Media and peace Building in the Era of Globalisation

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This paper draws on research into the reporting of war in Darfur in three media systems. It examines the extent to which globalisation has enhanced the capacity of journalism and the media to build peace and harmony in the modern world. Globalisation is changing the nature of journalism furthering the development of new forms of journalism such as "citizen journalism". The media's efforts of peace and harmony can also be seen to benefit from globalisation and new media technology. The potential to "lower the threshold of entry to the global debate for traditionally unheard or marginalized voices, particularly by "others" and to transcend geo-political barriers created by national media system, therefore boosting the efforts of pertinent to the efforts of peace journalism and peace building.

Introduction:

The mass media have extended their reach in what is termed era of globalisation, marked by the end of the cold war and collapse of the Soviet Empire. This era of globalisation possesses unique features differentiating it from the former era of internationalism or imperialism which, had shaped the world, Geddens and Person (1998, p.64) define globalisation as

"the sine qua none of modernity, the intensification of worldwide social relations which, be events occurring many miles away and vice versa" others definitions offer different perspective, whether economic. Trade, Cultural, political, social or communication for this paper the role of globalisation in linking the relations and nations of the world is crucial and this has been facilitated by communication. Globalisation in this sense is *"the process of world shrinkage, of the distances getting shorter, things moving closer. It pertains to the increasing ease with which, somebody on one side of the world can interact, to mutual benefit, with somebody on the other side of the world"*(Larson, 2001, p.9)

This definition emphasises the role of media in the process of cultural or socio-political change. As this paper is based on research that relates to the media in general and the press in particular, it explores globalisation from this perspective.

The assumption is that globalisation promotes harmony and understanding- as envisage in McLuhan's concept of the "global village". However, the global era is also characterised by the amount of conflict and war, whether local, regional, or international

The media have played their role in promoting conflict as well as enhancing peace, or protecting human rights. For example the CNN played a role in the withdrawal of American troops from Somalia in the 1990s by showing graphic pictures of the

bodies of American solders nineteenth being dragged along the street. This was continuation of the Vietnam syndrome in which the media was seen as 'losing the war' for the USA. Similarly in Rwanda hate Radio played significant role in increasing the killing and genocide but it is also to be noted that the radio milles collines station was set up as part of peace and democratisation project supported by international organisations(Allen and Stremlau, 2006, p.4). The media can be for and against conflict sometimes, in Sudan my home country the media played a great role in the 1990s in mobilising public and contributing them to war and conflict by media specially the TV which produced a weekly programme called (Fee sahat Alfeda) in redemption arena or to scarification, this programme make the fighting in the south a holly and made it Jihad that made all people support it and involved. Whereas the first step after the peace agreement the government stopped the programme and the media produced new programmes which can support peace building and decrease the conflict's reasons. Also the example from the case of Darfur can clearly show how media is powerful and how it can breeds many reactions nationally or internationally, in 2004 after one year of the conflict breakdown, the New York Time's columnist published an article about Darfur with some photos and that was the beginning of the save Darfur form which played a great role in internationalisation the conflict.

