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Achieving Peace via the Media: Challenges, Solutions, and Prevention

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Abstract: These days, it's hard to argue against the media's positive role in influencing government policy and decision-making. Numerous governmental organizations, both official and informal, are carrying out their duties in distributing social resources and promoting peace and order. Efforts to implement new methods, such as using sports as diplomatic instruments to bring about peace, as well as new policies, incentives, laws, conventions, treaties, mutual agreements, non-proliferation agreements, and disarmament pacts, are ongoing. One must listen to the advice of the media in order to attain serenity in this age of rapidly evolving information and communication technologies. This study seeks to provide a thorough evaluation of the function of mass media and journalism in promoting contemporary social harmony, as the media is the fourth pillar of democracy. Additionally, an effort has been made to identify potential platforms where the media may fulfill its function in an effective and neutral manner.

Keywords: Freedom of Speech and Expression, Journalism, Media, Right

I. INTRODUCTION

'Peace' is really only a means to an end. Unfortunately, we now need a "means" to achieve peace as a result of the dynamics in the paths of societal trends. On a global scale, the trajectories of sociopolitical phenomena cause animosity, chaos, tension, and social variation, all of which have far-reaching effects on human existence. It has been clear from the beginning of human civilization that achieving peace and order has been the primary objective of humans. Efforts to achieve the long-sought aim of peace and order have been made throughout history, beginning with the Sophists and continuing through Plato, Aristotle, Machiavelli, Hobbes, Locke, Rousseau, Marx, Rawls, and finally the communitarians. Nevertheless, a fresh approach is always needed to address the increasing global disagreement and animosity due to the evolving circumstances of global experiences. Treaties, conventions, non-proliferation agreements, disarmament pacts, policies, incentives, laws and acts, sports as diplomatic instruments for peacemaking, and so on are all still in the works after the inheritance of new methods. As a tool to attain peace, one must pay attention to media input in light of the revolution in information

and communication technology (ICT). It is not unprecedented for the media to have a role in conflict prevention and mediation. Justifying its function in this context is superfluous. For the last half-century

The media's impact has increased at an exponential rate with technological development throughout the years, beginning with the telegraph and on through radio, newspapers, magazines, television, and finally the internet [1]. But it was in this age of distinction after the Cold War ended that the mass media really came into their own. Trade, business, communication, culture, politics, society, and economic exchanges may all flourish on a level playing field once bi-polarization crumbles. Consequently, media emerges as a viable alternative to that which is required to facilitate the transaction of global networks. As much as it may promote peace, the media can also play a role in escalating conflicts. For example, by airing images of American soldiers' corpses being carried down the street in Somalia in the 1990s, CNN contributed to the United

States' decision to pull its forces out of the country. Hate radio also contributed significantly to the rise in violence and genocide in Rwanda. In the 1990s, a weekly television show in Sudan portrayed the fighting in the south as holy war, inspiring viewers to support and participate in Jihad [2]. This program helped mobilize the populace and contribute to the struggle and war. The government halted the program when the peace accords were reached, and the media instead created a new program that promotes peace and the pacification of conflicts. One such initiative is Radio for Peace-Building Africa (RFPA), which was established in 2003 by the worldwide nonprofit group Search for Common Ground. It is still in existence in many countries, including Burundi, Togo, Kenya, Liberia, Niger, Senegal, Nigeria, Tanzania, and Uganda. Predicated on the idea that radio is the most widely used medium of mass communication in Africa, RFPA educates journalists on how to promote peace, resolve conflicts, and capitalize on similarities. More than three thousand people from one hundred different countries in Sub-Saharan Africa and beyond have joined RFPA as of 2010. This is quite an accomplishment. They have educated local radio station employees on media responsibility in more than 90 sessions [3]. Conflict and war coverage by the media is murky at best. In evaluating the function of the media in promoting harmony and resolving disputes, however, its significance becomes clear. In fostering peace, the media often makes four distinct contributions. To begin with, it is useful for establishing the political context within which the peace process unfolds. Second, the approach and actions of those involved in the conflict are actively shaped by the media. As a third point, it has the potential to change the way people talk about the peace process.

In a fourth point, the media have the power to diminish the credibility of peace process players in the eyes of the people [4]. Various forms of media are used all over the world to provide information and report on current events. The success of democracies depends on free mass

media. An essential component of any functioning democracy is the guarantee of the right to free speech. To restore calm and stability to a troubled society, reliable and objective news sources are crucial. Indeed, it was for this reason that "to ensure the freedom of the media to perform their essential role and the right of the public to have access to information" was emphasized in the United Nations Millennium Declaration.

