the hot initial phase of violent conflicts; the mobile phone especially can be used for keeping in contact with relatives and loved ones (Buré, 2006). Most people access information by listening to the radio and watching TV, but the chances are low that media can contribute to a better mutual understanding in the initial phase of a conflict (Wimmer & Dominick, 2013). It is only after the physical violence (shooting) stops that media can again play a decisive role and may contribute to reconciliation (Jenkins, Purushotma, Weigel, Clinton & Robison, 2009).

2.5 Peace Journalism Norms

Kempf (2002) posits that "the media were for a long time mainly considered to be channels for the dissemination of news, only recently has there been a change in the way
they are viewed" (p.2). The view that journalists are not merely neutral reporters and that they have a role in defining political events has also strongly influenced the self-image of journalism and has led to the emergence of two opposing tendencies, which try to change the nature of journalistic responsibility (Galtung, 2004). Kempf (2002) first talked of the new school of journalism called the "journalism of attachment," proposed by Martin Bell. This school of thought posits that given the destruction associated with modern warfare, journalists must not disengage themselves from the events they are reporting. This view echoes the argument propounded by Lynch and McGoldrick (2007) that journalists must side with the victims of the war and explicitly demand that something is done.

Tayeebwa (2012) views the concept of peace journalism in relations to the 'conceptualization' of peace and peacebuilding, and notes that its "description is limited to macro-level processes geared towards the promotion of non-violence and the meeting of basic human needs" (p.153). However, the definition of peace and achieving the state of peacefulness remains very problematic. Royce (2004) for example dismisses absence of violence as the basis of peace on the grounds that "peace is a two-dimensional construct with both objective and subjective measures" (p.1). Peace is, therefore, a construction can be understood by looking at other factors such as people and situations. Tayeebwa (2012) notes that many specific components of peace can be discerned from human traditions, and these can be used in journalism to reframe its values towards the emerging field of peace journalism.

Lynch and McGoldrick (2005), in Tayeebwa (2012) identify truth in relations to journalism value of objectivity as a pivotal aspect of journalism, and that in war situations it's the role of the journalist to discern the 'truth' to the audience by providing information on all sides to the conflict leaving it up to the readers or audiences to "discern the truths from errors" (p.269). Truth, according to (Galtung, 2000) includes essential journalism values of fairness and balance, which involves including all viewpoints of those concerned and treating them equally.

Proponents of peace journalism such as (Kempf, 2002) and (Lynch and McGoldrick, 2007) have associated the solution-oriented nature of the concept to the proactive nature of humans in seeking solutions to problems that afflict humanity. Fawcett (2002) for
example argues that peace journalism is more than a news-making concept because "it is journalism that is proactive and oriented towards win-win solutions to conflicts" (p.213). According to Peleg (2006), conflict involves human interactions with discordant interests, leading to destruction and suffering. He notes that communication through proactive journalism can be used to provide alternatives to parties, which positively affects their decision to shun violence and pursue other non-violent means to achieve their goals.

Closely linked to the above is the concept of humanity, which places people all over the world at a higher level of importance and categorically rejects any form of suffering that one group of people may be subjected to by natural or artificial factors. The concept of humanity regards people of all races and nations as one. Mazlish (2009) notes that "humanity as a global epoch was the major reason for the abolition of the slave trade by the US Congress in 1807" (p.2). Christians (2015) for examples has uses the concept of Ubuntu to highlight the interaction of networks of human relations, as have been practices across Eastern and Central and Southern Africa, to demonstrate manifest fundamental truth about humanity through their natural sympathy and care for their like.

Reconciliation is intensely connected to the value of humanity, and conflicts can come to an end when parties reconcile after settling their differences. Lynch and McGoldrick (2005) note that journalist foster reconciliation when they seek out the goals of parties involved in a conflict and provide non-violent alternatives for attaining those goals. Noack (2012) argues that the Rwandan genocide could have been avoided if the world did not ignore the warning signs that were already ripe for a conflict between the ethnic groups involved, because reconciliation could have played a role in escalating the tense atmosphere in the build-up to the genocide. Noack (2012) also credits the fast process of reconciliation and the national reconstruction in Rwanda to the success of the ‘traditional Gacata court' that emphasizes forgiveness rather than punishment in settling disputes. In contributing to conflict resolution and reconciliation using the media, Lynch and McGolrick (2000) advocate for transcendence, where creativity is used to "devise a way forward, no-one had previously thought of which addresses the underlying issues fueling conflict" (p.8).
Peace journalism application, therefore, requires recognition of unique values and norms that can contribute to the pacification of society, Lynch and McGolrick (2008) build on their earlier proposition when they note in their debate in peace journalism that:

"At its core peace, journalism proposes a set of distinctions in the reporting of conflict, as well as a workable set of methods for editors and reporters to employ, based on an awareness of these distinctions. Whereas war journalism leads – leaves readers and audiences to overvalue violence as a response to conflicts and crises, peace journalism creates opportunities for society at large to consider and to value non-violent developmental responses to conflicts" (p.39).

In this dissertation, the researcher will therefore, seek out the peace journalism values or conventional (war) journalism values that are enshrined in the Galtung model of peace/conflict reporting versus war/violence reporting. This will aid in assessing whether peace journalism or war journalism is practiced.

2.6 Factors Influencing Peace Journalism Practice

Bläsi (2004) describes conflict reporting as a complicated process, which is affected by many factors including structural aspects of the media and personal features of journalists involved. Tuchman (1972) associates this factor to newsroom routines that journalists follow and the impact of ownership on media content. Bläsi (2007) notes that factors such as ownership expectation, news selecting criteria and the overall issue of media ownership impact on journalists, editors and their products. To transform the media in order to favor conflict resolution. Hanitzsch (2004) in Tayebeva (2012) therefore recommend re-structuring of these newsroom routines that hitherto have value bias to violence. Nassanga (2007) and Lynch and McGolrick (2005) emphasize the need for training and orientation of journalists and communicators to embrace principles of peace journalism in order to operationalize it.

Situational factors also affect peace journalism practice; Bläsi (2004) describes these as "geographic conditions that determine whether there can be any coverage at all" (p.3). He also notes that due to deteriorating situations journalists may not have access to sources of information. Such factors can affect not only coverage of the situation but also have a bearing on truth and objectivity. Ottosen (2010) notes that journalists in war zones
usually derail from objective reporting due to security reasons, and this is very common with journalists who are embedded with the military and end up reporting one-sided views.

(Hoskins & O'Loughlin 2010) note that peace journalism can be slow in nature and may not appeal to the sensational demands of news consumers who are used to the fast moving and dramatic nature of war journalism, which provide excitement as situations rapidly unfold. Tayeebwa (2012), captures this impatience with peace reporting is by noting, "while a successful peace process requires patience, the news media on the other demands immediacy" (p.2). Peace journalism continues to face resistance for these reasons.

Propaganda remains a hegemonic factor that impinges on objective journalism, more so, peace journalism. Lynch and McGolrick (2008) argue that this is partly a result of the misleading self-claims of neutrality and objectivity that has entrapped media audiences to view mainstream media professionals as detached professionals. Scholars like Chomsky (1998), Galtung (2003) and Lynch (2005) agree that propaganda, rooted in war journalism, is a perfected form of mind control that we need emancipation. In dealing with this problem, Lynch and McGolrick (2008) suggest ways of "finding a room for perspectives from beyond the usual official sources" (p.39). Propaganda also finds spaces in war situations when military mouthpieces become the official sources of information, leading to the dissemination of psychological operations (PSYOPS) (Ottosen, 2010).

Lee and Maslog (2006), explain the dominance of war journalism in the discourse of conflicts in Asia crediting it to the sensational nature of society whose media consumption habits only fits within the conventional journalism approach with" focus on the here and now, an elite orientation, and a dichotomy of good and bad" (p.311). They note, "the three most salient indicators of peace journalism are the avoidance of demonizing language, a nonpartisan approach, and a multiparty orientation" (p.311), and stress that these indicators do not produce tensions and drama, hence less exciting and consequently don't appeal to the sensationalized audience.

Peace journalism has harbored many criticisms from inception within communications and media discourse and beyond. The concept received criticisms from scholars for being
too critical, too demanding and for not being too critical enough (Loyn, 2007; Bell, 1997 & Hanitzsch, 2007). For instance, Loyn (2007) argues against the "artificial prescriptive notion of peace journalism" (p.2). In his view, peace journalism is as an advocacy form of journalism that legitimizes biased coverage, and an unwelcome departure from objectivity. Bell (1997) perceives the concept as journalism of attachment framed by the desire of journalists in situations of horrors and violence who out of sympathy cast off impartiality and take sides in their reporting. Loyn (2007) agrees, adding, "objectivity could be a useful vaccine against the relativism of attached journalists" (p.2). Hanitzsch (2007), on his part, criticizes proponents of peace journalism such as Galtung (2000) and Lynch (2005) for not being too critical enough on the grounds that "advocates of peace journalism subscribe to a naïve epistemological view on media coverage" (p.5). Hanitzsch (2007), among other scholars who subscribe to his views responds to accusations of current media bias by arguing, "news is not a mirror of reality" (p.5). Schudson (2003, p.33) in Hanitzsch (2007) observe that "news is a representation of the world, and representation is selective." This argument is mostly based on the contingent view of news as products of recollection of events and reconstructions of reality, not mirroring of the reality.

Despite the challenges, many scholarly researches have focused on the success of peace journalism initiatives in conflict and post-conflict conditions around the world, where peace journalism as an emerging practice has contributed to the peace-building process of the concerned societies (Tayeebwa (2016), in his book chapter ‘From conventional towards new frames of peace journalism' discusses the success of peace journalism frames radio programming in post-conflict Burundi and the Democratic Republic of Congo. He previously discussed the success of peace journalism practice in the effort to bring the LRA war to an end in northern Uganda (Tayeebwa, 2012).

2.7 Debates and criticisms around peace journalism

It is already observed above that many scholars in communication and media studies view peace journalism as activist journalism. Some opponents of the concept have characterized peace journalism as ‘activist news writing', and peace journalists as peace advocates (Yiping, 2011). Scholars like Hanitzsch (2007) derive their arguments from
the epistemological point of view that places peace journalism within the narrow-angle of subversion and reconstruction of reality. These arguments against peace journalism, therefore, based on a clash of definitions, over whether news coverage is a replication of real life events or their reconstruction, hence such critics blame the concept for failing to provide a stable definition over perceptions of reality or reconstruction of facts covered as news.

To critics like Loyn (2007), peace journalism is too critical and an unwelcome departure from objectivity. Scholars like Lynch and McGoldrick (2005), and Galtung (2000) view peace journalism as a process of reporting that creates opportunities for society at large to consider and to value non-violent responses to conflict. To critics like Loyn (2007), this process of "creating peacemaking politicians is not the business of a reporter" (p.1). Among other reasons, critics have raised objections to the model, suggesting that it proposes highly prescriptive rules that inhibit good journalism. Most of the criticisms against peace journalism focus on its prescriptive notions and exclusive nature. Clash of definition is also evidently a reason for some of the criticisms. For instance, Loyn (2007), also mentions it in his arguments against the peace journalism model as espoused by Lynch and McGoldrick, (2005). He suggests that the main idea of the model is an attempt to define it as new orthodoxy, or field of practice outside the mainstream media work. Objectivity is one of the cardinal principles of journalism, which means that a journalist reports as an outsider or non-participant in news events. However, the advent of peace journalism has forced this viewpoint to change over time, whereby journalists are no longer just conveyors of information or neutral observers of society, but rather directly engaged actors (Nassanga, 2007). The concept of objectivity during conflicts and wars has been a subject of intensive debate among communication practitioners (Nassanga, 2007). Loyn (2007) critiques Lynch and McGoldrick's (2005) peace journalism ideas because they condemn all other ways of reporting as 'War Journalism, biased in favor of war.' He instead argues that 'the opposite of peace journalism is good journalism' (Loyn, 2007:1). Lynch, (2007) responds to the criticisms from Hanitzsch, (2007) & Loyn, (2007) in a somewhat emotional manner, describing both as ones who have "recently gone from one profession to the other" (Lynch, 2007; p.1).
In conclusion, peace journalism as a reform movement in journalism that seeks to contribute to conflict transformation has been strongly recommended by a number of scholars of communication and conflict studies. Orgeret & Tayeebwa (2016) have for instance argued that reaching a peace agreement /arranging for the termination of hostilities – in itself is not a guarantee for peace. She gave examples of Afghanistan, Colombia and South Sudan where a number of peace deals were struck but to no avail of peace as conflict continued. This is because countries emerging from hostilities are at 40% chance of relapsing into conflict within five years. So Journalism may contribute in Shaping expectations, providing knowledge and reconciliation, (Orgeret, 2012).
CHAPTER THREE
METHODOLOGY

3.0 Introduction
This chapter discusses the method, approaches and instruments used for soliciting data to achieve the research objectives. Discussed also include the design, reliability, interpretation, limitations and ethical considerations of the study.

