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THE ROLE OF MASS MEDIA IN PEACE-BUILDING PROCESS: THE CASE OF AMHARA MASS MEDIA AGENCY

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Wisdom at the source of the Blue Nile

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BY:

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IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN MEDIA AND COMMUNICATION

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This is to certify that the thesis prepared by GASHAW FENTAHUN, entitled: The role of Mass media in Peace Building process: in the case of Amhara Mass Media agency and submitted in partial fulfillment of the requirements for the Degree of Master of media and communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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DECLARATION

This thesis is my original work and has not been presented in any other University or an award.

 Sign ……………………… Date…………………………………. Gashaw Fentahun Yibrea

We confirm that the work reported in this thesis was carried out by the candidate under my supervision.

 Sign ……. Date…… Dr. Bisete Ayalew Department Head of journalism and Communication.

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ACRONYMS AND ABBREVIATION

AMMA-Amhara Mass Media agency

BBC – British Broadcasting Corporation

EPRDF- Ethiopian people's Revolutionary Democratic Front.

Abstract

The objectives of this research is invetigated the role of Amhara Mass Media Agency in peace building-process in the case of 2016 country-level anti-government mass protest and the violence incident reportings. To attain the objective of the research, qualitative research design was employed. The study employed focus group discussions and in-depth interviews as a tool to generate data from practitioners, editors and member of the management. To attain the purpose of the study, the researcher used both primary and secondary data sources. Primary data were collected through practitioners with in-depth interview and focus group discussion. From the direct participant of the study (journalists, content editors and member of the media house management), whereas secondary data of the study were gathered from published and unpublished documents of different related kinds of literature. The researcher analyzed and discussed the collected data in a narrative *way. The findings of the research includes, AMMA played both conflict intensification and de-escalation roles during 2016 country-level of mass protest and violence, some of the negative roles includes give more space to speak to the government officials, Practitioners attitude towards* self-censorship*, communites reluctant to provide information, absence of* constructive on job peace journalism *training before it happened, Political pressure,the media, public, and political leaders not to work together before, during and after the conflict and Journalist's professional freedom were not respected. Some positive roles include conducting civic education, advocating peace during and after the conflict, fair coverage of the protest, and reporting of debatable issues after the conflict incident. The researcher recommended that, the adoption of a common approach in conflict reporting, training of journalists on conflict reporting, report accurate and verified violence data's, Gatekeepers and media managers have to work the professional parameters of journalism, The public should provide information to the media, the media practitioners, especially reporters and editors should work in a professional manner, Politicians should drop off their pressure to the public media. The paper provides numerous rationales for adopting peace journalism and how it can contribute to the peace building efforts. For media practitioners, the paper recommends to follow peace journalism when covering political conflicts and to fully participate in current development projects*.

Operational Definition

Throghout this study, the following words are used differently in the study to make clarity of meanings and usages.

Peace- when people are able to resolve their conflicts without violence and can work together to improve the quality of their lives. Everyone is equal before the law, the systems for justice are trusted, and **fair and effective laws** protect people's rights

Peace building- is an activity that aims to resolve injustice in nonviolent ways and to transform the cultural & structural conditions that generate deadly or destructive conflict. It revolves around developing constructive personal, group, and political relationships across ethnic, religious, class, national, and racial boundaries. This process includes violence prevention; conflict management, resolution, or transformation; and post-conflict reconciliation or trauma healing, i.e., before, during, and after any given case of violence. Successful peacebuilding activities create an environment supportive of self-sustaining, durable peace; reconcile opponents; prevent conflict from restarting; integrate civil society; create rule of law mechanisms; and address underlying structural and societal issues. Researchers and practitioners also increasingly find that peacebuilding is most effective and durable when it relies upon local conceptions of peace and the underlying dynamics which foster or enable conflict

Conflict; - It can be described as a disagreement among groups or individuals characterized by antagonism and hostility. This is usually fueled by the opposition of one party to another, in an attempt to reach an objective different from that of the other party. The elements involved in the conflict have varied sets of principles and values, thus allowing such a conflict to arise.

Mass-Media: means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture. calling this as a means of communication of radio (FM) and television, Bekur newspapers, online and monitoring, which reach to people widely all over Amhara Region as well as the country level.

Media: refers to several mediums used to communicate information to the people, as a service to the public (print, radio, television) in general.

CHAPTER ONE

1. Introduction

This chapter provides information on the background of the study, research problem, and objectives of the study, research questions, justification and significance of the study. It also highlights on significance, scope and limitations of the study.

1.1 Background of the Study

Mass media plays a wide range of roles in our lives. Some are constructive and some are destructive. So as to be, recognizing the diversity within media professionals is a first step in critically analyzing how best to use the media to support conflict prevention and peacebuilding. In a democratic society, mass media have been defined as the "fourth estate" because of their social influence and their function as a counterbalance to possible abuses by the other powers. In this sense, the media are seen as a tool for stimulating the democratic health of a country. The media plays an important part in influencing public policy by influencing our thoughts and opinions about what we feel is important. It also influences our opinions on how the problems should be solved and pressures politicians into implementing new laws and programs in order to meet our needs. Zioutos, G. (1954). Media and politics are an intense relationship in a functioning democracy. Political forces turn to the public to motivate their actions, to campaign for their ideas and to win people's trust. Media, in turn, have to inform people about politics and to exercise control over politicians when the latter perform their duties. They need each other and, at the same time, they benefit from each other. Without access to current affairs, media would be deprived of topics to cover, and without media, politicians would hardly find a way to the people. Both players have to be aware of their roles and to live up to them. The politicians have to correctly communicate their public activity to the people.

According to Scirch (2006) the media with all its means and types can play a significant role, and can influence the conflict area positively, by applying its influence towards ending the conflict, or at least enhancing the peace environment and driving public towards peace (p.38).

In recent years, the importance of a free, professional and plural media in contributing to good governance has gained footing in the international development community. A vibrant media gives people free flowing access to information, enables dialogue, encourages people to express their views, prompts greater political participation and encourages accountability (Howard, 2002 p.53 & Schirch, 2006, p.38).

According to Schirch (2006) peace building ''prevents, reduces, transforms and helps people to recover from violence in all forms while at the same time empowering people to foster relationships at all levels to create structural justice ''(p.87).This approaches uses both human rights and conflict transformation approaches and described as supporting a positive peace.

Peace building supports the creation of positive peace by improving the local capacity to prevent violent conflict, and promoting post conflict community healing (Schirch, 2006, p.92). This reflected that, a sustainable, positive peace is simply attainable by public involvement in the reconciliation process with the support of the majority of the population (Wolfsfeld, et.al., 2008)

Media can play a vital role in both informing the public and mobilizing its support for peace proc esses. Similarly, public good will and associated pressure can keep parties at the negotiating tabl e when obstacles to dialogue occur (Wolfsfeld et al., 2008).

Media can support peacebuilding in multiple ways, including by: creating a safe space for inter Party dialogue, fostering public support for peace processes and supporting democratic norms. B roadcast media may be particularly influential, as they may be more immune to obstacles such as illiteracy and social divisions (Spicer, 1994, p.69). This implied that, media will play a different role in any of the conflict and peace building process. Therefore, media is influential either in a positive or negative manner. If we used that for positive dialogues, we create a fertile space for positive awareness and the vice versa. Recently, several studies conducted in the case of the RadioTelevision Libre des Milles Collines radio station in Rwanda, which broadcast the sign al for the massacre to begin (Bratic, 2006, p.104). Thus, the conflict that the environment creates a news vacuum, people only has access to rumor and partisan slogan (Dahinden, 2007, p.108).

Eventhough AMMA was establish in 1995 and reached to local audiences through print Media outlet that is BEKUR newspaper and started Radio and Television transmissions in 1997 and

2000 respectively. When we observe the actual practice of AMMA in the case of 2016 country level mass protest and conflict, it could not inform the domestic audiences about the violence incidents. Journalists are easily manipulated by the poleticians or other special interest groups (the poletically affiliated media managers). However most of the time they were reported the distorted facts of the incidents. Most of the Ethiopian mass media are faced a challenge to report independantely this makes to create both conflict escalation and descalation roles by delaying to report people's voices and disclosing the root causes of the protests.

Based on the researcher's understanding, no single study has been conducted in Amhara Region regarding the role of AMMA in peace-building process in the case of 2016 country level anti government mass protest and conflict incidents. For this reason, the researcher seeks to investigate such a problem. Accordingly, the study will fill up the openings of mass media and its role in peace building proess.

1.2 Statement of the Problem

Studies conducted by Ilyas Mohamed (2007) about the role of mass media on Somali particularly in Somali politics showed the relationship between the media and the politicians are more insignificant; this made the killing of journalists in Somalia and other African countries become familiar. In his study, he raised the concern of only the relationship between Somali Media and the Political Actors and the relationship between the parties. But he didn't state in brief about the role the mass media played in building peace in the conflict situations

Furthermore, Caitlin & Ryan (2011) have conducted a research on the title: the role of local media in peace building in Nepal examined Journalism training, financing and infrastructure had an impact on the ability of community members to access He addressed the fact that, there are many factors impeding the professional development of Nepal's media sector.

In his study, the researcher only focused on, the importance of journalism training, financing and infrastructure are very important for the impeding professional development of the media sector.

Aho from George Mason University conducted a research on media's Role in Peace-building. His study focused on the media's effect on the various elements of peace operations themselves. Media's role in peace operations will differentiate between peace-keeping and peace-building. In

his study, he briefly showed the media's effect on peace operations between peace-keeping and peace-building in a democratic society.

Hyat Ahmed (2011) conducted a research on the practice of Media and peace Building in the Era of Globalization. In her research she concluded media in conflict situations lies in balancing the reports, demonstrating the effects of the conflict and exposing manipulations. In her research, the Amhara state owned media, AMMA was not included. In addition to this, her research gives more focus on freedom of speech and journalists trainings on peace reporting.

Other studies conducted by kiplagat (2007) on the role of media in conflict management on the electoral conflict in Kenya conclude that media generally influence people's perceptions and actions towards violent conflict. In his study, the effect of media on the perception of societal attitudes during violent situations instead of peace-building process before happening of the violence. In this study he raised the concern of media and its effect on the perception of societal attitudes instead of media and peace building process before, during and in the after moments of the conflict incidents.

Inferring to the above and many achievements of mass media, the researchers belived that, most of the Ethiopian mass media actually do support in social improvements and building the ideas of the society. They systematically monitoring the performance of state institutions and reporting progress activities of the government, by guiding and dispensing of socialization, and entertaining its audiences through interesting programmes. Even though, the Ethiopian government owned mass Medias mostly focus on social and poletical agendas, there is little concern given to programmes that are geared towards local mass media and the peace-building process. It is for this reason, the resaercher seeks to investigate the gaps and examine the responsiblity of AMMA in peace building process. For most, it will be significant to fill the knowledge gap in the area of local mass media and its role in peace building process and ways of limiting violence news and program production. Thus all the above reasons have pushed the researcher to study the problem.

1.3. Objectives of the Study

The researcher has the following general and specific objectives.

1.3.1. General Objective

The general objective of the study is

➡ To investigate the role of mass media in peace building-process: in the case of Amhara Mass Media agency with a particular incident of 2016 G.C country level anti-goverment Mass protest and the violence.

➡ 1.3.2. The specific Objectives

In line with the general objective, the specific objectives of the study are the following:

➡ To analyze the understanding of media practitioners about peace and peace building process in the essence of peace journalism practices.

➡ To examine the role of AMMA in the peace-Building Process

➡ To determine whether AMMA has been promote peace or aggravate conflict.

➡ To analyse the views of media practitioners on the effects of conflict news and programs in peace-building process.

➡ To identify the responsibility of AMMA in pre-, during and post conflict situations.

➡ To evaluate the measurements that government, stakeholders and media houses have put in place towards peace-building.

1. 4. Research Questions

Basically the study has the following basic research questions:

1. How media practitioners understand peace and peace building process in the essence of peace journalism practices?

2. What are the roles of AMMA in the peace building process?

3. What roles AMMA played *in* promoting peace or aggravating conflict in their reportings?

4. How do the AMMA practitioners see the function of AMMA in promoting peace building process?

5. What are the responsibilities of AMMA in pre-, during and post mass people protest situation?

6. How the government, stakeholders and media cooperatively work together towards peace-building process?

1.5. Significance of the Study

This study problem is significant to investigate the role of AMMA in peace building-process in the case of 2016 G.C country level anti-govdrnment Mass protest and violence by applying different data collection tools and know the embedded understanding and awareness of the journalists about media and its role played in peace building process for the media, the practitioners, the poleticians, and member of the management. The findings and recommendation of the study would be useful for academic institution and the media houses. The study helps future researcher to get farther information that is useful for understanding the role played by the media in peace building process before, during and after the incident happened.

1.6. Scope of the Study

The study is carried out at AMMA related to 2016 country level mass protest and the violence and its role in peace-building process. The participant of the study is the practitioners, editors and management members of AMMA directly involved the incident reporting.

The reason why the researcher had focused on AMMA is because it is the only regional Mass Media that was expected to do a lot to report every incident and actions happened in 2016 mass protests and conflicts in Amhara region.

1.7. Limitation of the Study

The researcher faced unwillingness of respondents to be involved in the interview and some of them were not willing to record. This was due to lack of time or the negative perception of the study themes. Gathering the respondents in one place for focus group discussion was not an easy job. The researcher overcomes the challenge by negotiating respondents to promote trust.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter reviews the existing relevant literatures on media reporting of conflict and peace building process perspectives and to assess the roles mass media played in peace-building process. It begins with the analysis of the role of mass-media in promoting peace and conflict management from global, regional and local perspective.

This chapter also discusses theories of media reporting based on developmental and peace journalism media reporting. It concludes with the analysis of identified gaps in the reviewed literature.

2.2. Concept of Peace and Peace Building Process.

2.2.1. Peace

Peace can be either positive or negative. Positive peace requires an active attempt to restructure the society in a way that promotes equality of opportunity and access to resources. While negative peace may quickly retreat into renewed violence, positive peace is seen as more sustainable. Peace-building supports the creation of positive peace by improving the local capacity to prevent violent conflict, and promoting post‑conflict community healing (Schirch, 2006, p.198). A sustainable, positive peace is only achievable with public involvement in reconciliation efforts (Wolfsfeld et al., 2008). Without the support of the majority of the population, peace "remains tentative and fragile". Media can play a vital role in both informing the public and mobilizing its support for peace processes. Similarly, public good will and associated pressure can keep parties at the negotiating table when obstacles to dialogue occur. Media can support peace-building in multiple ways, including by: creating a safe space for inter‑party dialogue, fostering public support for peace processes and supporting democratic norms. Broadcast media may be particularly influential, as they may be more immune to obstacles such as illiteracy and social divisions (Spicer, 1994).

2.2.3 Peace-Building

Peace-building refers to a comprehensive concept that encompasses, generates, sustains an array of processes, approaches, and stages needed to transform conflict towards sustainable peaceful relationships. Peace-building entails involvement of grassroots and community group level. Peace-building is not peacemaking. Peacemaking processes bring conflicting parties to peace negotiations, whereas peace-building focuses more on addressing the unseen effects of conflict (Wolfsfeld et al., 2008,). Peace-building is generally used to describe a multi‑disciplinary approach to effect social change, improve the local capacity to non‑violently negotiate conflict, and support the ability of people to meet their basic needs (human security) (Howard, 2002; p.143 & Schirch, 2006, p.343).

According to Lisa Schirch, peace building "prevents, reduces, transforms and helps people to recover from violence in all forms while at the same time empowering people to foster relationships at all levels to create structural justice" (2006). This approach uses both human rights and conflict transformation approaches and can be described as supporting a positive peace.

2.3. Peace Journalism: An Evolving Concept

Peace journalism, as the name suggests, is a form of journalism committed to exploring root causes of conflict in order to "create opportunities for society at large to consider and value non-violent responses to conflict" (Lynch & McGoldrick, 2005, p.6). In fact, theory of nonviolence and conflict resolution (Galtung, 1969, *pp. 167-191*) suggests, a conflict is a clash of incompatible interests amongst the parties that can be transcended in order to reach a further and deeper agreement.

