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AWARENESS OF PEACE JOURNALISM AMONG BANGLADESHI AND ETHIOPIAN
JOURNALISTS

A thesis presented to the Faculty of the

School of Journalism and New Media

at the

University of Mississippi

In fulfillment of the requirements for the degree

Masters of Arts in Journalism

Sima R Bhowmik

Graduate Student

May, 2020

School of Journalism and New Media

University of Mississippi

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ABSTRACT:

News is a vital element to keep people informed. Though the orientation of the stories is often debated over whether it is based on facts or lies. In a polarized society, it may not be the event that contributes to violence, but how the event is reported. Here is where the role of peace journalism comes in where reporter or news manager can shed light on structural and cultural causes of violence. It is in this context that this study attempted to investigate the level of awareness of peace journalism among Bangladeshi and Ethiopian journalists. To this end, the researcher used a survey and sent a questionnaire to 200 journalists of the two countries and received 112 complete responses .The data shows that out of 112 responses 86 of the participants do not have any training on peace journalism. Though the respondents feel the necessity to practice peace journalism, but most of the media houses practice conventional journalism focusing on elites. Acknowledging pressure from their respective authorities the respondents says their bosses believe that sensational news attract a larger audience. The findings also show some contradictions. One of those is that although most of the respondents do not have any training on peace journalism, their responses to some questions indicated their awareness of some elements of peace journalism. The study concluded that maybe journalists of the two countries apply some of the elements of peace journalism but not in totality, which raises question regarding finding a solution to conflicts. So, the ultimate goal of peace journalism remains unfulfilled. The findings also highlighted the need for more training in peace journalism.

Keywords: Peace journalism, War journalism, Conflict issues, Propaganda, Level of awareness, Bangladeshi media, Ethiopian media.

LIST OF ABBREVIATION

AFP: Agence France-Presse

AP: Associated Press

BBC: British Broadcasting Corporation

CNN: Cable News Network

GDI: Gender Development Index

HDI: Human Assets Index

IRB: Institutional Review Board

LDC: Least Developed Country

MNLF: Moro National Liberation Front

PJ: Peace Journalism

TPLF: Tigray Peoples Liberation Front

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CHAPTER ONE

INTRODUCTION:

Technology has taken over many things in life, making human life much more dependent on artificial intelligence and the internet. Hilsum (2004) in his research stated that, technology, particularly in the media, has modernized a lot. There was a time when most of the world depended on European and American broadcasters and newspapers to gather information. But technology has changed that aspect and now the world does not depend on western media alone because every country is now technologically sound. Hilsum (2004) gave an example of Operation Desert Storm in Kuwait in 1991. During that period, there were only 22 overseas journalists in Baghdad to report, and the whole world relied on them. Whereas, just a decade later, during the invasion of Iraq in 2003, in addition to many European and American reporters, there were two Indian television stations and reporters from many other countries including Bangladesh and the Philippines. This shift from total reliance on Western media for coverage of such events by journalists from all over the world has been called “the New World Information Order” (Hilsum 2004).

However, to remain connected with the rest of the world people need to be well informed. Usually, our news sources are traditional media outlets where a large number of journalists cover both known and unknown stories every day. Although news undoubtedly has great impact on society, these days there is a heated debate about what we are watching in the media. Research has proved that as the competition in the media industry increased, the media

has laid much more emphasis on conflict, war and opinion-related news (Bennett 2016; Fox, Van Sickel and Steiger 2001, Carruthers, S. L. 2011; p. 5) to attract and hold viewers' attention. For example, on September 25, 2019, the first three news headlines of the New York Times were President Trump's impeachment inquiry, Brexit, and Climate Change. The reporters just gave the basic information as it is, giving us a description of the problem but no solution.

In this paper, the researcher sought to find out the level of awareness of peace journalism among Bangladesh and Ethiopian journalists. The research focused on Johan Galtung's peace journalism theory as well as McGoldrick's and Lynch's critical and realistic perspective on peace journalism as a practice. According to Galtung, peace journalism is a self-conscious, working concept for journalists who cover wars and conflicts (Kalfeli, N., & Frangonikolopoulos, C. A. 2019). On the other hand, McGoldrick and Lynch stated that peace journalism as an opportunity to make decisions how and what to report on conflicts. In peace journalism, "reporter through their reporting get chance to advocate peace in their society" (Lynch & McGoldrick 2005, P.5).

At first, here is some background information about the level of development in Bangladesh and Ethiopia. According to the World Bank in 2018, Bangladesh moved up from Least Developed Country (LDC) status and is now on track for transition into a developing country status. On the other hand, Ethiopia is still struggling to reach LDC status according to a recent United Nations report. Ethiopia's gross national income, Human Assets Index (HDI) and Economic Vulnerability Index are still low. In Bangladesh the inequality in society is vast. The gap between the poor and rich continues to widen. The scenario is no better in Ethiopia either. A recent World Bank "Poverty and Shared Prosperity 2018 Report" showed that Bangladesh was ranked fifth and Ethiopia was fourth in class inequality. Disparity creates other issues in the two

nations, and as Johan Galtung (1967; p. 14) stated that when there is a class disparity in society there is more violence, more conflict. The media in these areas tend to focus on the elites. For example, wedding ceremonies of those in the upper class are highlighted in the news but ordinary people only qualify for news through disasters (Galtung, J., & Vincent, R. C. 1992; p.34). In the Handbook of Peace and Conflict Studies, Galtung (p. 18) stated that “if violence is the smoke, then conflict is the fire...But some conflicts are like festering abscesses, like a smoke-less glow.” Researchers have already found that to attract more audience, the news media is reporting more conflict/bad news (Harcup, T., & O’neill, D. 2017). It is in this context that the study sought to study the level of awareness of peace journalism among Bangladeshi and Ethiopian journalists.

PURPOSE OF THE STUDY:

Norwegian scholar Johan Galtung first proposed peace journalism in the 1960s as a self-conscious, working concept for journalists who cover wars and conflicts (Kalfeli, N., & Frangonikolopoulos, C. A. 2019). Galtung’s model of peace journalism builds on the contrast between what he calls ‘war journalism’ and a ‘peace journalism’ approach. The war journalism model includes four main points of approaches which are violence-orientated, propaganda-orientated, elite-orientated and victory-orientated. On the other hand, peace journalism is peace-oriented, truth-oriented, people-oriented and solution-oriented approach. Galtung compared ‘war journalism’ with sports reporting, where the winner takes all (Galtung, J. 1985, McGoldrick, A., & Lynch, J. 2006, May P; 26). If we look at the classification by Johan Galtung, we can see that in a war journalism approach, correspondents only report on the event as it is, such as; “Who is going to succeed in the war?”, and focus only violence. On the other hand, in peace journalism, reporters dig out the causes and outcomes with the help of history and also focus on the

avoidance of further conflict. A reporter describing a conflict asks himself or herself “What happened before the violence?” Peace journalism is more closely aligned with health journalism, where a reporter describes all the consequences of a particular disease, even answering the question “What happened before the disease?” A health journalist also informs about the preventive measures, talks about lifestyle, environment, and a full range of possible cures. (McGoldrick, A., & Lynch, J. (2006, May, P; 29), Lee, S. T., & Maslog, C. C. (2005), Webel, C., & Galtung, J. (Eds.). 2007:15). Despite these justifications for peace journalism, there seems to be limited practice in the mainstream media (Workneh, T. W. 2011). In “A Case Study of U.S. and British Newspapers Coverage of the Somali Conflict,” the researcher found that leading U.S. and British dailies did not portray the conflict and instability in Somalia in 2009 correctly. Their news structures were more war oriented. The sources of the stories were elite- oriented such as government officials, political figures, civil society think tanks, International organizations but not the local common people. Workneh gave an example of a story published in the ‘TIME’ magazine on March 1, 2010. The headline was “Somalia: How it become Terror’s New Home.” In the story, the reporter cited three people, one was a western soldier, one was an intelligence officer and the third was the U.S. ambassador to Kenya, but no local Somali source was used in the story (Workneh, T. W. 2011). This type of information or sourcing gap in reporting is found virtually everywhere including in Bangladesh and Ethiopia (Ullah, M. S. 2008; Zaman, H. 1999; Skjerdal, T. S. 2011). So, in order to fill the gap, this research sought to study the level of awareness of peace journalism among Bangladeshi and Ethiopian journalists.

