# New Media and Peace Promotion: Study of Fagge Local Government, Kano State

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## Abstract

The study examines new media and peace promotion, study of Fagge Local Government. New media provides different platform for information, while peace promotion always brings harmony and can always be characterized by the absence of violence, conflict and the freedom from the fear of violence. The study is anchored on social responsibility theory, survey research method was adopted. Findings revealed that most respondents' perception of peace promotion was highly influenced by the use of new media platforms. Respondents are satisfied with the effort of new media in peace promotion with highest percentage of 89.33% and they agree that new media promote peace with highest percentage of 97%. 158 respondents access peace promotion program on the Individual E-learning for peacekeepers,68 respondents on UNESCO Programs on Peace Promotion, 47 respondents on Nigeria stability and reconciliation programs while 27 respondents on Peace Education and Advocacy programs. The study recommends that new media should always be use in addressing the problems of Nigeria especially in promoting peace and conflict resolution. Journalists must be socially responsible to the environment within which he or she operates. They should try to avoid reporting that would cause crisis or conflict in their society.

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**Background to the Study**

New media according to Osazee (2008) provides different platform for information that will bring peace in the world that is why Alia describe blogging as "the new journalism, which is able to pass cultural, political and geographic borders." These according to him help the people to establish community relation and poster good relationship among themselves, transcending the limits imposed by attitudes, policies and government of the regions and countries in which they reside (Alia, 2010, 136).

According to some scholars (Himelfarb, Sheldon and Chabalowski, 2008, Burton,1986) peace has always been connected with conflict and war, however Galtung (1996) said peace has always been associated with war he termed the mere absence of war or ceasefire as negative peace. He further stated that positive peace is the condition in which other non-violent ways are available to the society to deal with conflict. According to Lynch (2013), in positive peace, aspect of structural and cultural violence is revealed, and instigate and this requires accommodating and inclusiveness in public domain. These according to him lead to monitoring democracy. Peace always brings harmony and can always be characterized by the absence of violence, conflict behavior and even the freedom from the fear of violence.

Peace has always been associated with lack of conflict, where there is peace there will be a freedom from any fear of hostile aggression and violence among the people in any given society. (Himelfarb, Sheldon and Chabalowski,2008, Burton,1986) In human existence, there is bound to be conflicts due to differences in the way people perceive things, their divergent interest, needs, goals and personalities. In any case, conflicts do not always result in crisis because conflicts are strong shakers for positive change. Truly if we reeducate ourselves to new methods of resolving conflicts, we can learn constructive way to deal with our differences. New media unite people with common interests and beliefs through groups and other pages and have been known to reunite lost family members and friends because of the widespread of its network. Several studies indicated that new media could help people to understand their cultural and religious differences. It is against this background that the study is aimed at finding out the relevance of new media in peace promotion.

**Aims and Objectives**

The study aimed at finding out the relevance of new media in peace promotion. The study will also achieve the following objectives.

1. Explore the level of awareness of peace promotion via new media amongst residences of Fagge Local Government, Kano State.
2. Ascertain the perception of peace promotion via new media amongst residents of Fagge Local Government, Kano State.
3. Find out the extent to which residents of Fagge Local Government benefit from the programmes related to peace promotion by using new media platforms.

## Research Questions

The study attempts to answer the following questions.

1. What is the level of awareness of peace promotion via new media amongst residences of Fagge Local Government?
2. What is the level of perception of peace promotion via new media among residents of Fagge Local Government?
3. To what extent do residents of Fagge Local Government benefit from the programmes related to peace promotion by using new media plat forms?

## Review of Related Literatures

One of the basic ethics of the media is to promote peace at all times. Media has responsibility to the society. Moreover, certain obligations to society should be accepted and must be fulfilled by the media (Berry, 2008). These obligations are to be fulfilled mainly through setting high professional standard of truth, accuracy, objectivity and balanced information in the discharge of their duties. McQuail, 1987 argued that societies have a right to expect high standard of performance from the media and intervention can be justified to secure the public goods.