3.1 Methodology
Research in common parlance refers to a search for knowledge (Kothari, 2004). It is the systematic effort to gain new knowledge (Redman & Mory, 1933). These two definitions have one thing in common, and acknowledge the notion of search for new information and investigations of facts being at the center of any scientific of social sciences research. Kothari (2004), goes ahead to define research as a scientific and systematic search for pertinent information on a specific topic, in fact research is an art of scientific investigation.

According to Bryman (2012), social sciences research methods refers to the approaches that are employed by social researchers to go about the research process in all its phases including the formulation of research objectives, choosing research methods, securing research participants, collecting, analyzing, and interpreting data, and disseminating findings to others. Content analysis is a flexible method that can be applied to different media study although it was originally designed as an approach to the analysis of documents and texts (which may be printed or visual) that seeks to quantify content in terms of predetermined categories and in a systematic and replicable manner (Bryman, 2012).

3.2 Research Design
The case study design was adopted as a research strategy for this study for its suitability in a social sciences research of this type. The term social research as defined by Bryman, (2012) denotes academic research on topics relating to questions relevant to the social scientific fields, such as sociology, human geography, social policy, politics, and criminology. The inquiry into the practice of journalism, as it is with this study falls
under the field of sociology and social policy discussed by Bryman (2012) who defines case study design as “the detailed and intensive analysis of a single case” (p.66). Radio Miraya is the radio station with the widest coverage in South Sudan (Internews, 2013). The radio station is also mandated with supporting the peace building work of the United Nations in South Sudan, making it the most suitable case study for this research.

3.3 Research Approach
This study employed the mixed method approach (quantitative and qualitative approach) of data collection and inquiry using content analysis survey as the quantitative research methods and Key Informant Interviews for the qualitative method. Qualitative research is multifaceted in focus, involving a interpretative, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them. (Denzin & Lincoln 1994). Quantitative according to Wolf, (1986) is the application of statistical procedures to collect empirical finds from individual studies for the purpose of integration, synthesizing and making sense of them.

The use of both methods is also called triangulation, which Bryman (2012) refers to as “the methodological triangulation” of mode of inquiry into social phenomena with “an emphasis on the source of data” (p.392). Heale and Forbes (2013) increase confidence in the findings through the confirmation of a proposition using two or more independent measures. Therefore, in presenting data from findings, using more than one rigorous approach provides a more comprehensive picture of the results than either approach could do alone (Heal& Forbes, 2013).

3.4 Description of Geographical Study Location
Radio Miraya is located within the main compound of the United Nations Mission in South Sudan (UNMISS) base in Juba South Sudan. The base is adjacent to Juba International Airport, which is also the country’s main airport and main port of entry and exit of the country. There is heavy security made of foreign troops under the UN peacekeeping mission guarding the base on a 24-hour basis.
3.5 Sampling Criteria
The study used convenience sampling to reach its sample. Convenience sampling according to (Denscombe, 2014) is most preferred in situations where it would be superlative to use the whole population. Also known as Haphazard Sampling falling under nonprobability or nonrandom sampling, the sampling criteria involves use of a whole target population that meets certain specific criteria such as time and accessibility (Etikan, Musa & Alkassim, 2016).

3.5.1 Population Sample
There are 5 producers and 5 presenters for Radio Miraya’s 5 peace programs, making them 10 in number and convenient for the study. Each peace program airs once in a week, there are 20 program episodes across all the 5 programs in one month and this is very convenient for the study in terms of size and time. This is the rationale behind using this sampling technique in this research.

Using this sampling approach, the researcher collected 4 episodes of each of the Radio’s 5 peace programs; Crime Watch, Democracy in Action, Your Rights, Peace Maker and Kalam Neswan (women agenda). The 20 combined episodes comprised the sample of study, and provided answer for the third research objective. The first and second research objectives that sought information on the levels of knowledge of peace journalism among journalists and factors influencing the implementation of peace journalism were answered through a Key Informant Interview and a survey with 10 producers and presenters of the radio’s peace programs. The last question was answered through an evaluation of responses from all the methods mentioned.

3.5.2 Sampling Time Frame
The study was carried out between the 1st and 28th of February 2018. The revitalization of the South Sudan peace talks in Addis Ababa Ethiopia took place within this time, making it very significant and provided an opportune moment to assess how the UN radio contributed to the ongoing peace process as part of its mandate.

3.6 Data Collection Method and instruments
Data for a case study research should ideally use multiple modes of inquiry to provide rich information base. The researcher employed; Content Analysis, Key Informant
Interview and Survey as the major research methods for this study. Berelson, (1952, p8) defines content analysis as “a research technique for the objective, systematic and quantitative description of the manifest content of communication”. Key informant interviews involve interviewing a select group of individuals who are likely to provide needed information, ideas, and insights on a particular subject (Kumar, 1989). Surveys involve using structured questions administered through various ways to solicit defined range of responses from respondents (Bryman, 2012).

3.6.1 Content Analysis
The study used content analysis as the method to capture data required for answering the first third research question. Information necessary for achieving the third research objective was arrived at through a content analysis of sample program episodes of Radio Miraya’s five peace programs. This was the most appropriate method because content analysis in media research, according to Hansen (1998) the method has more often been on examining how news, drama, advertising, and entertainment output reflect social and cultural issues, values, and phenomena.

Content analysis, according to Bryman, (2012) is firmly rooted in the quantitative research strategy in that the aim is to produce quantitative accounts of the raw material in terms of the categories specified by the rules. The purpose of content analysis is to identify and count the occurrence of specified characteristics or dimensions of texts, and through this, to be able to say something about the messages, images, representations of such texts and their wider social significance (Hansen, 1998).

Thus, content analysis was used in examining the content of Radio Miraya’s five peace programs; Peace Makers, Democracy in Action, Crime Watch, Your Rights and KalamNeswan (Women program) to assess their relevance to peace journalism values as proposed by Johan Galtung, in Galtung, (1965). This is the perfect method for this research because in the word of the authors “developments in the method were spurred on by concerns about the contributions of the mass media to social upheaval and international conflict, a concern with the new electronic medium of radio and the desire to make social inquiry ‘scientific’ in a manner comparable to the controlled systematic, objective, and supposedly predictive methods of natural science” (Hansen, 1998 p. 92).
3.6.2 Defining analytical category

The Galtung Peace/Conflict Versus Violence/War Journalism model was adopted as the guiding framework, or analytical category for this study. According to Hansen (1998, p. 106), “the task of content analysis is to examine a selected (sampled) body of texts, and to classify the content according to a number of predetermined dimensions”. The model has four tenets for Peace/Conflict and Violence/War Journalism that directly oppose each other. These provided the predetermined dimensions that guided this study. Tenets of Peace/Conflict journalism are peace-oriented, solution-oriented, people-oriented and truth-oriented. Tenets of Violence/War journalism are violence-oriented, propaganda-oriented, elite-oriented and victory-oriented. Further still, the coding schedule was designed to provide counts for the number of times tenets of opposing journalism practices occurred in the sample.

Figure 4. Analytical category for the content analysis

<table>
<thead>
<tr>
<th>I. PEACE/CONFLICT-ORIENTED</th>
<th>I.WAR/VIOLENCE-ORIENTED</th>
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<tbody>
<tr>
<td>• Explore conflict formation, x parties, y goals, z issues, general win-win orientated</td>
<td>• Focus on conflict arena, two parties, one goal (win), war, general zero-sum orientation</td>
</tr>
<tr>
<td>• Open space, open time: causes and outcomes anywhere (also in history), culture</td>
<td>• Closed space, closed time: causes and exits in the arena, who threw the stone first.</td>
</tr>
<tr>
<td>• Making conflict transparent</td>
<td>• Making wars opaque/secret</td>
</tr>
<tr>
<td>• Giving voice to all parties; empathy, understanding</td>
<td>• &quot;Us-them&quot; journalism, propaganda, a voice for ‘us.’</td>
</tr>
<tr>
<td>• See conflict/wars as the problem, focus on conflict creativity</td>
<td>• See ‘them’ as the problem, focus on who prevails in the war</td>
</tr>
<tr>
<td>• Humanization of all sides, more so the worse the weapons</td>
<td>• Dehumanization of ‘them’: more so the worse the weapons</td>
</tr>
<tr>
<td>• Proactive: prevention before any</td>
<td>• Reactive: waiting for violence before reporting</td>
</tr>
<tr>
<td>Violence/War Occurs</td>
<td>• Focus only on visible effects of violence (killed, wounded and material damage)</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>• Focus on invincible effects of violence (trauma and glory, damage to structure/culture)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>II. Truth Oriented</th>
<th>II. Propaganda Oriented</th>
</tr>
</thead>
<tbody>
<tr>
<td>d. Explore untruths on all sides</td>
<td>f. Explore ‘their’ untruths</td>
</tr>
<tr>
<td>e. Uncover all cover-ups</td>
<td>Help ‘Our’ cover-ups/lie</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>III. People Oriented</th>
<th>III. Elite Oriented</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Focus on suffering all over; women, aged, children, giving voice to the voiceless</td>
<td>• Focus on our suffering; on able-bodied elite, males, being their mouthpiece</td>
</tr>
<tr>
<td>• Give a name to all evil-doers</td>
<td>• Give a name to ‘their’ evil-doers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IV. Solution Oriented</th>
<th>IV. Victory Oriented</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Peace = Nonviolence + creativity</td>
<td>• Peace = victory + ceasefire</td>
</tr>
<tr>
<td>• Highlights peace initiatives, also to prevent more war</td>
<td>• Conceal peace initiatives, before victory is at hand</td>
</tr>
<tr>
<td>• Focus on structure, culture, and peaceful society aftermath resolution, reconstruction, reconciliation</td>
<td>• Focus on treaty, institutions, the controlled society</td>
</tr>
<tr>
<td></td>
<td>• Leaving for another war, return if the old flares up</td>
</tr>
</tbody>
</table>
The tenets of conflict peace journalism program include; peace conflict-oriented, truth-oriented, people oriented and solution oriented. Peace conflict-oriented which is the first tenet of conflict peace journalism is measured by; explore conflict formation, open space, open time, making conflict transparent, giving voice to all parties, humanization of all sides and proactive: prevention before any violence. Truth oriented, which is the second tenet of conflict peace journalism, is measured by; explore untruths on all sides and uncover all cover-ups. People Oriented, which is the third tenet of conflict peace journalism approach, is measured by the focus on suffering all over; women, aged, children, giving voice to the voiceless and give a name to all evil-doers. Peace= non-violence + creativity highlights peace initiatives, also prevent more war and focus on structure, culture and peaceful society aftermath resolution, reconstruction, reconciliation are the measures of solution-oriented, the fourth tenet of peace journalism.

Tenets of war peace journalism approach include, war/violence-oriented programming, measured by a focus on conflict arena, closed space and closed time. It also involves making wars opaque/secret, us-them” journalism and propaganda, sees ‘them' as the problem, dehumanization of ‘them,' reactive: waiting for violence before reporting and focus only on visible effects of violence. Propaganda oriented, which is measured by elite, oriented and victory oriented. Elite Oriented which is measured by the focus on our suffering; on able-bodied elite, males, being their mouthpiece and give a name to ‘their' evil-doers. Finally, victory oriented which is measured peace= victory + ceasefire, conceal peace initiatives, before victory is at hand, focus on a treaty, institutions, the controlled society and leaving for another war, return if the old flares up.

The researcher used this model for the analytical category as was required by this research. Social sciences researchers (such as Berelson, 1952; Hansen, 1998 ; Kothari, 2004) argue that the text (content) characteristics which are singled out for analysis should relate directly to the overall research questions or hypothesis which prompted the choice of content analysis in the first place. It is important to remember that this study was prompted by the need to assess whether elements of peace journalism or war journalism are given due attention in Radio Miraya’s five peace programs. The more
count of elements a principle has over the others in content reflects the favorable attention it has in programing over the other.

3.6.3 Coding schedule

The researcher developed a coding schedule as the first instrument of data collection for the content analysis method. A coding schedule according Hansen (1998) refers to a tool that comprises the categories, which are to be analyzed. This is a codebook that sets out clear guidelines and definitions for media contents to be analyzed (Bryman, 2012).