OBJECTIVE:

The general objective of the study was to find out the level of awareness of peace journalism among Bangladeshi and Ethiopian journalists. To achieve the research objective, the

researcher sent a survey questionnaire to 200 journalists, who are working in different media outlets including television, radio, newspapers, online and national-international wire services. Qualtrics survey software was used to send the survey questionnaire to the journalists.

The specific objectives were to see how the respective media of Bangladesh and Ethiopia cover issues such as women, religion or ethnicity.

THEORETICAL FRAMEWORK:

This study will rely on two theoretical frameworks: (1) war/peace journalism, and (2) framing theory.

- **WAR/PEACE JOURNALISM**

As mentioned, Norwegian journalist Johan Galtung first proposed peace journalism as a self-conscious, working concept for journalists who report in the favor of ordinary people and bring peace and stability in the society (Kalfeli, N., & Frangonikolopoulos, C. A. 2019). After Galtung's definition, Lynch & McGoldrick (2005, P.5) described peace journalism as "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." Most of the work on peace journalism is normative, outlining its benefits and detailing how it can be implemented (McGoldrick, A., & Lynch, J. (2000). They specifically mentioned that to establish peace, the cycle of violence should be broken. Though conflict and violence are not the same thing, McGoldrick and Lynch (2000) indicated that in reporting, many reporters refer to conflicts as violence, which is not correct. It is because conflicts can be positive and open up for new changes. They said that conflicts usually arise due to socio-economic situations. For

example, if there is any problem or limitation of resources, we see two groups of people, poor and rich, in our society. There will also be bias and a lack of trust.

Lynch and McGoldrick (2000) point out that through interpretative approach, the peace journalists focus on stories that highlight peace initiatives, tone down ethnic and religious differences, prevent further conflict, focus on the structure of society, and promote conflict resolution, reconstruction, and reconciliation by providing a voice to all parties, and creating empathy and understanding.

Workneh, T. W. (2011)'s study is an example that investigates coverage of the 2009 Somali civil war. Workneh did a content analysis on 174 newspaper stories from four U.S. and British daily newspapers to understand the extent of coverage of the 2009 Somali civil war, and found that most of the stories displayed war journalism. Workneh indicated that any conflict story sourcing is an important indicator of framing. If sources focused on the views of the elite get more coverage, then the stories will be biased and ordinary people's interest would be ignored.

According to Lee, S. T., & Maslog, C. C. (2005), the news coverage of conflict, including the reporting about war, is grounded in the notion of conflict as a news value. Galtung (2002) indicated that peace journalism is like health reporting where a reporter would describe the specific disease, the causes, as well as a range of possible remedies and preventive measures. This model would prove more productive in the context of conflict reporting rather than focusing on violence, negative events and siding with a particular quarter. On the other hand, war journalism is oriented in war/violence, propaganda, elites, and victory, like in sports journalism.

In addition, war journalism plays up conflict as an arena where participants are grouped starkly into two opposing sides ('them vs. us') and focuses on the visible effects of war.

Peace journalism, as a special mode of socially responsible journalism, can be defined as a program or frame of journalistic news coverage which contributes to the process of making and keeping peace respectively to the non-violent settlement of conflict (Hanitzsch, T. 2004).

Peace journalism came through research arguing that there is something wrong with typical conflict reporting. So, to serve the interest of the ordinary people and to promote solutions to conflicts, it is necessary for reporters to practice peace journalism in framing their stories.

- **FRAMING THEORY**

Another theory used to see whether war journalism or peace journalism approach has been used to evaluate news reporting is framing. (Lee, S. T., & Maslog, C. C. 2005). Though there is no particular standard definition of framing, news framing generally refers to the process of organizing a news story, thematically, stylistically, and factually, to convey a specific story line. According to Entman (1993:53), "to frame is to select some aspects 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 for the item described." Weaver, D. H. (2007) in his paper mentioned that Tankard et al. (1991) described a media frame as "the central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration" (p. 3).

On the other hand, Weaver, D. H. (2007) argued that the concepts of agenda setting and framing represent a convergence, in that framing is an extension of agenda setting. In fact, the concept of framing has been explicated as second-level agenda setting. Object salience is transmitted in the first level of the agenda-setting process, for example, journalists may choose to make some aspects of a story more prominent than others. In the second level, framing, or indicator salience, illustrates how the media tells us to think about something. Framing is found to activate specific thoughts and ideas for news audiences, as seen in the vast body of framing effects research.

An understanding of frames helps illuminate many empirical and normative controversies, most importantly because the concept of framing directs our attention to the details of just how a communicated text exerts its power (Entman 1993). Though there are many types of framing, Iyengar, S. (1996) found that most news coverage of public issues has an episodic frame, focusing on individual case studies and isolated events. On the other hand, thematic frame news focuses on a wider angle. It's not only covering the issue, it also includes looking into the context and environment. These two frames have different effects on people – how they see the problem and whether they feel the need for individual or institutional level solutions, to resolve it. In episodic framing the audience is looked upon as the consumers of news, while in thematic framing the audience is approached as citizens (Iyengar, S. 1996). Iyenger stated that episodic framing can gives you information but thematic framing asks for better policies.

SIGNIFICANCE OF THE STUDY

Although peace journalism does not always mean "good news", it is widely regarded as a fairer way to cover conflict, relative to the usual coverage McGoldrick, A., & Lynch, J. (2000). Peace journalism suggests possibilities to improve professional attitudes and performance. It also tends to strengthen human, moral, and ethical values, widen scholarly and professional media horizons and provide better public service by the media (Kempf, W. (2007). To our knowledge, there has been very little study on this topic either in Bangladesh or in Ethiopia, which suggests this study will be groundbreaking for the Bangladeshi and Ethiopian media. The findings may also be helpful for media companies open to training and educating their reporters on 'Peace Journalism.' In addition, awareness of peace journalism may help journalists to promote social justice in their respective societies.

OPERATIONAL DEFINITION

1. **Peace Journalism:** According to Galtung peace journalism can be identified as a special mode of socially responsible journalism (Hanitzsch, T. (2004). McGoldrick (2000, P. 19-20) described peace journalism as a "new form of journalism" which looks "at how journalists could be part of the solution rather than part of the problem".
2. **Conventional journalism:** Conventional journalism focuses on events and informs the audience as it is (Darbo, K. N., & Skjerdal, T. 2019). According to Lynch & McGoldrick (2000 p.21) in conventional journalism journalists just report the facts where governments or influential people are the source. The researchers stated that in conventional journalism reporters report the facts but it has some limitations such as

editorial control. There is self censorship and the interference of the government and owners. At the same time reporters refrain from thinking independently in conventional journalism (Lynch & McGoldrick. 2000 p.25-26).