This paper will examine the power of the media in contributing to peace, and reducing military action, whether local, regional
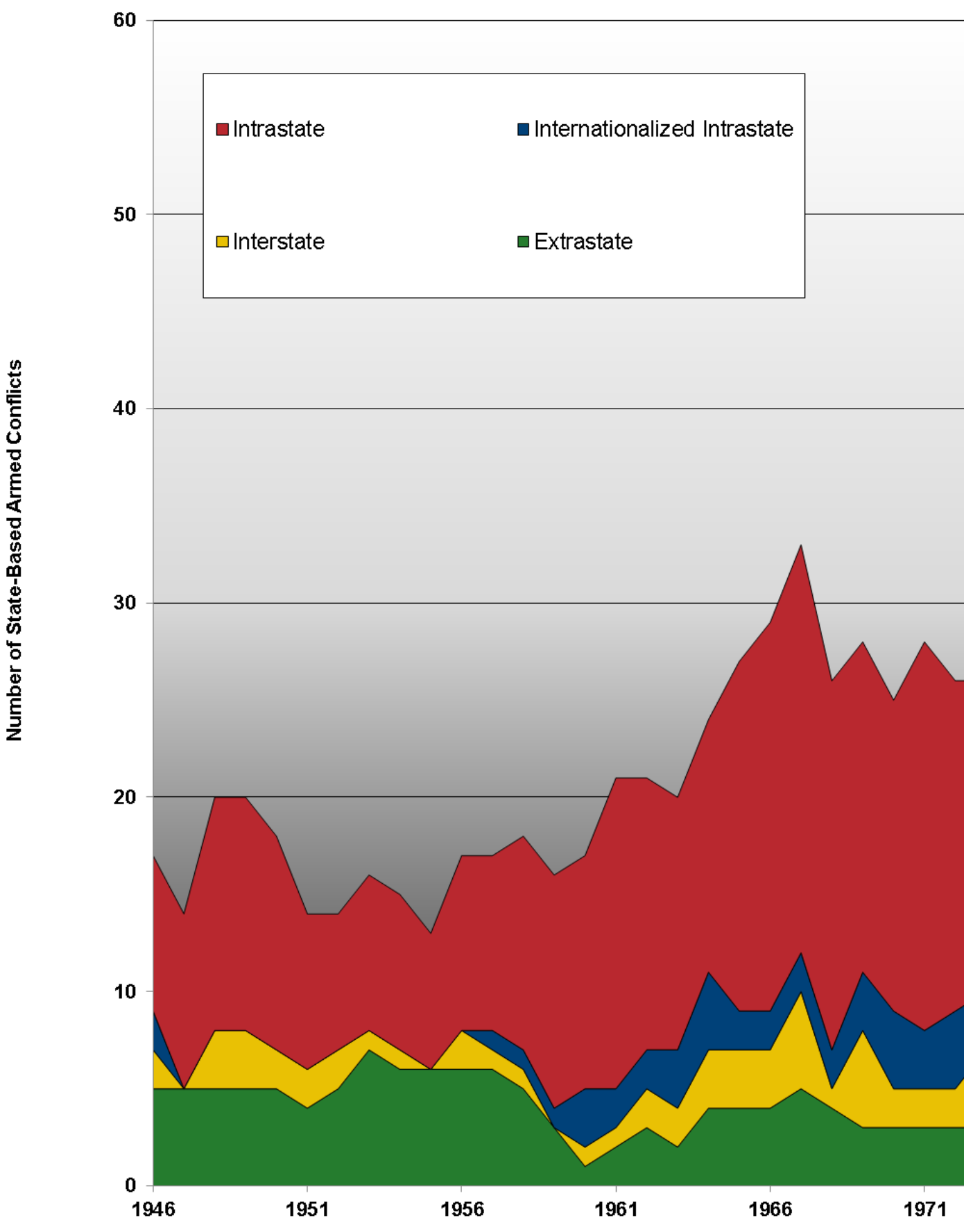
or international. Can we benefit from the abilities and power of the media to enhance peace and prevent human beings from falling victim to the myths of the need for war and conflict? Before doing this, it is important to discuss the media's role in war and conflict situations.

Conflicts and its types:

There are different kinds of conflicts, these diversity come from the verity of its causes and locations, so there is the internal conflict which, is between two parties in same country or more, as there is regional conflict that between two neighbouring countries and the international one that between more than one countries like the first and second world wars. And as it is an old phenomena which, featured all periods, but it become the post-cold war remarks, as it dominates the contemporary's political concerns.

"Conflict is one of the defining features of the modern world. Since the end of the Cold War there have been countless conflicts that have involved the deaths of millions of people and the suffering and displacement of millions more. It is impossible to accurately quantify human suffering due to conflict."(Puddephatt, 2006, p.5)

Number of State-Based A

Y-axis: Number of State-Based Armed Conflicts

Legend:
- Intrastate
- Internationalized Intrastate
- Interstate
- Extrastate

X-axis: 1946, 1951, 1956, 1961, 1966, 1971

. This paper will attempt to define and clarify conflict, while highlighting the media's involvement, and role in reducing conflict.