In peace journalism studies (Lynch et.al., 2014; p286) war journalism is seen as a profession that predominantly reports violence and detaches conflict from its wider context, both in time (that is, it fails to report all the causes that historically might have led to the conflict formation) and space (its geography, namely it fails to report on all the parties that might be affected by the conflict). In this fashion, conflict is portrayed as a zero-sum game, where the narrative "us" *vs*. "them" is the predominant frame. This situation nurtures the conviction that victory resides in the

predominance of one party over the other, and that peace is merely achievable by the work of institutions and treaties only after the war is over. Furthermore, war journalism relies on the overwhelming use of élites as sources of information (i.e. diplomats, policy makers, military officials, etc.), at the expense of the people that are more directly involved in the conflict. Finally, war journalism is considered close to propaganda because of its inclination to expose the lies of 'the other', whilst covering or omitting those of its 'own' (i.e. that of a particular coalition).

As a consequence, the information provided by mass media contributes "to inculcate norms into all forms of cultural production, including journalism" (Galtung & Lynch, 2010: 29). Therefore, exposing the interplay of power, and of power relations in conflict scenarios at all levels in society (inter-personal, cultural and structural, as well as globally) is a necessary component within the practice of peace journalism. This is necessary to enable readers to "perceive the tacit inscription of dominant accounts; critique them by cross-referencing with other, perhaps peripheral accounts; bring backgrounds into foreground focus; excavate hidden causes and consequences; and thereby chasten power" (Lynch, 2014).

Galtung and Lynch (2010, p.129) established four main principles that can serve as main guidance for peace journalism:

- Explore the formation of conflicts: who are the parties involved; what are their goals; what is the socio-political and cultural context of the conflict; what are the visible and invisible manifestations of violence;
- Avoid the de-humanization of the parties involved and expose their interests;
- Offer nonviolent responses to conflict and alternatives to militarized/violent solutions;
- Report nonviolent initiatives that take place at the grassroots level and follow the resolution, reconstruction and reconciliation phases.

This subject is constantly debated, especially in relation to the most frequent critique against peace journalism which considers it as a form of advocacy towards a particular cause: that of peace, in breach of the principle of journalistic objectivity.

Within the field of peace journalism 'peace' intended as an end – and 'nonviolence' – intended as a means or practice are considered as both the organizing principles of news-making and the

fundamental moral givens all societies should aim towards, nationally and globally, in line with the view expressed by Christian *et al*. (ibid.). It is for this reason that peace journalism can be approached as an evolving profession as well as an analytical model for scholarly research of media representations (or mis-representations). It constitutes a *medium* for exploring the aspects and dynamics of physical, cultural, and structural violence, exploration that is considered vital for the orientation of knowledge and production of actions, which are needed to build more peaceful societies. Inscribed into news-making are the selectivity and framing of news. In the field of journalism studies "to frame is to select some aspect of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation" (Entman, 1993, p.51).

According to peace journalism scholars (Lynch et.al, 2014, p. 89) nonviolent initiatives need to be reported to foster peaceful solutions of conflict and de-saturate the collective imaginary from the sustained belief that violence and war are the only viable responses to it. As normative theory peace journalism argues that the media ought to play a positive role in promoting peace. The basic premise of peace journalism is that if contemporary media tend to play a negative role in terms of increasing the tensions between and among the sides of a conflict, they can also play a positive role by promoting peace and reconciliation. Although it seems a good idea to promote peace journalism in journalistic circles, we should be aware of the formidable obstacles to this practice. "Peace journalism" was first used by Johan Galtung in the 1970s. "Peace Journalism is when editors and reporters make choices of what stories to report and about how to report them that create opportunities for society at large to consider and value non-violent responses to conflict" (p. 5). Peace journalism claims that, the media ought to play a positive role in promoting peace about what to do, how to do and why to do. Similarly, (Maslog, et.al.2006) claim that this theory outlines "the benefits of peace journalism" and details "how it can be implemented" (p. 23).

2.4. The Premises of Peace Journalism

According to (Shinar, 2004) of peace journalism, if media play a negative role in terms of increasing the tensions between and among the sides of the conflict, they can also play a positive

role by promoting peace. Media should be involved in the promotion of peace, regardless of: Conservative objections to an alleged loss of objectivity linked with the promotion of peace; Theoretical and practical questions about what version of peace should be promoted; and Economic and political institutional constraints built into the media structure" (p. 2).

2.4.1. Obstacles to Peace Journalism

Gadi and Wolfsfeld (2004) claim that, "the news media can play a central role in the promotion of peace. They can emphasize the benefits that peace can bring, they can raise the legitimacy of groups or leaders working for peace, and they can help to transform images of the enemy" (p. 1). However, "the media often play a destructive role in attempts at making peace" (p. 15).

Lyon (2003), argues that If there is conflict resolution we report on it in context: We do not engage in it" (p. 2). Professional value of objectivity also seems to be an obstacle confronting peace journalism. Lyon, however, sees peace journalism standing in opposition to objectivity: "we the practitioners to appeal for more traditional values such as fairness, objectivity, and balance the only guiding lights of good reporting" (p.1). He further claims that ". . . objectivity has to remain a goal, the only sacred goal we have" (p.4). Wolfsfeld (2004) highlights four news values that make the application of peace journalism almost impossible: focus on the immediate, search for drama, emphasis on simplicity, and ethnocentrism. He claims that the "default mode of operation for the press is to cover tension, conflict, and violence" (p.156).

2.5. Media as Information Provider and Interpreter

The media provide people with important information about their environment (e.g. political, cultural, social issues) and respond to more imminent problems (weather, traffic, natural catastrophes, etc.). At least in part, people make decisions about whether to dress for warm or cold, choose political leaders to vote for in elections, and judge other groups in society based on the media. The media interpret events beyond our physical realm and help us make sense of them. With the improvement of technologies and the advancement of new media such as the internet, media plays an increasingly more prominent role in our daily communication and entertainment.

2.5.1. Media as Watchdog

The media sometimes acts as a third party 'watchdog' that provide feedback to the public on local problems. Media can bring hidden stories out into the public. Investigative reports can surface public problems. For example, In Sierra Leone, a video depicting the serious impacts and extent of sexual violence has instigated discussion on the impact of the civil war in that country. The film, titled *Operation Fine Girl: Rape Used as a Weapon of War in Sierra,* was produced by human rights activists with the international non-governmental organization. The film demonstrates how media productions can play an important complementary role alongside other post conflict reconciliation processes to promote awareness of critical social issues and bring them into the public arena so they can be addressed.

2.5.2. Media as Gatekeeper

The media can also act as a gatekeeper who sets agendas, filters issues and tries to maintain a balance of views. Media like to portray themselves as 'balanced and fair,' even when they privately seek to promote a particular ideological set of ideas and limit the public's exposure to a wide array of information. In 2006, a cartoonist in Denmark created international conflict with his message about Islam. The global tensions prompted extensive analysis on how and when media professionals should act as a gatekeeper to prevent certain expressions that could be deemed humiliating or offensive to some groups.

2.5.3. Media as Peace Promoter

Media events can be used at the beginning of negotiations to build confidence, facilitate negotiations or break diplomatic deadlocks to create a climate conducive to negotiation. Media events such as press releases, rock concerts, or radio programs can celebrate peace agreements and negotiations. The media events may help to promote and mobilize public support for agreements. For example, in Burundi, Studio Ijambo is attempting to harness the power of radio for constructive purposes. Beginning in 1995, Search for Common Ground set up Studio Ijambo with a team of twenty Hutu and Tutsi journalists to promote dialogue, peace, and reconciliation. Studio Ijambo produces approximately one hundred radio programs per month to create a steady campaign to promote peace.

2.6 The General Role of Media in Peace Building Process.

Different types of media are utilized globally to distribute knowledge and experience. To do so, free mass media is a tool of and an indication for sharing the knowledge and experiences of the world and even for building a democracy. Freedom of speech, the right to information and the representation of different opinions in a heterogeneous society is important. In any culture of prevention, effective and democratic media are an essential part and indispensable for societies trying to make a transition towards peace and democracy. (Trueman, 2011, p.181) once said, "You can never get all the facts from just one newspaper, and unless you have all the facts, you cannot make proper judgments about what is going on" This statement reflects the need for free access to unbiased information. Not giving people the possibility of political participation and not allowing them to express themselves freely is an important cause of protest and conflict. On the one hand free, independent and pluralistic media provide a platform for debate and different opinions. On the other hand, media can be misused for propaganda purposes, to incite hatred and spread rumors and therefore artificially create tensions, (Wolfsfeld & Gadi, 2004, *p.8-10).*

The transmission of ideas is also not limited to conventional media such as newspapers, TV or radio. Arguably, the traditional media takes primacy in this, however, new technologies, the internet and digital content should also be considered in this context. (Pankowski & Rafal, 2007).

Lack of information can, at any stage of protest and the conflict, make people desperate, restless and easy to manipulate. The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and the positive outlook on the future. For this very reason, the (United Nations Millennium Declaration, 2001, org: 1968, and 1971) stressed the need "to ensure the freedom of the media to perform their essential role and the right of the public to have access to information". Journalism does not need justification for its existence. Its service to society is justification in itself. Journalism can not only help to distribute information but also counter hate-speech and create an environment of balanced opinions, information equilibrium.

Koven and Ronald (2004) for the media it can be problematic to find a balance between preventing harm caused by speech and protecting individual expression. Being able to find this balance however it's important especially in protest and conflict situations. Responsible journalism does not just re-publish press releases but is truly concerned with a truthful, balanced

and fair account of events. In order to achieve this journalistic activity, we have to stay clear of judgmental representations and describe reality without embellishment. If democracy is to work properly, society needs access to news and information; analysis of the status quo, debate, practical information and exchange as well as entertainment are needed and provided by the media (p. 89).

Since most public protests and the conflicts, these days have governmental and not territorial reasons; the parties are often concerned with making sure that the majority of people are on "their" side, which bears a lot of potential for misrepresenting facts and trying to seize control over the distribution of information. For this very reason, the intervention of unbiased and free global media is important not only for the world public but also for the people directly affected. The number of public protests and conflicts, however, which gets international attention, is small; therefore, local media is vital in this context. United Nations Office for West Africa (2005, p.45). Democratic media structures need more than this; it is vital that the use of information within a society is not solemnly passive but that the population gets actively involved in creating content and broadcasting it. Deutsche (2008, p.78). Internal public protests and the conflicts do not occur spontaneously but tend to have a history.

Local media usually have a deeper understanding of the existing political structures, the participants of the conflict as well as the changes preceding the outbreak of violence. The media can therefore not only influence society before the protest and the conflict happened by recognizing and properly addressing the issue but afterwards. The media have the power to defuse tensions before they even reach a critical point and keep a critical eye on government, opposition and society. By supplying credible information and reaching a large audience, the media help in managing public protests and the conflicts and promote democratic principles. In the consequences of a public protest and conflict, reconciliation and societal development can be encouraged as well (Westphal, 2004).

A measure of peace building can be enhanced peace journalism. Peace journalists try to uncover the causes behind a conflict and true goals of all participants while making sure to humanize all victims of the public protest and the conflict. The journalists do not try to exploit the loss and suffering but make sure that the reporting is balanced and also demonstrate how easily news can be manipulated. Part of the ethical guidelines for this kind of reporting is to bring out people that

use peaceful measures, speak out against public protest and violence, and document the suffering and loss on all sides. Possible solutions and trying to prevent further intensification of the public protest and conflicts are at the centre of peace journalism as well.(Himelfarb et.al.,2008,p.*38-40*).

A suggested framework used by peace-building media can employ strategies such as Conflict-sensitive and peace journalism; Peace-promoting entertainment media; Media regulation to prevent incitement of violence, but also Peace-promoting citizen media. Media and journalism can be a great assistance in public protest and conflict management and peace building. However, the power they have is also limited, as they will never be able to eliminate protests and conflicts altogether. The media can be a good tool in a healthy and functioning environment but more is needed than ethical and responsible reporting to ensure lasting peace and safety.

2.7. Media and Its Role in Shaping the Political Agenda

Mass media has the potential to play a key role in developing a culture of peace and non violence. Unfortunately, it has failed to live up to its potential. To the contrary, it has not only almost completely ignored the culture of peace and non-violence, but also it privileges news of the culture of war and violence. In fact, it appears as if a campaign or propaganda has been promulgated in the mass media in order to justify political policies of the developing countries. It has been used to increase publicity in recent decades for the myth that public protest and violence are intrinsic to human nature. It has been observed in recent past, during a violent incident, the media goes full-fledged reporting and covering it live. However, the same cannot be said about a peaceful but important event. The media has to remember that it influences how their audiences think and behave. In fact, mass media plays a crucial role informing and reflecting public opinion, connecting the world to individuals and reproducing the self- image of society.

There is a complex interaction between the media and society, with the media on generating information from a network of relations and influences and with the individual interpretations and evaluations of the information provided, as well as generating information outside of media contexts. Thus, the consequences and consequence of the mass media relate not merely to the way newsworthy events are perceived, but also to a multitude of cultural influences that operate through the media. The ability of the media to reach a wide audience with a strong and

influential message has the potential to have a strong social and cultural impact upon society. Marshall McLuhan uses the phrase "the medium is the message" as a means of explaining how the distribution of a message can often be more important than content of the message itself. It is through the persuasiveness of influential media such as television, radio and print media that they have been largely responsible for structuring people's daily lives and routines.

2.8. Peace, Conflict, Self-Censorship and the Media

Theoretically, conflict and peace share the same platform in media discourses, since reporting conflict also means finding alternative constructive solutions. Good hand and Humle‟s (1999) had put the definition of conflict as a struggle between individuals or collectives, over values or claims to status, power and scarce resources in which the aims of the conflicting parties are to assert their values or claims over those of others.

In a separate spectrum, the renowned Norwegian Peace researcher Johan Galtung work on positive peace emphasizes that peace may be more than just the absence of overt violent conflict (*negative peace)*. He says peace will likely include various relationships up to a state where nations or any groupings in conflict might have collaborative and supportive relationships or *positive peace* (1964, p.2).

In addition to research in this field, peace has remained a human rights concern since the inception of the (United Nations in 1945. The UN Charter Article 2, preambles (p.1, 3, 7) support principles of non-interference and respect to state sovereignty. The article requires states to stabilize internal conflicts and commit to peace and development for citizens. (Aning & Danso, 2010, p.42) argue that, the media has pushed Peace and Security issues on the global agenda. It has also been part and parcel of reproducing information on war and conflict for some time now. A common view of the media effects in violent conflicts is captured in the 19th century William Randolph Hearst statement; *"you furnish the pictures, I'll furnish the war"* (Aho, 2004, p.41). Hearst realized that conflict and media feed on each other, one a source of captivating news, the other a platform where agendas to end and sometimes promote policies on conflicts are debated.

In recent history, several authors have also explored the role of the media in inciting violence (Des forges, 1999; Thompson, 2007 & Wolfsfeld 2004) argues that media researchers tend to

concentrate on analyses of conflicts, rather than peace processes which remain hidden or even subtle. In his accounts on Peace Journalism, Galtung (1998, p. 82) exemplifies difficulties in reporting peace processes and argues that peace and news make strange bedfellows news covers events, not processes.

2.9. Relationship between Media and Politics

Historically the issue of mass media's relationship to politics has been framed by the idea of propaganda and fear of its effect on mass society (Street: 2005: 19). For instance, Lasswell wrote his doctoral dissertation on propaganda and that became his first book (Schramm,1997, p. 32). The so-called 'Frankfurt School' turned its attention to the role of the media after the fascist success in Germany in 1933 (Curran, Corner & Seaton, 1991, p. 129). The Frankfurt theorists tried to explain the role of the press and radio, which were extensively used by Nazis, as means of propaganda. These approaches although they were different in ideological and epistemological departures, they had to do more with the effects of the media to the public rather than a specific research approach concerning media's relationship to politics itself on the basis of political and economic structures. The latter was accompanied by the historical orientation of communication research with media effects.

2.9.1 Politics and Journalism

In many ways the history of journalism in the world is closely parallel to political history of the media. Limited development of media markets meant that newspapers were smaller, and less likely to be self-sustaining. And state intervention, particularly in periods of authoritarianism, interrupted the development of journalism as a profession. The level of professionalization in journalism thus has remained lower in the world (Zioutos, 1954, p. 76), although it increased in important ways in the last couple of decades of the twentieth century (Hallin & Papathanassopoulos, 2002, *p. 351*).

2.10. Essence of Self- Censorship and the Media Practitioners

Censorship is a global concern in the practice of journalism. In the contemporary media practice, it affects the professional manner of journalists. Censorship practices leads to self- censorship

which means there is an external and internal pressures behind journalistic practices. Scholars described the essence of self-censorship in different ways. According to Horton (2011), "self-censorship means internal constraints that prevent media organizations from publishing news that conflicts with the ideology the organization advocates" (p. 95). Based on the editorial policies and principles of AMMA, the media practitioners would prefer to disseminate what the organization wants to address the target audiences. Journalism is not practiced based on the professional ethics and frameworks rather the practitioners work to implement the mission of media organization. Some media organization aimed to get profit from the dissemination of data while other public media address the information to educate the audiences. Therefore, the media practitioners censor themselves to satisfy the mission of their organization.