ORGANIZATION OF THE THESIS

The remaining part of the thesis has been organized as follows. The second chapter provides the literature review. The chapter covers the previous relevant work on peace journalism. The third chapter deals with the methodology. While the fourth chapter presents the findings, the fifth chapter discusses the findings in the context of the study. The last chapter concludes the thesis by recapitulating the main points with a view to articulate important takeaways from the study, as well as its implications.

CHAPTER TWO:

LITERATURE REVIEW:

Galtung's concept of peace journalism suggests that journalists should avoid showing a conflict or contest between two parties running after the same goal because the outcome here would always be 'win' or 'lose' (Table 2.1). He suggested that it is better to find more actors and their interests which may lead to a range of outcomes. Galtung also suggested not to identify 'self' and 'other' parties in a conflict, as identifying groups as such would always create a threat to the other party. Instead, a journalist can portray both the parties as how they are different from each other although they both may claim to be 'good' and accuse their counterpart of being 'evil'. Galtung also said that journalists should find links and focus on consequences for people instead of only pointing at the occurring violence (McGoldrick, A., & Lynch, J. 2006, May, P; 30). That means what Galtung suggested that journalist should find out about the conflict, its relative history and at the same time put some expertise solution to resolve violence. Galtung (1967; p. 63) suggested that in peace journalism reporters always resolve conflict as well as facilitate constructive and positive behaviors or attitudes. On the other hand, in using a conventional journalism approach, reporters only focus on visible effect of violence like killed, wounded or material damage.

Researchers McGoldrick and Lynch (2000) defined peace journalism as a "broader, fairer and more accurate way of framing stories, drawing on the insights of conflict analysis and transformation."

Table (2.1): What does a Peace Journalist do? Table by Prof Johan Galtung

War Journalism	Peace Journalism
<p>1. Violence-oriented</p> <p>Focus on conflict arena, 2 parties, has one goal (winning), (war) general zero-sum orientation</p> <p>Closed space, closed time; causes and exits in arena, who threw the first stone</p> <p>Making wars opaque/secret</p> <p>“Us-them” journalism, propaganda, voice, for “us” see “them” as the problem, focus on who prevails in war</p> <p>Dehumanization of “them”; more so the worse the weapon</p> <p>Reactive: waiting for violence before reporting</p> <p>Focuses only on visible effect of violence (killed, wounded and material damage)</p>	<p>1. Peace Oriented</p> <p>Explore conflict formation, x parties, y goals, z issues. General “win, win” orientation</p> <p>Open space, open time; causes and outcomes</p> <p>anywhere, also in history/culture</p> <p>Making conflicts transparent</p> <p>Giving voice to all parties; empathy, understanding, See conflict/war as problem, focus on conflict creativity</p> <p>Humanization of all sides; more so the worse the weapons</p> <p>Proactive: prevention before any violence/war occurs</p> <p>Focuses on invisible effects of violence</p>

	(trauma and glory, damage to structure/culture)
<p>2. Propaganda-oriented</p> <p>Expose “their” untruths / help “our” cover-ups/lies</p>	<p>2. Truth Oriented</p> <p>Expose untruths on all sides / uncover all cover-ups</p>
<p>3. Elite-oriented</p> <p>Focus on “our” suffering; on able-bodied elite males, being their mouth-piece</p> <p>Give name to their evil-doers</p> <p>Focus on elite peace-makers</p>	<p>3. People Oriented</p> <p>Focus on suffering all over; on women, the elderly, children, giving a voice to voiceless</p> <p>Give name to all evil-doers</p> <p>Focus on all peace-makers</p>
<p>4. Victory-oriented</p> <p>Peace = victory + ceasefire</p> <p>Conceals peace-initiative, before victory is guaranteed</p> <p>Focus on treaty, institution, the controlled society</p> <p>Leaving for another war, return if the old flares up again</p>	<p>4. Solution Oriented</p> <p>Peace = non-violence + creativity</p> <p>Highlight peace initiatives, works to prevent more war</p> <p>Focus on structure, culture, the peaceful society</p> <p>Aftermath: resolution, reconstruction, reconciliation</p>

Peace journalism is not a new thing but the practice of peace journalism or the vision has emerged, since the mid-1990s, as a new field within Peace and Conflict (Lynch, J., & McGoldrick, A. 2007:248). As mentioned earlier, this topic inherits a normative motivation; it prioritizes “peace” as its central value and analytical starting point. Research and practice in peace journalism outlines a number of reasons for the existence and dominance of war journalism in conflict reporting (Bratic, V. 2016). The news coverage of conflicts including the reporting on war is firmly established in the notion of conflict as a news value (Jake Lynch, 2007, Carruthers, S. L. 2011; p. 16). So, war reporting is often sensational and only a tool to boost circulations and ratings. Peace journalists take advocacy and interpretative approach, while concentrating on stories that report peace initiatives and tone down ethnic and religious differences and try to prevent further conflict (Wilkins, L., & Christians, C. G. (Eds.). 2008). The researchers specified that the focus is on the structure of society and to promote conflict resolution, reconstruction, and reconciliation. And who must work on this approach? It is the news managers and journalists.

Peace journalism takes a moral and ethical point of departure, acknowledging the fact that the media itself play a role in the propaganda war (Kempf, W. 2007). It presents a conscious choice: to identify other options for the readers/viewers by offering a solution-orientated, people-orientated and truth-orientated approach. This, in turn, implies a focus on possible suggestions for peace that the parties to the conflict might have an interest in hiding. Peace journalism is people-orientated in the sense that it focuses on the victims and thus gives a voice to the voiceless (Galtung, J., & Vincent, R. C. 1992). It is also truth-orientated in the sense that it reveals untruths on all sides and focuses on propaganda as a means of continuing the war.

In the Handbook on Peace by Webel, C. & Galtung, J. (Eds.) (2007. P.16), Galtung clearly identified that conflicts initiate from three sources – nature, culture and structure. Nature is in us, and around us; Culture is in us as internalized values and norms; and Structure is around us as institutionalized, positive, and negative sanctions. He developed these three categories from Karl Marx, Sigmund Freud and Charles Darwin theories. Galtung (2007) explained that every human being is constrained by the nature, culture and structure. It gives a chance to people to become more humanistic through spirituality. Human goals are coupled, the positive ones are harmonious and compatible, which offer potential for peace, while the negative goals are disharmonious and incompatible, bringing in conflicts. To bring more harmony in our world or society, the media should emphasize the coverage of peace and ordinary people-oriented stories more (Galtung 2007).

Peace journalism draws on a critical examination of the current state of war reporting. Galtung and Vincent (1992:33) criticize that fact that the more negative the event in its consequences, the higher the probability that it will become a news item. This includes any story on war, conflict, minority issue or political difference (Van Dijk, T. A. 1995). Dijk in his paper cited that issues like immigration, crime, violence, cultural differences, and race relations draw more attention of the audience. The importance of these topics is further biased by the overall tendency to cover such issues in terms of problems, if not of threats. At a first glance, peace journalism runs counter to the time-honored journalistic principle of objectivity that sees the journalist as a detached and unbiased mirror of reality (Lee and Maslog 2005). According to Iggers (1998:91): “Although few journalists still defend objectivity, it remains one of the greatest obstacles to their playing a more responsible and constructive role in public life”. As such, responsible journalism should be about intervention, as McGoldrick and Lynch (2006, May)

argued: “The choice is about the ethics of that intervention. Therefore, the question arises ‘what can I do with my intervention to enhance the prospects for peace?’” (P. 27)