## Peace Journalism

Peace journalism according to Lynch and McGoldrick (2005, 5) is a set of tools both conceptual and practical intended to equip journalists to provide the best into public service, they see journalism as a key role in identifying important issues for people, and can also be used as a tool for creating value into people lives only when the motivational forces behind it focus on the value of human life before any financial gain. According to him journalism can make people apathetic, powerless, or fearful, but at the same time it can inspire people, make people reflect, and help people learn about other.

Shinar, 2007, in his own words describe peace journalism as a "normative mode of responsible and conscientious media coverage of conflict that aims at contributing to peacemaking, peace keeping and changing the attitudes of media owners, advertisers, professionals and audiences towards war and peace (Shinar, 2007, 199).

Shinar (2007) also provides his model of peace journalism. This according to him is by fulfilling the criterion, peace journalism becomes 'a fairer way to cover conflict,' (200).

1. Exploring backgrounds and contexts of conflict formation and presenting causes and options on every side as to portray conflict in realistic terms, transparent to the audiences.
2. Giving voice to the view of all rival parties.
3. Offering creative ideas for conflict resolution, development, peacemaking and peacekeeping.
4. Exposing lies cover-ups attempts and culprits on all sides, and revealing excess committed by, and suffering inflicted on peoples of all parties.
5. Paying attention to peace stories and post war development (2007, 200)

Shinar argues that peace journalism has four promises, to improve professional attitudes and performance; strengthen human, moral and ethical values in the media; widen scholarly and professional horizons and provide better public service by the media (2007, p.200).

**Peace Journalism and Conflict Resolution**
Peace journalism plays significant role in conflict resolution and conflict prevention. It is kind of contemporary journalism practices that help the media organizations to promote peaceful coexistence among the diverse groups of the society. It also plays vital role in ensuring justice and fair play between and among different people especially during conflict. Peace journalism is significant not only in changing perception and attitude during the violence period but also it does the same to the media owners and even practitioners. Peace journalism is responsible for covering conflicts and conflicts resolution that aims at contributing to peacemaking, peacekeeping and changing the attitudes of media owners, advertisers, professionals and audiences towards war and peace, (Shinar 2007).

Another important element of peace journalism is that it gives a voice to the voiceless; it focuses on the invisible effects of violence (trauma and glory, damage to social structures). It specifically aims to expose untruths on all sides and attempts to arrive at a solution to the conflict. Thus, peace journalism stands for truth as opposed to propaganda and lies (Dent &Tehraninan 2009).
The truth aspect in peace journalism holds for all sides, just like exploration of the conflict formation and giving voice (glasnost) to all. The peace journalist according to Galtung, 1969) tries to depolarize the conflict by showing the black and white of all sides, and to deescalate by highlighting peace and conflict resolution as much as violence.

Peace journalism, explore conflict formation, aim to prevent conflict. Its objectives are to be truth-oriented (expose untruths on all sides), people-oriented (focus on suffering all over, focus on peacemakers as people), and solution-oriented (highlight peace initiatives). Apart from the content of reportage, according to Galtung, peace journalism also considers an assessment of the language used. Words that demonize, victimize or are emotive, accordingly, are against the grain of peace journalism. Galtung's other prescriptions for covering conflicts include "taking a preventive advocacy stance" by writing editorials and columns "urging reconciliation and focusing on common ground rather than on vengeance, retaliation and differences and emphasizing the invisible of violence," (Galtung& Lynch, 2010).

The significance of peace journalism in conflict prevention and resolution cannot be over emphasized as it brings about sanity in the society, (Galtung & Ruge, 1965; Tehranian 2002). Stories that tend to ignite crises are censored through the media which include horrific scenes; events that are frightful to the people are removed for the sake of peace. There are many examples where war was won through the media by mounting propaganda while the real happening in the field is not in tune with reality, therefore media can make or mar conflicts. When the insurgency and Kidnapping was at height in

the North due to media hype and exaggeration of issues, people from other parts of Nigeria are afraid to go to the Northeast because of the way and manner the media report conflict.