Cheung (2003) describes the concept of self-censorship as "the self who volunteers to be silent" (p. 13). It indicates that too far from the punishments of the media managers and gatekeepers the practitioner wishes to do success stories unless they may loss their position. The watchdog roles of journalists were eroded in the practice of daily news production.

Bar-Tal (2015) describes the concept of Self- censorship in the basis of psychological games between the censor and the censored people as: The act of intentionally and voluntarily withholding information from others in the absence of formal obstacles is one of the socio-psychological mechanisms that often obstruct a well- functioning democratic society. Together with conformity and obedience, it should be considered as a socio- psychological barrier, which prevents free access to information, obstructs freedom of expression, and prevents free flow of information (p. 23).

We might have any form of information from different organization and people but we internalize with the consequences of the reporting entity, so we might keep or minimize information by frustrating the upcoming measurements. This diminishes the freedom of expression of media practitioners. News information can be accessed from variety of organizations and from individuals. And the self censoring practitioners may have new and important data. Due to this, the practitioners might omit the gathered facts because of the external and internal censors. Hence, there may not be formal restrictions in the daily work of journalists but the practitioners getting in to dilemma to share the information to audiences.

Different interests go to the media organization to satisfy their mission. Due to this the practitioners and journalists prefer to hide some sort of factual data. If the practitioners publish the actual data in their daily news, there might be discourages or punishments from internal and external forces. Mwangi (2015) expresses the concept of self-censorship in the following way: Self-censorship is the act or failure (of the journalist) to tell it (the universe) as it is, for fear of the consequences (both direct and indirect), due to many factors (internal and external) on account of real or imagined sanctions to the individual or family and or the medium collectively or both. Self-censorship by journalists (including editors and other gate-keepers) and media platforms and or outlets, could be due to commercial-cum-economic, and/or market interests and variables; including social, cultural, religious and political and financial reasons and penalties; including sanctions and or deference if not sensibilities, or preferences, without overt pressure from any specific party or institution of authority.(p 10)

2.11. General Role of Media in Promoting Peace and Minimizing Conflict

In order to objectively understand the nature and role of media in peace and conflict management, it is important to understand the various ways through which media influence conflict and conflict management. (Newbold, 1995, p. 67) points out that majority of scholars and researchers have concentrated on the role of media in economic, social and political issues affecting states with little attention being given to mass public protests against the government policies and the conflicts. Further, he posed that media impact on conflict management is an emerging area that has been under studied due to lack of multidisciplinary models and concepts that would view media's role from peace and conflict realm. The total number of conflicts today remains at a significantly lower level than at the end of the Cold War.

The general statistic overview of armed political conflicts provides a basic understanding of the situation today in terms of destruction, loss of human lives and suffering. Several scholars have insisted on the fact that globalization has led to important qualitative changes in the purposes and dynamics of violent conflict. Some, such as Kaldor (2001) argue that it is the revolution in information technology during the 1980's and 1990's that has led to a particular type of globalization, which in turn, has led to the need for a redefinition of what we think of as media and conflict. Even though the media can give us the intensity of the violence, where they are

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fought, why, how and who does the fighting, the biggest problem of media influence on people which ultimately determines conflict direction has not been determined (p. 86).

The majority of mass public protests and violent conflicts are asymmetric in character, and most of these take place within and state borders. What is important to point out particularly in relation to the role of the media is winning the "hearts and minds" of the people. Because a state is almost always militarily superior, non-state actors are more dependent on psychological warfare, which entails influencing the attitudes and perceptions of a population for example through the media. Therefore, the media dimension has become increasingly important and it is no coincidence that media assistance emerged, and has been increasing in importance, since the end of the Cold War (Price & Thomson, 2002, p. 189).

The media has a very complex role to play that, unfortunately, is often taken for granted by political decision-makers and the military. Statements claiming the media's impressive effects are often heard from decision-makers. Political practitioners, and even researchers, most often assume the effect of news media in mass public protests and the political conflicts. Democratizing states are involved in a complex process of re-adaptation of traditional political structures and attempting to incorporate democratic institutions and norms. Incorporating an editorially and economically independent, responsible and pluralistic media is essential to democratization. Political change often stimulates hope and provides unique opportunities for different, and often previously marginalized groups in society to influence political dynamics while on the other hand, those who control power may find it difficult or inconceivable to let go (Ottaway, 1997, p. 89). Often letting go may even be a question of threat to individual security. In such a situation, media could play an invisible role of dividing the groups in society in terms of social status. For instance, most conflicts in Africa are as a result of the struggle for power e.g. in Rwanda, Congo, Sierra Leone, Ethiopia etc. The discrimination of the marginalized, ruled by the political elite, could provide a suitable ground for media to create and further both conflict facilitating and triggering factors by use of „oppositional metaphors" („us" Vs „them"), (Dijk, 1997), . However, this indirect influence of media on conflict has not been properly brought out.

According to Terzis & Melone (2002, p. 78), media can create divisions by not reflecting pluralism in the social and political structures. This could be achieved by contributing to the creation of an informed critical citizenry within a country by acting as a mouthpiece for ethnic

power circles. Thus, she concluded that a deliberate distortion of news coverage for particular interests easily aggravates the tension between opposed parties and becomes a major trigger of violent conflicts. However, this study did not analyze how human factors can be influenced by the media. Social media could also be a powerful tool, focusing worldwide attention on armed conflict and international humanitarian law (IHL). Due to its scale and the ability to easily and exponentially reproduce information, as we saw with the massive viewership of the Kony 2012 video, social media is useful for quickly and efficiently publicizing events and information which can be used to generate public interest, to bolster advocacy campaigns, and to educate about the law (Koni, 2012).

2.12. Media's Role and Conflict Management

Conflict over the media is an important aspect of any conflict. One way to view it is like a particular arena in which actors compete to control or influence the media in various ways in order to secure or gain political influence (Wolfsfeld, 1997, p. 84). It is an essential arena where success in winning the 'hearts and minds' of the target audience can be crucial. It is a continuous dynamic competition that involves, above all, being able to communicate to the audience (or prevent from communicating) in an attempt to promote their version of the story. As communication with a mass audience has become more important in democratic or democratizing states, and media is the primary means of communication, so two of has the dependence of political actors on the media (or vice versa).

Actors who compete over the media usually assume that success in controlling access automatically leads to success in the second, the cultural or framing dimension. In societies where the media is heavily controlled by the state or by other interests this is usually the result. However, as media become more independent this becomes more difficult: the more independent media is the less prone it will be to manipulation from outside actors.

According to Nye (2001). External actors to a civil conflict should be well acquainted and aware of the political structures and more particularly, the credibility and representatively of political elites vis-à-vis other actors. This requires in-depth knowledge of the society and local contacts. Taking into account the relative legitimacy and representatives of political actors is particularly important in non-democratic states because, in the information age authoritarian states are more

threatened by credible information than are democratic states Democratic state institutions and norms are ideally self-correcting and more flexible when it comes to political power shifts and avoiding violent conflict (p. 56).

The media play a crucial role in a democratic system's self-correcting mechanism, and while public information may have dramatic consequences for any democratically elected government for each, it does not threaten the political system. In a non-democratic system the political structures and institutions are often more personally dependant on those who hold key decision-making positions. Meaning that, a threat to the credibility of those in power also implies a threat to the legitimacy of the whole political or governmental structure. External support to non-representative and non-democratic actors could have detrimental effects, or vice versa.

2.12.1 Freedom of Speech

The media has been called the "fourth branch" of government and is sometimes placed on a level similar to the three official branches of government i.e legislative, executive, and judicial. Though the media has no direct governing power, at times it may serve as a check on the other three branches by informing the public of the government's actions, allowing the people to respond accordingly. Like other forms of the expedition, freedom of the media is essential to the advancement and operation of a democracy, providing important benefits to individuals, to society, and to the government: A free media allows for communication and the open expedition of ideas with others.

Free media provides people with a mechanism to speak out against perceived violations of personal rights and is essential for the protection of all people's rights. The existence of independent media is a vital component of any democratic society. Under the Libertarian Media Model, the news media play a critical role in democratic governance. Its key functions include serving as a timely and reliable information source for the public; providing objective reporting and interpretation of political issues and events; performing a watchdog function by keeping the activities of the government under study; and facilitating dialogue between politicians and citizens (McCombs et.al., 1997, p. 107).

2.13. The Perceived Role of Media in Ethiopia.

The Ethiopian mass media has played a significant role in economic, social, political and educational issues affecting the nation thus contributing immensely towards development. The invisible role of media in Ethiopia cannot be assumed given its influential power. For instance, mass media could have played a positive and negative role during the 2016 general mass peoples anti-EPRDF protest. Indeed, the media shaped national and global public opinion, attitudes and practices towards various political parties. Apart from the positive roles, media could have played negative roles towards the cause and escalation of violence. Media portrayed a volatile political environment marred with abhorrence, violence, and a stiff race between two protagonists through biased coverage. Furthermore, major media houses such as ETV highly manipulated the 2016 peoples anti government-mass protest, conflicts and violence to favor the ruling party.

Verification of facts was always wanting and victims of the conflict were treated merely as statistics without identities. In addition, the media houses also seemed unprofessional in the manner they handled the release of violence and dead results. They released varying, piecemeal and speculative results that caused anxiety and confusion among already anxious protesters across the country. This could have also spurred the perception that the protest was rigged, fueling the violence. The most negative role that media could have also played during the protest was creating emotional appeal to audience through misrepresentation of facts. This scenario was experienced when different media houses, depending on their political and ethnic affiliation, reported similar occurrences differently to arouse their listeners" emotions.

During the 2016 country level protests and conflict, Amhara Region particularly Bahir Dar and Gonder was one of the area's most affected by the violence. The issue, coupled with fears by the local community that it was being dominated by TPLF, poor governance, feeling of insecurity, unfair resource distribution etc generated deep mistrust between various people in the populous area. The impact of media cannot be undermined in a conflict situation. Though not comprehensively discussed, the role of media in Ethiopia can be clearly deduced or inferred from their conduct prior, during and after 2016 protests. This immense media impact has prompted the study to scientifically justify their role in peace building process and the conflict situations.

2.14. Effects of the Media in Peace-Building-Process

According to Kuusik (2010) Information is power and can impact on public discourse' Lack of information can, at any stage of a conflict, make people distressed, restless and easy influenced (p. 37). The ability to make informed decisions strengthens societies and fosters economic growth, democratic structures and the positive outlook on the future. For this very reason, the United Nations Millennium Declaration stressed the need ,to ensure the freedom of the media to perform their essential role and the right of the public to have access to information' (United Nations Millennium Declaration, 2000, p. 47)

Access to free information is important to the journalist as they have to balance their coverage of all conflict parties avoiding the hate language. Peace journalism needs to provide a new road map for tracing the connections between journalists, their sources, the stories they cover and the consequences of their reporting. Globalization has impacted the news sources as it opens the

door open for the social media which can provides journalists with photos, reports and videos in their places, these source can effects the balancing the reports, as it can be from one side against the other which can affects the peace process.

The media with all its means and types can play a significant role, and can influence the conflict area positively, by applying its influence towards ending the conflict, or at least enhancing the peace environment and driving public towards peace. However, not all conflicts are equal in the attention they gain internationally. Therefore, local media is vital, and must play a significant role in helping people in different areas, using all local languages, especially in broadcasts (radio and TV), which can reach all areas. People can address their personal experiences to the local, unlike the foreign media, as they can cooperate much better with it. It is also possible to convey peace messages through the local media to the fighters and displaced persons, and influence them to respond positively to peace efforts. However, local media can also create more problems in the conflict area, and worsen the situation, through manipulation and inflammation of ethnic tensions.

The most important role of media in conflict situations lies in balancing the reports, demonstrating the effects of the conflict and exposing manipulations. There must be ethical guidelines for reporting and selecting interviewees, who must be from those affected, and must be allowed to give their opinions freely. It is important to train peace journalists, and provide them with all the safety strategies and equipment, as well as ethical guidelines and principles of reporting in conflict, as an extraordinary situation. The conflict area must enjoy freedom in speech, and access to the media, as well as freedom for the journalists themselves.

To sum up, this literature review, mass media coverage of protests and the conflict incidents, including conflict management has revealed that the revolution in information technology from 1960s to the present led to the need for a redefinition of what we think of as media, peace and conflict. In addition, the media can serve to shape both public opinion and government policy. Some of the perceived media's shortcomings in its reporting and understanding of the Ethiopian violence in 2016 were double standards reporting, misrepresentation, encouraging hate speech that elicited ethnic hatred and hostility, absence of professional conduct, creating emotional

appeal to audience through misrepresentation of facts and selection of songs played during conflict among others.

2.15. Gap Analysis

Based on the above discussion, it is true that media plays a major role in inciting protests and conflict all over the world, including Ethiopia. For example, in the 1994 Rwanda genocide Radio-Television Libre des Milles Collines (RTLM) urged Hutus to kill Tutsis or "the cockroaches". Equally, other radio stations played a key role in de-escalation of conflict and violence thus promoting reconciliation and peace among conflicting parties. For example, the Somalia radio station Radio Galkayo in the 90"s encouraged conflicting clans to negotiate peace while at the same time promoted sporting activities that brought together rival clans. Mega FM Radio station in Northern Uganda also played a major part in encouraging LRA members to come out of the bush and hold discussions with government and civil society representatives through radio (Struges, 2007). Regardless of this role of media, no studies have been done on AMMA to establish the degree to which the medium roles to their audiences in building peace before, during and after the concflict incidents were happened. Therefore the study attempts to fill this gap.

There also exists an experience gap in reporting of conflict and violence situations in the region. Most studies have been concentrated on armed and cross border conflicts with little attention are given to local mass media role in peace building process. This study is also intended to address this gap.

2.16. Theoretical Framework.

To understand the scenario of the study, the researcher proposed theoretical frameworks on peace and development journalism theories. The theories are used as a lens throughout the research. Those theories provides an overall orienting lens for the study of questions of AMMA and its role played in peace building process. This lens becomes a transformative perspective that shapes the types of questions asked, informs how data are collected and analyzed, and provides a call for action or change. In this regard we briefly elaborate the practice of those theoretical frameworks in the conflict situations.

2.16.1 Peace Journalism Theories

The researcher used peace journalism theories to investigate the role of AMMA in peace building-process in the case of 2016 G.C country level anti-government mass protest and violence in order to create opportunities for society at large to consider and value non-violent responses to conflict. By looking at this fact, the researcher used to discuss this theory on how AMMA can threat the 2016 country level protests and violence, what turned useful to facilitate and legitimize the military response against the people's questions and investigate where and how a peace journalism approach can lead to in a more responsible and constructive coverage, and even assist in the peace building process itself.

2.16.2 Developmental Journalism Theory

Development aspect is a key target and agenda for the government. The concept embraces different features of development including political, social, economic, infrastructure, societal, environmental, and intellectual aspects.

The practice of the concept is available, particularly during the period of EPRDF (1991-2016), which extensively used the term "development" and "revolutionary" in all its campaigns. The researcher critically analyzed the 2016 G.C country level mass protest, turmoil and politically instable situations in Ethiopia. Thus, how AMMA used to mobilize, persuade, and involve the public in a systematic way in all kinds of initiatives, its involvement or political support with the concept of development journalism. The study sought to critically investigate the applicability of theory concept to all reporting of the conflict and mass people protest incidents.

CHAPTER THREE

3. RESEARCH METHODS

3.1. Design of the Study

To investiage the role of AMMA in peace building process, the study employed qualitative research design inquiry to obtain practical experience and lives of practitioners and asks one or more individuals to provide stories about their practical journalistic experiences. The collected datas is then discussed and analyzed by the researcher into a narrative chronology.

According to Flick (2005) said "qualitative study provides detailed information of people's points of view and the meaning they attribute to their experiences"(p.7). as the fact stated,there were reasons which inspired the researcher to depend on qualitative research method is just to see the case from the respondent's perspective and get the detailed informations concerning to peace and peace building practices and the awareness on it. Due to the fact, qualitative method allowed the researcher to study social matters in the people's perspective.

In this study, the awareness and understanding of the informants were investigated. Besides, the research problem by itself is inclined to that of qualitative research methods and more measurable datas regarding about the research problem is not available. In this case quantitative analysis might not be the real predicator of the feelings of people. There are views and understandings that cannot be quantified.