Lee, S. T., & Maslog, C. C. (2005) did a research on Asian newspaper coverage of conflicts, about war and peace journalism. They did qualitative content analysis, focusing on the regional conflicts between India and Pakistan over Kashmir, the conflict between Tamil Tigers and government forces in Sri Lanka, the civil war between the majority Muslim population and the minority Christian population in Indonesia, and the Mindanao conflict in the Philippines. They studied 1,338 stories from 10 newspapers and found out that most of the news coverage was dominated by a war journalism frame. To understand more clearly, war journalism has a value biased towards violence and violent groups that leads audiences to overvalue violent responses to conflict and ignore non-violent alternatives (Galtung,1986). Most of the time news reporting conventions and frames focus only on the physical effects of conflict, while ignoring the psychological impacts. War journalism is also biased towards reporting only the differences between parties, rather than similarities, previous agreements, and progress on common issues. War journalism also values elite interests over other interests of other stakeholders. War journalism focuses on the ‘here and now,’ ignoring causes and outcomes and assumes that the needs of one side can only be met by the other side’s compromise or defeat (Galtung, 1986). A study by Lee, S. T., & Maslog, C. C. (2005) indicated that there are three most salient indicators that differentiate peace journalism from conventional or war journalism. These indicators are the avoidance of demonizing language (such as vicious, cruel, brutal, barbaric, inhuman, tyrant, savage, ruthless, terrorist, extremist, fanatic, fundamentalist), a nonpartisan approach, and a multiparty orientation.

Rodny-Gumede, Y. (2016) published “Awareness towards peace journalism among foreign correspondent in Africa” in which he interviewed 17 journalists representing foreign news organizations and news outlets such as BBC, AP, AFP, Reuters, Al Jazeera, CNN, LA Times, and the Guardian who were based in Johannesburg and covering Africa. The researcher inquired about their knowledge regarding peace journalism. Surprisingly, out of 17 journalists, 10 were aware of the notion of peace journalism as an alternative journalistic model, four had a clear idea of the principle of peace journalism, as articulated in scholarly literature as well as in popular discussions around the concept. Eight out of the 17 interviewees expressed skepticism towards the notion and said they saw it as nothing more than “an idealistic academic exercise of little relevance for facilitating any real change.” Many of the interviewees, however, quoted many of the tenets of peace journalism as desirable and already in place, although they are not always articulated as such. The analysis indicated that the actual practices are less contradictory than they are projected in scholarly arguments that contrast practices in terms of “war journalism” vis-à-vis “peace journalism”. Therefore, the discussion and the critique leveled against foreign reporting might have more to do with a difference between theory and practice—the academy and industry—and the two would do well if there was a meaningful engagement (Rodny-Gumede, Y. 2016).

This is where the Peace Journalism model might open up space for this engagement. Peace journalism is not only a theoretical model to be tested against examples of coverage, but it also encourages practice and offers advice on how reporting can be done. If we look at Sri Lanka where the Tamils, who are Hindu and a minority, in pushing for a separate state had clashed with the government forces since the 1970s, but later there was a cease fire agreement between the two sides. The role of the media initially was unenthusiastic, but later, the media’s positive

contributions led to a successful ceasefire (Lee, S. T., & Maslog, C. C. 2005). Howard, R. (2009) in his book referenced media development specialist Marie-Soleil Frere, who quoted journalists in Africa saying that “journalists cover conflict simplistically, vividly, incessantly but we do not cover it with sophistication. Journalists don’t cover causes, only consequences, and don’t cover solutions”. Howard, R. (2009) showed the better understanding of conflict in reporting. He gave an outline for journalists when they cover any conflict issue. Howard suggested that they should ask the following questions; Why does it turn violent? What are common causes? What motivates war-mongers and peace-makers and ordinary citizens? How societies resolve their conflicts without violence? Who speaks of such things? Journalists covering conflicts should also know how to report on conflict without inflaming it (Howard, R. 2009).

It cannot be denied that the media has power to advocate for peace in their reporting. Adebayo, (2016) in his research found that if reporters get proper training to advocate peace and if they practice it, the outcome is always positive. The researcher cited the example of Kenya where the media successfully prevented violence during the 2013 election in the country. This was possible because several peace journalism initiatives including one conducted by BBC Media Action were taken prior to 2013 election. These peace journalism initiatives were organized because of the 2007-08 post-election violence when the media was not prepared (Adebayo, 2016.P.366). So, if the media can play a sensible role in covering conflict issues it can avoid clashes. There is another example of peace journalism that we saw in the Philippines in 2000. Beginning in the 1960s, the Muslim armed group called the Moro National Liberation Front (MNLF) started to advocate for a Moro Land in the Mindanao region. Between March and June 2000, the former President Estrada had declared total war against the Muslim group, which

led to deadly skirmishes between the two sides. But Lee, S. T., & Maslog, C. C. (2005) in their paper identified that the news media practiced peace journalism to a great extent and contributed to the containment of the conflict. Analyses of the news of these incidents suggest that when journalists write a story with a peace journalism approach it can bring a culture of peace in their society (Adebayo, 2016; Lee, S. T., & Maslog, C. C. 2005).

Neumann, R., & Fahmy, S. (2012), in their paper conducted a content analysis of news photographs of three leading international wire services – AP, Reuters and AFP. In their study they found that newswires were serving different purposes and news markets in the visual coverage of 2009 Sri Lankan civil war. Their study concluded that in 2009 AP along with AFP focused on external events which qualify for peace journalism. On the other hand, Reuters had a heavy focus on conflict issues. They concluded that the dominance of war frames in news should not be considered problematic. It is more relevant for journalists to provide a balanced coverage of the events. If the coverage of a conflict is biased towards any side, it may have the risk of overstating or understating the relevance. Visuals of civilian victims or political or military elites as well as peace negotiators and protesters provide a holistic picture of a conflict.

“MEDIA’S ROLE IN BANGLADESH AND ETHIOPIA”

Peace journalism is important, but there is limited attention among practitioners and academicians all over the world (Bratic, V., & Schirch, L. 2008). The situation in Bangladesh and Ethiopia is no exception. According to the World Bank, Bangladesh is a country of more than 160 million people, nearly half of it are women. In the last two decades, the country has made remarkable progress in reducing poverty, supported by sustained economic growth. In

parallel, life expectancy, literacy rates and per capita food production have also increased significantly. In 2018, Bangladesh moved out of least developed country (LDC) to a developing country. Beyond the above indicators, we still see the alarming increase in social injustice everywhere. Although there is this serious challenge, the media tends to be working as a backup for the government, power and money (Ullah, M. S. 2008). Ullah in his paper pointed out that the emergence of journalism in Bangladesh overrides the aim of common welfare and a missionary role to disseminate information. Media houses going under corporate control make the scenario more questionable practicing conventional journalism.

Researchers Lynch and McGoldrick (2000. P. 9) in the book ‘Peace Journalism, What is it? How to do it?’ stated that if structural issues like poverty and cultural issues like ethnicity, gender and religious justifications are overlooked there would be chances of conflict in the society. In the context of Bangladesh “Eve-teasing”, “Women Harassment”, and “Violence against women” are serious problems (Zaman, H. 1999, January). The researcher in her paper indicated that in Bangladesh, violence against women has organizational and regular dimensions. Gender relations always favor men and discriminate against women. The researcher expressed that this problem is a severe social and development issue. In most occasions, news of such social conflicts finds small single column space in newspaper (Ahmed, et al. 2019)..

Hasan, M. R. (2015) in his research found that most of the daily newspapers in Bangladesh do not publish that much number of revelatory and inspective reports on minority issues. He did a content analysis on the “Coverage of Minority Issues in the Selected National Dailies During the 10th Parliamentary Elections in Bangladesh.” He stated that a substantial number of news items published in the newspapers were found politically biased. Some news stories were reported just as an incident but the depth of investigation was missing.