The coding schedule allowed the researcher to capture required information from sample content by providing a mechanism that categorized tenets for peace/conflict and violence/war journalism, which provides the guiding framework for the study. The researcher then entered numerical data obtained from the coding schedule into Statistical Package for Social Sciences (IBM SPSS statistics) 2015] to tell a more compelling story of the findings.

3.6.4 Piloting the Coding Schedule for Reliability

According to Bryman (2012), “reliability is concerned with the question of whether the results of a study are repeatable” (p. 46). Every research requires a measure of validity and reliability to ensure quality (Hansen, 1998). Quality research should be repeated without showing different results (Kothari, 2004).

To ensure reliability of obtained data, the researcher included in the Key Informant Interview, questions that substantiated findings from the content analysis. To achieve this, the researcher probed respondents with questions that required them to provide responses in line with nature of journalism practice at Radio Miraya, which is whether peace journalism or war journalism is practiced in programing.

The coding schedule was piloted for validity and reliability by matching findings from tenet 3 of the model, which is the analysis of truth vs. propaganda oriented programing with the response from the survey, which required respondents to state whether a typical peace journalism program focuses on politicians and their interests or on the ordinary people. Results from the content analysis indicated that propaganda oriented programming was more prominent over truth oriented programming, and this was
validated when majority of the respondents stated that peace journalism should focus on politicians and their interest.

3.7 Key Informant Interview

The first research objective sought to develop understanding of the knowledge of peace journalism about the concept among Radio Miraya journalists who produce and present the five peace programs. Key Informant Interview was used to get information from 10 producers and presenters of the programs for this purpose. This was done through a key informant interviews with producers and presenters of the peace programs. The researcher asked questions that seek to examine their understanding of the theoretical underpinnings of the concept and its practical use.

A key informant is an expert source of information (Marshall, 1996). Key informants, as a result of their personal skills, or position within a society, are able to provide more information and a deeper insight into what is going on around them. Besides, researchers see social realities through the eyes of key informants (Bryman, 2012). Thus, Key informant interview according to Marshall (1996) is an anthropological technique utilizing rich information sources to get data on social phenomena. Kumar, (1989) suggest that, key informant interview is most suited when understanding of the underlying motivations and attitudes of a target population is required. This is because Key informant interviews can help determine not only what people do but also why they do it.

3.7.1 Key Informant Interview Guide

An open-ended interview guide was developed as a data collection instrument for the key Informant Interview to solicit appropriate information required by the researcher for the study. Questions spun around key tenets of the Galtung model and how they are applied in practice, and respondents were probed in various ways to obtain their knowledge and attitude of the model.

3.8 Survey

A survey according to Bryman (2012) refers to a research method “involving data collection by structured questionnaires or interviews” (p.186). Lichtman (2012) refers to it as a list of questions aimed at extracting specific data from a particular group of
people. The second definition brings out the element of closed ended nature of surveys since they elicit specific responses and limit respondents to a specified number of responses that they can choose from. Arksey and Knight (1999) contend with this argument and note that close-ended questions are mostly used in surveys to produce data that can be neatly and reliably summarized by numbers, tested for statistical significance and represented in charts and tables. The survey was conducted with reporting journalists at Radio Miraya.

3.8.1 Survey questionnaire
The third research objectives required assessment of factors that influence implementation of peace journalism. To do this, the researcher designed a survey that sought years of experience of respondents, number of journalistic positions held, knowledge of key tenets of peace journalism in practice among others. The survey questionnaire was a mix of closed ended questions that limited respondents to choose from specified responses, for instance their age groups, sex etc., and likert type questions that used scalar summated responses to assess levels of agreements with statements, attitudes among others, for instance questions with a number of alternatives such as Strongly approve, Approve, Undecided, Disapprove, and Strongly disapprove with a statement (Arksey & Knight, 1999).

3.9 Data presentation and analysis
Coded data were entered into SPSS (2015) for analysis. The package helped in generating percentages and counts that aided analysis and helped the researcher make sense of the data. For content analysis, the package aggregated elements of each principle and provided the counts and percentages of each element over the other. Generated percentages also helped in identifying the principle that received more attention over the other, which is actually the major objective of this study.

3.10 Ethical Considerations
To address the ethical issues of consent and confidentiality, respondents were informed prior to the interview that they wouldn’t get any financial benefit or participating in the interview, that the study is a masters degree academic research and their involvement would greatly benefit academia, that their confidentiality is guaranteed as their names
will not appear in the dissertation, that they have the right to decline to participate, or to withdraw from the study at any time.

To ensure confidentiality, the researcher sought consent for every part of the data collection. Participants were willing to respond to research questions on conditions of anonymity and this was granted, by giving numeral pseudonyms to respondents in findings where references to statements are attributed to respondents 1, 2, 3, 4 and 5. The researcher sought participants’ consent before the interviews and collection of programming information preceded a formal request and approval from Radio Miraya’s management. A consent form was signed between researcher and participants. Consent form is attached in appendix (v).

3.11 Gender considerations
This study put in place considerations for gender because most studies tend to focus on males. According to Baruch, Grace, Biener and Barnett (1987), “neglecting gender as a variable over time, findings often have been incorrectly generalized to women as well, painting a false picture of what would have been the result if women were considered an element within the variable of gender in the study” (p.130). To do this, the researcher used gender-neutral language, sought responses from both males and females, and examined KalamNeswan, a program that focuses on women agenda. Generally, 7 males and 3 females participated in the study.

3.12 Study Limitations
The study took place during a very busy period of the revitalized peace agreement in Addis Ababa; as a result it was difficult to find a conducive time for lengthy interview with the journalists, as they were busy corresponding with colleagues who flew to the Ethiopian capital for news and updates. Additionally, it was not possible to schedule interviews after working hours as the UN compound where the journalists reside closes for all business after the normal working hour of 4 o’clock.

Due to fear of losing their jobs, most of the respondents declined to speak about Radio Miraya organization and management when questioned about challenges facing their work. Where they gave answers, it was on condition that researcher doesn’t use information in study. And much as I introduced and reintroduced myself as a student
carrying out an academic study, most of the respondents were still skeptical of the intentions of the study.

3.13 Conclusion

Despite the limitations encountered, the data collection process was carried with all the targeted respondents and required content was also collected.
CHAPTER FOUR
DATA ANALYSIS, PRESENTATION, AND INTERPRETATION OF THE FINDINGS

4.0 Introduction

This chapter comprises of data analysis, presentation, and interpretation of the findings. Findings were presented using descriptive statistics in form of tables. Results are discussed concerning the objectives of the study as illustrated below.

To Assess level of Knowledge Of Working Journalists About The Concept And Practice Of The Peace Journalism Model.

The first objective of this study intended the researcher to assess the knowledge of working journalists about peace journalism through a key informant interview with journalists involved in producing and presenting the five peace programs. This was intended to assess the theoretical knowledge of the model among journalists.

Respondents were probed with several questions to ascertain their understanding of the peace journalism model. The question was answered through a mix of evaluations that sought respondents’ definition of the model, how they applied the model in practice, limitations of the model among others.

Table 1. Respondents’ definition of Peace Journalism

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoting initiatives for peace through the media</td>
<td>2</td>
<td>40.0</td>
</tr>
<tr>
<td>Coverage of a peace process</td>
<td>2</td>
<td>40.0</td>
</tr>
<tr>
<td>No idea</td>
<td>1</td>
<td>20.0</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: SPSS (2015)

Responding to the definition of peace journalism, only 2 out of the 5 respondents demonstrated a good understanding of the concept in their definition. Paraphrasing their
responses, the 2 respondents agree that peace journalism is about “promoting initiatives for peace”. 2 respondents gave a poor definition of the model; they defined it as the media coverage of peace processes. 1 respondent declined to define the model, citing lack of knowledge as the reason.

This implies that 3 out of 5 journalists who took part in the interview do not have a good understanding of the peace journalism model, yet they are involved in the programing and presentation of the five peace programs.

Many respondents demonstrated good understanding of the role of media in peace building, 3 respondents mentioned 2 roles each. Taken together they mentioned: facilitation of reconciliation, discussing peace initiatives, highlighting avenues for compromise, discussing root causes of violence, showing the plight of vulnerable groups for sympathy leading to conflict resolution and giving voice to the ordinary people to voice their concerns to their leaders. 1 respondent skipped this question, on grounds that it was already answered in the definition and the other respondent didn’t answer it all. A follow up question was asked about how Radio Miraya has contributed to the UN’s peace building mission in South Sudan, again 3 respondents gave similar responses. They mentioned the radio’s role in highlighting the work of the UNMISS’s civil affairs division that works with grassroots communities to identify and address root causes of violence in parts of the country where inter communal dispute are common due to cattle raids, struggle over water points, tribal borderland disputes, reprisal killings, wrangles over dowry payment and incitement to violence by politicians. They also mentioned that Radio Miraya’s coverage of the various peace talks between government and opposition in Addis Ababa Ethiopia and by bringing the voices of local people and local perspectives for peace advocacy through the five peace programs.

On whether peace journalism should be used before, during or after conflict, majority of the respondents demonstrated a very poor understanding of the model. 2 out of the 5 respondents said it should be used during conflict. Respondent one (R1) for example mentioned that mentioned that “peace journalism is best suited in a conflict situation like South Sudan is in now, it can be replaced when the conflict is over and there is peace”. Asked why, R1 mentioned, “Peace journalism is applied to end a conflict, its not needed
when the conflict is over”. 1 respondent mentioned, “Peace journalism is a continuous media practice applied to address dissatisfactions and grudges as they occur to avoid war”. And the other 1 respondent mentioned that peace journalism is applied after conflict “to resolve it once and for all”.

4.2 **The factors influencing implementation of peace journalism in conflict and post-conflict South Sudan.**

The second objective of this study was to explore the factors influencing implementation of peace journalism in conflict and post-conflict South Sudan. The question was answered through a mix of responses from the Key Informant Interview and the content analysis, substantiated with information collected using survey. A survey in form of a closed ended questionnaire was sent to the 10-targeted respondents to generate information needed for substantiating responses from the Key Informant Interviews and the content analysis, for answering this research question. The survey questionnaire was designed using the likert type style to restrict respondents to a number of responses needed for the question. Questions sought respondents years of experience, positions held, knowledge of practical application of tenets of peace journalism model and attitude towards the model.

**Table 2. Result showing working Experience of Respondents**

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>1</td>
<td>10.0</td>
</tr>
<tr>
<td>1 - 2 years</td>
<td>3</td>
<td>30.0</td>
</tr>
<tr>
<td>3- 5 years</td>
<td>3</td>
<td>30.0</td>
</tr>
<tr>
<td>More than 6 years</td>
<td>3</td>
<td>30.0</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>100.0</td>
</tr>
</tbody>
</table>

*Source: SPSS (2015)*
It was revealed by the results of this study that majority of the respondents had a working experience of 1 – 2 years, 3 – 5 years and more than 6 years with an equal representation of 3(30.0%), 3(30.0%) and 3(30.0%) respectively. Least of the respondents have an experience of less than 1 year.

This result shows that majority (06) respondents have more than 3 years of working experience in journalism. Minority (04) respondents have working experience of less than 2 years.

Table 3. Number of years in current position

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>1</td>
<td>10.0</td>
</tr>
<tr>
<td>1 - 2 years</td>
<td>4</td>
<td>40.0</td>
</tr>
<tr>
<td>3 - 5 years</td>
<td>4</td>
<td>40.0</td>
</tr>
<tr>
<td>More than 6 years</td>
<td>1</td>
<td>10.0</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: SPSS (2015)

It was established by the results of this study that majority of the respondents had 1 – 2 years and 3-5 years in the current position with a statistical representation of 4(40.0%) and 4(40.0%) respectively. Least of the respondents had less than 1 year and more than 6 years in the current position 1(10.0%) and 1(10.0%) respectively. This means that most of the journalists have worked for the more than 2 years in their current positions. Result also indicates that they might have worked in similar positions within the station before taking their current peace programing roles. 6 respondents started their journalism career at the station as news reporters, 4 of those went to become presenters while 2 became producers of the 5 peace programs. 4 others joined the station from other media houses, 3 were employed as producers and 1 as presenter.
Although majority respondents have good working experience, their knowledge of the peace journalism practice is very basic. Table 5 demonstrates the lack of theoretical/conceptual understanding of peace journalism among majority respondents. Knowledge of the practice is very basic although respondents stated their awareness of its existence when asked whether they know about it.