Based on their profesional background, practitioners may have different conflict reporting exposures, views and thoughts about an issue and for this effect qualitative research designe gives a chance to dig out detail information through its enabling nature. Therefore, with these points in mind, the researcher employed qualitative research method.

3.2. The Qualitative Research

Qualitative data were used to get in-depth information about the situation and providing much explanation of the research questions raised in the study area (Creswell,2011, p. 76). Qualitative methods are naturally more flexible as they allow greater naturalist and adaptation of the interaction between the researcher and the participants of the study.

According to Natasha et.al (2005) "Qualitative methods ask mostly "open-ended" questions that are not necessarily worded in exactly the same way with each participant (p. 870). This is an important point to get the embedded facts in the practice of peace reporting in AMMA. Thus, the researcher produced 14 semi-structured interview questions for the practitioners, eight questions for the management members and editors and nine questions for the focus group participants that are in line with the objectives and research questions.

The researcher had used the Qualitative research method to obtaine data through open and conversational communication. This method is not only about "what" people think but also "why" they think so. For example, one good method to determine what roles the media played in peace building process has to be conducted with an in-depth interview of the potential of the agency and its conflict incidents news coverage. To successfully interviewing the practitioners, the researcher choose them through purposive sampling.

To investigate this fact, the researcher was expected to personally interacting with them. Therefore, the qualitative research methods allow for in-depth and further probing and questioning of respondents based on their responses. The researcher used an in-depth interview and focus groups discussion methods. The researcher used such a Qualitative research methods for the purposes to understand what the media practitioners think and aware about the roles played by AMMA in peace building process. The following are the qualitative research methods

used: one to one interview is used to a great opportunity to gather precise data about what the practitioners believe and what their motivations are. It gives the researcher to raise follow up questions that will help to collect more information.

In conducting the Focus group discussion: the researcher arranged limited number of respondents (six) from within the target participants to find answers to the why, what and how questions. The researcher typically used this FGD method to explain the complex peace building processes of the media and testing the peace journalism practices. Here, Individuals are interviewed at some length to determine how they have personally experienced oppression.

The researchers used 'qualitative' methods to answer questions about experience, meaning and perspective, most often from the standpoint of the participant. The already collected data are usually not agreeable to counting or measuring but searching for hidden meanings, non-obvious features, multiple interpretations, implied connotations and for investigating unheard voices. The researchers used in-depth interviews and focus group discussions to investigate the beliefs, attitudes and concepts of the practitioner's normative behavior. Researchers used in-depth interviews' to understand a condition, experience, or event from a personal perspective; and analysis of their understandings, such as conflict and violence reports, media focuses and agenda selection, self censorships, to learn about distributed or private knowledge.

3.3. Population, Sample and Sampling Technique

Herbert and Irene (1995) suggest three guidelines for selecting informants when designing any purposive sampling strategy. Informants should be: Knowledgeable about the cultural arena or situation or experience being studied, willing to talk and Represent the range of points of view (p 66). In considering this fact, the researchers choose and participate Journalists, editors and member of the managements as the population of the study.

3.3.1. Sample Size

Qualitative research by its own nature is not to make generalization instead its aim is to get quality information and in-depth understanding regarding the subject matter which is under investigation. According to different literature, assessing 20 to 30 people is enough to reach

saturation. Concerning the concept of representativeness, the sample should represent the population, but it is not in terms of number.

To collect credible data, the researcher selected purposely by considering the seniority and proximity of practitioners from each medium of AMMA (Amhara Television, Amhara Radio and Fm Bahir Dar, Bekur Newspaper, Online and Monitoring Department). According to theis requirements the researcher purposively selected the participant's i.e reporters from all news room departments (eight), Editors (four from all departments), member of the media managements (two) and practitioners from different departments for focus group discussion (six) because of their seniority and practically involved the 2016 country-level political instability and violence reporting's. A total of 20 participants were included in the study. Why purposely the researcher selected the media practitioner as to:

- ▶ Obtain real-practical experiences, which cannot find it from one audience.
- ▶ to identify profestinal meanings of the role the media played with the essences of peace journalism principles
- ▶ It was difficult for the audiences or a particular group of individual to understand the concept of peace journalism essence. This might result inconsistency of the data.

To put on an understanding of the underlying reasons, opinions, and motivations the researchers used to participate only the practitioners to get legitimate insights into the problem and also used to uncover trends in thought and opinions, and dive deeper into the problem. The sample size is typically small, and respondents are selected to fulfill a given quota.

Table 3. 1*: Summary of Population, Sampling technique and Sampling size*

NO	Name of the population	Sampling technique	Sample size
1	Journalists from all the news department (FGD)	Purposive	06
2	Practitioners (who are practically involved the conflict reporting)	Purposive	08
3	Editors (news room departments)	Purposive	04
4	member of the managements	Purposive	02
	Total number of participants		20

3.4. Source of Data

To attain the purpose of the study, the researcher used both primary and secondary data sources. Primary data were collected through practitioner's with in-depth interview and focus group discussion. From the direct participant of the study (journalists, content editors and member of the media house management), whereas secondary data of the study were gathered from published and unpublished documents of different related kinds of literature.

The researcher excluded the audiences of the agency because the focus of this study was not to engage viewers because of the researcher had planned to investigate the fact behind the practitioners and the media organization in accordance with the profestional concepts of peace and development journalism to a nation of conflict and political instability, and how much theories of journalism (peace and development) has practiced in its essence. This is because the focus of the study is to investigate the nature of peace journalism and its scientific application. The researcher did not provide viewers with a source of information as it was not thought that viewers would not understand the specifics of journalism practices.

3.5. Data Collection Instruments

As Patton (1999) discuss triangulation refers to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena. Though there are different triangulation techniques, the researcher relied on the methodological triangulation; Casey &Murphy (2009) noted that methodological triangulation refers using more than one kind of method to study a phenomenon. And it is beneficial in providing confirmation of findings, more comprehensive data, increased validity and enhanced understanding of the studied phenomenon. In general terms, triangulation in qualitative research reduces the researcher bias and it enhances the accuracy of the information. There are two types of methodological triangulation; across methods and within method triangulation. For this particular study the researcher recruited within method triangulation. This kind of triangulation method used two or more data collection procedures. Based on this, the researcher applied in depth interview and focus group discussion as a data collection instrument.

To obtain relevant information from the participant of the study, semi-structured in-depth interviews and focus group discussion data collection tools were employed from journalists, editors and member of the media house management.

3.5.1 In-Depth Interview

For this particular study in-depth interview was used as the data collection method. The researcher used a written list of questions as a guide, but still having the freedom to deviate, investigate and explore more information and views of a person towards the subject matter. Every person gets the chance to be asked the same key questions and they might be asked in a different way or in a flexible manner. Here, the in depth interview was conducted using open-ended questions to understand interviewees' awarnses and practical experiances about the particular issues under study. The respondents were asked questions which examined them about their awarness and understanding towards the role of AMMA in peace-building process in the case of 2016 country levele anti government mass protest and the violence reporting.

The researcher was employed personal interview with eight journalists, four editors and two management members (a total of 14 Participants). The interview was conducted by the researcher and used an electronic audio recorder and taking note of the audio involuntary. Based on this, the researcher conducted an individual interview from 14 practitioners so as to investigate AMMA and its role in peacebuilding process in the case of country-level 2016 mass protes and the political unrest and discuss the challenges of the media and practitioners in reporting the incidents. The consideration of the researcher in conducting in-depth interviews is more flexibility in scheduling and to explore more sensitive topics, more detailed answers per question.

3.5.2 Focus Group Discussion

The study employed Focus group discussion.Through focus group discussion controversial issues are discussed and this in return helps to get more detailed data about the topic. On the basis of purposive sampling technique the researcher purposefully selected participants who are active enough in making strong arguments. In order to collect data from variety of group

discussions the researcher organized one focus group discussion which is made up of homogeneous group. Those members of the homogeneous group were similar in their academic status and they all were professionals. It is due to the need to gain insight into their professional perspectives.

The whole point of gathering data from those participants is to get as many different ideas and perspectives as possible and make a triangulation. Keep in mind that, the size of the group is six practitioners. The researcher used for the Focus group participants based on their familiarity with the incidents and practically involved the incident reportings i.e reporters (two), management members (two) and editors (two) a total of six participants to make idea triangulations.

What makes used differently from the interview approach is to make dialogue between ideas and evidence, to observe commonalities and differences between participants, to make brainstorming about the study problem. The discussion was held in the main office of AMMA for one hour and the discussion was lead by the researcher.

3.6. Procedures of Conducting Interview and Focus Group Discussions

The medium of conversation was Amharic which is commonly spoken and understood by all members of the group. The data .was transcribed in to English. The questions which were expected to be answered by the participants were relied on the research questions. I used an interview guide which helped to keep the discussion relevant to the issue under study

After the interview questions were evaluated by the research experts and professionals about the correspondence and the adequacy of the item in addressing the objective of the study and on the bases of professional comments, clarification, and modification of items and instructions were made. Finally, the instruments were evaluated by the supervisor and approved for translation by language teachers. To minimize any potential disturbance on the other participants the interviews were made individually. The interview was taken 20-30 minutes depending on the level of understanding of the questions. Furthermore, the data gathered from journalists, editors and management members through focus group discussion conducted. The interviews were conducted by the researcher at the place when they are finding. Finally, after collecting the qualitative data the researcher organize it to analysis and interpretation.

3.7. Data Analysis Technique

Since the data were collected through interview, and focus group discussion, to make sense of the data collected and to highlight the important messages, features or findings thematic analysis would be applied. Based on the thematic analysis procedure, the collected data was coded and categorized. Then it would be analyzed in a descriptive way. Here in thematic analysis there are procedures that the researcher should follow. The initial procedure in thematic analysis is about the researcher's familiarization with the collected data. This familiarization already occurred when the interview was conducted. The researcher also required to read and read again the recorded data. "In thematic analysis the transcription is a literal transcription of the text, much as a secretary would do" Howitt& Cramer (2014, p.380). So that, this word by word transcription, helped me to be more familiar with the research data.

After the completion of transcription the researcher worked on initial coding. In this process themes are generated. It is not a sophisticated analysis of the data, but it seems like jottings or notes which are intended to capture the essence of each sentence of the text. At this stage, I followed the data led approach. That means, the coding was dominated by the characteristics of the data and it was led by what was in the data. This process was very helpful to summarize the key things. In this study, qualitative data of the study were analyzed thematically. The researcher employed discriptive analysis techniques. Hence, the in-depth interviews and focus group discussions (FGD) held with reporters, editors and members of the management and will transcribe and quoted critically. So the analysis and presentation would be in a form of interpretation by considering the interviewee's responses.

3.8. Reliability and Validity

According to Kothari (2009) the validity of the study finding depends upon the quality of the raw data which depends on the research instruments used. If the instruments are valid and reliable, the findings become valid and reliable.

To enhance study reliability, the researcher designed instruments with simple, unambiguous, logical and comprehensive interview questions. Before adopting any research instruments, the researcher cross-checked, inspected information on the research instruments to ensure their accuracy, relevance, completeness, consistency, and uniformity that enabled the researcher to establish whether the content in question items deals with and reflects the content and objectives of the study (Patton, 1990).

In doing so, the researcher prepared in-depth interview questions and Focus Group discussions for the study participants, and evaluated by the research experts and professionals about the questions and checks in addressing the objective of the study. Finally, the instruments were evaluated by the supervisor and approved for translation by language teachers. Once evaluating the validity and reliability of the instruments, the researcher used it for the purpose of data collection and analysis.

3.9. Ethical Considerations

The data that the researcher is to collect from the respondents was kept at most confidential and be used for the purpose of the fulfillment of the requirement for the award of the degree of Master Arts in journalism and communication. The respondent was also informed the content of the research and its aims because researchers whose subjects are people or animals must consider the conduct of their study and give attention to the ethical issues associated with carrying out the research. Some of the key ethical issues that was given due attention in this study were privacy of participants, voluntary nature of participation and the right to withdraw partially or completely from the procesee. In addition, the researcher loyally interpreted and quoted what the participants said during the focus group discussion and in-depth interview sessions.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Interview Results and Discussion

Interms of the concepts of peace and peace building process, AMMA practitioners had said their awareness and understanding in different ways by referring their time-consuming year of experiences. First and foremost, in the discussion, the researcher raised the questions of what is peace and peacebuilding process in the essence of peace journalism practices for practitioners, member of the management and editors? Respondents whitnesed the concepts in a journalistic moral and ethics perspectives such as responsibility, accountability, independence and harm minimizing roles of free journalists. Some of the awareness and understandings given by the respondents are:

> Interms of peace, all the rules, regulations and policies are in place and citizens can be satisfied with that system and the media is expected to report and reflect on the pressing issues and can help to question peoples to established concepts and ideas of peace intermesh of peace journalism principles. In order to achieve this journalistic activity, the journalist has to stay clear of judgmental representations and describe reality without embellishment. The media can be a good tool in creating a healthy and functioning environment in reporting any of the conflict incidents with ethical and socially responsible manner to ensure lasting peace and safety. (Interviewee-Simachew Esheti 1: July 15, 2019) and (FGD: July 10, 2019).

> Interms of Peace-building concept, it is an inclusive concept that covered, generates peace and expected to transform any of the conflict incidents towards sustainable peaceful relationships from the different parties or groups of peoples. To achieve this essence the media and practitioners are expected to work hand in hand with the essence of peace journalism principles and they should be committed to explore the root causes of conflict and creat a free and non-violent world. (Interviewee-6: July 15, 2019).

> In my understanding, most of AMMA practitioners could not work aggressively with their level of awareness and understanding of peace and peace building concepts to

bring sustainable peace in the region as well as at the country level in their news and program reporting. Editors, management members and the practitioners have even they don't have a similar awareness and understanding of the concept of peace.Besides, the agency has not given any sort of peace and peace building awareness and reporting.Hence, we all are not working together before the incident of mass protest and violence happened.(FGD: July 10, 2019).

Interms of the above concept, most of the respondants have relatively simila understanding and concepts of peace and peace building process. They belived that, Peace does not just happen overnight; peace come through work. To guarantee peace and stability the role of the media is giant especially by changing people awareness and teaching about peace. Media, in turn, should be aware of their authority and social responsibility, and they must do their best to pass on information to the audience and do their part to bring peace.

 Corresponding to this, respondent's belived that peacebuilding is making of positive peace and crating sustainable peace which was attainable with public involvement in reconciliation efforts of the media. Some of the respondents look peace journalism concepts as being socially responsible to the society and the security of the country. They believe that all the factual data shouldn't be addressed to the audience so as to save the audience from disorder and conflict. In some occasions, journalists have to censor themselves because the information may bring bad consequences. From this concet and understanding, the principles of peace journalism were not fully practiced.

As clearly noted above, the concept and essences of peace and peacebuilding process in a similar way and they agreed that,there may be problems in any time and the media coluld be easily communicating and understanding how those problems should be covered has to be expected from the media. So as to be the media houses had to be expected to prepare on job training about peace ,media and peace building roles and concepts of conflict reporting's sooner than the conflict has happened and create a strong awareness about the causes and consequences of any of the conflict and violence to the practitioners.

Most of the explanations given by the interviewees in terms of the essence of peace, and peace building process are related with the scholar's definitions.

As we discussed in chapter two of this paper.commonly, respondent's is more or less similar Concepts of peace and peace building interms of peace journalism defined by (Galtung & Lynch, 2010: 29). It's the interplay of power, and of power relations in conflict scenarios at all levels in society (inter-personal, cultural and structural, as well as globally) is a necessary component within the practice of peace journalism.

According to (Lewis 1994 & Jett 1999, p.15) explained the concept of peace and peace building is that, Peace building **-** Involves a range of measures targeted to reduce the risk of lapsing or relapsing into conflict by strengthening national capacities at all levels for conflict management, and to lay the foundation for sustainable peace and development**.**

4.4. The Responsiblity of Amhara Mass Media in Peace Building Process.

The major concern of this research is to investigate the role of AMMA in peace building process. Hence, the researcher asked the targeted journalists the role of AMMA in promoting the peacebuilding process? The working environment in calming the conflicts situations and what challenges the journalists faced during and after the public mass protests? Most of the interviewees confirmed that AMMA contributing a lot in informing the society by creating awareness about the concepts of peace while the incident is happened by taking vox pops about peace from different peoples with in their programs, documentaries, and news. But the media was not doing the bold assignments of teaching society before the incident happens. Respondents has given explanation on Media's role in peace building and the environment of 2016 poletical unreast reporting by Amhara Mass Media Agency in the following way:

> AMMA could not done the bold assignments of teaching society before the incident of 2016 country level mass people's protest and the violence was happened. We are working only after the incident happened. (Interview 10, July 18, 2019)

> Ethiopia had faced a number of conflict and violence incidents and resulted in huge crises we faced particularly on political and ethnic cases. In doing so, the media house even not do a little before it all happened as expected. even the violence and any of anti-political conflict happen in the country, AMMA had no experience of reporting conflicts and there is a misunderstanding of a journalist about how to cover conflicting incidents because of no training is organized by the agency. Even some of the journalists believed that every incident of the turmoil and violence must be broadcasted all in all. This was the challenge for us and the media too. (FGD: July 10, 2019).