On the other hand, Ethiopia's history is full of diversity and controversy as well. Skjerdal (2009) in his paper pointed out that the overwhelming use of the country's unique languages (particularly Amharic and Oromiffa) makes Ethiopian media content inaccessible to the outside world and possibly prevent criticism from the international community. The same researcher in another paper in 2010 said that although the government promised a free and open media in Ethiopia, the practical scenario is different as most of the media houses are controlled by the government (Skjerdal, T. S. 2010). Most of the contents of the state media outlets in Ethiopia are official information coming out from the public administration. And for that self-censorship prevails in the state media ((Skjerdal, T. S. 2010)). And when media is controlled by the government or some powerful group the direct access to truth more or less will be hampered (D'Alessio, D., & Allen, M. 2007.P.432). That is what is observed in Bangladesh as well as in Ethiopian media. Issues that affect the minority, such as the abuse of women or eve-teasing, do not get proper attention from the media in Bangladesh. On the other hand, due to self-censorship and government control the rest of the world is also kept away from knowing the actual scenario in Ethiopia.

KNOWLEDGE GAP:

When researchers previously examined the topic 'peace journalism' most of the works were on content analysis. . But, very little work has been done on examining journalists' working approaches. It has been mentioned that Rodny-Gumede, Y. (2016) in his article interviewed 17 foreign journalists and tried to understand the 'Whole Africa situation' in the terms of peace journalism, but the research did not show the awareness of peace journalism among African journalists and coverage of any conflict issue. Lee, S. T., & Maslog, C. C. (2005) also conducted a content analysis on Asian newspaper coverage of conflicts, but the views of journalists was

missing there, too. Adebayo's 2016 paper found that the 40 'purposively' selected journalists proposed an alternative method of using peace journalism model while reporting conflict issue. But this also does not give the idea of the journalists' approach towards their reporting. To analyze Somali civil war coverage, Workneh, T. W. (2011) also conducted a content analysis of four U.S. and British newspapers, but explore the awareness of peace journalism among journalists who wrote those stories. There also has been no work regarding the awareness of peace journalism among Bangladeshi and Ethiopian journalists.

CHAPTER THREE

METHODOLOGY:

To achieve the goal of this study, the researcher used a mixed research method. According to Creswell and Clark (2007, P. 5) mixed method analysis involves collecting, analyzing both qualitative and quantitative data and integrating those data and their results. This procedure should fall into specific research designs and also should be explained through a theory or philosophy. As noted by Johnson & Onwuegbuzie (2004, p. 17) “mixed methods research is the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study or set of related studies.” Mixed research studies include three phases which are: research conceptualization (determining the mixed goal of the study, formulating the mixed research objectives, determining the rationale of the study and rationale for mixing quantitative and qualitative approaches, purpose of the study, determining mixed research question), research planning (selecting the mixed sampling design, selecting the mixed research design), and research implementation (collecting data, analyzing data, legitimating the data sets and mixing research findings, interpreting the findings, writing the mixed research report and reformulating the mixed research questions) (Collins, Onwuegbuzie, and Sutton, 2006).

In this study, a survey questionnaire was sent to 100 Bangladeshi and 100 Ethiopian journalists. According to Presser, S. (1985) a survey involves any data collection from the human respondents through standardized questionnaires in which the interest is in groups rather than

specific people. Survey research is a non-experimental research approach used to gather information about the incidents and distribution of, and the relationships that exist between variables in a pre-determined population (Coughlan, M., Cronin, P., & Ryan, F. 2009).

Survey methods enable researchers to gather information from many people. It is a cost-effective method to reach different people and can be a reliable way to understand perceptions, attitudes, beliefs and facts (Porter, S. R. 2004, Weisberg, H. F. 2008; P.223). Weisberg (2008; 223-231) in the chapter of “The methodological strengths and weaknesses of survey research” identified ‘attitudes’ as a measure of how positive or negatively people feel towards any issue or incidents while ‘belief’ is an opinion of something and finally ‘fact’ is a respondent’s past behavioral experiences. The weaknesses of a survey method are about its validity and inflexibility. Weisberg (2008; P; 224) stated that surveys are generally weak in assessing causation. It could be that the findings from the survey data and the real cause are different.

SAMPLING:

The main component of the survey is sampling or sample design. For all survey research a decision has to be made about what population to report on. It is obvious that it is hard for any researcher to reach the entire population. So, there needs to be sampling which will help select a limited number of units from a population in order to describe this population (Sarıs, W. E., & Gallhofer, I. N. 2014, Sharma, G. 2017).

There are two types of sampling techniques; probability sampling and non-probability sampling (Table 3.1).

Table 3.1: Types of Sampling

Probability Sampling	Non-Probability Sampling
A) Random Sampling	a) Quota sampling
B) Systematic Sampling	b) Convenience sampling
C) Stratified Sampling	c) Purposive sampling
D) Cluster Sampling	d) Self-selection sampling
	e) Snowball sampling

Probability sampling- is any sampling where each individual has the same chance to get selected. The different types of Probability samplings are: Random Sampling, Systematic Sampling, Stratified Sampling and Cluster Sampling. On the other hand, non-probability sampling is based completely on the decision of the researcher. Non-probability samplings are Quota Sampling, Convenience Sampling, Purposive Sampling, Self-selection Sampling and Snowball Sampling. (Sharma, G. 2017, Etikan, I., & Bala, K. 2017). In this research paper, the researcher has used Convenience Sampling.

CONVENIENCE SAMPLING:

To collect the data, the researcher used convenience sampling and relied on journalists known to the researcher for being in the same professional group and also got help from colleagues who initially expressed interest in taking part in the study. The researcher employed this sampling technique because this study was conducted from afar, and for that the Sampling method was useful. The researcher understands the challenges associated with convenience sampling. For example, Saundres (et al. 2012) indicated that “There is a chance of selection bias

and of influences beyond the control of the researcher”. But as mentioned above, because of the distance problem and availability of the respondents the researcher chose to use this method. Convenience sampling is also known as availability sampling. This non-probability sampling method relies on data collection from population members who are conveniently available to participate in the study. Facebook polls or questions are be mentioned as a popular example of convenience sampling (Saunders, M., Lewis, P., & Thornhill, A. 2012).

ADVANTAGES OF CONVENIENCE SAMPLING:

The sampling is simple and easy for research. This method is helpful for pilot studies and for hypothesis generation. Data collection can be done in a very short time. The cost is much smaller than any other sampling methods (Saunders, M., Lewis, P., & Thornhill, A. 2012).

RESEARCH QUESTION DESIGN:

At first, a primary outline of the questionnaire was prepared. As the survey was connected with individual human respondents, the researcher had to get an IRB approval, which was sought on November 22, 2019. The researcher submitted a primary questionnaire and a draft of a consent paper with the application. After a 10-day review, the IRB, on December 3, 2019, approved the research project. After the approval, the researcher structured the questionnaire with twenty questions, where the first five were basic questions about age, years of experience in the media sector, and the type of media outlet they currently worked in. Through this survey, the researcher did not intend to harm any responder and no names were collected to ensure anonymity.

The primary objective of the study was to investigate the level of awareness about peace journalism among Bangladeshi and Ethiopian journalists. To understand the primary objective,

the researcher asked the respondents whether they had any training on peace journalism or not. Before they provided their responses, the researcher offered a brief definition of peace journalism and how it works. The researcher also asked for the duration of any related training they have taken. If they had not taken part in any training, they were asked “why”?

Then the researcher asked about the reporting or decision-making procedure of the responding journalists. The specific objective of the study was to find out how Bangladeshi and Ethiopian journalists report on conflict. So, the researcher asked how they covered conflict issues and the framing of the events. The researcher is focusing on thematic framing, so there was a question on how the respondents draw the frame or outline the covered events. From this question, the researcher tried to understand whether they present a story as it appears or if they do in-depth reporting.