Taken together, the years of experience, number of positions held and numbers of years in radio peace programing show no significant influence on peace journalism practice or implementation.

Table 4. Summary of Respondents’ Attitudes And Knowledge Of Peace Journalism

<table>
<thead>
<tr>
<th>Whether peace journalism puts an unnecessary burden on a journalist</th>
<th>Freq</th>
<th>Perc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
<td>10.0</td>
</tr>
<tr>
<td>No</td>
<td>8</td>
<td>80.0</td>
</tr>
<tr>
<td>May be</td>
<td>1</td>
<td>10.0</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Whether a peace radio program should focus on politicians and political issues</th>
<th>Freq</th>
<th>Perc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>2</td>
<td>20.0</td>
</tr>
<tr>
<td>No</td>
<td>8</td>
<td>80.0</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>100.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The area of concentration that makes a radio peace program most successful</th>
<th>Freq</th>
<th>Perc</th>
</tr>
</thead>
<tbody>
<tr>
<td>If it concentrates on the closed space dealing with the conflict, parties involved and their goals</td>
<td>3</td>
<td>30.0</td>
</tr>
<tr>
<td>If it concentrates on the open space dealing with the causes and treating conflict as the problem</td>
<td>3</td>
<td>30.0</td>
</tr>
<tr>
<td>All the above</td>
<td>3</td>
<td>30.0</td>
</tr>
<tr>
<td>Whether peace journalism puts an unnecessary burden on a journalist</td>
<td>Freq</td>
<td>Perc</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Yes</td>
<td>1</td>
<td>10.0</td>
</tr>
<tr>
<td>No</td>
<td>8</td>
<td>80.0</td>
</tr>
<tr>
<td>May be</td>
<td>1</td>
<td>10.0</td>
</tr>
<tr>
<td>None of the above</td>
<td>1</td>
<td>10.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The most credible information sources during conflict</th>
<th>Freq</th>
<th>Perc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key officials of parties involved</td>
<td>2</td>
<td>20.0</td>
</tr>
<tr>
<td>Anybody with access to official information</td>
<td>2</td>
<td>20.0</td>
</tr>
<tr>
<td>The journalist as a witness</td>
<td>2</td>
<td>20.0</td>
</tr>
<tr>
<td>Ordinary people</td>
<td>4</td>
<td>40.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

**Source: SPSS (2015)**

Majority of respondents 8(80.0%) disagreed when they were asked whether peace journalism puts an unnecessary burden on journalists. Respondents who agreed and were not sure had an equal representation of 1(10.0%) and 1(10.0%) respectively. This demonstrates a good attitude towards the model that requires journalists to stand with victims of conflict and bias, a stand that many communication scholars such as Hanitch (2007) and Loyn (2002) disagree with, terming it as an unwelcome departure from objectivity.

It was revealed by the results of this study that majority of the respondents 8(80.0%) disagreed when they were asked whether a peace radio program should focus on politicians and political issues. Least of the respondents agreed with the statement 2(20.0%).
It was revealed by the results of this study that majority of the respondents said that area of concentration that makes a radio program most successful is if it concentrates on the closed space dealing with the conflict, parties involved and their goals, if it concentrates on the open space dealing with the causes and treating conflict as the problem and all the above with a representation of 3(30.0%), 3(30.0%) and 3(30.0%) respectively. Least of the respondents 1(10.0%) said none of the above. This finding resonates with conventional journalism practice that put the elites at the center of media focus. Scholars like Shinar (2007b) for have noted the tendency in conventional journalism to “overplay the place of national, political and religious leaders” by always giving them center-stage. This according to him creates an unfortunate framework that for instance examines “the leader [as] the message”. This finding therefore demonstrates a lack of knowledge of the model.

It was revealed by the results of this study that majority of the respondents 4(40.0%) said that the most credit information sources during conflict is the ordinary people. Respondents who said key officials of parties involved, anybody with access to official information and the journalist as a witness had an equal representation of 2(20.0%), 2(20.0%) and 2(20.0%) respectively. Parties to the conflict can be politicians and their military factions, and people with official information can be military and political mouthpieces. 40% of respondents think that these two categories can give reliable information on a conflict; another 40% state that it’s the ordinary people and a minority 20% believes that only journalists can gather credible information during conflict. This result is confusing, and further compounds the lack of knowledge of the peace journalism model among the respondents.

On the challenges to Radio Miraya’s contributing to the UN peace-building mission in South Sudan, 3 respondents mentioned government censorship and interference. 1 respondent mentioned lack of knowledge of the model and 1 declined to comment. Lomoro (2017) discussed the hostile media environment in South Sudan, he cited HRW (2015) that compiled media rights violations in the country, including killing of journalists, confiscation of publications, physical and verbal threats against journalists, arbitrary arrests and detentions without trials, torture, jamming of airwaves, closure of
media houses among others. Respondent 2 for instance mentioned “even if Radio Miraya operates within the UN facility outside of physical government control, the situation remains precarious especially since the national journalists live outside of it and can be arrested and detained or even killed”. The government through the ministry of information and broadcasting has for a number of occasions threatened to close down Radio Miraya due to its objective reporting of the conflict. Respondent 3 said, “This is because we always interview both government and opposition officials for news, a move which the government doesn’t take well and accusing us of aiding terrorism”. So government censorship influences Radio Miraya’s work in fulfilling the UN’s peace building work in the country.

Majority respondents from the Key Informant Interview mentioned that the Radio’s contribution to peace building involves its disseminating the work of UNMISS’s civil affairs division, which is involved in grassroots peace projects. This demonstrates the influence of media ownership in the implementation of media programs because Radio Miraya is funded as part of the UNMISS operations in the country, with technical assistance from FondationHirondelle. Although scholars like Shinar (2007) and Bell (2008) noted influence of media ownership over content in terms of profit making through interference from advertisers, UNMISS’s undue influence over Radio Miraya’s programing is apparent through the focus of attention on the activities of the Civil Affairs Division in 3 of its 5 peace programs; Your Rights, Democracy in Action and Peace Makers. This particular attention on promoting the work of the UNMISS overshadows other local peace initiatives that the radio could have covered in its broader programing.

Factors influencing the implementation of the peace journalism model therefore, include (lack of) knowledge about peace journalism, attitude towards the model, ownership and government censorship. Years of experience and positions held by journalists don’t seem to influence the implementation of the model because majority of respondents have over 3 years of working for Radio Miraya, yet they have demonstrated very limited understanding of the model.
4.3 To Examine the Practice of Radio Miraya in Filling the Objective of UN Peace Building mission.

The third objective of this study required examining the peace journalism practice of Radio Miraya in fulfilling the UN peace—building mission. The objective was rooted in the idea postulated by peace journalism scholars about the importance of journalistic contribution in conflict resolution. For example, Hackett (2007) stresses that ‘a journalist is unavoidably a participant in the conflict cycle, not a detached unobtrusive observer’, and this is because ‘patterns of news reporting will influence the course of future events, as political actors fold their understanding of the news into their calculations and strategies’ (p.2). Junne (2013), stress how new and old media in the ‘Conflict Cycle' helps in taming conflicts. But such conflicts would lead to increasing catastrophes if it doesn't contribute to knowledge of disputes, interests of parties involved and provide alternatives for peaceful resolutions (Shakuntala, 2010). Junne (2013) acknowledges that conflicts start in the minds of people, and require research into how they get into their heads.

The researcher critically listened to the samples of the radio programs, transcribed the audios and entered information into coding schedules that guided classification of the results into the peace journalism or war-oriented frames. Coded data were categorized into two fields of principles; the peace journalism and war journalism principles, each principle had four unique tenets or elements that made each principle stand out, and analysis was done on the basis of the four dimensions on each side and the number of counts that occurred over the other. Analysis of Radio Miraya’s programmes is given below and elaborated in terms of peace/conflict vs war oriented programing, solution vs. victory-oriented programing, truth vs. propaganda-oriented programing and lastly People Vs. Elite oriented programing.

4.3.1 The Analysis of Peace / Conflict Vs. War Oriented Programming in the Peace Journalism Approach

Table 5. Tenets of Peace/Conflict vs. Violence/War-oriented programing
The program explores conflict formation, x parties, y goals, z issues, general win-win orientation 2

The program is not elite oriented, but focus on ordinary people, giving voice to all parties; empathy, understanding

The program humanizes of all sides to a conflict

Proactive-prevention before any violence/war occurs

The program focuses on invisible effects of violence (trauma and glory, damage to structure/culture)

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
<th>Percentage</th>
<th>Description</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The program explores conflict formation, x parties, y goals, z issues,</td>
<td>13</td>
<td>65%</td>
<td>The focuses on conflict-arena, 2 parties, 1 goal (win) war, general zero-sum orientation</td>
<td>7</td>
<td>35%</td>
</tr>
<tr>
<td>orientation 2</td>
<td></td>
<td></td>
<td>There is a use of &quot;Us-them&quot; journalism, propaganda, a voice for us elites</td>
<td>12</td>
<td>60%</td>
</tr>
<tr>
<td>The program is not elite oriented, but focus on ordinary people, giving</td>
<td>8</td>
<td>40%</td>
<td>The dehumanization of 'them' more so the worse the weapons</td>
<td>9</td>
<td>45%</td>
</tr>
<tr>
<td>voice to all parties; empathy, understanding</td>
<td></td>
<td></td>
<td>Proactive-waiting for violence before reporting</td>
<td>12</td>
<td>60%</td>
</tr>
<tr>
<td>The program focuses on invisible effects of violence (trauma and glory,</td>
<td>16</td>
<td>80%</td>
<td>Reactive-waiting for violence before reporting</td>
<td>8</td>
<td>40%</td>
</tr>
<tr>
<td>damage to structure/culture)</td>
<td></td>
<td></td>
<td>Focus only on visible effects of violence (killed, wounded and material</td>
<td>4</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>change</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>60.0%</td>
<td>Total</td>
<td></td>
<td>40.0%</td>
</tr>
</tbody>
</table>

**Source:** SPSS (2015)

The first two tenets of peace/conflict and war peace journalism were assessed comparatively to understand which of the two tenets Radio Miraya mainly used in its practice of radio programming towards peacemaking. The first tenet of peace journalism taken was peace/conflict-oriented programming against war-oriented programming for war journalism. Results of this study showed that the 4 of the 5 elements of peace/conflict-oriented programming were dominant in Radio Miraya peace programs.
over the 5 elements of war-oriented programming. The result indicates that the first tenet of peace / conflict-oriented programming is dominant in Radio Miraya by an over all 60%.

The element of peace journalism which states that peace journalism program explores conflict formation, x parties, y goals, z issues, general win-win orientation had most counts of 13(65%) against 7 counts (35%) of the opposite element of war journalism that focuses on conflict-arena, 2 parties, 1 goal (win) war, general zero-sum orientation. Secondly, the element of peace journalism that states that peace journalism program is proactive and prevents conflict before any violence occurs, followed with counts of 12 (60%) against 8 (40%) of war journalism, which states that a program is reactive-waiting for violence before reporting.

Thirdly the element of peace journalism, which states that the program humanizes all sides to a conflict 11 (55%) against 9 (20%) of the war journalism element, which states the dehumanization of 'them' more so the worse the weapons.

Fourthly the element of peace journalism, which says that the program is not elite-oriented but focuses on ordinary people, giving voice to all parties; empathy, understanding received less counts of 8(40%) against 12 (60%) of the war journalism element which states that There is a use of "Us-them" journalism, propaganda, a voice for us elites.

### 4.3.2 The Analysis of Solution Vs. Victory Oriented Programming

#### Table 6. Tenets of Solution Vs. Victory oriented programing

<table>
<thead>
<tr>
<th>Analysis of Solution-Oriented Programming</th>
<th>f (n=20)</th>
<th>Analysis of Victory Oriented Programming</th>
<th>f(n=20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The program focuses on peace, non-violence, and creativity</td>
<td>N 15</td>
<td>The program equates peace to victory and ceasefires</td>
<td>N 5</td>
</tr>
<tr>
<td></td>
<td>%ge 75%</td>
<td></td>
<td>%ge 25%</td>
</tr>
</tbody>
</table>
Solution oriented programming was analyzed in comparison with victory-oriented programming for war journalism. Results indicated that the elements of solution oriented programing for peace journalism were dominant in programming at 61%, against 39% of the elements of victory-oriented programing for war journalism.

The peace journalism element that states that the program should focus on peace, non-violence, and creativity was majorly practiced with a representation of 15(75%) against 5 (25%) of the war journalism element, which equates peace to victory and cease-fires.