AMMA was played a constructive role in building peace by inviting peoples who are elite, religious leaders, poleticians and the civic society to address messages by the media about the value of peace and try to make the incidents calm. This was one good job of the agency in promoting peace and calling the peoples to wait the government descitions. (Interview 3: July 15, 2019)

When the incident was happened, we the reporters and content editors are confused because of no conflict reporting experiences and we don't even get a constructive professional training concerning conflict and violence reporting's with the essence of peace journalism before the incident happened by the media houses. However, we are reporting the oncidents with our understanding only this was a challenge and I don't belive that the media had done the expected role in calming the violent situations. (Interview 4-editors: July 15, 2019)

According to the respondent's explanation, AMMA agenecy played both constructive and destructive roles of promoting peace in the case of 2016 anti-EPRDF mass peoples protest and the conflict incidents. Thereason why is there were no experiences of reporting conflicts, no traning is organized by the agency before the incident is happened makes a challenge to restore the incidents with the expected date and time. The other respondants agreed that, the agency played a constructive role when the incident is happened by setting an agenda and invite different peoples to message about peace and call the people tio calm down. This makes the media most preferred by others as a source of information. Some of them said the media was going in a strategic way that everything was not covered by the media for keeping others.

In support of this facts, (Himelfarb et. al., 2008) Peace journalists try to uncover the causes behind a conflict and true goals of all participants while making sure to humanize all victims of the public protest and the conflict. The journalists do not try to exploit the loss and suffering but make sure that the reporting is balanced and also demonstrate how easily news can be manipulated.

Other studies conducted by Kiplagat (2007, P. 48) on the role of media in conflict management in the case of Kenyan electoral conflict concludes that: Media significantly influenced people's perceptions and actions towards mass-peoples anti government protests and the violence. The above study fact and the data gathered from the interviewees showed, media generally influence people's perceptions and actions towards violent conflict. So as to be, the effect of media on the perception of societal attitudes during violent situations instead of peace-building process before happening must be the ideal visualization of AMMA.

Here the researcher suggested that, AMMA would not be entirely exercised the essence of peace journalism. In doing that, to some occations the media played a positive role in promoting peace when the incident happened by inviting different peoples and give coverage to the damages. However, in creating constructive awareness about the concepts of peace and peacebuilding process to the journalists via training and teaching the society about their responsibilities and aware of the responsibility of the peoples before the incident happened via programs, documentaries and news production were not be appreciated. This has to be the gaps.

There are also other manifestations of the role and coverage of AMMA news reporting in the peace-building process during 2016 country-level anti government public mass protest that are noted by the interviewees. In order to investigate this fact, the researcher asked respondents whether the media could have played a role all through the conflicts and played in relation to the protest: the interviewees said that:

> One of the participants Simachew Esheti said, Peace in a country does not just happen one night; peace comes through hard work and its sustainability can be achieved by practicing press freedom and give huge role to the media especially by changing people's awareness and teaching about peace before the conflict incident happened. However, I don't belive that AMMA, could done it a lot to investigate the facts behind the protest and the incidents all the through the situations. We are working and give more air time and space for the politicians to speak about the situation in their poletical interest. I feeled a shame that, all the incident agendas related to the protest and violence comes from the poleticians not from the society. Thus the media could not use its power and social responsibility, it only do just to pass on mostly one way information. (Interview 1, July, 17)

> AMMA was not taking over its social responsibility role as expected before; during and throughout the conflicts in teaching peoples about peace nevertheless the agency was starting to report when the incident is happened as the poleticians needed. The agency had done a lot of constructive reportings after the incident ended and Dr abiy has become the new prime ministers of Ethiopa.(interview: 7, july, 11, 2019)

> AMMA had played a modest role in promoting peace at some stage after the conflict was happened by the use of engaging the religious leaders, political elites and well-known peoples to forward a calming message to the public and optimistically ask the government the causes and the next actions. This was not enough as expected with the concept of peace journalism real meaning. (FGD: July, 10)

> AMMA indeed played a role of violence acceleration instead of counterbalancing or de-escalation role of 2016 country level protests and conflicts. Commonly, the media was collected Vox-Pops about the incidents from those individuals who is

politically arranged by the kebele and woreda leaders and calling the people not to do that and to wait the party to give them answers about their questions. This was highly flaming the incidents instead of calming the people.(Interview: 6, july, 2019)

Based on the response of the interviewees, any information that is being broadcasted concderned to the protest and conflicts to the audience has hidden to the current political instability of the country as the media could not done as expected before and during the incident happened and try to investigate the facts behind all through the situations. The agency gave more air time and space for the politicians to. This clearly shows how Amhara Mass Media Agency in challenge in different ways. As we described in chapter two of the study, the above manifestation of the role played by AMMA in building peace is more of contradicted to the descriptions of Dallaire (2007). Practicing objective and fact-based reporting avoids stereotype rumors, individual journalists and the media house have a tremendous potential to contribute to understanding and bridge-building of peace as confirmed.

AMMA could not play its role in the essence of peace journalism all through the conflicts by practicing objective and fact-based reporting. As the data showed, the agency had working to calm the incident had already happened this was not the essence of profestinalism. Teaching the people about peace needs a year plan instead of one night work.

According to the interviewees' response, AMMA indeed played a role of violence acceleration instead of counterbalancing. Commonly, the media was collected Vox-Pops about the incidents from those individuals who is politically arranged by the kebele and woreda leaders and calling the people not to do that and to wait the party to give them answers about their questions. The media had given more focus on propaganda reporting. Accordingly, the media played both roles. The media was not neutral and work independently. This was contradicting the essence of peace journalism and was not acts as 'watchdog' role and provides feedback to the public on local problems by bringing out the hidden stories into the public. The researcher had raised the on top questions to the focus group discussion with reporters and editors, one of the respondents said that: AMMA played a little role in conflict de-escalation.

> For me, the profession of journalism has the potential to be subjected to government policy and strategy. For example, the journalist and the media firm have to be expected to explore and analyze the value of peace and documenting facts that cause

conflict. But AMMA had this gap in recognizing its role following the professional principles of peace and development journalism. (FGD: Editors July, 10, 2019)

Respondants of the FGD from reporter (Roza Yekoya) said: There is number of limitations from the journalist's capacity in awrare of the conflict situations. The media strongly working in building tough gatekeeping in any of the conflict reporting had observed. Most of the reporters are frustrated when the editors are assigned them to do a conflict or political issue agendas. (Interviewee: 10, July, 18, 2019)

Journalists and even the content editors are ordered to manage practitioners to censor the facts before they live a report on it. The media houses high management members gave us political assignments in any moment news reporting's and we ordered them (practitioners) to report in that circle of their agendas. So as to be, AMMA was played a little role in minimizing that conflict during and after the incidents. The practice of peace and development journalism was not acknowledged as they said. Thus, the media had a social responsibility but it was not practiced as expected to report all the facts as the people and the reporters need. (Interviewee: 14, July 4, 2019)

I remember the time, AMMA had functioned its assignment of the ADP. The party leaders even comented us about the news and programs we produced personally. The current political atmospheres contribute a major role to practice self-censorship by journalists in Amhara Mass Media Agency. (FGD: 2, July 10, 2019)

As clearly shown in the information obtained from the participants of the study, based on the editorial policies and principles of the organization, the media practitioners would have the chance to report what is happening in the conflict situations. This was not worked as confirmed above when conflict is happened. Practitioners were forced by the editors and member of the management to disseminate what the media houses want to address. This was very dangerous for AMMA as of the audiences already know the facts from social Medias and this leads AMMA to lose its credibility. Serving the people independently is still difficult in Amhara Mass Media agency. There are different pressures on reporters and editors to censor themselves.how ever, in support of this Horton (2011), agrred in his study is that, Journalism is not practiced based on the professional ethics and frameworks rather the practitioners work to implement the mission of media organization. Some media organization aimed to get profit from the dissemination of data while other public media address the information to educate the audiences. Therefore, the media practitioners censor themselves to satisfy the mission of their organization (p. 89). In the context of Amhara Mass media Agency, teaching the society about conflict and its cause and

consequences was still going as a problem. Respondants gave the following explanation about AMMA role is pre-conflict situations:

> It was impossible to say that the media house was ready to teach the society about peace and let them inform the causes of conflict earlier than it happened. The media management members could not even have a monthly or annual agenda to teach the audiance about the essence of peace and create awareness about the causes and consequences of conflicts before it happens and build people's attitudes. However, am not sure the agency practiced Peace journalism essences with its professtional principles, AMMA only starting to report news and programs after the conflicts and damages has to be occurred. (Interviwee 3, July 15, 2019)

> There is a gap between the media managers and the politicians in identifying and resolving issues that often cause conflict. As a result, journalists that are often reported in a casualty service after an accident happens. This was not professtional and successful. For the reason that, peoples are always in confusion between the media and the publicity that they all report as the media didn't realize it before. (Intervewee: 11, July, 14, 2019)

The above manifestation of pre-conflict awareness and reporting is more contradicted with the descriptions of Trueman (2011). He conceived that, not people allowing them to express themselves freely is an important cause of protest and conflict. Because of holding back or not allowing peoples to be participated and expressed in every situation, peoples become in confusions (p. 67).

In line with this, (Himelfarb et.al. 2008) Presented contradicting facts- mass media had twofold role: on the one hand, the media report and reflect on pressing issues and can help to question established concepts and ideas. On the other hand, they can be used for propaganda purposes and instead of revealing truths, try to cover things up and by this hold back people's freedom and right to information. Regardless, the potential of the media in public protest and post-public protest situations remains a net positive, and has been sadly underutilized to this point in time.

From the above facts, The Amhara Mass Media Agency and the practitioners should aware that Practicing Peace journalism is a tool for exploring the facts behind the conflict. AMMA must provide important information for the people about their environment and the media interpret events beyond the physical realm and help the people to make sense of them. Here the researcher aware that, the gap between the media managers and the politicians in identifying and resolving issues that often cause conflict has to be corrected. In any case, AMMA has to better aware

journalists about the conflict before the incident is happened just to get ready and stand by any time. This reduces people's confusion about what is going on.

When the researcher conducted discussion with the management members and the editors about conflict and violent report training aimed to build journalist's skill and knowledge about conflict and violent reporting before the incident happened. Respondents assured the following idea in thier word.

> Hassene Muhammed Hassen is one of the management members of the Agency, he said to me that- the media has faced a number of challenges in conflict reporting in different times (including 2002 and 2007 National Elections) in each of the incident, the media was in problem of covering the violences happened. After those incidents AMMA had prepared a week-long training on what it means to be a journalist of peace, how to report conflict and violent incidents professtionally, what the principles are and how those principles will be implemented. However those tranings that builds journalists knowlodge and skill was not consistently given. Eventhough, the media has recruiting a number of newly graduated practitioners but we couldn't give them a traning. (Intervewee 13, July 4, 2019)

> We are preparing the newly employed practitioners to learn from their senior staff about conflict reporting. For example, we are invited to see the already produced conflict and violence films of journalists in conflict-affected countries and try to recognize how they are reported conflicts. The agency may have a traning concerning to the general knowlodge of profestionalism between years ago. Being am a journalist to an editor am not remembered and participated a traning aimed to enhance the sills of conflict and violence reporting. When the incident is happened, the ageney officials call and gave us an order to strongly controle every reports. (Interviewee: 8, July, 10, 2019)

According to the information obtained from the interviewees, creating awareness about the grounds of violence and conflicts before happening to all the concerned practitioners is a serious problem of AMMA. Practitioners received no training for them, only recived an orientation when there is a conflict happened. There is training inconsistency about conflict and the role of the media and make the reporters attend the training before the violence happens was not observed as the data showed. This was risky for the media and even to the audiences as of, if there is some sort of disfigured information and broadcasting once the result might be very jeopardy.

Here we can see Radio Ndeke Luka (RNL), as an example for the above facts. The radio station focusing on development and peace in the Central African Republic (CAR) was established by

the United Nations Mission in the Central African Republic (MINURCA). Since its inception, the station has managed to contribute to peace-keeping as well as democratization and socioeconomic development. It has highlighted on issues relating to human rights and human rights abuses, the search for peace and initiatives in favor of peace. It has also promoted vocational training for journalists and technicians of Central African Republic resulting in the creation of a positive impact on local media (Betz, 2004).

From the above justifications, the researcher believes that, AMMA could have an anual plan of trainings about peace journalism before the incidents happened. In view of that, the researcher couldn't find annual or quarter pre-conflict happened traning schedules prepared before it happened. This was precarious for the agency and even too the audiences.

Interms of the principles of peace journalism and its profesional concept, Lyon (2003), argue that peace journalism standing in opposition to objectivity: as fairness, objectivity, and balance the only guiding lights of good reporting" (p.1). He further claims that ". . . objectivity has to remain a goal, the only sacred goal we have" (p.4). The researcher asked what you have done in terms of this concept. Respondants granted that:

> In my understanding, from that very moment (2016 contry level anti-EPRDF protest) it was very difficult to think the essence of peace and development journalism principles. Because of the security actions were very harsh. You rememberd, a number of journalists are in jail and anumber of civic society organizations are closed, innocent peoples are even shot dead, hundreds are injured and people's human rights are violated. However, it was difficult for the practitioners and even to the agency high officials in order to cover the facts by keeping its fairness, objectivity, and balance as a guiding lights of our reports. (Intervewee: 9, July 22, 2019)

> Journalists did not even have the right to gather any of the information he/she practically observed. We are forced by the government officials to use only party statements as sources of information, there is always a fact distortion I faced because of this the public is going to trust information published on social media instead of our news.(Interviewee :5 , July, 5, 2019)

> I was tried to investigate the information distortion, but no chance because of political interferences and peoples were not considering this fact. We the reporters would not have the right to use all the information gathered. All the information's we investigated must balance by the command post spokesperson. If not we are orderd to drop the news. (Interviewee FGD: 3, July 10, 2019)

Political interventions are one of the barriers to produce balanced and accurate information about the incidents happened in 2016. This was highly observed in daily news reportings and production. (Interviewee: 4, July 15, 2019)

In this regard, the researcher understood that, mass media ought to play a crucial role in a democratic system. The media can even influence the conflict area positively, by applying its influence towards ending the conflict environment and driving the public towards peace instead of blocking the messages by the government. This might be resulted an information barriers and caused an immense crisis. All the concerned bodies must be understood that a strong and timly reported conflict incidents has the potential to have a strong impact upon society. So as to be, AMMA give more space for the practitioners to dig out the information instead of ordering them to use only government spokesperson statements as sources of information.