"Conflict is an intrinsic and inevitable aspect of social change. It is an expression of the heterogeneity of interests, values and beliefs that arise as new formations generated by social change come up against inherited constraints. But the way we deal with conflict is a matter of habit and choice. It is possible to change habitual responses and exercise intelligent choices" (Ramsbotham, 2011).

Conflict is the term that can be used to describe the clashes and disagreements occurring inside a country, or war between two or more countries. The term, violence, may also be used, as conflict may breed many crimes and violence against civilians, as well as the military. Conflict may take many forms, all of which attract media concern due to its importance, as Barrett argued. "Some conflicts do not acquire the status of "war" in media eyes, though they may be as violent, devastating, and above all, strategic, as formal military conflict." (Allan and Zelizer, 2004) Moreover, there are many types of factors, which cause conflicts, as will be discussed, so are the kinds of conflict?

Political conflict:

Political conflict refers to war, revolution, or other struggles that may force the authorities to use force, as the term of armed conflict. Instead of searching for some proper social resolutions,

and can be a result of some social settings, which increase the tensions among people, especially counterparts or politicians from competing parties. Conflict may escalate between individuals, who may be supported by their tribes, and associations, which have power, or loud voices that may influence the stakeholders (Brahm, 2005).

Ethnic/Tribal war:

The ethnic conflict is the conflict that is between to ethnic groups, as it cold the tribal conflict as it can arises between two or more tribes. So as a result of nation state disappearance and decrease in its political and economic power the ethnic conflict increase and become one of the significant signal of globalisation era, causing crisis and violence against civilians, as it causes regional or international interventions which, is for the protection of the civilians.

"An Ethnic War is a war carried on between two groups belonging to different ethnicities, or groups of people who identify with one another on the basis of a boundary that distinguishes them from other groups. This boundary may take any of a number of forms -- racial, tribal, cultural, linguistic, or religious, -- and may be more or less porous" (James, 2008

The post-Cold War period witnessed many ethnic wars, which, it is argued, were waged to achieve economic and political control. Many other small wars continued, with rising number and intensity, where many minorities fought under the subversive excuse of racial, religious and cultural

discrimination. These wars were often the result of ethnic nationalism, and may also result in war crimes, like genocide, which attract the media and its audience (James, 2008). For example Darfur conflict which stared as economic conflict as it will come later in this paper, in globalisation era it turned to an ethnic conflict based on the Black book with unknown author which rise the feelings of marginalisation and inequality among Darfur people and hate toward the Northern people under the title of Arab. So media had no role in reducing these feelings till it burnt the region

Religious conflict:

The variety and widespread religious beliefs may sometimes cause conflicts, and could form a source of potential tension. This does not mean that religion is conflictive, but may spark conflict, if people are different in race and ethnicity, where a weak group can use it as a tool with the purpose of gaining power in the political or economic fields. Also, disagreement may arise in a context of religious diversity, if people refuse to accept or choose to ignore others' faith. "In virtually every heterogeneous society, this means religious difference in source of conflict, a triggering event that can cause the conflict to escalate and at this stage, tactics often come detached from goals and radical interpretations are increasingly favoured". (James, 2008) cited in (Brahm, 2005)

This type of conflict can be classified as one of the difficult ones to resolve, because it may give extremists the upper hand. Moreover, the two groups will have supporters from co-

religionists, and then it may escalate beyond control (Brahm, 2005)

Social Conflict:

Social conflict refers to: "the conflict between individuals and groups within society with differing amounts of material and non-material resource with the more powerful groups using their power in order to exploit groups with less power" (Brahm, 2005)

Money, it has been argued, is the main cause of social conflict, as it represents a mechanism in Social Conflict theory. Like the other types, social conflict is one that can become political and breed many resolutions, and may sometimes bring the external intervention.