Therefore, the significance of peace journalism in conflict resolution and prevention is very essential as it can make the society very stable. The media dictate the tune of events (Wolfeld, 2001). New media must do well to ensure lasting peace and safety in the society. Media are important double-edged tool for promoting peace. (Alia, 2010, Aslam, 2010). So many programmes such as conflict prevention and peace building initiative (CPPBI) in Nigeria is fully committed to the prevention of violent conflict in Africa and a nongovernmental, nonprofit, non-political and humanitarian organization that is committed to the prevention of violent conflict in Nigeria and Africa through its five mutually re enforcing programs-conflict tracking and reporting program, (CTRP) Peace education and advocacy program (PEAP) Security awareness program (SAP) leadership education program (LEP) and the Capacity empowerment program (CEP).

There are also Nigeria stability and reconciliation program (NSRP) which promote peace and stability in Nigeria. It fully supports Nigeria efforts to eradicate violent conflict and promote stability peace and reconciliation. The individual E-learning for peacekeepers from Nigerian (IELP Nigeria) basically promotes peace to some extent. It offers E-learning on peace keeping at no cost to all members of the Military, Police Personnel and Civilian employees of the Ministry of defense and other Government agencies involved in peace keeping from Nigeria. The programme is funded by the Australian department of defense, global affairs Canada`s peace and stabilization operations programmed and the Dutch Ministry of foreign affairs.

Around 650 youth engaged in an online program to enhance peace. It was hosted by global peace foundation (GPF) Nigeria in collaboration with the centre for peace advocacy and sustainable development (CEPASD), in June 28, 2022. The program specifically aimed to encourage and challenge Nigeria Youth to become advocates for a peaceful electoral process in 2023. Young peace builders are doing a lot in promoting peace. (www.Globalpeace.org). UNESCO also organized a conference on the 2021 International Day peace and ahead of the Universal Access to Information Day, to enhance peace with the full support of the European Union. International global programme termed one Billion rising which has been fully used to eradicate issues especially on domestic Violence, campaigns were organized in almost 200 Countries such as Bangladesh, India, and Afghanistan. Human rights activist has also used social media technology to promote peace. (www.Globalpeace.org).

**Theoretical Framework**
The study is fixed on social responsibility theory. The theory is one of the four normative theories of the press. It was propounded by Wilbur Schramm, Siebert and Peterson in 1956. The theory focuses on how every management has to perform so as to establish peace and harmony in organization by avoiding and engaging in social harmful acts or active by performing activities that directly advance social goals (Folarin, 2005).

Social responsibility theory allows free press without day censorship, but the content of the press should be considered in public panel and media should be accountable in its reportage. The theory assists in establishing professionalism in media by setting up a high level of accuracy, truth and information. Social responsibility theory is the best of the normative theories because it holds the journalist responsible for all publications made. It is not limited for the journalist to be totally free. Certain responsibilities must be accustomed to such freedom. In this regard the journalists must be socially responsible to the environment within which he or she operates. They should try to avoid reporting that would cause crisis or conflict in their society.

**Methodology**
The study employed Survey research method. The population of the study involves residents of Fagge Local Government, Kano State. Fagge Local Government has a Population of 198,828 (National Population Commission, 2006). Fagge Local Government comprises of 10 wards. Fagge A, Fagge B, Fagge C, Fagge D, Fagge E, Kwaciri, RijiyarLemo, SabonGari, SabonGari west and YammataGabas. Sampling is a process that is always strategic and sometimes mathematical, which involve procedures for gathering a sample that best represents larger population. (Wimmer and Dominic, 2006). Purposive sampling was used in selecting the respondents. The study used questionnaires as an instrument for collecting data. Questionnaire is a set of printed or written questions with a choice of answers devised for the purpose of survey or statistical study. It's a research instrument consisting of a series of questions for the purpose of gathering information. The study used structured and close ended questions. The data was presented using tables, frequency and percentage. Out of 330 questionnaires distributed only 300 were returned and used for the analysis.