In contrast with the above justifications, (Ottaway, 1997, p. 89) suggested that, most conflicts in Africa are as a result of the struggle for power e.g. in Rwanda, Congo, Sierra Leone, Ethiopia etc. when the media starting to discrimination of the marginalized, ruled by the political elite, could provide a suitable ground for media to create and further both conflict facilitating and triggering factors by use of „oppositional metaphors" („us" Vs „them"), (Dijk, 1997). Because of most of the Ethiopian media firms were not be economically independent and pluralistic media. Thus, poleticians simply manipulate and interfier their hands on them. This was not ssential to the democratization process. This was still happened in Ethiopia. Since the role played by the media, by supplying credible information and reaching a large audience, how AMMA played a role in managing public protests and promote democratic principles of peace. Respondents from the management members said:

In my understanding, supplying credible information and fair coverage of reporting in 2016 country level conflict and the violence incident was not be as expected. Planed effort has not been done in advance to carry out the mission of peace and stability as the only government and credible media houses. That was the main problem. Sporadically, the media is trying to educate the society by producing a sort of news and programs about the causes of conflict and awring the value of peace. (Interviwee: 8, June 24, 2019)

Sometimes we distribute meaningless news which means that the news which produced by AMMA journalists were not cooling the conflict when the problem happened. Predictably, the media had a shortage of warning bells before the problem

occurred. The media were busy doing a lot of things when the violence and political unrest has happened. The Predicting role of the media was not a prerequisite for the devastating loss of life and destruction of the resources. (Intervewee: 11, June 14, 2019)

Among the ethical rules of journalists, I could not even trying to dig out the facts and being voice to the voiceless because of insecurity. In this regard self-censorship and poletical interference affects the credibility of news production. Sometimes the best work has done after the conflict. For example, the media teaching the people about peace and harmony, calling others to support those peoples who have been hurt, inviting political elites, religious leaders and even the society to call the people to calm.we do even trying to expose human right violetions.(Interviwee 2, June 21,2019)

Here it's the cases stated by focus group discussion participants. I was assigned to report August 26/2016 public meeting held on Gonder town. At that meeting so many ethnic and political issued questions were raised. More specifically the self-possession of "Wolkaite-Tsegedi, Raya and Metekele" people was the major concern of the discussion. Respondents reflected the case as follows:

I had attended the public forum focused on the identity question of the "Wolkaite-Tsegedi, Raya and Metekele" community. The majority of the participants strongly testified "Wolkaite-Tsegedi, Raya and Metekele" had "Amhara's region" and must be administered by Amhara people. After the discussion, I had communicated with my content editors about the agendas reflected by the participants that the majority of them questioned and then he ordered me to cancel on live reporting of this fact and the peoples of Gonder becomes highly disappointed that the media were not entertained their question. Therefore, the peoples of Gonder has frequently blamed that, AMMA had worked for the party. After I come back to the head office the media manager ordered the content editors not to use the sensational up sounds in the news production time. I can drop their sayings for insertion because fearing the measurement of the political officials even our media manager. (FGD Interview: 16, July 10, 2019)

One of the focus group discussion participants said, there was a mass public anti-EPRDF protests at Bahir Dar (August 8). During this time, the demonstrators raised the concern of "wolkaite, Metekele and Raya" in verbal and written ways on the street. The politically affiliated AMMA manager had called and gave an order to the cameraman personally not to take the populous pictures and ordered him to be selective in-camera shooting. And when I back to the office for news production everything was recorded by the cameraman according to the order of the media manager. The context of their question even was distorted. This was very unprofesstiona and am feeling that I was not working my job in a professtional was instead for their mouthpiece purposes. (Interview FGD: 17, July 10, 2019)

Based on the data obtained, there were unwritten prohibitions in the Agency leading editors and journalists to self- censorship. Because of the politicially affiliated managers inteerferance, the practitioners were not done their professtional jobs. This can hinder the profestional manner of journalism. At a standstill questioning boundary debates of wolkite, Raya, Metekele didn't get attention. Supporting this idea, Çipuri (2015) placed the interference of politicians as "State authorities through an established system require prior control of any material destined for publication or broadcasting. Later, it is formally decided by the censors if this material will be distributed or not" (p 82). This justification is much related with the case in point described above.

The following data is obtained from participants about the enableing environment to practice the essence of peace journalism when any of the conflict and violence happens:

> When we are preparing conflict news from different zonal and woreda cities. The city administration politicians were following us and tried to lead how we collect datas and the way we write even the script. This was very tricky. During the conflict and mass people's protest, we the journalists are restricted any of the informations. Only police, hospital leaders and communication officials are the only groups, who are assigned to give any pieces of information, and we are forced to disclose the bold facts and information of the government as needed. (Interviewee FGD: 18, July 10, 2019)

> I remember the occasion; a government official told by the media managers to suppress the information for their political gain and this made the media worse by curtailing the conflict this was still practiced in the agency. Sometimes we argued with officials to live up the facts to the public with our own risk. But we have not been able to convey the fact. The government intervention in the media and access to the information is tackled unless they are willing. (Interviewee FGD: 19, July 10, 2019)

> I always remembered, it was the television news and program department that has been in charge of strickt gatekeeping practices and thus were are not allowed to fully show the impact of the conflict on video footage and to bring the matter to the media. The pressure not to broadcast the collected information to the public based on the facts of the conflict and mass people protest was not yet clear. (Interviewee FGD: 20, July 10, 2019)

> One participant of the discussion said, Sometimes the ban of video and image not to broadcast is right in terms of peace journalism. From that incident, if the gatekeepers are allowed in displaying those sensitive images, it may lead people to another conflict. However, it does not be a challenge to say that we have followed the principle of peace journalism, we did not convey the truth to the public, but has

clearly and accurately documented the image, rather than on-airing the public. So as to be, we cannot say that the media houses were practicing the peace journalism essence before, during, and even after the conflict and violence happened in the region as well as the country level. (Interviewee FGD: 15, July 10, 2019)

In this regard, the researcher understood that sometimes it was better to disclose in displaying sensitive metaphors because it might lead peoples to take another action instead it was better to follow the ethical guidelines of peace journalism for this kind of reporting. But the media was expecting to do a lot to report the causes behind the conflict incidents and teach the audience not to do it again. This was not done by the media firm as the data showed.

From the above points, researcher (Himelfarb et.al, 2008) Noted that, Peace journalists try to expose the causes behind a conflict and true goals of all participants while making sure to humanize all victims of the public protest and the conflict. The researcher has understood that the AMMA practitioners do not try to exploit the loss and suffering on images and videos but make sure that the reporting is balanced. The interview participants mentioned a case about the working mood of the conflict stated as follows:

> There was an ethnic conflict & violence in the Oromia region around the "Buno Bedele" zone. During this time, as one of the participants said, I was assigned to report. The incidents as an internal displacement because of ethnic conflicts as I witnessed from the victims. It was a much-challenged incident for me to report the fact as it's based on my observation and the data collected from the violent victim. The politicians' ordered me to report the causes as a good governance problem. But the case was not like that, it was an ethnic case. When I asked the residents there was an ethnic focused attack because of that they were displaced and things are difficult for them to even to life survival. They were attacked by well-organized groups.

> Because of the political interferences,' it was very difficult to report the causes and psychological damages happened at Buno Bedele. Even our media managers and content editors have a similar interest. What was very interesting is that, they called to the Amhara region communication affairs director and the director informs the media managers and the media manager informed as not to report the fact as it's…you have to report the causes just as the manager ordered unless no one is responsible for the end result as they said. Then I censored for my part and report on it as they are needed. (Interviewee 5, July 13, 2019).

> It was a challenge for the journalists, content editors and even for the media managers at that time. Journalists were not protected. There were at risk and even have no legal protections. Eventhough our family was not secure. Since there was no fertile journalistic environment, all the time we corrected the news, programs and live report contents and we drop it off. If we bring out all the truth and make it ready

for broadcasting, you don't know who is threatened us. The media managers even don't allow to broadcast all the facts as its. It was a challenge for even the media house as of the conflict situation and there was no good environment for journalistic practices. For example, during the conflict, I was assigned to conduct a report at Gondar. Some groups were banned from a number of media including EBC for reporting as they think of that the media were working fully in a distortion way. The majority of the audiences were not interested to give any of the information to the media as of the government media were not addressing all the needed information from certain sources. For the reason that I was able to save my life because of, there was no legal protection. The media environment was not good at that moment as the media is not free and voices for the public interest and even the legal protection for the practitioners was not guaranteed.
(Intereviewee1,July15,2019)

I belived that, Self-censorship attitude was evident through the journalist. There were also suggestions that the journalist was advised not to take part in a report that would disturb the public in order to fulfill his/her social responsibility. There were also reports that blocked access to the report and you were ordered from the politicians and the media house leaders that you should not cross this line. There were even people who were barred from commenting, which means that our leaders were either political or external, who controlled the institution. In all accounts, there were pressures on the institution. Our sources of information about the conflicts and violence were directed only by government officials. Even though the pressures on our professional tasks are not straightforward, we are worked only on this framework of the already line up thoughts of the media house politically affiliated managers directions and the command posts. The pressure starts even from the reporting word choice, this resulted that we become highly reluctant to report the issue of the incidents freely with the essence of peace journalism, and we always fearful of political intervention and lack of legal protection as the data sources said.
(Intereviewee: 6, July 15, 2019)

The researcher has recognized that these types of restrictions had yet practiced. The interviewees confirm that most of political issues are framed or modified by the gatekeepers in the way that violate the professional approach even the poletical leaders trying to framed the practitioners. For this reason, the interference of politicians that forced directly the journalists to censor themselves through different mechanisms and because of that they censored the fact.Therefore, the practitioners were forced to minimize and omit the actual facts. This showed that Censorship was practiced in AMMA. The researcher supposed that, free media provides people with a mechanism to speak out against perceived violations of personal rights and is essential for the protection of all people's rights. This was not observed in AMMA.

According to Lyon (2003), stated that, If there is conflict resolution we report on it in context: We do not engage in it" (p. 2). Professional value of objectivity also seems to be an obstacle confronting peace journalism. Concerning to this ideal concept, the researcher asked management members of AMMA about the challenges faced by the practitioners in conflict reporting and they said that:

> There are some news outlets that were speculated on whether or not to report. We the management are ordered the practitioners not to report some facts but to remain on it and we decided to let the information to the government body to take immediate measures and learn from that information. Occasionally, the media house high management members may disclose some sort of information and will give that information to the security agencies or other concerned parties. We the media management had decided to drop it off some facts of the news and reportages from the transmission because of thinking the future conditions. For example, Bahir Dar is a tourist city and if we leave out all the information we collected from Bahir Dar 2016 violent incidents, for the time being there will be the undeniable fact that the city will have a negative impact on the tourist flow. There were many issues that we treat as only for information purposes. There were a lot of issues at that time, as some of the news was not needed to report the public. We know and understand it was not professional and we are missing the essence of peace and development journalism theories but a must and an external force not to fully exercise. (Interviewee 13, July 4, 2019).

> Once time, I remembered that, we are telling to the practitioners that, only if you are loyal to your profession in connection with a burglary report you are respected by someone. We told the reporters that, if you are balanced in your reporting activities, the people itself will protect you; the institution will not provide you with legal protection. If you compromise on one side of the story, you lose all kinds of protection. The Institute does not assign police or security to every journalist but we are informed them to do the right job based on facts. The main problem was the fear of limiting information by the journalist. It was a disaster still now. (Interviewee 14, July 4, 2019).

> To distribute truthful information for the audiences there should be a matured democracy in the country. But this was not observed. If there is a democracy, there is freedom of expression with social responsibility. Principally, there is a constitutional ground to freedom of expression but not practically applied since 2016 country-level EPRDF anti-government mass people protest and conflict situations. This was very challenged for us to report the facts happened. (Interviwee 6, June 21, 2019)

> Politicians strongly put their pressure on the routine news and program production as if the media is financed by the ruling government (the now ADP). The media manager is politically affiliated by the ruling party. So, our leaders are doing their mission to accomplish the manifesto of their party interest instead of voicing the voiceless. Even Our media manager evaluated the performance of the practitioners

based on the attitude of the ruling party. This stroke leads most of us to work with self-censorship. (Interviwee 6, June 21, 2019)

In 2016 country level mass people anti government protest and violence, AMMA were not be objectively and professtionaly reporte the conflict facts. When we see the highlights of the respondents, the function of peace journalism in the agency is to some how distorted. They focused only on the immediate incidents with no legal protection of the journalists and emphasis is given on simplicity. Therefore, the default mode of AMMA operation is just to cover after the tension, conflict, and violence has happened. This was handled and controlled by the party-affiliated managers and they were not willing to address what is even happened. They ordered the practitioners to give the full information for them and they even censor and omit some facts. This was opposing to the essence of peace and development journalism theories.

In opposition to this idea, Deutsche (2008) Local media usually have a deeper understanding of the existing political structures, the participants of the conflict as well as the changes preceding the outbreak of violence. The media can therefore not only influence society before the protest and the conflict happened by recognizing and properly addressing the issue but afterwards.

This showed that, the measurement of the government on practitioners affected the confidence in the profession. Thus many practitioners were in jail. This political intervention on the practice of press freedom became one of the reasons not to address truthful information and this hostile government action wears down the confidence of reporters and editors to report any of the conflict incidents exactly and autonomously. The practitioners consider reporting the human concern news may lead them to be labeled as a terrorist in the eyes of the ruling government and higher officials. The AMMA journalists are also influenced by the direct interventions of political elites in some concerns; the elites call to the practitioners and gave warning due to their reporting and they feel as no warranty for the distributed news and programs. As the researcher understood from the respondents' feelings, still now they think as serving the ruling government by minimizing the social and economic problems of the society.

It is very difficult to be accurate in news. Audiances should have a feeling that whatever they are being presented is the overcome of an honest and dedicated effort of the writer. All facts given in the news item should be accepted by readers without questions. To investigate this facts the

researcher discusses with Chief content Editors and Management members about news accuracy and they answered the following ideas:

> In my understanding, during the 2016 country-level mass people protest and the violence, AMMA was in a problem to maintain the news accuracy especially the number of people who are violently dead and injured by the government security gun bullet shot.

> Even the media practitioners were not found any of the information's about the incidents. Everything is under the command post control. From the moment we are in problem of accepting the facts collected by the reporters and we couldn't even find any of the government body to give us a balance for the already collected data's. So as to be, we are decided to drop off the news. If we do that, we may exaggerate the issue, or if we cut it, it will not bring it up to its accuracy. If you have a property that is destroyed, we will show it in different ways, but as a journalist, it is almost impossible to tell all the humanization facts. For example, we focus the information sources only on what the doctor or the police have told for us. Thus, people will lose their trust in the media because we mislead them in every incident. At times, they also lose the faith of the person we comment on. This makes worse the conflict, and when we received accurate information it would have brought people to the spotlight, although the work done here was not said to be accurate and keep the balance of our news reporting. (Interviewee: 13, July 14, 2019)

From the above points, researcher noted that, Media and journalism can be great assistance in public protest, conflict management, and peacebuilding. The media has to be a good tool in a healthy and functioning environment but more is needed than ethical and responsible reporting to ensure lasting peace and safety. AMMA can be used in the media to convey propaganda purposes instead of revealing truths and covering things up. The news that was collected by the practitioners needs to be balanced though poleticians block this activity. The agency must make a severe effort to render the account of any event in the best possible manners for the time being. Thus, the reporter has not got to write all the specific violenet facts accurately and objectively. They have to put all the facts together in a manner of the poleticians factual impression. The agency has to select and arrange facts in a manner so as to give a balanced view of the whole situation. according to Lyon (2003, p. 1)., peace journalism standing in opposition to objectivity: here, he confirmed that, the practitioners has to be expected to appeal news fairness, objectivity, and balance as guiding lights of good news reporting. This was not observed in amhara mass media agency when confict is happened.

4.5. The Activities of AMMA in Peace-Building-Process

The majority of mass public protests and violent conflicts are asymmetric in character, and most of these take place within and state borders. What is important to point out particularly in relation to the activities of the media is winning the "hearts and minds" of the people. The media is required in influencing the attitudes and perceptions of a population. In doing so, how AMMA captured its responsibility to restore peace followed the political unrest in the region: respondants thought that:

> For me, AMMA has played a significant role in boldly reporting the conflict incidents in all corners of Amhara region and tried to reverse the crisis that followed the country level political unrest. There were efforts to deliver up-to-date information on all available options, but we don't believe that the media houses were not working as expected because of many reasons behind it. One of the challenges for the media and the practitioners not to accomplish their responsibility is the involvement of the politician in a profession as well as lack of tangible training' to the practitioners before the incident happened. This was resulted insufficient knowledge and skills of reporting the conflict incidents observed. Therefore, it was hard to imagine that, in the agency peace journalism practices were not be freely exercised as expected because of the above-mentioned obstacles. (Interviewee 9, June, 22, 2019)

> Every body remembered that moment, Journalists, bloggers, innocent citizens, and others were in jail as if they were freely expressing their opinions, and this twisted fear for us to pursue independent journalism and this makes our news and program reports very hateful. While we are investigating the facts on the causes of mass people's protest and the violence, political party leaders were unhappy. This has made us distrustful and the media houses were in trouble to address the reality this resulted in difficulty to return to its short-lived peace. (Intereviwee: 11, June 11, 2019)

(Kuusik, 2010) indicated that, Lack of information can, at any stage of a conflict, makes people distressed, restless and easy influenced. The researcher recognized from the above facts, this kinds of politician's interference and restrictions to report the ideal grounds of the incident through investigative reporting's not profestional. The media houses and even the government denied access to free information to the journalist. This was was very dangerous and it was not helpful to calm the conflict incidents. The media has to report every of the incidents with credible sources and give their coverage of all conflict parties if not peoples make distrustful of the media and a number of societies had to be easily influenced by the social media bloggers. The interviewees confirm that most of the political issues are framed by the politically delegated

media managers and the gatekeepers in the way that violate the professional approach. For this reason, reporters not only in great detest of the profession but also disappointed to produce politically related issues. It all now that, news is a factual report of an event as it occurred. It is not the event as a prejudiced eye might see it or as the reporter might wish it to be or have thought it to be on those concerned in the event might like to present it. Facts must be reported impartially as they occurred.