So conflicts represent a top human concern and tension, which put them the top of the media's agenda. The media represents the mirror that reflects, and provides information on, the conflict. So how media deal with these conflicts?

News Media and conflict:

The media role in conflict and war is not straightforward. "The media is a double-edged sword. It can be a frightful weapon of violence when it propagates messages of intolerance or disinformation that manipulate public sentiment." (Howard, 2002)

. It has been argued that the media has become a weapon employed in conflicts; for some scholars, it has become an arm

used by armies. "Highlighting the crisis of democracy in the twenty- first century, Douglas Kellner argues that the media have become the 'arms of conservative and corporate interests'..." (Kumar, 2006)

In relation to war the media can be used in different and opposite ways. "For instance, in a case of war, the media can select to focus on the destruction of war as opposed to freedom from tyranny, can frame the event as an invasion versus attack, can emphasize the victims versus invaders, and can highlight a positive versus negative attitude toward the war." (Dimitrova, et al, 2005)

News media in the era of globalisation benefits from the technological revaluation and add many elements to its old coverage way which make it more attractive and then full of power, from these elements I can take the photograph's power in printed media, for example during the war every side tend to reflect that the troops are not in danger, as it can play the opposite role by reflecting the miserable face of the civilians or the troop as well as the videos and TV coverage.

"The horrors of war entered the living rooms of Americans for the first time during the Vietnam War. For almost a decade in between school, work, and dinners, the American public could watch villages being destroyed, Vietnamese children burning to death, and American body bags being sent home. Though initial coverage generally supported U.S involvement in the war, television news dramatically changed its frame of the war

after the Tet Offensive. Images of the U.S led massacre at My Lai dominated the television" (McLaughlin)

Also it played a great in Darfur conflict and generated the concepts of genocide and ethnic clearings, so after the publication of these photos the concepts spread worldwide.

Darfur region is known of its tribal conflicts for years, which are mainly for economic reasons, as the table below shows.

Darfur conflicts from (1886-2001)

	Tribes in Conflict	Reasons of Conflict	Tool of Resolution	Date of Conflict	location
1	Kbabish (Arab), Kwahlla,(Ar), Barti,	On Pasture	The Native Administration	1932	Northern State of Darfur

	(African), Zebadia, (Ar), Midub (Af)				
2	Barti, and Zebadia	Tribal Border	The Native Administration	1956	Northern Darfur State
3	Midub, Zeyadia, Kababish	Malha Agreement	The Native Administration	*1957*	Northern Darfur State
4	Barti, and Zebadia	Tribal Border	The Native Administration	1965	Northern Darfur State
5	Mallya(Ar), Rezigat(Ar)	Tribal Conflict	The Native Administration	1964	Southern Darfur State
6	Midub(Ar) , Kababish(Ar)	Killing and looting	The Native Administration	1965	Northern Darfur State
7	*Zagawa, Zagawa(the same tribe)*	Water Resource	The Native Administration	1976	Northern Darfur State
8	Bani Helpaa (Ar), Rezigat(Ar)	Tribal	The Native Administration	1975	Southern Darfur State

9	Rezigat (Ar), Dinka(Af)	Farmer and Nomads Conflict	Government intervention	1976	Southern Darfur State
10	Taais(Ar), Salaamat(Ar)	Frmer and Nomads Conflict	Government intervention	1978	Southern Darfur State
11	Rezigat, (AR) (Meseeria(AR)	Frmer and Nomads Conflict	The Native Administration	1979	Southern Darfur State
12	Bani Helpaa (Ar), Rezigat(Af)	Tribal revenge	Government intervention	1982	Southern Darfur State
13	Kababish (AR), Barti (AF)	Tribal	Government intervention	1983	Northern Darfur State
14	Flata(AF), Gumor(AF)	Tribal	The Native Administration and Government	1984	Northern Darfur State
15	Rezigat(Af), Dinka	Tribal	Government intervention	1986	Northern Darfur State