This was followed by the element, which states that the program highlights peace initiatives and also helps to prevent more war with a representation of 12 (60%) against 8(40%) of the war journalism element, which states the concealment of peace initiatives before victory is at hand.

Least was the peace journalism element, which states that the program focuses on structure, culture and peaceful society aftermath resolution, reconstruction and reconciliation with a representation of 5(25%), against 15 (75%) of the war journalism element, which states that there is focus on treaty, institutions, the controlled society and

<table>
<thead>
<tr>
<th>Description</th>
<th>Solution</th>
<th>Victory</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>The program highlights peace initiatives, also to prevent more war</td>
<td>12</td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td>The program focusses on structure, culture and peaceful society aftermath resolution, reconstruction, reconciliation</td>
<td>5</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>There is concealment of peace initiatives before victory is at hand</td>
<td>0</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>There is focus on treaty, institutions, the controlled society</td>
<td>15</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>The program leaves for another</td>
<td>0</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Total</td>
<td>61.00%</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>

Source: SSPS (2015)
the program leaves for another. 4.1.3 The Analysis of Truth Vs. Propaganda Oriented Programming.

Table 7. Tenets of Truth Vs Propaganda Oriented Programming

<table>
<thead>
<tr>
<th>Analysis of Truth-Oriented Programming</th>
<th>f(n=20)</th>
<th>Analysis of Propaganda Oriented Programming</th>
<th>f(n=20)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%ge</td>
<td>N</td>
</tr>
<tr>
<td>The program explores untruth on all</td>
<td>4</td>
<td>20%</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The program uncovers all cover-ups</td>
<td>4</td>
<td>20.0%</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>20%</td>
<td>Total</td>
</tr>
</tbody>
</table>

Source: SPSS (2015)

Truth-oriented programming for peace journalism and propaganda-oriented programming for war journalism were analyzed to assess their level of practice by radio Miraya in its programming. Results showed that the element of propaganda-oriented programming was majorly used at 80% compared to the elements of truth-oriented programming, which 20%.

The war journalism element, which states that the program helps our cover ups/ lies majorly featured with a representation of 16(80%), against 4(20%) of the peace journalism element, which states that the program uncovers all cover-ups. Similarly, the war journalism element that states that the program explores their untruths had a representation of 16(80%) against 4(20%) of the peace journalism element, which states that the program explores their untruths.
This result indicates that Radio Miraya’s programing is intrinsic to propaganda than to the truth. However, the fining doesn’t represent the number of lies counted in the content outweighing truths in it. The ‘Propaganda-centric’ tendency of the radio is as a result of its biased talk show format, where guests are invited from one party to an issue and those from the other are totally left out. For example, all the four episodes of one of the five programs ‘Peace Maker’ for the month of February 2018 featured only members of the ruling SPLM party in juba. February 2018 was a critical period because discussions of the peace talk where ongoing in Addis Ababa, Ethiopia. The opportunity provided government with the platform to blame the opposition SPLM-IO for breach of the most of the agreements and cessation of hostilities that led to the renewed violence in July 2017. The station didn’t however put any mechanism to get opposition feedback on the matter; this is totally against the participatory nature of peace journalism.

4.3.4 The Analysis of People Vs Elite Oriented Programming

Table 8. Tenets of People Vs Elite Oriented Programming

<table>
<thead>
<tr>
<th>Analysis of People-Oriented Programming</th>
<th>f(n=20)</th>
<th>Analysis of Elite Oriented Programming</th>
<th>f(n=20)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>Percent</td>
<td>N</td>
</tr>
<tr>
<td>The program focuses on suffering all over women, aged, children, giving voice to the voiceless</td>
<td>14</td>
<td>70%</td>
<td>The program focuses on our suffering; on able-bodied elite, males, being their mouthpiece</td>
</tr>
<tr>
<td>The program gives name to all evil-doers</td>
<td>7</td>
<td>35%</td>
<td>The program gives name to their evildoers.</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>53.0%</td>
<td>Total</td>
</tr>
</tbody>
</table>

Source: SPSS (2015)

The fourth tenets of peace and war journalism, People-oriented programming was used for peace journalism against elite-oriented programming for war journalism, were
comparatively assessed to understand which of the two was mainly practiced by radio Miraya’s peace programs. Results indicated that the elements of people-oriented programming were dominant at 53% over elite oriented programing at 47%.

The peace journalism element that states that the program focuses on suffering all over, women, aged, children, giving choice to the voiceless was majorly practiced with a presentation of 14(70%), against 6(30%) of the war journalism element that states that the program focuses on our suffering; on able-bodied elite, males, being their mouthpiece. The peace journalism element that states the program gives name to their evildoers received less attention 7(35%), compared to the war journalism element, which states that the program gives name to their evil-doers 13(65%).

Much as the programs showed a value bias to war journalism in terms of propaganda as a result of the unfortunate ‘one party’ discussions format in the studio shows, most of the issues discussed relate to the wellbeing of the people. Discussions in all the programs pertain to the current issues of instability, governance, conflict and the need for a peace resolution (see appendix D for summary of programs discussed).

4.4 Using Miraya Programing to evaluate the Journalism norms within the Galtung model of peace/conflict reporting versus violence/war reporting.

The fourth objective of this study was to use Radio Miraya’s programing to evaluate the journalism norms within the Galtung model of peace/conflict reporting versus violence/war reporting. Results from the content analysis and Key Informant Interviews were used for this objective. The researcher used results from the content analysis to explain how the various tenets of the Galtung model of peace/conflict reporting versus violence/war reporting resonated within Radio Miraya’s programing, substantiated with responses from the Key Informant Interview.

Result from the study established that the tenet of peace/conflict oriented reporting received more attention in programing than tenet of violence/war oriented reporting, which is associated with conventional journalism practice. Three tenets of peace/conflict reporting flourished in programing over tenets of violence/war reporting. Only one tenet of violence/war reporting that is propaganda oriented reporting, flourished over its
counterpart. Summarized below are Journalism norms examined within the Galtung Model using Miraya programing.

4.4.1 Humanity and peace
Attention to peace/conflict reporting over violence/war reporting demonstrates a strong link to the journalism norm of humanity or human interest. Peace journalism scholars like McGoldrick & Lynch (2006) have used this norm to describe journalism as an intervention. According to them, journalists involved in reporting or programing in war situations have to ask themselves the questions: “what effect is my intervention likely to have on the prospects for peace?” “What am I going to do about it?” (P.22). In agreement with the notion of journalism as an intervention, Kempf (2003) state that “peace researchers and media scientists have leveraged on the influence of the media for the prevention and constructive transformation of conflicts” (p.2). Tayeebwa (2016) discusses successful peace journalism practices in Burundi, Rwanda and Congo that comprised part of the post conflict intervention for conflict resolution in those countries.

4.4.2 Propaganda over truth
Tayeebwa (2012) posits that truth, as a journalistic norm encompasses other journalistic values such as fairness and balance, where all views on a given matter must be represented. To peace journalism scholars Galtung (2000) as well as Lynch & McGoldrick (2005), journalistic focuses exclusively on the reporting on human rights abuses by all sides, treating all allegations made by all parties in a conflict as equally serious with special attention on minorities and vulnerable groups of people.

The study established that propaganda oriented reporting; a tenet of violence/war oriented reporting received more attention than the peace journalism tenet of truth oriented reporting. Result from the content analysis shows that government officials and officials from the UNMISS Civil Affairs division dominated most of the programs analyzed, giving one sided views on matters discussed. The civil affairs division officials for instance, gave their accounts of peace initiatives the UN is promoting within grassroots communities, without any community leaders or local people in those grassroots present in the talk shows to acknowledge the same.
Government officials on their part for instance, gave their narratives of events that transpired at the High Level Forum for Revitalization of the South Sudan peace agreement in Addis Ababa Ethiopia. Opposition politicians were not present in the studio to give their accounts, or at least defend them as government officials accuse the opposition violating the agreements signed on several occasions.

Another problem with truth, found in the study under unfortunate circumstances of flourishing of propaganda is the concern with Psychological Operations (PSYOPS), defined by Lange, Svetoka& Geer (2015) as a deliberate military creation of alternative realities for targeted people both through information and graphics. Nohrstedt& Ottosen (2008) note that PSOPs through the media are underestimated and yet they influence conflict formation. They make a case of Norwegian journalists imbedded within the US led military operations in Afghanistan, who provided misleading information fed to them by Norwegian contingent within the force. Information provided were found to have covered human rights abuses by both the US and Norwegian forces (Nohrstedr& Rune (2008).

It is established from the content analysis that Radio Miraya, in the peace programs especially Crime Watch, give opportunities for military officials to give information on security updates in the country. Phrases like “the situation is calm and the government is under control”, “opposition fighters have attacked our positions, but our gallant forces have repulsed them with minimum casualties” among others have been mentioned several across the programs. There is a risk that such information could give false sense of hope in situations of violence, overshadowing the media’s role in contributing to conflict transformation. This is what Nohrstedt& Rune (2008) call “altering of realities” (P.2).

4.4.3 Objectivity and reconciliation

Scholars like Karbo (2008) task the media with the responsibility of creating avenues for conflicting people or groups of people to share their perspectives and feelings with the view of reaching a compromise for a peaceful resolution. The media has to be objective in order to do this. Objectivity in peace journalism according to McGoldrick& Lynch (2006) means “reporting as we see it’ rather than deliberately distorting what we see in
the service of another agenda” (p.22). In their view, conventional definition of objectivity is deeply flawed because it gives an impression that journalists are neutral by standers who simply “report the facts” and not taking responsibility for the likely consequences of particular reporting decisions”.

Result from the content analysis established that the radio is involved in disseminating information about reconciliation initiatives in the grassroots, as part of the peace building work of the UN in the country through its Civil Affairs Division. Majority respondents in the key informant interviews have also mentioned reconciliation as one of the roles the radio is playing, contributing to the peace building work of the UN. But as already discussed in 4.3.2 above, there is lack of objectivity as the radio’s shows used unbalanced one sided discussion format where government mouth pieces and officials from the Civil Affairs Division gave their perspectives on respective matters without any opposing perspectives.
CHAPTER FIVE

DISCUSSIONS, CONCLUSION AND RECOMMENDATION

5.0 Introduction
This chapter comprises of the discussions, conclusions, and recommendations basing on the findings presented. Once results are presented, there is also a need to discuss and after that make conclusions and recommendations.

5.1 Discussions

5.1.1 Assessing the knowledge of working journalists about the concept of peace journalism
The first objective of this study intended the researcher to assess the knowledge of working journalists about the concept of peace journalism through a key informant interview of journalists involved in producing and presenting the five peace programs by way of conducting a survey.

Peace journalism scholars and practitioners have in recent addressed a broad range of important issues concerning the implementation of the emerging journalism practice Bläsi (2009). While major issues addressed include the question of whether or not peace journalism even should be implemented fueled by the argument that contributing to peace is not the journalist’s task (Loyn, 2007) and the criticism that peace journalism is nothing but old wine in new bottles (Hanitzsch, 2007), resulting into the debate on how peace journalism could be implemented. Nassanga (2007), just like Lynch & McGoldrick, 2005; Lynch, 2007) posit that peace journalism can be best implemented if journalist are taught about its tenets and essence, further suggesting that it be included in school (university) curriculum.

Findings reveal that most Radio Miraya journalists have positive attitude towards peace journalism, but do not have good knowledge of operational principles and tenets of peace journalism in order to be able to put it into practice. When asked about their level of knowledge of peace journalism, most respondents’ marked excellent levels of knowledge, but when prompted to give their views towards the role that radio can play in the peace-
building process, they portrayed a poor understanding of the practice. Respondents couldn’t demonstrate a solid understanding of peace journalism when prompted to state whether the best form of peace journalism is entertainment, conciliatory or both, most of the respondents stated that it is both.

When probed to state whether a peace journalism programing concentrates on parties involved in a conflict, their interests and treating them as the problem by dealing in the closed space, or whether it depends on the conflict, issues involved, dealing with the conflict as the problem in the open space, majority respondents again demonstrated a poor understanding by stating that it is the former that constitutes peace journalism. So while the programs lean towards peace journalism in terms of the many elements that have resonated with the practice, there is evidently inadequate expose of the journalists to the field of peace journalism. This result further still demonstrate in practice that, although most journalists have positive attitude about peace journalism making it possible to implement the practice, they lack the necessary technical knowledge to implement it in programing.