As mentioned above, the survey was conducted among Bangladeshi and Ethiopian journalists, so, there was a question about what type of news their respective media cover most. In Galtung’s original table, he put Peace journalism and War journalism in two different categories. Peace journalism is defined as peace oriented, truth oriented, people oriented and solution oriented, while war journalism is defined as violence oriented, propaganda oriented, elite oriented and victory oriented (McGoldrick, A., & Lynch, J. (2006, May). P. 29). So, using that table, the study sought to identify what type of news the Bangladeshi and Ethiopian media cover most. Is it peace related or war related? The researcher also asked the respondents about how often they pay attention to sensitive issues such as women and religion to understand cultural issues of Bangladesh and Ethiopia. As McGoldrick and Lynch (2000) stated that peace journalism can be practiced to contain violence and ensure peace and stability in the society. They cited three types of violence that hamper peace. They are (a) Direct Violence (individuals

or groups intending to hurt/kill people: Hitting, beating, Stabbing, Shooting, Bombing, Raping)

(b) Cultural Violence (images and stories which justify or glorify violence Hate Speech, Xenophobia Persecution Complex Myths and legends of war heroes Religious justifications for war ‘Chosenness’ Gender violence Civilisational arrogance) and (c) Structural Violence (Built in to custom, practice & organisation , Poverty, Apartheid, Institutionalised racism, Institutionalised sexism, etc). When covering those issues, do they take all the parties into consideration, or do they just report the event. Does a reporter really value emotional and intellectual logic when they cover conflict stories? Does the reporter really think that it’s important to emphasize emotional and intellectual logic? At the end ,there was a question about how often the journalists pay attention to societal context while covering conflict stories.

Before sending out the questionnaire to the interviewees, the researcher sent the questionnaire to two Bangladeshi and two Ethiopian journalists who are knowledgeable about peace journalism and its patterns. After taking their feedback into consideration, the researcher put the entire questionnaire into the Qualtrics software: 20 questions were included; 16 were of multiple choice and 4 were open ended.

Among the 200 journalists from the two countries, the researcher received responses from more than 50 percent within two weeks. As mentioned above, the researcher used the convenience sampling method to reach out the respondents, so the interviewees from Bangladesh and Ethiopia were selected through a personal Facebook Messenger and email contact list. For the Bangladeshi journalists, at first, the researcher contacted them individually through Messenger, told them about the survey and then asked them if they were willing to participate in this survey or not. If they were willing, the researcher requested them to provide their respective email addresses. For Ethiopia, the researcher contacted the journalists through email, asking

them whether they wanted to participate in this survey or not. Through this process, the researcher was able to include 200 participants from the two countries.

BANGLADESHI JOURNALIST COMMUNITY:

The number of working journalists in Bangladesh is numerous. The number of the members of Dhaka Reporters Unity, an organization of working reporters in the Bangladesh capital, is about 1900. The number of copy editors according to the Sub-editors Forum is expected to be similar. As per the disclosure of the Information Minister at the National Parliament in January 2018, there are 3,025 registered print media in Bangladesh and 1,191 of them are daily newspapers. Of the dailies, 470 are based in the capital city Dhaka. There are 43 authorized/registered television stations in Bangladesh. The number of private Radio stations (all FM) is 28. The government also has one.

The exact number of online portals cannot be determined. As of July 2019, the government received applications from 8000 online news portals after it invited applications for registration, but the process remains incomplete. It may be mentioned that in Bangladesh there are journalists who work in more than one platform. A journalist working part-time for a television station might be working full-time for a newspaper.

ETHIOPIAN JOURNALIST COMMUNITY:

It is very hard to find out the number of working journalists in Ethiopia because of the lack of journalism associations. There is an association called ‘Ethiopian Free Press Journalist Association (Addis Ababa)’, but they did not publish any information regarding the number of members the organization has. According to “Press Reference,” the history of mass media in Ethiopia is more than a century old. To increase the communication with the international

community, to develop a sense of national identity, and to utilize media for education and development, the Ethiopian government decided to create a weekly newspaper called “Le Semeur d’Ethiopie” in 1905 (Ethiopia Press, Media...Press Reference). In 1991, Tigray Peoples Liberation Front (TPLF) came to the power and ruled until April 2018. After taking the power, the government introduced a new rule for the Ethiopian media sector. Officially, the government abolished the culture of censorship and made the media sector open for private companies. After a year, in 1992, Ethiopia introduced its first press law. Though the TPLF abolished censorship, documents show that the government used the media for its own propaganda (Abebe, M. M. 2019). After introducing the new law, it encouraged people to apply for license to bring out newspaper and open broadcast media houses. From 1991 to 1997, more than 385 publications were registered (Skjerdal, T. S., & Lule, H. 2009). After the fall of TPLF in April 2018, Abiy Ahmed took over power as Prime Minister of Ethiopia and launched another initiative to reopen more than 250 news media websites which were previously shut down by TPLF. At present, Ethiopia has radio, television, newspaper and magazines but most of the media houses are owned by the government.

CHAPTER FOUR

FINDINGS:

The purpose of the study was to investigate the level of awareness of peace journalism among Bangladeshi and Ethiopian journalists. A survey was used to collect the data and the following sections present the major findings of the study.

The survey results show that among the 200 journalists from Bangladesh 100 and Ethiopia 100 who were approached for the survey, some 124 sent back their responses, but 12 of the responses were blank. Of the 112 completed responses, 56 are from Bangladesh while 56 are from Ethiopia. The response rate of the survey is 56 percent. (Table 4.1)

Table: 4.1 (Country)

Bangladesh	Ethiopia	Total	Response Percentage
56	56	112	56%

Of the 112 respondents, 19 (17.2%) were females while the other 92 (82.7%) were males. One of the respondents did not indicate his or her gender. The survey was in the field from January 28, 2020 to February 28, 2020. (Table 4.2)

Table: 4.2 (Gender)

	Male	Female	Total
Bangladesh	46	10	56
Ethiopia	46	9	55
Percentage (%)	82.73%	17.27%	100%

Among the participants, 50 respondents are between the ages of 25 and 35, while 40 of them are between 36 and 45 years of age. Twenty-two of the respondents are age 46 or older.

(Table 4.3)

Table: 4.3 (Age)

	Male	Female	Total	Percentage (%)
25-35	41	9	50	45.05%
36-45	32	8	40	35.13%
46 and older	20	2	22	19.82%

Among the participating journalists, 15 (13.5%) of the respondents have less than eight years of work experience, the biggest chunk of the respondents, i.e., 59 (53.1%) of the journalists have eight to fifteen years of working experience. Twenty-three respondents (20.7%) have 16 to 25 years of working experience. The other 14 journalists have 25 years or more work experience

as journalists. There is also one respondent who did not mention his/her years of working experience. (Table 4.4)

Table: 4.4 (Years of Experience)

	Male	Female	Total	Percentage (%)
Below 8 years	13	2	15	13.51%
8-15 years	47	12	59	53.15%
16-25 years	20	3	23	20.73%
16-25 years	Did not mention the gender		1	
Above 25 years	12	2	14	12.61%

The type of media organizations, public or private, the respondents are working for are almost equal. Of the 112 respondents, 54 (48.2%) journalists work in the public sector while more than 57 journalists (50.8%) work in private enterprises. There is also one person who did not put his/her media organization identity. (Table 4.5)

Table 4.5 (Media Organization)

	Bangladesh	Ethiopia	Total	Percentage
Public	4	49	54	48.21%

Private	52	5	57	50.89%
Person did not mention organization	1			0.90%

Most of the respondents are working at television stations but some of them also have previous experience working in other media organizations such as newspapers, online or radio. The data shows that 74 of the respondents have experience of working in television, 29 of the participants have experience working in online news portals, 27 of them have working experience in radio stations, and 26 of the respondents are working or have worked in newspapers. Only 10 of the survey participants have experience working for a national or international wire service. (Table 4.6)

Table 4.6 (Media Organization Type)

Types	Bangladesh	Ethiopia	Percentage
TV	43	31	44.58%
Radio	7	20	16.27%
Newspaper	18	8	15.66%

Referring to the question about training on peace journalism, 109 journalists answered this question and most of the respondents said they never had any sort of training on peace journalism. Eighty six journalists, which is 78.9% of the respondents, fall into this category.