16	Fur, Arab	Frmer and Nomads Conflict	Government intervention	1986	Southern Darfur State
17	Zegawa, Gumor	Tribal	The Native Administration and Government	1987	Northern Darfur State and Western State
18	Zegawa, Gumor	Looting	The Government	1989	Northern Darfur State and Western State
19	Zegawa, Maalya	Revenge	Tribal Conference	1990	Southern Darfur State
20	Zegawa, Rezigat,	Tribal	Tribal Conference	1990	Southern Darfur State
21	Zegawa , Beni Hussain	Tribal	The Government	1991	Northern Darfur State
22	Zegawa ,	Looting	The	1991	Northern

	Meemaa		Government		Darfur State
23	Zegawa, Berguo	Looting	The Government	1991	Southern Darfur State
24	Turjum, Fur	Farmers and Nomads Conflict	The Government	1991	Southern Darfur State

Source: (Musa, 2010)

As the table above shows there were many conflicts which took place in different periods and with different reasons, and the significant result which will help in understanding the recent conflict and gives it the right definition, is that most of historical conflicts were for economic reasons as there many which were between members of the same tribe like the tribal one that was in 1996 between Zegawa- Zegawa. Moreover, there were also conflicts which were for revenge or that on land.

As it is clear in the table, the significant point is that the southern state which is more fertile most conflicts were between the nomads and farmers, whereas the Northern states conflicts were on the water resources as drought state. Also there were many conflicts its reasons were lootings or revenge or some tribal reasons.

The significant point is the increasing of governmental intervention in the solution while in the past the public administration was the tool of the resolutions. Also in globalisation era it becomes political conflicts between the tribes and the government as it gained international concerns.

Media and Globalisation:

"Two words, media and globalisation: seem to be repeated over and over again. The two go together like a horse and carriage to use a pre globalisation metaphor. (we need to decide which comes first), or like computer and screen to use a high globalisation metaphor.) (Rantanen 2006 pg1)

Globalisation is one of the elements that had a remarkable impact on the media, as it represents an indicator of relations between the media and society. "*One of the key points in the globalisation debate has been the declining hold of the nation-state on individual's identities*" (Rantanen, *2002, p.6*). Globalisation was also defined as the "*killer of the nation state*", as many have argued (Daniel Bell, cited by Curran and Seaton, 2002, p.307). "*The territorial nation was too small for the big problems of life and too big for the small problems of life*". Internationally, globalisation is said to make the nation state increasingly irrelevant. Therefore, globalisation can be beneficial as it is able to cross borders created by external powers and without any concern

for the differences or similarities in cultures between people in the state. Therefore, the media can play a positive role in bridging the gaps and creating unity, in how it influences and guides. However, the media may also play negative roles by creating new values and guiding the public to adopt them, resulting in cultural conflicts between conservatives and believers in the new concepts.

The media is crucial in reproducing ideology; Williams (2003) argued that there would be no globalisation without media and communications. Indeed, many other scholars consider the media as a tool of globalisation. "There is no question that all these globalizing trends are made possible with the help of mass media at both the domestic and international level" (Jan, 2009).

The new media system has an important element, represented in the natural birth of new economic and political factors, which have replaced the old media style. So journalism and news gathering have been affected by globalisation and communication flow, and have become connected to it. "*Like every other social practice, journalism cannot now fully be understood apart from globalization. As part of a larger platform of*

communication media, journalism contributes to this experience of the world-as-a-single-place and thus represents a key component in these social transformations, both as cause and outcome" (Reese, 2010). This is the result of significant growth of social interconnections, which is built on the thought of the global village that shrinks borders and time, creating awareness of any single location and place and its relative position within the global experience. The media contributes to this experience, and represents the key tool for these social transformations (Reese, 2010).

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significant growth of social interconnections, which is built on the thought of the global village that shrinks borders and time, creating awareness of any single location and place and its relative position within the global experience. The media contributes to this experience, and represents the key tool for these social transformations (Reese, 2010).