**Table 1:** Gender of Respondents

| Alternative | Respondent | Percentage |
|---|---|---|
| Male | 186 | 62% |
| Female | 114 | 38% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table one shows that, 62% of the respondents are male while 38% are female.

**Table 2:** Age of Respondents

| Alternative | Respondent | Percentage |
|---|---|---|
| 18-25 | 29 | 9.67 |
| 26-35 | 175 | 58.33 |
| 36-45 | 29 | 9.67 |
| 46 and above | 67 | 22.33 |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table two shows that 9.67% of respondents are between the ages of 18 – 25, 58.33% of the respondents are between the ages of 26 – 35, 9.67% of the respondents are between the ages of 36 – 45 and 22.33% of the respondents are 45 years and above.

**Table 3:** Marital Status

| Alternative | Respondent | Percentage |
|---|---|---|
| Single | 140 | 46.66% |
| Married | 132 | 44% |
| Divorce | 28 | 9.33% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 3 shows that 46.66% of the respondents are single, 44% are married while 9.33% of the respondents are divorced.

**Table 4:** Educational Qualification

| Alternative | Respondent | Percentage |
|---|---|---|
| SSCE | 59 | 19.67% |
| OND /NCE | 87 | 29% |
| HND /B.Sc /B.A | 108 | 36% |
| M.Sc /MBA /MA | 46 | 15.33% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 4 indicates that 19.67% of the respondents are SSCE holders, 29% of the respondents are NCE holders, and 36% of the respondents are B.Sc. holders while 15.33% of the respondents are M.Sc. holders.

**Table 5:** Occupation

| Alternative | Respondent | Percentage |
|---|---|---|
| Student | 39 | 13% |
| Civil servant | 96 | 32% |
| Business | 87 | 29% |
| House wife | 46 | 15.33% |
| Others | 32 | 10.67% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 5 shows the occupation of the respondents where 13% of the respondents are students, 32% are civil servants, 29% are business personnel, 15.33% are housewives and 10.67% engaged in other activities such as tailoring, fashion design, make-up artists and mechanic.

**Table 6:** Do you have access to new media?

| Alternative | Respondent | Percentage |
|---|---|---|
| Yes | 288 | 96% |
| No | 12 | 4% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 6 shows the number of respondents that have access to new media where 96% percent of the respondents have access to new media and 4% of the respondents don't have access to new media.

**Table 7:** How often do you relate to new media?

| Alternative | Respondent | Percentage |
|---|---|---|
| Often | 135 | 45% |
| Very often | 127 | 42.33% |
| Not often | 38 | 12.67% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 7 shows how often the respondents relate to new media where 45% relate to new media often, 42.33% of the respondents relate to new media very often and 12.67% of the respondents don't relate often to new media.

**Table 8:** What do you understand by peace promotion?

| Alternative | Respondent | Percentage |
|---|---|---|
| It is a method of settling dispute | 99 | 33% |
| It is a method of facilitating peace | 87 | 29% |
| It involves a peaceful negotiation | 97 | 32.33% |
| Method of enlightening people to live peacefully | 17 | 5.67% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 8 shows the degree to which respondents understand by peace promotion where 33% of the respondents view it as a method of settling disputes, 29% of the respondents see peace promotion as a method of facilitating peace, 32.33% of the respondents see it as a process which involves peaceful negotiation and 5.67% of the respondent's view peace promotion as a method of enlightening people on how to live peacefully.

**Table 9:** Do you have access to peace related programs?

| Alternative | Respondent | Percentage |
|---|---|---|
| Yes | 286 | 95.33% |
| No | 14 | 4.67% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 9 shows the number of respondents that have access to peace related programs on new media. Those that have access to peace programmes where 95.33%, only 4.67% don't relate to any peace promotion programmes Via New media.