Fourteen of the journalists have participated in a week-long training, about five of them had two weeks' of training, while four of them participated in month-long peace journalism workshops.

(Table 4.7)

Table 4.7 (Training in Peace Journalism)

Category	Bangladesh	Ethiopia	Total	Percentage
None	51	35	86	78.90%
One Week	1	13	14	12.84%
Two Weeks	1	4	5	4.59%
Three Weeks	0	0	0	0.00%
Four weeks	0	0	0	0.00%
One month	2	2	4	3.67%

Of those who did not participate in any peace journalism training, most of them (90.6%) attributed it to lack of opportunity and 4.1% mentioned a lack of resources, one person indicated having no interest in peace journalism and four more gave other reasons, including having a beat or reporting assignment that did not lend itself to using the techniques.. (Table 4.8)

Table 4.8 (Category)

	Bangladesh	Ethiopia	Total	Percentage
Lack of Opportunity	49	37	86	90.63%
Lack of Interest	1	0	1	1.03%
Lack of Resources	4	0	4	4.17%
Other Reason	4	0	4	4.17%

Though not directly related to peace journalism, Sixty nine respondents (44.5%) said they focus on reporting solutions that can be shared by both the parties of the event. Slightly more than 25% said they ‘always find common ground among parties in conflict’. Another 26 (16.7%) of the participants said that they cover the event as it is, while the other 21 respondents (13.5%) said they ‘always report objectively without considering causes and outcomes.’ (Table 4.9)

Table 4.9 (Decision Making Question)

Category	Bangladesh	Ethiopia	Total	Percentage
When I report or make decision, I always find common ground among parties in conflict	10	29	39	25.16%
When I report or make decision, I always	18	3	21	13.55%

report objectively without considering causes and outcomes				
When I report or make decision, my reporting covers the event as is	15	11	26	16.77%
When I report or make decision, I focus on solutions that can be shared by both sides	35	34	69	44.52%

The majority, 76 (40%), of the participating journalists said they try to provide background information on the causes for actions or events while reporting. A total of 56 (29.4%) said they try to provide broader societal context to issues and events. Another 40 (21.05%) respondents think a journalist is an independent observer and they always focus on covering the event as it is. Only 18 (9.4%) of the survey participants opined that when they report, they mention references to isolated and separate news events. (Table 4.10)

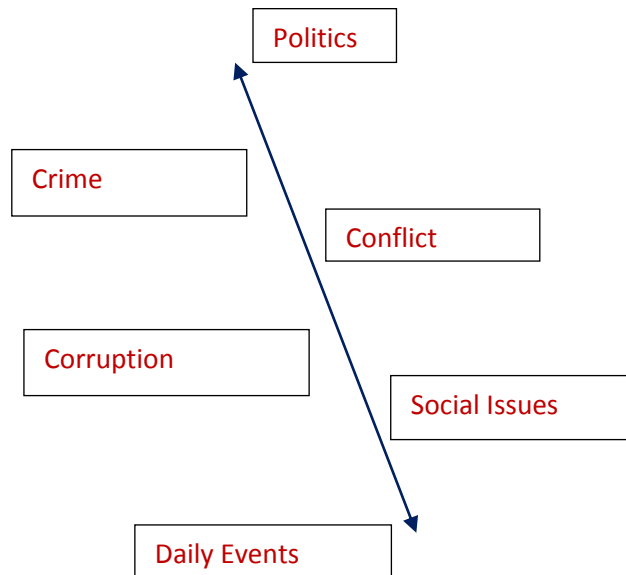
Table: 4.10 (News Frame Question)

Category	Bangladesh	Ethiopia	Total	Percentage
When I report, my reporting makes references to isolated and separate news events	8	10	18	9.47%
When I report, I try to provide broader	26	30	56	29.47%

societal context to issues and events				
When I report, I try to provide background information on the causes for actions or events	44	32	76	40.00%
A journalist is an independent observer, and I always focus on covering events	18	22	40	21.05%

Of all the different areas of news reporting, ‘politics’ is the most emphasized area of coverage by the journalists surveyed from the two countries, Bangladesh and Ethiopia. The other major areas of coverage are crime, conflict, corruption, social issues and the daily news events. (Figure: 4.11)

Figure: 4.11 (Top five area of Coverage)



Most of the news covered by the respondents is elite-oriented, focused on experts, officials, and public figures. The researcher also asked the respondents to categorize the orientation of their coverage on a scale from 1 to 5, with 1 being ‘less’ covered and 5 is ‘mostly’ covered. If we look at the ‘mostly’ covered orientation, we see that, 32 (32.6%) respondents cover news ‘mostly’ elite-oriented stories, while 25 (27.6%) cover people-oriented news. Advertisement or public relation-oriented news also finds importance in news and the survey data shows that 17 (17.2%) of the responding journalists cover this area. ‘Peace and Conflict’ and ‘Victory’ were the least important areas of coverage. Fifteen (16.3%) of the journalists who responded to the survey said that they emphasize victory-oriented news. Only 15.3% of the respondents cover peace and conflict stories the most. (Table 4.12)

Table: 4.12 (News orientation) 1 is less cover; 5 is mostly cover

	1	2	3	4	5
Advertising/PR	49.46%	17.20%	6.45%	9.68%	17.20%
Elites? (Experts, officials, public figures)	10.20%	11.22%	26.53%	19.39%	32.65%
Victory?	20.65%	29.35%	19.57%	14.13%	16.30%
Peace and Conflict?	15.31%	20.41%	28.57%	20.41%	15.31%

People? (Ordinary people)	12.77%	18.09%	15.96%	25.53%	27.66%
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Citing the reasons for the above-mentioned orientations, most of the respondents from both the countries said government officials have strong influence on public media. They said the editorial system of the public media is led by politicians and not professionals. In the private sector, the policies of the media owners influence the news. That influence, combined with a focus on politics and interference from government officials prompts journalists from both countries to use elites and officials as the main figures in their stories. This orientation is prevalent in public as well as private-owned media houses of the two countries. The mindset of the news managers and news writers also plays an important role. Some of the respondents from both the countries indicated that news media are not free. All the media houses are more or less somehow politically influenced and many of the respondents said they ‘are watched by the government’ and feel ‘government influence’ all the time. Some indicated that the economy and bureaucracy have an effect on choosing propaganda-oriented news such as advertisements and public relations. A few respondents indicated that ‘journos lack knowledge’ in focusing the news. One of them said ‘opinion journalism is dominant’ in the news media.

In addition, the percentage of respondents ‘often’ or ‘very often’ reporting on conflict is worth noting. Thirty-four journalists (30.9%) of the respondents, said their media house ‘often’ gave emphasis to reporting on conflict. Thirty-one of the respondents (28.1%) said their media houses ‘very often’ emphasize conflict reporting. Thirty two (29.09%) said it is ‘sometimes’ that their media house emphasized conflict news stories. Ten of the participants said their houses

‘rarely’ gives importance, while only three said their houses ‘never’ gives importance to conflict issues. (Table 4.13)

Table 4.13 (How much emphasis does your media house give while reporting on conflict?)