Globalisation is mainly an economic aspect, as appears in its definitions. Therefore, media policy has also changed from the socio-political during the Cold War era, to the economic in the globalisation age. This new media acts as a public servant, concerned with the public interest, and exercising high responsibility in respecting individuals and their privacy. However, there were fundamental changes regarding policies in many countries; one was the breakup of government monopolies through privatization of media ownership, which led to commercialisation of the media sector. This drove it towards advertising and hence, the control by companies. Subsequently, the audience's importance increased, and so the media had to search for attractive stories that can win more readers or viewers. According to Humphreys (1996), "The commercial media have been industrialised along capitalistic

lines. He also added: "The dictates of commercialism may have a homogenising effect, the media may be geared, for instance, towards entertainment at the cost of other values. "As interests in the globalisation era were marketed as public interests (Cuilenburg and McQuail, 2003) the old normative media policies have been challenged and policy-makers are searching for a new communications policy paradigm. In this new paradigm, there seems to be a shift in the balance of component political, social and economic values that shape the definition of the public interest".

However, Boyd and Rantanen (1998) argued in their book on the globalisation of news, that commercialisation started with the news agencies, which dominated the news markets, and propaganda, which was political, becoming economic, but continuing to use the same methods. They studied the role of news agencies, and how these globalised the mass media, so when the developed countries' agencies dominated the news market, national states started to establish their own agencies to reflect their national news globally, and thus started globalisation in the media sector. *This "international news culture" can be said to exist insofar as it describes infrastructure*

heavily reliant on international news suppliers like the Associated Press and Thomson Reuters, regional news exchange unions such as the European Broadcasting Union, and transnational rolling news channels willing to sell their feeds, such as CNN.1 In addition, the bureaucratic structures of Western journalists"(Riegert, 2011).

The remarkable change in the media sector in the globalisation era is in news sources and news gathering. This is a result of the wide spread of new technologies, which are more effective and faster than past ones used by correspondents and news organisations, thus, creating diversity.

In some theories, the media is classed as an industry that produces culture, and sells it commercially, placing it in the economic area. Serves and Lie *(2008),* as Lacey (2002, p.35) said *"The driving economic force in western society is capitalism, the pursuit of profit, means that most media organisations need to commodity their product in order to generate revenue".*

As a result of widespread western capitalism and pursuit of profit, the media is a business with culture is its product, which reflects values and beliefs; so the media is responsible for identity, its preservation or diminution.

However, globalisation can be beneficial as it is able to cross borders created by external powers and without any concern for the differences or similarities in cultures between people in the state. These differences are important to be reflected, as it can give the clear idea of the concepts.

Therefore, the media can play a positive role in bridging the gaps and creating unity, in how it influences and guides. However, the media may also play negative roles by creating new values and guiding the public to adopt them, resulting in cultural conflicts between conservatives and believers in the new concepts. The media is crucial in reproducing ideology; Williams (2003) argued that there would be no globalisation without media and communications. Indeed, many other scholars consider the media as a tool of globalisation. *"There is no question that all these globalizing trends are made possible with the help of mass media at both the domestic and international level"* (Jan, 2009)

As Gurevitch et al (1991) argued that global media still must maintain culturally specific orientation in their coverage in order to reach local audiences. Also there is who believe that media in any country are inextricably linked to their external and economic environments like the fictionist in their approach.

So after this brief orientation of media and globalisation I am going to speak about the role of media in conflict coverage but before of that I will briefly show the conflict's types, there

many sorts of conflicts which can break down in any country breeding the national, regional and international concerns.

As well as promoting war the media can also play a significant role as a peace builder and mediator. In particular can globalisation help the media to spread a culture of peace and create harmony in societies?

However, as Wolfasfeld (1998, p.219) notes, there is a considerable amount of research on the role of news media in war and conflict there is "so little concerning media and peace".