Through this research question, the researcher was in effect able to assess the attitudes of working journalists (respondents) towards the emerging field of peace journalism through this question, and successfully established their opinion on whether peace journalism is preferable over conventional ‘war’ journalism because of the continued debate over its preference to conventional journalism practice. Successful implementation of peace journalism requires the willingness and motivation of individual journalists. Although it has gained prominence, the emerging concept in journalism continue to harbor criticisms from leading scholars like Hackett (2007) and Hanitzsch (2007) who argue that peace war journalism will remain a preferred frame of war coverage because it delivers hard stories with powerful emotions and because of the fact that peace journalism puts unnecessary burden on journalists who should be simply reporting on the facts. The question was answered through a mix of evaluations that sought respondents’ years of experience, number of positions held, level of knowledge about peace journalism and peace radio programing and whether they think peace journalism puts unnecessary burden on journalists.
5.2 The Factors Influencing Implementation of Peace Journalism in Conflict and Post-Conflict South Sudan

The third objective of this study was to explore the factors influencing implementation of peace journalism in conflict and post-conflict South Sudan. This objective was answered through a mix of results from the content analysis, key informant interviews and a survey that targeted the 10 journalists selected for the key informant interview. All the 10 respondents completed the surveys unlike the key informant interview where only 5 respondents took part. The survey questionnaire restricted respondents to specific responses required to substantiate results from the key informant interview and the content analysis through likert type questions that assessed respondent’s level of agreement with statements, choice of options within alternatives and stating yes or no to prompts.

Result from the study established that individual factors like years of experience and number of positions held didn’t influence knowledge of peace journalism and its implementation. The study reveals that most of the journalists have good working experience of 3 – 5 years and more than 6 years. It was also shown that most journalists had a good number of years in the current position which was between 3 – 5 years while a few had an experience of less than 1 year. This in practice means that since most journalists have an experience of more than 3 years, they know the objectives of UN-peace building mission that must be incorporated in the radio programs. However, knowledge of peace journalism concept is very limited, as majority of journalists’ responses didn’t match practical aspects of the peace journalism concept and tenets.

5.2.1. Attitude towards peace journalism

Recent debates on peace journalism have witnessed discussions on difficulties associated with implementation of the practice Bläsi (2009). While on the one hand, this concerns how the idea of peace journalism can be spread and how the relevant knowledge, skills and competencies can be taught Lynch & McGoldrick, 2005; Lynch, 2007). On the other hand, this issue relates to the structural constraints that affect any kind of journalism and therefore the question of who or what has to be and can be changed in order to implement peace journalism for a broader audience. This also brings to mind the question whether the individual journalist should effect the change, or whether journalism practiced should
be overhauled to include formats, norms or routines that favor peace journalism and rids practices of war journalism Bläsi (2009). Or should the change be effected at the level of the economic foundation of the media (political) economy? Any attempt to base a call for reform in journalism to favor peace journalism have faced stiff resistance from critics like Hackett (2006) Hanitzsch (2007) who have criticized the concept for its lack of structural considerations in terms of media ownership.

Findings of the study show a positive attitude from majority of the respondents about peace journalism. Apart from stating that they have knowledge of the practice, most of the respondents rejected the claim that peace journalism puts an unnecessary burden on individual journalists who should just be reporting on the facts.

5.2.2. Knowledge of peace journalism

Peace journalism scholars and practitioners have in recent addressed a broad range of important issues concerning the implementation of the emerging journalism practice Bläsi (2009). While major issues addressed include the question of whether or not peace journalism even should be implemented fueled by the argument that contributing to peace is not the journalist’s task (Loyn, 2007) and the criticism that peace journalism is nothing but old wine in new bottles (Hanitzsch, 2007), resulting into the debate on how peace journalism could be implemented. Nassanga (2007) just like Lynch &McGoldrick, 2005; Lynch, 2007) believe that peace journalism can be best implemented if journalist are taught about its tenets and essence, further suggesting that it be included in school (university) curriculum. The study therefore probed respondents to find their thoughts on level of knowledge of peace journalism, whether they thought they have knowledge of the practice to determine whether peace journalism training should be recommended.

While majority of respondents showed good attitudes towards peace journalism, most of them do not have a good knowledge of the practice. The study therefore probed respondents to find their thoughts on level of knowledge of peace journalism, whether they thought they have knowledge of the practice. When probed to state whether peace journalism is successful if it concentrates on the closed space; dealing with the parties involved, and their interests and treating the parties as the problem, or if it concentrates on the open space; dealing with the causes and treating conflict as the problem, the results
revealed an equal number of the respondents (03) on each side. Another equal number of respondents believed that the answer is both.

Knowledge is a very important factor influencing implementation of peace journalism according to this study, the lack of conceptual understanding of the practice matches with the lack of participatory programing at the station. Result shows that the peace program talk shows are designed in on participatory formats where one party discusses controversial conflict and peace issues and totally neglecting the other. This format enabled the propaganda-oriented programing that the study has uncovered, which does not support the full implementation of peace journalism.

5.2.3. Experience of journalists
Most of the respondents have more 3 years of working experience in the radio station, and half of the respondents have more than 6 years of experience in journalism. However, results indicate that experience is not a factor in influencing implementation of peace journalism. While most of the respondents have good years of experience, their levels of knowledge of peace journalism is the same with the rest of journalists with few years of experience.

5.2.4 Media environment
Majority of respondents from the key informant interview decried a hostile media environment in South Sudan. Besides having a progressive media law that can create a conducive environment for the flourishing of freedom of expression of the media (Article 19, 2015), there are a number of other laws introduced after the renewed conflict in 2013 that take away from rights granted by the bill of rights. Lomoro (2017) for instance cites the security bill that has a bearing on journalists’ access to information on national security and sovereignty grounds. This has negatively impacted journalism practice in the country.

Responding to question on challenges impeding the radio’s implementation of the UN’s peace building mission, most respondents cited government interference. Respondent 4 from the key informant interview for instance stated that one of the radio’s reporter “was arrested and detained in 2016 while covering news in Wau, he remains in arbitrary detention without trial up to date.” The content analysis reveals that the peace program
talk shows are not balanced, with numerous cases of government mouthpieces discussing issues of the conflict without their opposition counterparts. As a result, making one-sided representation of views that is not healthy to the values of truth, objectivity and fairness that are necessary for the implementation of peace journalism. 5.1.2.5 Ownership

Ownership has also impacted implementation of peace journalism practice at the radio. Apart from interviews with government officials, a significant part of the peace programs, except the Women agenda program, is dedicated to disseminating the work of the UNMISS’s Civil Affairs Division. This leaves little time for discussing other peace building initiatives, more so less time to engaging grassroots in a participatory process since the programs involve the civil affairs division officials reading through their accomplishment without in puts from local opinion leaders or stakeholders to acknowledge their work.

5.3 Examining Journalism Practice of Radio Miraya in Fulfilling the Objective UN Peace-Building Mission.

Analysis of the peace journalism practices of radio Miraya in fulfilling the objectives of UN-peace building was the third objective of this study. The findings establish that peace / conflict-oriented programming is the most commonly used practice in the programs of the radio. Results indicated that the measurements of peace/conflict war-oriented programming were used 51 times in one month against the 28 times of practicing war-oriented programming. The most critical measure of peace/conflict-oriented programming is when the program explores conflict formation, x parties, y goals, z issues, general win-win oriented, therefore creating an understanding that radio Miraya fulfills the objectives of UN peacebuilding through practicing of peace/conflict-oriented programming as a tenet of peace journalism.

The first objective of the research sought to find out whether Radio Miraya practices peace journalism or conventional journalism. The objective is rooted in the idea postulated by peace journalism scholars about the importance of journalistic contribution in conflict resolution. Hackett (2007) stress that ‘journalism is unavoidably a participant in the conflict cycle, not a detached unobtrusive observer’, and this is because ‘patterns of
news reporting will influence the course of future events, as political actors fold their understanding of the news into their calculations and strategies’ (p.2).

To achieve this required examining the peace journalism practice of Radio Miraya in fulfilling the UN peace–building mission. This objective is derived from arguments among prominent pace journalism scholars like Junne (2013), who stress the idea that new and old media in the 'Conflict Cycle' helps in taming conflicts. But such conflicts would lead to increasing catastrophes if it doesn't (Shakuntala, 2010). The study based its findings on analysis of the four individual principles (tenets) of Galtung’s Peace Vs War Journalism model briefly discussed below.

5.3.1 Peace vs Conflict Oriented Programming
A core component of peace journalism is the need for a peaceful resolution to any conflict. According to Galtung & Fischer (2013), ‘peace Journalism does essentially what journalists do anyhow, keeping in mind a maximumnumber of items from the left hand column of the model signaling any agreement or disagreement, add theplan to the peace culture of the conflict provided it stands for peace by peaceful means’ (p.95). By doing this, journalists do not concentrate on individual victories but a collective one, which is the peaceful resolution or solution to the problem at hand. This component is the second tenet of Peace Journalism—Solution oriented programing, as opposed to victory oriented programing, which is the second tenet of War Journalism on the Galtung model.

5.3.2. Solution Vs Victory Oriented Programming
In effect, war journalism, is preoccupied with winning and losing, and reporting selectively so as to inscribe in public consciousness the crucial idea that one’s own perspective is virtuous and is the actual account of the events, while the adversary is predacious in method and evil in sense (Lynch, 2008). Propaganda analysis is an integral part of the peace journalism reform because it offers an alternative to conflict resolution. Propaganda is manifested in in war journalism, it is felt in the deforming presentation of violent conflicts as the supposedly objective narration of events, slanted in ways that accommodate the goals and design of the narrator, this could be government of economic elites, military strategists etc. it was therefore important to analyze Radio Miraya’s
programing to unearth whether it favors peace journalism or war journalism in this regard.

5.3. Truth Vs. Propaganda Oriented programing

Propaganda and its negative forces that continue to undermine global peace is a central point of discussion in the debate on Peace Journalism. Richard Falk in his foreword in the journal ‘Debates in Peace Journalism’ by Lynch, J. (2008) remarked about the power of propaganda through the media and how it has kept America’s global military presence vibrant, however dysfunctional as it has shown itself because it’s a ‘lethal synergy of state, corporations, think tanks and the media’ (p.v). This assertion Suggests that the media continues to provide unrealistic accounts of events that have contributed to the US’s military operations across the world. An excellent account of such unrealistic event is the claim of Iraq’s possession of a weapon of mass destruction that led to the Iraq invasion in 2003, but had turned into a myth with loss of thousands of lives, destruction of the country, ouster and death of president Saddam, and a war on terror to follow decades on.

5.3.4. People vs. Elite oriented programming

Proponents of Peace Journalism like Hanitzsch (2007) base their call for reform in journalism because of the deep rooted believe in academia that conventional practice of the media often give priority to conflict and war at the expense of playing a positive role in attempts to bring about peace. As a result, the media ‘pays very little attention to the – mostly invisible – successes of preventive diplomacy’ (Jakobsen, 2000: 133). This call for reform requires a shift from media attention on information provided by elites on opposite sides of conflict, to an attempt to uncover the truths often hidden by those involved in conflict, which brings us to the third tenets of peace and war journalism approaches; truth-oriented programming for peace journalism and propaganda-oriented programming for war journalism, which were analysed to assess their level of practice by radio Miraya in its programming. Results showed that the element of propaganda-oriented programming was majorly used 14 times compared to the elements of truth-oriented programming which were used 10 times.
Peace Journalism scholars like Resse (2010) explain the ambivalent relation between media and conflict, which is how media influences conflict management in conflict situations. This turbulent relationship is a result of media ownership which is normally in the hands of the rich and powerful, whether they are State-owned, or they are media conglomerates. The rich and powerful are in most cases in favor of the status quo, which is the ruling class. Consequently, therefore, the media hardly fulfills its watchdog role which is critical and one of most crucial media role in society. A role regarded with utmost importance and significance in countries with little or no checks and balances between different state institutions, and where power is high and mostly concentrated in the hands of a few. Powerful elites have little interest in the publication of critical or negative news.

As a result, media operating under the conventional journalism model favors anything that favors the interests of those in control, and this brings out the four most prominent indicators of war-journalism frames according to Siraj (2010), and these are; differences-oriented, elite-oriented, dichotomy of good guy and bad guy, and zero-sum-oriented. The point of arrival of these four frames is the fact that they focus on power; those with power and the parties to a conflict, neglecting the ordinary people who are usually affected most by decisions and actions of the powerful. Peace journalism therefore recommends a change of frame to people oriented journalism practice, so that the most powerful are reminded about the need to make decisions and actions that to favor the ordinary people.