**Table 10:** Do you agree that new media promote peace?

| Alternative | Respondent | Percentage |
|---|---|---|
| Yes | 291 | 97% |
| No | 04 | 1.33% |
| Partially | 05 | 1.67% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 10 shows the number of respondents that agree whether new media promotes peace or not where 97% of the respondents agree that new media promote peace, 1.33% of the respondents do not agree that new media promote peace and 1.67% of the respondents believe that new media promote peace partially.

**Table 11:** Does new media shape your perception on peace?

| Alternative | Respondent | Percentage |
|---|---|---|
| Yes | 248 | 82.67% |
| No | 52 | 17.33% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 11shows that new media shapes the perception of 82%.67 respondents on peace while 17.33% of the respondents' perceptions is not shaped or changed by new media.

**Table 12:** How well is new media doing in promoting peace?

| Alternative | Respondent | Percentage |
|---|---|---|
| Very well | 136 | 45.33% |
| Fairly | 128 | 42.67% |
| Not well at all | 36 | 12% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 12 shows how well new media is doing in promoting peace where 45.33% of the respondents believe new media is doing very well in promoting peace, 42.67% of the respondents believe new media is doing fairly well in promoting peace and 12% of the respondents believe new media is not doing well at all in promoting peace.

**Table 13:** Are you satisfied with the effort of new media in peace promotion?

| Alternative | Respondent | Percentage |
|---|---|---|
| Yes | 268 | 89.33% |
| No | 32 | 10.67% |
| Total: | 300 | 100% |

**Source**: Field Survey 2023

Table 13 shows that 89.33% of the respondents are satisfied with the effort of new media in peace promotion while 10.67% of the respondents are not satisfied with the effort of new media in peace promotion.

**Table 14:** What are the Programmes do you Access on peace Promotion via new Media?

| Alternative | Respondent | Percentage |
|---|---|---|
| The individual E-learning for peacekeepers | 158 | 52.66% |
| UNESCO | 68 | 22.67% |
| Nigeria stability and reconciliation program | 47 | 15.67% |
| Peace education and advocacy program | 27 | 09% |
| Total: | 300 | 100% |

**Source**: Field survey 2023

Table 14 shows the programmes respondents' access on peace promotion via new media platforms. 158 respondents' access on the individual E-learning for peace keepers,68 respondents on UNESCO Programs on peace promotion, 47 respondents on Nigeria stability and reconciliation programs while 27 respondents on Peace education and advocacy programmes.

**Findings**
Findings revealed that majority of respondents are between the ages of 26 – 35 with percentage of 58.33%. Respondents relate to new media plat forms and understand peace promotion via new media. Findings also revealed that respondents see peace promotion as a process which involves peaceful negotiation. Majority of respondents believed that new media promote peace, and they are satisfied with the effort of new media in peace promotion. 29% of Respondents in table 8 see peace promotion as a method of facilitating peace while 5.67% view peace promotion as a method of enlightening people on how to live peacefully. Table 14 shows the programmes to which respondents' access on peace promotion via new media plat forms, 158 respondents' access on the individual E-

learning, 68 respondents on UNESCO Programs on peace promotion, 47 respondents on Nigeria stability and reconciliation programs while 27 respondents on Peace education and advocacy programs. Table 12 shows how well new media is doing in promoting peace where 45.33% of the respondents believe new media is doing very well in promoting peace, 42.67% of the respondents believe new media is doing fairly well in promoting peace and 12% of the respondents believe new media is not doing well at all in promoting peace. The study recommends that new media platforms should always be use in addressing the problems of Nigeria especially in promoting peace and conflict resolution. Journalists must be socially responsible to the environment within which he or she operates. They should try to avoid reporting that would cause crisis or conflict in their society.

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