News is unavoidable and is presented in full light of impartial and honest observation and objectivity is essential. One of the respondents assured the following idea in his own word.

> I understood that most of the editors and media house managers and even the board members of the media were not confident for their position when a conflict or any of anti-political unrest had happened. Due to this, they forced us to do unprofessional and impartial news and programs next to the directions of the higher political officials (ADP). They don't even interest to include our observational facts. This was terrioble for us. (Interviewee: 6, July 15, 2019)

> We the journalist are frustrated to do news and programs that far from the directions of leaders because we do not have even guarantee for their measurements if they are not satisfied for us. The editors and head of the news department director were even serving for the management directions as if they have the mandates to make a decision of what to broadcast (content and pictures). (Interviewee 8, June 24, 2019).

This obviously showed that Editors and the management members had worked for their parties' interest as of most of them take their responsibility out of the professional aspects and this might force the reporters to censor themselves and break out from any of the challenges. The agency even had an ethical guideline in reporting conflict incidents from those affected and must be allowed to give their opinions freely. It is important to train peace journalists, and provide them with all the safety strategies and equipment, as well as ethical guidelines and principles of reporting a conflict, as an extraordinary situation. According to Hyat Ahmed: MPhil Student at Swansea University, Department of Politics and Culture Studies: The most important role of media in conflict situations lies in balancing the reports, demonstrating the effects of the conflict and exposing manipulations. This was no practiced in Amhara Mass Media Agency.

4.6. Achievements of AMMA on Peace-Building Process.

History has shown that the media can incite people toward violence. Hitler used the media to create an entire worldview of hatred for Jews, homosexuals, and other minority groups.

Rwanda's radio RTLM urged listeners to pick up machetes and take to the streets to kill what they called 'the cockroaches.' Broadcasters in the Balkans polarized local communities to the point where violence became an acceptable tool for addressing grievances. The media's impact on the escalation of conflict is more widely recognized than the media's impact on peace-building. Yet it is not uncommon to hear experts pronounce that the media's impact on peace-building must be significant given its powerful impact on conflict (Wolfsfeld, 2004, p.15). To find legitimate data how effectively AMMA used the mission for conflict prevention and peace building roles, the researcher asked the targeted practitioners in accordance with the above facts about the performance of AMMA in promoting peace in the essence of peace journalism essences. Participants gave their words interms of the profestional principles and their observations as follows:

> In my point of view, periodically the agency gave direction to practice peace journalism after the conflict and violent incidents were happened. This was not practiced before things going too bad. Most of the time, we are trying to practice it when some sort of conflict incident had observed. The agency had ordered the practitioners to produce documentaries and features about the value of peace until the end of time while and after conflict and violence has happened with a strong line of commanding directions with fact censorship. (Intervewee: 10, June, 18, 2019)

> Because of the political situation was not be fertile for the profession, most of the time practitioners censor themselves when there are a news and features concerning violence and political agendas. For this fact, the agency had prepared the plan when the conflict was happened instead of doing its job before it happened and create awareness. Thus we only followed the plan of the agency (Interviewee 3, July 15, 2019).

> In AMMA context, political issues lead to self-censorship. If you dig out any sort of social values, no one can influence your reporting. But when the government contributes in some social areas you take care of it on your way of reporting the data. Most of the time the media can incite people towards violence by distorting the facts. For example- we all remembered that, there is a mass anti government protest at Bahir Dar (Augest 8) and so many innocent peoples are dead shot by the security bullet. At 6:00 news hour the city mayor and police commissioners gave a press conference and said only seven peoples are dead who are trying to confront with the security as they said. But more than 50 peoples are dead at that moment. This leads the peoples towards another violent act. This was very fun for the people and they are going to mistrust the agency and even the people have blamed us you are working for the government as a mouthpiece. But we the practitioners did not find the chance to investigate the wrongdoings of the security members and the government actions due to the frustration of the political officials. Most of the time

there were untouched issues such as corruption and embezzlement actions that imbalance the benefit of the entire people. When we are trying to freely do so with the essence of peace journalism, we do not have guaranteed to our jobs even the lives of our family. (Intervewee: 12, July 16, 2019)

Based on the editorial policies and principles of AMMA, the media practitioners would prefer to disseminate what the organization wants to address the target audiences. Peace Journalism was not practiced based on professional ethics and frameworks rather the practitioners work to implement the assignment of the media house. From the data observed, the media's impact on the rise of conflict is more widely recognized at AMMA in that moment. According to the respondent's explanation, the researcher understood that practitioners intentionally censor themselves when reporting issues such as conflicts, violence, and good governance issues. However, the media managers and other concerned bodies ought to understand that, conflict and peace share the same platform in the media discourses since reporting conflict also means finding an alternative and positive solution. This indicates that, there is a clear challenge in practicing peace and development journalism practices at AMMA when conflict and violence happens. There were high practices of self-censorship in the Agency.

In contrast, conflict in Africa, which has been, in the post-Cold-War world, is responsible for up to 90 percent of the world's total war dead suffered an almost complete media blackout. Coverage of the massive war in the Democratic Republic of the Congo (DRC), which caused in excess of one million deaths in the year 2000, was almost insignificant (p. 231). The researcher belived that, a sort of conflict and violent information must be distorted as of there were no media litracy. This maight help to calm other areas for further conflict escalation.

There are also additional manifestations that were not entirely practiced peace journalism in AMMA that was noted by the interviewees as follows:

> In my viewEven though AMMA was not too late to teach societies about peace before the conflict incidents happened. We the media high management members had planned with the essence of practicing peace journalism during the conflict to give information for the audiences. Since the moment happened we the management members gave directions to the team leaders to give an agenda for the reporters followed by the principle of peacebuilding to bring back the peace. We are too late to aware of the audiences about peace. Thus all the selected practitioners who are assigned to report the conflict and violent situation are practicing self-censorship because of understanding the current media land space and environments. We always

give them a street line of black and white direction to take care of every incident in their reporting process especially the live cell phone information's i.e we even edited the on-air facts before we give them a chance of live reporting. If you can see this activity, we were not considering the practice of our reporting with the principle of peace journalism. Especially we and the political leaders give critical attention to the number of people who have been injured, dead, and all the casualties. (Interviewee 11, June 22, 2019)

This is more related with the explanations of Kristina & Besar (2015) the fact on the ground and the way they are transmitting information is quite different due to self-censorship and the interviewees related the practice of self-censorship with largely political atmospheres of Ethiopia. They believe that, freedom of expression is not properly implemented and they referred measures taken by the government in the past years. Lots of media institution leaders and journalists were jailed due to their reporting and attitudes so; journalists of AMMA censor themselves to far from such penalty as the researcher understood from the above data facts.

According to the respondent's explanation, AMMA management members are ordering the content editors to censor themselves for the sake of their job safekeeping and survival. In the minds of practitioners, there is also a question of warranty on their daily news production. They doubt that no one takes responsibility for their news; due to this reason, they frustrate, not to practice peace and development journalism with its guiding principles and they are forced to censor themselves even the ground facts and the real societal stories. As the researcher noted in the information obtained from the interviewees, following the national crisis since 2016, the researcher asked the questions of how the political situation for the journalists to practice peace journalism in AMMA and how they are worked professionally. Most of the journalists' understanding of political interventions is one of the hindrances to produce balanced and accurate information. Someof the cases stated by focus group discussion (FGD) participants.

The political leaders use the media most of the time when there was a serious and widespread crisis to make a statement on the media, and mostly they don't want to mention any damage to the conflict, but they would only make a statement that would threaten them, especially about the nature and manner of their political agenda hammering. politicians are the friends of the media managers whenever their interest is sought in media campaigns, for example, in the times of conflict, public anti-government political protest that the politicians want to market their political agendas and their symbolic appearances, media is the best way they can gain the giant audiences. As the respondents' said, most of the time politicians have the

biggest interest in use media when the time is best for them as the finding showed. (FGD Interviwee: 16, July 15, 2019)

Due to the political instability, it was difficult for the journalist to get information if all the stakeholders had not worked together, and the information we got would be incomplete. When the system was free for the journalists and the concerned government official has to provide us information, the public becomes safe. For example, following a public inquiry into the disappearance of civilians, the wounded and dead figures, the violence becomes calm and care should be taken by the peoples. But the focus of the government is disclosing the information from being accessed. Thus, viewers and listeners lost faith in us and our reaction was negative. To this end, the political influence of the media at the time was significant, and the fact that the public's expectations and the reported diversity of the media had laid down with this influence on the media as the respondent confirmed.(FGD Interviwee: 17, July 15, 2019)

In this regard, the researcher understood that, AMMA were not play Its key functions and serving as a timely and reliable information source for the public; providing objective reporting and interpretation of political issues and events; performing a watchdog function by keeping the activities of the government under scrutiny; and facilitating dialogue between politicians and citizens had hindered.

According to (Kuusik, 2010) local media can help in managing conflicts and promoting democratic principles, as well as encourage societal development in providing capacity building and technically related training and seminars for journalist is obligatory in order to flourish journalist's ability, skills and talents to publish and broadcast reports, newscast and bulletin to the public audience. This was not practiced in AMMA. One Member of the management said the media house played a vital role in getting to calm the conflict via promoting of peace:

It was good to see the media contribution in providing accurate, timely, reliable, balanced and informative information that even the national media the now EBC has not been done n a conflict coverage like AMMA. This was the problem with the national media. As of AMMA is the nearest media here, when there is an incident of conflicts, we try to quickly report what is happening and the media was trying to report the truth. This was very good progress for the media at that very moment because we try to report at least some of the facts as soon as possible and even commenting on some groups confidentially. This makes to calm down the conflicts as soon as possible. (Interviwee: 14, July 4, 2019)

From the above points, the resarcher noted, the media houses and the journalists are part of the society, and trying to cover the causes of the conflict. They are able to better reflect the true goals of the participants, humanize some victims of conflicts, and try to reflect the situation to some how.The researcher strongly believed that, The most important role of media in conflict situations lies in balancing the reports, demonstrating the effects of the conflict and exposing manipulations with the ethical guidelines of peace and development journalism in reporting and selecting interviewees, who must be from those affected, and must be allowed to give their opinions freely. It is important to train peace journalists and provide them with all the safety strategies and I believed that the conflict area must enjoy freedom in speech, and access to the media, as well as freedom for the journalists themselves.

4.7. The Responsibility of AMMA in Pre, while and Post Mass Protest.

The media can be a good tool in a healthy and functioning environment but more is needed than ethical and responsible reporting to ensure lasting peace and safety. The role of the media is twofold: on the one hand, the media report and reflect on pressing issues and can help to question established concepts and ideas. On the other hand, they can be used for propaganda purposes and instead of revealing truths, try to cover things up and by this curtail people's freedom and right to information. Regardless, the potential of the media in conflict and post-conflict situations remains a net positive, and has been sadly underutilized. In this point that, In the case of 2016 country level anti EPRDF mass peoples protest and the violence, the researcher had raised the question of what was the role a peace journalist played in maintaining peace and stability before, during and after the incidents. Participants said:

> I belived that, the profession of journalism has the potential to make the government subjected to policy and strategy. For example, the journalist and the media firm have to be expected to explore and analyzing the value of peace and documenting facts that cause conflict before it happened. But there was a gap in recognizing this role of the media and following the professional principles of peace journalism. There were a number of constraints concerning the journalist's capacity. So as to be, the results were not observed and its practice was not seen in AMMA. (Interviewee: 5 July 13, 2019)

> One respondent said, there had been good conditions to realize peace journalism in the agency all the occasion. When we look at the principle of peace journalism, for example, by studying the causes of conflict, it is possible to report on it. Some of them said when we see the Peace reporting, the agency simply starting to work after

the conflict has happened. There is a huge gap between the media in identifying and resolving issues (before) that often cause conflict. As a result, most of the time practitioners are regularly reported in a casualty service after an accident had not been effective. (FGD SInterviewee 20, July 10, 2019)

Follow-up questions about what was the contribution as a journalist to work for the principles of peace journalism before, during, and after the incident has happened.

It is impossible to say that the contribution made by the media houses and the Peace Journalist is enough before it happened. It's an aspiration for us and things are very challenging for the journalists. During and after the conflict and violence had happened, the journalists did not get the chance to report what has happened and teach the people from the incident. The majority of the respondents said that the journalists give more care in their reporting.
When conflicts happened, we were forced to choose the content and the up sounds that we are interviewed and we are very careful with the words and imagery since it will reduce the consequences with a manner of social responsibility.(FGD-Interviewee,20,July,10,2019)

interms of implementing the journalitic principle, we the journalists understood that, Peace journalism is essentially a way of reconciling peace and it requires not only seeing ideas from one party but also reconciling them. But we couldn't practice on it. Incontrast, when we use public statements as sources of information, the public was not trusted the information. They believed the information published on social media.we don't even have the right to get information and use it before the governmental authority had confirmed the facts. Sometimes it does not dare to say that we have followed the principle of peace journalism. We couldn't convey the truth to the public during and after the conflict but has clearly and accurately documented the damage at the library, rather than to the public. In all of our reports, compelling mechanisms to focus our report on the devastation of property, rather than human death, physical and psychological harm. This was the reason that we said peace journalism did not practice at that very moment. In 2016, the political turmoil and civil unrest in the region was a challenge in our journalism experience as if we did not have experience in conflict reporting. Our organization was unstable in the aftermath of the conflict and we couldn't do our reporting freely.

We have done little or nothing in the way of prioritizing the public opinion in comparison to other media outlets like Esat, OMN, and OBS. Even if there is a crisis, we are not engaged to report and educating the public on how much the political turmoil and conflict created in a coherent and peaceful journalistic profession. The study participants noted that it was the gaps that followed the failure to make it work. (Interviewee: 3, July, 15, 2019)

From this information, the researcher understood that, the agency could not do its task of peace reporting with accurate information before the incident but it was focused in praying to calm

after the conflict happened. The media even could not work on a lot that reconciles those involved in the conflict by produceing fair and timely news and programs. AMMA Journalists should not have the right to report what is going on the right side of the story and bring reconciliation according to the respondants said. It is important to note that, the media is expected to work a lot with in a creadible way for the societal benefits instead of under the poletical parties for the time being. They should work with peace before any conflict incident is happening.

4.8. How Cooperatively Media & Stakeholders working together towards Peace-Puilding process.

To verify weather this fact is practiced or not in AMMA, the researcher asked how all the concerned bodies contributed to calm the violent situation happened in Amhara Region and how they are working hand to hand? The following ideas are gathered from the participants:

> I don't belive that, the government, media, and other concerned bodies including the civil society working hand to hand. In the conflict situation we the journalists are facing difficulties to find information. Instead, peoples get mass people's protest and its incident informations from facebook bloggers and activists. We the journalist even cannot record the information for public purposes at the location of the conflict. One of the great challenges not to report facts to the audiences is the government's breakdown to provide urgent information about the incidents i.e the dead, injury or property damage in the conflict situation this created the media in danger and lose its trustworthiness. (FGD Intervewee 17, July, 10, 2019)

> In my understanding, sometimes we are forced to report only the facts that the government official's said instead of observed in person. This was a big test for our loyalty. Even The local victims had refused to provide us information to the media because fears. So as to be, the information sharing system fell on the will of the government, and the media that provided the information kept us from getting the information we needed, and this led to us to look all the information's from the government particularly the already formulated government command post groups who were in control of everything at that time. (FGD Intervewee 19, July, 10, 2019)

> To tell you frankely the government, the mass meida and other concerned bodies in working cooperatively has been cut so that it has made it a challenge to obtain information. This loss of understanding created a challenge to the practioners not to confidentially collect the information and make it crediable news. However, citizens used and disseminated information to foreign Medias and social web developers rather than AMMA. In general, there was no formal and known way of

communication between the media houses, the government officials and other concerned bodies (command post, the peoples, religious leaders, elites, etc) in addressing the conflict incident informations timely. (FGD Intervewee 16, July, 10, 2019)

In this regard, there were no harmonizations in every one of the concerned bodies to exchange appropriate information's about the incidents and timely handle the problem. From the above data, the deliberate misrepresentation of news coverage for particular interests simply aggravates the tension and becomes a major cause of violent conflicts. The researcher had raised the question about the gaps observed when the government, the media houses and other concerned bodies to bring peace and stability. Participants agreed that:

The current security situation, especially outside the capital city of Bahir Dar, has led to widespread control of the media professionals reporting's. Similar to the uprising period, local people are hesitating to give their whiteness with journalists in a panic of the aftermath.