A successful peace journalism radio program capable of accommodating alternatives public perspectives should follow the democratic participant theory model of McQuail (quoted in Nassanga: 2008 p.655) in which she discusses a radio journalism “ekimeza program” where representatives of different political and social perspectives sit across the table to discuss common issues and reach consensus with active listeners participation through calls in. this format is perfect for the operationalization of the conciliatory peace journalism program discussed in Tayebwa (2010) because ‘Such media link the senders of messages to their audiences and also provide for horizontal patterns of interaction’ (Nassanga, 2008 p.655) and particularly because;
‘Under Ekimeeza, the public is participating more actively in agenda setting through participation in live public debates and phone-in talk shows. Topics discussed at Ekimeeza are those topical issues that have been given prominence in the media. Whereas people discuss such issues daily in various places like homes, at work or in social clubs, the Ekimeeza bring together more people with a broader range of views.’

5.4 Using Miraya programing, to evaluate the journalism norms within the Galtung model of peace/conflict reporting versus violence/war reporting

The fourth objective of this study was to use Miraya programing, to evaluate the journalism norms within the Galtung model of peace/conflict reporting versus violence/war reporting.

Result from the study established that the tenet of peace/conflict oriented reporting received more attention in programing than tenet of violence/war oriented reporting, which is associated with conventional journalism practice. Three tenets of peace/conflict reporting flourished in programing over tenets of violence/war reporting. Only one tenet of violence/war reporting that is propaganda oriented reporting, flourished over its counterpart. Summarized below are Journalism norms examined within the Galtung Model using Miraya programing.

Peace/conflict programing received overall attention as established by this research. Peace journalism scholars like Kempf (2003) and Lynch (2005), refer to journalism as an intervention for conflict resolution aimed at ending human suffering. Majority of respondents from the key informant interview stated that one of media’s role in peace building in a conflict and post conflict situation is creating compassion for ending conflict and suffering of people, this shows a strong relationship with humanity or human interest as a journalism value.

Nassanga (2007) found that coverage of the Northern Uganda civil war was mired with typical war journalism sentiments like confrontations, zero-sum win-lose frames of writing by major newspapers in the country. Similar patterns of the negative sentiments in Nassanga (2007) were also found in this research where the Peace Maker program
through its format allows for one party to provide the narrative at the expense of the other. Consequently, emotionally charged words, name-callings and phrases such as rebels, traitors, peace spoilers, greedy politicians and so on have been uttered by government mouthpieces who have access to Radio Miraya at the expense of those in opposition. (Ibid: 2007:06) suggests such programing or coverage in the case of her findings tends to aggravate rather than reduce mistrust and fighting.

Additionally, result from the survey established that Majority of respondents agreed that a typical peace journalism program focuses on politicians and their interests. The content analysis indicated that more time was given to government officials and representatives of the UNMISS Civil Affairs Division, without giving the same to those who may hold alternative views to what were discussed. In this case it becomes very problematic to discuss anything based on the ‘truth’ that Galtung (2000) and Lynch &McGoldrick (2005), cited in Tayebea (2012) refer to as treating all conflicting perspectives equally and naming all wrongdoers in the face of human rights abuses. The absence of alternative views on an issue under discussion makes it hard if not impossible to reach a resolution, which requires sharing of feelings, perspectives by conflicting groups in order to reach a shared perspective for a peaceful resolution (Murithi, 2009). This result is an indication that although the peace programs seek ways of contributing to peace building, they are still strongly grounded on the war journalism model that focus on the elites and their interests.

The media through its influence and agenda-setting role can set the agenda for discussion for peace. The influence is possible through salience transfer, which proponents of the agenda setting theory such as McQuail (2005) refer to as the ability of the news media to transfer issues of importance from their news media agendas to public agendas. The media too can set the agenda for reconciliation is a major norm in peace journalism; to scholars like Karbo (2008) and Murithi (2009) it is the creation of avenues for conflicting people and groups of people to settle outstanding issues of conflict.

This lack of balance and fairness make the programs intrinsic and susceptible to propaganda. Four of the five peace programs are designed in a way that allows a single invited guest, or a group of invited guests with a common view to air their views without
the same opportunity granted to those who oppose it. This format doesn’t reflect the ‘participatory’ nature of the peace journalism model that calls for moderation, mutual understanding, cooperation, humanization of all sides, common ground, etc. (Tayeebwa 2016; Galtung 2004; Lynch & McGoldrick 2005). These peace journalism values among others, which are only possible when the two opposing points of view reach a compromise through joint bargain, discussions or agreements.

When asked to state the role of media in peace building, majority of the respondents from the key informant interview mentioned “fostering reconciliation”. Result from the content analysis established that the radio is involved in disseminating information about reconciliation initiatives in the grassroots, as part of the peace building work of the UN in the country through its Civil Affairs Division. However, the radio cannot be credited for this reconciliation effort since it is simply disseminating the work of the UN as part of its mandate.

Although majority of respondents mentioned other media responsibilities such as setting agenda for peace, creating compassion by exposing sufferings, promoting dialogue among others, only one program did it in practice. KalamNeswan, or women agenda is the only program out of the 5 whose programing that actively engaged the grassroots in a participatory manner to create and discuss peace agenda.
CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

6.1 CONCLUSIONS

6.1.1 Assessing the level of knowledge of Working Journalists about the Peace Journalism model

It was concluded that most journalists on radio Miraya respondents have excellent and good knowledge concerning peace journalism. It was also concluded that when journalists were asked to give their views towards the role that radio can play in the peace-building process, they portrayed a good attitude by mentioned that radio plays a role through both entertainment to keep people hopeful and the conciliatory programming role of radio in the peace-building process. This in response means that since most journalist have knowledge on peace journalism, it makes it possible for the implementation of peace journalism practices hence fulfilling the UN-peacemaking objectives on the radio. It is up to the Radio's UN management and Foundation Hirondelle to explore the other missing aspects of concept in the programming for adoption through case-by-case consideration of the model and its principles (tenets).

6.1.2 Exploring The Factors Influencing Implementation of Peace Journalism in Conflict and Post-Conflict South Sudan.

It was concluded basing on the findings that the factors that were mainly identified for influencing peace journalism were knowledge of peace journalism concept, the media landscape, ownership and attitudes of journalists. Individual factors like years of experience and number of positions held didn’t have any impact. It was revealed that majority of the journalists had more than 3 years of working experience, but this didn’t reflect any effect on the knowledge of peace journalism because the responses remains the same across the years of experience.

Knowledge and attitude towards peace journalism concept as factors that were found to influence the implementation of peace journalism. While majority of respondents showed good attitude towards the concept, they showed very little understanding of it when
probed in several ways. In line with this finding, results from the content analysis indicate that while there is emphasis on peace in programming, aspects of the programs still point to conventional journalism practice. The domineering presence of government officials and UN officials in the programs at the expense of alternative perspectives is an example.

Majority of respondents also mentioned media rights violations and an oppressive media environment as a factor hindering implementation of the peace journalism practice; cases of journalists being harassed and detained were mentioned as proof. The researcher also found media ownership as a factor influencing the implementation of peace journalism due to the preference given to disseminating the work of the civil affairs division of the UN over other peace building initiatives in the country.

6.1.3 Examining The Practice of Radio Miraya in Fulfilling the Objective UN Peace-Building.

It was concluded basing on the findings that peace / conflict-oriented programming is the commonly used practice in the programs of the radio. Findings indicated that the measurements of peace / conflict war-oriented programming were used 51 times in one months against the 28 times of practicing war-oriented programming. The most important measurement of peace/conflict-oriented programming is that the program explores conflict formation, x parties, y goals, z issues, general win-win oriented, an essential tenet of peace journalism. This therefore creates an understanding that radio Miraya fulfills the objectives of UN peace building through practicing of peace/conflict-oriented programming as a tenet of peace journalism approach.

But this does not take away the need for further adoption of the practice. The station needs to fully recommit itself to the realization of peace in the country through a conciliatory media approach since the aspects of war journalism still featured in its programming, doing this the station will move beyond 58% of peace journalism practice when it fully adopts the concept as an alternative media frame. Other radio stations can easily adopt this approach as Radio Miraya is still viewed as a model media house in the country.
6.1.4 Using Miraya Programing, to evaluate the journalism frames within the Galtung Model of peace/violence reporting versus violence/war reporting.

The fourth objective of this study was to use Miraya programing, to evaluate the journalism norms within the Galtung model of peace/conflict reporting versus violence/war reporting. Although tenets of peace/conflict reporting flourished in programing over those of violence/war reporting, result from the study revealed that major aspect of war journalism still impeded the peace journalism practices of the radio.

Humanity or human interest a peace journalism norm featured prominently in programing. Analysis showed particular attention on peace initiatives, substantiated with responses from majority of respondents who stated compassion and creating peace agenda as roles of media in peace building.

Result shows little adherence to truth as a component of peace journalism. Analysis of content indicated one-sided discussions in the most of the programs, which were dominated by government officials and UNMISS civil affairs division officials. Coupled with this finding, majority responses from the key informant interviews and the survey indicate a preference or attention given to elites, both as sources of information and as focus of media attention during conflict.

Reconciliation as a major peace journalism norm appears several times in the results, majority respondents from both the key informant interviews and the survey mentioned reconciliation as a media responsibility during conflict. Related to this, many respondents mentioned that the media has the role of setting the agenda for discussing peace initiatives during conflict.

This allows for the exploration of both cultural and structural causes of violence, which are important but often times neglected when focus is on the face value of conflict and not its root causes. Orgeret (2016) pointed to the fact that dealing with both cultural and structural causes allows for reconciliation and peaceful settlement of conflict root causes are properly addressed and not merely buried, leading to renewed violence as seen many post-conflict nations that relapsed to conflict. It was also revealed that journalists disagreed when they were asked to give their opinion on whether peace journalism puts an unnecessary burden on journalists. It was also disagreed by the journalists when they
were asked to give their opinions on whether a peace radio program should focus on politicians and political issues.

6.2 Recommendations
This section suggests possible ways, which emerged from research, and from the personal recommendations of the researcher through peace journalism can be better implemented in South Sudan amidst the various constraints found in the study in terms of the assessment of Radio Miraya’s peace journalism practice.

6.2.1 Balance, fairness and objectivity
Radio Miraya should put an effort to balance its programs by including alternative perspectives in its discussions, especially for the ‘Peace Maker’ program, which discusses conflict resolution and conflict management with experts and stakeholders, and which in my view is the most important of all the peace programs in terms of relevance to peace journalism. To do this, producers of the programs should endeavor to create a platform for soliciting alternative perspectives on matters under discussion. It is understandable that opposition politicians cannot be present in the radio's studio in Juba, but their perspectives can be solicited by a way of text message or phone calls to give a balanced perspective to the discussions.

Due to the hostile political environment to journalism, Radio Miraya can still practice peace journalism in a balanced and fair manner by for instance emphasized reporting on lower profile stories of average individuals that are less likely to attract government attention.

The second most outstanding war journalism element in the finding is the elite centric programming practice by Radio Miraya, where the peace programs are to most extend focused on key government, opposition, and civil society stakeholders. The fact that the programs involve the grassroots to a less extent with a major emphasis on those at the top make them elite-centric and unfavorable to the idea of peace journalism which is based on the idea of people orientation or focus. Except KalamNeswan, which carries grassroots programming through its community discussions and shows with women on the ground, the other four programs simply interview elites in the studio with limited opportunity for people in the grassroots to contribute to the programs. This means that
elites and their needs dominate these programs, giving little room for the common people to discuss their issues and provide an opportunity for reconciliation.

It is recommended that the station must include grassroots programming in order to be able to achieve the peace-building mission of the UN. It is worth noting that neglecting cultural causes to conflict has led to fundamental media mistakes because they merely focused on elites in the process, forgetting the need to reconcile hostile communities through a participatory programming that allows for reconciliations to avoid a relapse to violence.

6.2.2 Training of journalists
This gap in peace journalism knowledge can be addressed when journalists are oriented and reoriented on essentials of the practice, by a way of equipping them with the core principles of the concept through specialized training or series of workshops. Lynch (2010) acknowledges the power of seminars and conferences in influencing journalists towards adopting the journalism practice; he and co-author Ann McGoldrick stress the importance of furnishing journalists with the idea of peace journalism and its significance over conventional journalism if the objectives of the concept are to be met. There should be mass awareness raised about the concept in South Sudan. Media schools should also include the Peace Journalism concept in its curriculum to furnish incoming journalists; these would be the ideal group to target with the peace journalism education.