The function of the media in this setting is quite clear. Journalists deserve praise only for the work they've done for the public good. Journalism has the power to combat hate speech and foster an atmosphere of fair thought. The dissemination of news stories is only one aspect of responsible journalism; the other is providing readers with accurate, balanced, and fair information. This is why journalists persist in presenting reality without embellishment and in making judging representations. Media being the fourth pillar in democracy will succeed only when it plays an affirmative role and it is only possible when media has pro-peace slanting programmes. In many cases, it happens that the media without thorough understanding of the causes of the crisis makes a judgment, resulting further into vicious situation. Here the media personals part is to develop a thorough understanding of the crisis and convey their readers and listeners in a way that may helps to reach to the level of proper understanding to avoid further indifferences. They need to direct people to the tales that explain the background of the conflict and how it escalated to violence. It is quite evident, after the end of world war, the influence of transnational interchange and the emergence of sharing and shaping of different social necessities gives birth to the importance of media.

II. MEDIA IN THE WORLD

During the age of deregulation, privatization, and globalization, neo-terrorist groups like Al Quida were aggressively expanding their social media reach. Jeffrey Ian Ross argues in his piece "Deconstructing the Terrorism-News media Relationship" that the media's involvement in covering terrorism has grown since the 1970s. According to Ross, a lot of terrorist organizations plan their operations based on how

the news is likely to be received and when reports will be published. Among these notable events are the following: the abduction of Italian prime minister in 1977, the kidnapping of Symbionese Liberation Army member Patricia Hearst in 1974, the Grand Hotel Bombing in Brighton in 1984, the American Revolutionary attack on the Turkish ambassador in Lisbon in 1983, and the Baader-Meinhof gang suicide in Stamberg prison in 1977. As a positive example, consider how the media covered the 1972 Olympic abduction of Israeli athletes. The 1979 Iranian embassy seizure in Teheran also contributed to the narrowing of

focusing global attention on the influence of Islamic fanaticism. The 9/11 broadcast of the public Trade Center tower assault demonstrates the importance of the news media in bringing the public the truth. But most media outlets have an issue when it comes to pacifying terrorists. The absence of trained journalists to cover terrorist attacks is the main reason behind this. Several respected news outlets, such as the Los Angeles Times' Josh Myers, CNN's Peter Bergen, and Al-Jazeera's Amal Elsana Alh'jooj, were often the only sources that the media could rely on for their reporting. The media's ability to help resolve conflicts relies on the strategies it employs, such as forming partnerships between journalists and experts in the field, as well as with NGOs, funding agencies, and people of the community. By working together, different forms of media may better serve their audiences' requirements [5].

In addition, there are a number of internal concerns that the radio, as a local media outlet, may spread. Radio news broadcasts in many languages are able to reach a wider demographic

Conclusion

They (or they, depending on your perspective) are now mass media's saviors, should the situation persist. Where does a genuine republic really flourish, and is this a genuine representation of democracy? Be on the lookout for sponsored media outlets that may have been unwittingly or intentionally portraying a positive side of

by providing a window into the daily lives of individuals of diverse ethnic backgrounds. Every internal dispute, as we can see, has its own background. Local media, such as radio, have an edge since they are more familiar with the political institutions, conflict players, and developments leading up to the violence's escalation. Thus, the media not only shapes a society by bringing attention to the problem before to conflict, but it also takes the lead in advocating for societal progress and reconciliation in the aftermath of conflicts.

III. CASES FROM INDIAN EXPERIENCES

Today, behind most of the mass dissension, the government is responsible. The government by virtue of its political power tries to maneuver and misrepresent the truth, seizing the right of media from giving coverage of the events. In such situation, there is an urgent need of involvement by the unbiased and free media [6]. Mass media has a limited control in regard to the intervention of government in the internal affairs of the populace. Government and the parties at a time used to adopt either a strategy of appeasement or forcefully banning the media coverage. This is because; the broadcasting of ongoing distortion would affect the position of their parties in the upcoming elections. The instances like the murder of *Gauri Lankesh*, an Indian journalist from Bangalore was shot to death on September 5, 2017, by a right-wing Hindu extremist for voicing against hindutva's stigma, campaigning for women's rights and opposing caste based discrimination, was the dreadful episode in the history of press democracy. Furthermore, the order of Darjeeling hills throughout its movement for separate statehood during 2017, the government of West Bengal banned the entire local news channels, internet affecting social networks as well as bunged the national channels from inflowing in to the spot, allowing only a few of the paid channels to show. In this venture, news channels and Press like *The Wire*, *NDTV*, *The Hindu*, *Times of India* (as per my knowledge,

social injustices. The research emphasized the need of free and independent media that can report the truth without prejudice or favoritism and that upholds the importance of free speech.

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