Let I tell you one example, I was assigned to one village around Gonder for reporting purposes: Some people are interested to share the stories, but they fear to voice what they feel because of scaring the general political situation. This was the result of a miss communication between the government officials and the public concerning the incidents. Even I myself, when I go to collect some information on a particular conflict incident issue, my family says do not get involved in this issue because they thought that there may be a problem in the days to come. As of these big gaps, the journalists are in dilemma and we faced a problem of answering the questions of who is responsible for such information? Who to balance this fact? And who gives me the information about this incident as government officials is a gap. This was how they are not communicating each other. (Intervewee 3, July, 15, 2019)

Similarly, peoples and the wored leaders told us every cause of the incidents and what is already happened around their kebele and surroundings freely without mic and camera record. When we are asked them to give us information with the recording (peoples and the woreda and kebele officials) they were not agreed and they said please we are not interested. This showed that peoples are even suspicious of the government's actions. For the reason that, most of them are interested to give their words for international Medias' by disclosing their identity instead of our media. This was the fact, peoples are afraid of the miscommunication between the securities; politicians, the command post, and the party interest were not being communicated. If they do that, the government switches them and throws in prison. (Intervewee 19, July, 10, 2019)

Here the researcher understood that: Mass media and a sort of people's message to the media practitioners have the potential to play a key role in developing a culture of peace and non-violence. Unfortunately, because of fearing the government actions peoples failed to live up to its

potential of facts. Even the government and the media houses could not have a plan about how to manage and cover the conflict incident information's. They were going in a different way with wrong communication strategies. This resulted, peoples, lose their confidence to give their voices as of the scary political environment, the practitioners are in a hub and forced to report with a condemnatory view, peoples are forced to blame the trustworthiness of the media as it distorted the facts. Marshall described that, "the medium is the message" as a means of explaining how the distribution of a message can often be more important than content of the message itself. This indicated that AMMA was not being worked as a means of addressing even the incidents message as the need of the audiences.

CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS
5.1. Summary

In summary, AMMA notably played both Escalation and de-escalation roles of the conflicts when the 2016 country level anti government mass protests and the conflict incident happened. However, one can summarize that; the media have an effect (positive and negative) on peacebuilding process. This part of the study reviewed the key findings. In this chapter, the researcher summarized what the research has been all about, how it was undertaken and the major findings it came up with.

The purpose of this study was to investigate the role played by AMMA in peace-building process:-The case of 2016 country-level anti- government mass protests and the conflict incidents. Throughout the investigation, all possible efforts were made to obtain reliable and valid data using in-depth interview questions and Focus Group Discussions (FGD). In addition, relevant literatures were reviewed and discussed.

Based on the findings, practitioners have a variety of views and understandings interms of the concept of peace, peace-building, mass media and its role in peacebuilding process, the activities of AMMA in peace-building, the effects of meida on peace-building process and the role AMMA in pre-, during and post conflict situations and finally Identifying the measures that government, stakeholders and media houses have put in place towards peace-building by contextualizing with their practical experiences. As the researcher indicated at the beginning of the study, one is hard-pressed to find a word by word sourcing of the idea that media has a direct impact on peacebuilding process. However, one can summarize that; the media does indeed have an effect (positive and negative) on peacebuilding process.

The study findings showed, AMMA notably played both Escalation and de-escalation roles in 2016 country level anti government mass protests and the conflict incident happened. Therefore, based on this fact, the researcher brings to a close that, AMMA generally influences people's awareness and actions towards peace and conflict and resulted a huge damage.

In the agency, peace, and development journalistic skills and professionalism seem to be underdeveloped. journalists self-censorship attitudes, no legal supports of the practitioners, poletical interferances, no tranings about conflict reportings, concerned bodies were not be interested to work cooperatively resulted a gap to easily calm down the violence and conflicts happened in 2016. Most journalists who are assigned to report the 2016 country-level anti-government mass protest are affiliated to political party members and leaders are using their position to further the agenda of their side. These factors led to little public trust to the media. After the conflict incidents had restored, there were many attempts done by AMMA to restore the reputation of the media and repair its image among the public who have no trust any more with it by reporting the damages and exporing what is the causes behind the protest and violence.

5.2. Conclusion

The paper sought to critically investigate the role of mass media in peace building process: the case of AMMA with a particular incident of the case of 2016 country-level mass protests and the violent incidents. To conclude, in today's conflict and violent incidents, mass media have a pivotal role to play, as an arena and as an actor in the political system. The influence of the media is closely related to the conflict dimensions pertaining to the communication of attitudes that influence legitimacy and credibility in any political system. Bringing about constructive change in a conflict incident is still a challenge to AMMA. Helping to change people's beliefs, attitudes, and behaviors requires in-depth knowledge about the conditions that enable people to formulate these changes.

Starting from the understanding of AMMA journalists, Editors and member of the management on the essence of peace, peacebuilding and the role media played in peace building process. Based on the data collected, the findings of the research are presented below.

The greater part of practitioners feels it as there were a number of challenges to work as per the professional standards of peace journalism principles due to internal and external influences. Parallel to this, the practitioners think as their report is not accepted by the massive audience as they slef censored because of fearing the government harsh actions and think of the gatekeppers strong stand of the orders givene by the poletically affiliated media managers.

AMMA journalists highly argued, Politicians imposed a strong pressure on the practitioners not to cover up all the facts. This was still a challenge for the agency. Since conflict reporting is more challenging, most journalists were very unprofessional in the manner they handled the conflict reports as per the findings because of agency and media training institutions (universities) could not design constructive tranings on conflict reporting.

Cooperation between agencies, civil society, peacebuilding organizations and media practitioners is essential. There is a need for meetings, seminars and work groups where models and best practices can be shared as of using media in peacebuilding is a new practice, everyone has a lot to learn from the exchange of experiences. A careful assessment of whether the media is likely to play a positive or negative role in achieving the goals of conflict prevention and peacebuilding

requires greater insight into ways the media helps and harms the path toward constructive change.this was not practical in the agency. Here, media professionals still have a great deal to learn on this journey.

The major findings are listed below

➡ Most journalists have coherent understanding intermes of peace and peace building concepts but they could not have coherent understanding to peace journalism principles.

➡ AMMA played roles in both aggravating conflict and restoring peace.

➡ The agency had done in reporting after the crisis and its damage by inviting peoples who are faced in problem, to show the causes behind the conflict and promote peace.

➡ AMMA invited victims of human right, shows the damages and causes of the incidents after the conflict as expected is the major positive achievements.

➡ The agency is in problem of confidentially reporting pre, and while conflict incidents.

➡ the media and other stakeholders were going in a different way with wrong communication strategies.

➤ Becouse of the wrong communication, the practitioners are in a hub and forced to report with a condemnatory view was a challenge to the media as it distorted facts.

➡ The government poleticians interferance was one of the major findings that can affect the news and program production.

➡ AMMA could not play its role in the essence of peace journalism all through the conflicts by practicing objective and fact-based reporting.

➡ Self-censorship was practiced due to internal and external influences.

5.3. Recommendations

According to the findings, the data collected and analyzed by the researcher, the following recommendations have been drawn:

➡ AMMA has to work a lot with journalists to have coherent understanding of peace and peace journalism practices. To this end, the agency should provide a comprehensive understanding of peace journalism awarness tranings at institutional level.

➡ The media should identify the potential conflict incidents and conducted a ballanced reporting. In a conflict incident, AMMA must provide information to the public in accordance with principles of peace journalism. This would be a great way for the agency to carry out its public responsibilities.

➡ To do this, Politicians should decrease their pressure to the public media, instead work with them in a significant and constructive manner.

➡ For the time being, the media should take this as a lesson and, they should stop to work for the governments and starting to disseminate separate reports.

➡ AMMA should be responsible to-Provide journalists and leaders with preliminary work on peace journalism and conflict resolution before,while and after the conflict incident happenes. i.e Develop journalist's capacity towards conflict reporting, Create awarness to the people about peace before the conflict breaks out.

➡ The media, government, and other sources of information need to be consulted and discussed together all the time needed. This was very important for information retrieval process and it can minimize to put citizens at greater risk. So as to be, all stakeholders should work together in peace.

➡ Journalism is not practiced based on the professional ethics and frameworks rather the practitioners work to implement the mission of media organization. Therefore, the media practitioners should not censor themselves to satisfy the mission of their organization.

5.4. Suggestion for Further Study

Despite the success of this study, many issues still remain unresolved while others also evolved during the study. The study suggests research to be undertaken: The Role played mass media in Peace Building and Conflict Resolution.

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Apendex I

Interview Guide and Questions for Media Professionals
SECTION A: Researcher's Details

I am a postgraduate student at Bahir Dar University, undertaking a Master of Arts degree in media and communication. I am conducting research on the role of media in the Peace-Building Process: The Case of Amhara Mass Media Agency in partial fulfillment of the award of Master of Arts.

I would like to solicit your kind assistance by preparing yourself to provide responses to my interview questions posed below. Information is required for academic purposes. Equally, the information received will assist policymakers to come up with policies that will regulate media operations and the peacebuilding process. It will also be used as a tool for enhancing peace and coexistence by encouraging media practitioners to report objectively and within the established laws and ethics. The data collected will be treated with strict confidentiality. Your cooperation will be highly appreciated.

Thank you in advance.

Yours faithfully,

Section B: INFORMED CONSENT

I am giving my consent to be assured of privacy, anonymity, and confidentiality and that I will be given the option to refuse participation and right to withdraw my participation anytime. I have been informed that the research is voluntary and that the results will be given to me if I ask for it.

Section C: General study participants Information

- Your Title
- Gender?
- What mediums do you belong to?
- How long have you been working for them?

Introduction

The purpose of this interview question is to collect information from media professionals from Amhara mass media agency news department and member of the management. The interview is aimed to get data to assess the role of mass media in Peace-Building Process: The Case of Amhara Mass Media Agency. Your views will be useful in influencing protection of the media decisions in the Country and also for academic purposes and will be treated with confidentiality.

No	Interview questions	
1	can you tell me your understand about what is peace in the essence of peace journalism?	
2	What is peace-building?	
3	What role can a peace journalist have in maintaining peace and stability?	
	What role can a peace journalist have in maintaining peace and stability?	
	How well does the profession in your field provide freedom to implement a journalism of peace?	
	What is your contribution to peace journalism in the field of peace and stability?	
4	What are the basic activities that AMMA could play in peace-building-process while the conflict and mass protests happened in 2016?	
	Following the uncertainty in the Amhara region in 2016, what role AMMA could	
	What was the significance of the actions taken to bring peace and stability?	
5	How the media could be effective in order to promote sustainable peace in Ethiopia, particularly, in Amhara Region?	
	What are the actions of the Amharic Media journalists in keeping with the principles of development and peace journalism in order to maintain lasting peace and stability in the country and the Amhara region?	
	What has been the result of the work of making peace and restoring the story behind the crisis?	
6	What are the effects of the media in peace-building process?	
	What are the consequences of the mass media for peace and stability?	

	What has been the result of the action taken to ensure that the resulting damages do not last in areas where the conflict has not occurred and that others have learned from the problem?	
7	What measures has the government, stakeholders and media houses put in place towards peace-building?	
	How serious was the problem in conflict areas where we did not coordinate the activities?	
	Did the government, the media and the media have the results of those organizations that played their role of co-ordination?	
	What were the gaps observed when the government, the media and the media were working to bring peace and stability?	
8	Can you tell me about the environment for local journalists during public mass protest?	
	Do u think that the media played the expected role in calming the conflicts properly?	
9	What was the working environment for journalists in the national political unrest (2016)?	
	How comfortable and free from interference to operate freely?	
	Can you describe any obstacles they may have faced during the public mass protests?	
	What was the local media's access to protests information's? (do mass Media severely threatened during the conflict)	
10	What was the problem that journalists faced in their work in obtaining information and delivering it to their target audience in the face of conflict and uncertainty? What were the challenges to presenting the full details of the event? Were there any pressures?	
11	What responsibility AMMA to restore peace and turmoil that followed the political unrest in the region and the country?	
12	Following the crisis how was the political situation to prevent journalists from doing their job freely? Was it good or not to report freely?	
13	When do politicians use the media most? And why?	
14	Any other comments, recommendations and remarks you want to contribute to this research on the role of media and politics?	
Total		14

Apendex II

Section A: Interview Questions for the Mangement Members, Editors and for The FGD participants

No	Questions to the editors	
1	What is peace and peace building process in the essence of peace journalism practices at AMMA news departments?	
2	What were the gaps observed when the government, the media houses and other concerned bodies to bring peace and stability?	
3	What cares give the media houses about news accuracy?	
4	What you have done in peace journalism in terms of implementing the principle?	
5	Is there training aimed to build journalist's skill and knowledge in conflict and violent reporting before the incident happens?	
6	What was the effect of media in changing the perception of societal attitudes during violent situations?	
Focus Group Discussion Interview Questions		
1	What is peace and peace building process in the essence of peace journalism practices at AMMA news departments?	
2	What was the interferences and controlling mechanisms of editors & member of management in conflict reporting situations?	
3	What was the gap the media at that moment in building peace? How AMMA contributed to calming the violent situation?	

4	Following the unrest in the Amhara region in 2016, what AMMA mainly done to ensure peace & security in pursuit of peace journalism?	
5	How the political situation for the journalists to practice peace journalism in AMMA and how they are worked professionally?	
6	What was the performance of peace journalism essences in your media houses and how put in practiced by the practitioners?	
7	What were the challenges faced by the practitioners in conflict reporting?	
8	What was the working mood when the 2016 anti-EPRDF protest and conflict happened?	
9	What was the role of the AMMA played in promoting peace?	
To the Management Members		
1	What is peace and peace building process in the essence of peace journalism practices at AMMA news departments?	
2	What were the gaps observed when the government, the media houses and other concerned bodies to bring peace and stability?	
3	How the political situation for the journalists to practice peace journalism in AMMA and how they are worked professionally?	
4	What was the performance of peace journalism essences in your media houses and how put in practiced by the practitioners?	
5	What cares give the media houses about news accuracy?	
6	What were the challenges faced by the practitioners in conflict reporting?	
7	What was the role of the AMMA played in promoting peace?	
8	Is there training aimed to build journalist's skill & knowledge about conflict &violent reporting before the incident happens?	

Appendix III

Amharic version

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Apendex V
Oral Sources and Contributer

NO	NAME	Occupation	Department	code	Date of Communication
1	Simachew Eshitie	Journalist	Tv News	Int-1	July 15, 2019
2	Addisu Gashaw	Journalist	TV programs	Int-6	July 15, 2019
3	Workayehu Chekole	Journalist	Radio	Int-3	June 15, 2019
4	Simachew Maru (FGD)	Journalist	TV	Int 15	July 10, 2019
5	Selamawit worku	Journalist	TV	Int-2	June 21,2019
6	Yitayal Atnafu	Journalist	Tv program	Int-8	June 24,2019
7	Fasika Zelalem	Journalist	Editors	Int-12	July 16, 2019
8	Dagnenet Amare	Journalist	FM Radio.	Int-11	June 14, 2019
9	Roza Yekoye	Journalist	FM Radio	Int-10	July 18, 2019
10	Demoze Yekoye	Journalist	TV news	Int-09	June 22, 2019
11	Azeb Youhanies	Journalist	Editors	Int-05	July 13, 2019
12	Seid Ebrahim	Journalist	Editors	Int-4	July 15, 2019
13	Hassen Mohammed	Journalist	Management	Int-13	July 4, 2019
14	Adugna Alemtsega	Journalist	Management	Int-14	July 4, 2019
15	Awol Mekonene (FGD)	Journalist	Editor	Int-15	july 10, 2019
16	Shemseya Berihune(FGD)	Journalist	Radio	Int-16	June 16, 2019
17	Meseret Asmare (FGD)	Journalist	Online& monit.	Int-18	Jully3,2019
18	Abrham Bewkete (FGD)	Journalist	Bekur Meg.	Int-19	Jully3,2019
19	Abrham Adamu (FGD)	Journalist	Bekur Meg.	Int-20	Jully3,2019
20	Hlina mebratu	Journalist	Online & monit.	Int-16	July10, 2019