Role of the Media in Building Peace:

.From the foregoing, how can we benefit from the media in building peace and minimising conflict? "*Information is power and insight can impact on public discourse*" (Kuusik, 2010)

Lack of information can, at any stage of a conflict, make people distressed, restless and easy influenced. 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) (Kuusik, 2010)

So the 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. Golobalisation 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. I will try to summarise some appropriate ways which can enhance peace, journalists have to precise about what they know and if they have not the knowledge they have dig into the history of the place and the roots of the conflict, they also have to focus on the human rights and show the parties the conflicts effects on the citizen. Moreover they must pick up any peace initiative and explore it, try to report on invisible effects for example the psychological damage and trauma.

Broadcasting news by using community radios can help reach people in different areas, even with different languages more easily. This way people can be addressed directly and their own personal experiences and lives can be incorporated much better, than with foreign media. The danger of manipulation and inflammation of ethnic tensions, however, cannot be

ignored. Another advantage of local media, especially radio is that in border areas it is possible to convey peace messages to passing fighters and refugees alike (Kuusik, 2010) . 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. For example after the comprehensive peace agreement between Sudan government and SPLM(Sudan People Liberalization Movement) the UN established many radio stations which represent its programmer in local languages, and that to enhance the peace culture and minimize the hate feelings between the two parties. Also in the North the government established a radio station which is especially for peace program in all local languages. Beside, extensive effort in training journalists in how promoting peace culture in their reports.

 Here we can study the role of international, as well as local media, as they complement each other in peace efforts. International media has a role in reflecting the crisis internationally, and attracting international attention towards what is happening on the ground, in terms of stopping the violence and saving people there. As most conflicts are internal, and governments are part of them, the two parties may misrepresent the facts, as they control the information. However, the media must remain unbiased.

It is by opening the door to culture and arts to create harmony in our societies, not by the homogeny of one culture, and excluding others.

"Arts-based approaches to the transformation of conflict in recent years have gained increased attention and prominence from a range of disciplines. There are ever increasing numbers of individuals and civil society organizations engaging the arts for the positive transformation of societal conflict" (Cohen, 2012)

 The media represents a mediator, and a tool through which art and culture can reach the people, who are in the conflict zone, or who are expected to enter this zone; *"the largest peace building organization in the world, frequently engages the arts in many of its programs. These methods include participatory theatre, as well as comic books, radio and television."* (Cohen, 2012)

As has been argued, *"It functions as a channel of communication that counteracts misperceptions. It frames and analyses the conflict, identifies the interests, defuses mistrust, provides safe emotional outlets, and more. As Robert Karl Manoff of New York University's Centre for War, Peace and the News Media points out, these are precisely some of the elements that are involved in a conflict-resolution process."*(Howard, 2002)

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 "In case of a crisis or a conflict, the international media can attract worldwide attention. The mass media is a pervasive part of daily life especially in industrialized countries and thus able to shine a light on conflicts anywhere in the world."(Kuusik, 2010)

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 radio 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.

In the globalisation era, most conflicts are internal, but do not occur spontaneously. Rather, they tend to have history and deep roots. Local media is able to understand the existing political structure, the participants in the conflict, and the events prior to the outbreak of violence (Kuusik, 2010).

Therefore, the local media can influence the society before the conflict, and recognize the issue and address it. Unlike foreign media, local media has the ability, as part of the society, to accelerate and magnify fears, but also reduce them. Moreover, it can successfully defuse tensions before they reach a critical point, as it can monitor the government, opposition and society.

Also by supplying credible information and reaching a large number of people, local media can help in managing conflicts and promoting democratic principles, as well as encourage

societal development. Local journalists are part of the society, and can cover the causes of the conflict. They are able to better reflect the true goals of the participants, humanise all victims of conflicts, and try to reflect the real situation, without seeking to exploit it, to serve hidden agendas.

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.

I will conclude with the importance of media and journalists in conflict management and peace building. However, to gain these advantages, the media must work in a healthy and free environment, and has ethical and moral responsibilities in reporting conflict, where it must work towards enhancing peace. It is essential to benefit from globalisation, where this global village is developing new concepts and principles for the media, more than recent ones that commercialised it. It is important to concede to diversity of cultures, values, traditions and hopes, in reporting outside events.

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