6.2.3 Creative programming
The five peace programs all share the same format; where a studio host (presenter) interviews an invited guest with calls in from listeners. This can be boring and uninteresting. Tayeebwa (2010) talks about a successful peace journalism program on radio and television in Burundi where dramatized aspects of actual political and social events are used in programming to engage and entertain listeners. Some of the five programs should move away from the traditional studio talk show format and explore creative ways of using peace journalism that have proved useful in engaging grassroots to foster reconciliation and conflict resolution.
6.2.4 Introduce peace journalism in academic curriculums

The researcher recommends peace journalism to be included in academic school curriculums. Courses should emphasize on equipping journalists in training with the necessary skills and expertise necessary for the full implementation of peace journalism. Lynch & McGoldrick (2006), as well as Nassanga (2007) call for more training and conferences to equip individual journalists with the skills and experience necessary for successful operationalization of the peace journalism practice.

Although it has gained prominence, the emerging concept in journalism continue to harbor criticisms from leading scholars like Hackett (2007) and Hanistch (2010) who argue that peace war journalism will remain a preferred frame of war coverage because it delivers hard stories with powerful emotions and because of the fact that peace journalism puts unnecessary burden on journalists who should be simply reporting on the facts. Focus on the elite entails lack of peace journalism training and education the researcher recommends special training and refresher courses for professional journalist. Instead of sending journalists back to journalism school, which can be time wasting and unpractical, special in house seminars and workshops can be organized where journalists can be equipped with the most basic information about the concept while on their jobs.

6.2.5 Government Should Recommit Itself To Safeguarding Media Rights

The right to freedom of expression in the bill of rights, the media rights, the South Sudan Broadcasting Corporation act of 2013 are sufficient for creating conducive environment for broadcast media operations and freedom of expression. Government should therefore recommit itself to protecting the rights granted by these legal frameworks.

Additionally, the government of South Sudan should speed up the process of becoming a signatory to international human and media rights frameworks like the ICCPR, ACHPR, OECPR among, as this will align the country’s media landscape to match international requirements resulting into greater respect for media activities.

Further still, punitive aspects of other legal frameworks such as the South Sudan Security Bill of 2014 that have negative bearings on media operations should be removed. Government must understand that a free and flourishing media is important for
development and democracy, and put in place measures for creating conducive environment for its operations.
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### Content analysis coding schedule for assessing Radio Miraya’s peace journalism practice

<table>
<thead>
<tr>
<th>Title of program</th>
<th>E.G. Crime Watch, episode 02/08/2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Date</strong></td>
<td><em><strong>/</strong></em>/___</td>
</tr>
<tr>
<td><strong>Topic:</strong> What is the program about?</td>
<td></td>
</tr>
<tr>
<td><strong>Format:</strong> E.G. Call in Program, Talk Show etc.</td>
<td></td>
</tr>
</tbody>
</table>

1. **Analysis of Peace/Conflict Vs War Oriented Programming**

<table>
<thead>
<tr>
<th>a. Peace Journalism</th>
<th>b. War Journalism</th>
</tr>
</thead>
<tbody>
<tr>
<td>- The program explores conflict formation, x parties, y goals, z issues, general win-win orientated</td>
<td>- The program focuses on conflict arena, 2 parties, 1 goal (win), war, general zero-sum orientation.</td>
</tr>
<tr>
<td>- The program is not elite oriented, but focus on ordinary people, giving voice to all parties; empathy, understanding</td>
<td>- There is use of “Us-them” journalism, propaganda, voice for ‘us’ elites</td>
</tr>
<tr>
<td>- The program Humanizes of all sides to a conflict</td>
<td>- Dehumanization of ‘them’: more so the worse the weapons</td>
</tr>
<tr>
<td>- Proactive: prevention before any violence/war occurs</td>
<td>- Reactive: waiting for violence before reporting</td>
</tr>
<tr>
<td>- Focus on invincible effects of violence (trauma and glory, damage to structure/culture)</td>
<td>- Focus only on visible effects of violence (killed, wounded and material damage)</td>
</tr>
</tbody>
</table>
## 2. Analysis of Solution Vs Victory Oriented Programming

<table>
<thead>
<tr>
<th>a. Peace Journalism</th>
<th>b. War Journalism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The program focuses on Peace, Nonviolence and creativity</td>
<td>1. The program equates peace to victory and ceasefires</td>
</tr>
<tr>
<td>2. The program highlights peace initiatives, also to prevent more war</td>
<td>2. There is concealment of peace initiatives, before victory is at hand</td>
</tr>
<tr>
<td>3. The program focusses on structure, culture, and peaceful society aftermath</td>
<td>4. There is focus on treaty, institutions, the controlled society</td>
</tr>
<tr>
<td>resolution, reconstruction, reconciliation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. The program leaves for another war, return if the old flares up</td>
</tr>
</tbody>
</table>

## 3. Analysis of Truth Vs Propaganda Oriented Programming

<table>
<thead>
<tr>
<th>a. Peace Journalism</th>
<th>b. War Journalism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The explores untruths on all sides</td>
<td>1. The program explores ‘their’ untruths</td>
</tr>
<tr>
<td>2. The program uncovers all cover-ups</td>
<td>3. The program help ‘Our’ cover-ups/lies</td>
</tr>
</tbody>
</table>
## 4. Analysis of People Vs Elite Oriented Programming

<table>
<thead>
<tr>
<th>a. Peace Journalism</th>
<th>b. War Journalism</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The program focuses on suffering all over; women, aged, children, giving voice to the voiceless</td>
<td>• The program focuses on our suffering; on able bodied elite, males, being their mouthpiece</td>
</tr>
<tr>
<td>• The program gives name to all evil-doers</td>
<td>• The program gives name to ‘their’ evil-doers</td>
</tr>
</tbody>
</table>
Appendix ii

Survey Questionnaire

This survey is part of my academic research study, a requirement for the completion of my master’s degree in Journalism and Communication, Makerere University. The study seeks to assess Peace Journalism practice of Major Radio Stations in South Sudan, with a view of gathering and analyzing data to enable formulation of recommendations for improvements in peace journalism practice and programming in the country. Your participation in this survey is voluntary, and the information you will provide is confidential.

Thanks,

Anthony OchanMaterno.

First, we would like to ask a few questions about you

1. How old are you? _______

2. What is your gender?

[ ] Male

[ ] Female

[ ] Not Conforming

3. For next several questions, please choose a number from 0-10 and write it next to each statement to indicate how much you agree with that statement.

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
</table>

---

105
1. _______ I know and understand the concept of peace journalism
2. _______ I like the concept of peace journalism
3. _______ I think the concept of peace journalism puts too much pressure and expectations on journalists

4. For each of the questions below, circle the response that best describe how you feel about the statement, where: 1= Strongly Disagree, 2=Disagree, 3=Neither Disagree or Agree, 4=Agree and 5=Strongly agree.

<table>
<thead>
<tr>
<th>Peace journalism imposes unnecessary burdens on journalists</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree nor Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>My work is to report the news as it is, am not an activist</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Peace is possible when stakeholders are engaged in the peaceful resolution of conflicts</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
I have the responsibility of taking part in producing alternatives for peaceful resolution of conflict as a journalist.

C1: What would you consider as your level of knowledge of peace journalism?

- Excellent
- Good
- Average
- Fair
- Poor

C2: A media program would be considered of a peace journalism value if it focuses on

- A conflict, parties involved, their goals and treating the parties as the problem
- Conflict formation, conflict transformation and treating the conflict as the problem
- The journalists making light of situation not to anger the parties involved as this will lead to more violence
- None of the above
C3: What kind of role can radio as a media play in peace building process in South Sudan?

b. Entertainment to keep people hopeful

c. Conciliatory programing

d. All of the above

e. None of the above

C4: A typical peace journalism radio talk show normally brings together views from

a. Rival political parties

b. Participatory grassroots programming on local issues with ordinary people

c. Other
Appendix iii

Key Informant Interview Guide

Key informant interview guide

Key Informant Interview for the research study entitled: “Assessment of Radio Peace Journalism Practice in South Sudan: A Case Study of Radio Miraya Juba South Sudan”, by Anthony OchanMaterno.

This is an academic study that seeks to assess the Peace Journalism practice in South Sudan with a view of getting data that will enable recommendations for improvements in peace journalism programming in the country. Your participation in this survey is voluntary, and the information you will provide is confidential with us.

First, we would like to ask a few questions about you

1. Title/Position _________

2. What is your gender?

   [ ] Male

   [ ] Female

   [ ] Not Conforming

1. What is peace journalism in your own word?

2. In what ways do you think the media can contribute to peace building in a situation like South Sudan?

3. What is the role of Radio Miraya within the UNMISS mandate?
4. How has Radio Miraya contributed to the peace-building mission of the UN in South Sudan?

5. Would you say that a peace journalism radio program is best applied before, during or after conflict, and why?

6. What format does Radio Miraya use in its peace programs and how does it fit within the peace journalism model?

7. What would you say are some challenges impeding implementation of the peace journalism model?

8. In your own words, how would you address this challenge to improve the radio’s peace journalism programing?

9.
Appendix IV

Sample program episode transcript

Content analysis coding schedule for assessing Radio Miraya’s peace journalism practice

Title of program
Kalam Neswan, Episode 28-02-2018

Date 28\(^{th}\)/February/2018

Topic: What is the program about? Discussion with women in Gudele west on peace and challenges affecting women in the area. The women, under the umbrella of South Sudan Women for Peace with support from the office of the first lady and Concern for Women and Children have held a similar discussion in Luri, this is the second sitting to discuss the peace process and challenges affecting women in the country. Representing the women of Gudele west, Mama Juan said that the biggest challenge to lack of peace in the country for the women she speaks for has been insecurity, the economic crisis and general suffering. She said that insecurity has been the most serious issue as this has led to many cases of rape, robberies, diseases, famine, death and general suffering. She said that women in Gudele west have been one of the biggest losers of this situation, hence the reason for forming the South Sudan Women for Peace group that aims to challenge authorities to end the war and suffering of women and children all over the country. Other challenges include lack of schools, health centers and water points, she said that the lack of water safe drinking water sources has forced women in Gudele west to resort to digging for underground water which is not safe, she begs all warring parties to lay down their guns and support the cause of building schools, health centers and water sources to end the suffering of women whom she said have had to take most responsibilities of hardships due to the crisis. Contributions of discussions from different women all resonate with Mama Juan’s sentiments, views expressed relate to the sufferings of women and children and the need for a peaceful resolution of the conflict in the country soon and not tomorrow. Mama Juan concludes by stressing that her South Sudan Women for Peace group will continue to press government, civil society, armed opposition and the international community to end the war and bring peace in the country for the good of women.

Format: Talk Show hosted by Lucia John, she spoke with a group of women in Gudeke west primary school.

5. Analysis of Peace/Conflict Vs War Oriented Programming

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<tr>
<th>c. Peace Journalism</th>
<th>d. War Journalism</th>
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<tbody>
<tr>
<td>• The program explores conflict formation, x parties, y goals, z issues, general win-win orientated</td>
<td>• The program focuses on conflict arena, 2 parties, 1 goal (win), war, general zero-sum orientation.</td>
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<td>• The program is not elite oriented, but focus on ordinary people, giving voice to all parties; empathy, understanding</td>
<td>• There is use of “Us-them” journalism, propaganda, voice for ‘us’ elites</td>
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<td>• The program Humanizes of all sides to a conflict</td>
<td>• Dehumanization of ‘them’: more so the worse the weapons</td>
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<td>• Proactive: prevention before any violence/war occurs</td>
<td>• Reactive: waiting for violence before reporting</td>
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<tr>
<td>• Focus on invincible effects of violence (trauma and glory, damage to structure/culture)</td>
<td>• Focus only on visible effects of violence (killed, wounded and material damage)</td>
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Appendix V
Informed consent form

Department of Journalism and Communication
College of Humanities and Social Sciences
Makerere University Kampala

INFORMED CONSENT FORM FOR PARTICIPATION IN THE RESEARCH

Full Title of Project: “ASSESMENT OF PEACE JOURNALISM PRACTICE IN SOUTH SUDAN-A CASE STUDY OF RADIO MIRAYA, JUBA SOUTH SUDAN

Name of student researcher: ANTHONY OCHAN MATERNO

1. I confirm my consent to freely participate in this research study

2. I understand that I am giving this consent based on what I believe is my knowledge on the subject matter.

3. I understand that participation is voluntary and the person or I I am consenting for are free to withdraw at any time, without giving any reason.

4. I confirm my participation on conditions of anonymity and that the researcher will not reveal my identity in anyway.

____________________ Name of Participant
____________________
____________________ __________________ Signature (if able) Date
____________________ __________________ Signature Date