	Bangladesh	Ethiopia	Total	Percentage
Very Often	21	10	31	28.18%
Often	18	16	34	30.91%
Sometimes	11	21	32	29.09%
Rarely	3	7	10	9.09%
Never	3	0	3	2.73%

A similarly interesting pattern occurred in answers to the next question as 57 journalists (51.8%) of the respondents claimed that they pay attention to sensitive issues like ethnicity, women and religion ‘very often’. Twenty-six journalists (23.6%) said they ‘sometimes’ give importance to ethnicity, women, religion and other sensitive issues. Some 22 (20%) of the journalists said they ‘often’ pay attention to such sensitive issues. (Table 4.14)

Table 4.14 (To what extent do you pay attention to sensitive issues such as, ethnicity, women, religion, etc?)

	Bangladesh	Ethiopia	Total	Percentage
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Very Often	33	24	57	51.82%
Often	13	9	22	20.00%
Sometimes	10	16	26	23.64%
Rarely	0	4	4	3.64%
Never	0	1	1	0.91%

On the issue of accommodating conflicting or competing parties in news stories, 36 participants (32.7%) of the survey respondents said they ‘often’ do accommodate them. While the number of respondents who ‘sometimes’ give importance to accommodating conflicting or competing parties in news stories is 35 (31.8%), those who ‘very often’ accommodate the perspectives of the conflicting or competing parties in their news stories were 27 (24.5%). (Table 4.15)

Table 4.15 (To what extent do you seek to accommodate perspectives of competing/conflicting parties in your reporting?)

	Bangladesh	Ethiopia	Total	Percentage
Very Often	19	8	27	24.55%
Often	17	19	36	32.73%
Sometimes	17	18	35	31.82%

Rarely	2	6	8	7.27%
Never	1	3	4	3.64%

Thirty seven respondents said they ‘very often’ seek to understand people’s intellectual or emotional logic while covering conflict news. To them, it is very important because emotional logic or personal stories are more powerful. They indicated that it helps to know the reason for and the context of the conflict. They feel that journalists must know people’s emotions for ‘better understanding’ of the situation in reporting. In their responses they also said that seeking to understand people’s emotional logic gives a human perspective to the story. They said it helps to address the causes, as well as to determine the action agenda. The logic is important because they ‘mean a lot in showing the magnitude of the problem’. Thirty-four of the respondents said they ‘often’ attempt to understand people’s intellectual or emotional logic in covering conflict stories. Thirty-one respondents said they sometimes give importance to people’s intellectual and emotional logic. Six of the respondents said they ‘rarely’ try to understand people’s intellectual or emotional logic while covering conflict, and two others said they ‘never’ do so. (Table 4.16)

Table 4.16 (To what extent do you seek to understand people’s intellectual/emotional logic when covering conflict?)

	Bangladesh	Ethiopia	Total	Percentage
Very Often	22	15	37	33.64%
Often	19	15	34	30.91%

Sometimes	12	19	31	28.18%
Rarely	2	4	6	5.45%
Never	1	1	2	1.82%

The survey data revealed that the largest percentage (46.3%), pay attention to references to isolated news events, focusing on discrete cases only ‘sometimes’. However, 27 respondents (24.5%) said they ‘often’ pay attention to isolated news events while covering conflict. Only n19 (17.2%) of the responding journalists said they ‘very often’ pay attention to isolated news events. Ten of the respondents said they ‘rarely’ do so and three of them said they ‘never’ do it. (Table 4.17)

Table 4.17 (When covering conflict, do you pay attention to references to isolated news events, focusing on discrete cases?)

	Bangladesh	Ethiopia	Total	Percentage
Very Often	10	9	19	17.27%
Often	15	12	27	24.55%
Sometimes	27	24	51	46.36%
Rarely	3	7	10	9.09%
Never	1	2	3	2.73%

When it comes to covering conflict issues, 48 respondents (43.6%) claimed they pay attention to broader social context ‘very often’. About 33 of the respondents (30%) said they ‘often’ keep the societal context in mind when covering conflict stories. Twenty two responding journalists (20%) said they ‘sometimes’ are attentive to the social context of the conflict they are covering. (Table 4.18)

Table 4.18 (When covering conflict, how often do you pay attention to broader societal context to issues?)

	Bangladesh	Ethiopia	Total	Percentage
Very Often	30	18	48	43.64%
Often	15	18	33	30.00%
Sometimes	8	14	22	20.00%
Rarely	2	3	5	4.55%
Never	1	1	2	1.82%

CHAPTER FIVE

DISCUSSION:

In this survey analysis, where the researcher used convenience sampling, the list of selected participants has more males than females (Table 4.2). However, in Ethiopia and Bangladesh as it is worldwide, there are fewer female journalists overall, as documented in ‘Worlds of Journalism: Journalistic Cultures Around the Globe,’ which surveyed 67 countries and found that the news media worldwide is dominated by males (Hanitzsch, T., Hanusch, F., Ramaprasad, J., & de Beer, A. S. (Eds.). 2019 P: 69). The country overview of the study indicated that in Bangladesh only about 11% of all journalists are women, while in Ethiopia, that percentage is about 29 %. A study by the Gender Development Index (GDI) in 67 countries found that the reason for the low percentage of female journalists has a strong association with societal factors relating to the role of women (p.76).

Our respondents were fairly evenly split between those working for public versus private media organizations (Table 4.5). That is likely due to the fact that the overwhelming majority of participants from Ethiopia work for public media houses while most of the respondents in Bangladesh are from private media houses. Although the government has powerful influence, direct or indirect, on the entire media in Bangladesh, the government owns only one out of 43 television channels, one out of 29 radio stations and one wire service.

The questions about peace journalism provide the key findings of our study. The survey clearly indicates that most of the respondents had no training in peace journalism (Table 4.7). A small portion had some sort of training which ranged from one-day to one-month. That means that most of the journalists in Bangladesh and Ethiopia are reporting on conflict without proper training on peace journalism or conflict sensitive journalism.

The survey participants were also asked why there is a lack of training on peace journalism (Table 4.8). Most of them indicated that there is a serious lack of opportunity and resources for peace journalism training in their respective countries. Almost all of them agreed on the importance of peace journalism and that the lack of opportunity prevented them from taking part in training in peace journalism. The lack of training, in turn, is reflected in their work.

In the survey, the question about journalists' decision-making while reporting had four options (Table 4.9). Of those, the option "*when I report or make decision, I focus on solutions that can be shared by both sides*" was the top selection with a little more than 44% respondents choosing it. The option "*when I report or make decision, I always find common ground among parties in conflict*" was the second most selected about 25%. The response "*when I report or make decision, my reporting covers the event as is*" was the third highest selected option with 17 percent. The least selected option was "*when I report or make decision, I always report objectively without considering causes and outcomes*" with 14 percent. The first and second top rated options were 'Peace journalism' while the last two were examples of 'War journalism'. This response is a bit contradictory. The survey showed that many of the responding journalists may not have had training or did not have the opportunity to attend one, but they practice elements of peace journalism in their decision-making strategy. The result is similar to Rodny-Gumede's findings. In his 2016 study, Rodny-Gumede mentioned that the actual practices are

less contradictory than they are projected in scholarly arguments that contrast practices in terms of “war journalism” vis-à-vis “peace journalism”. It may be that many components of peace journalism are simply elements of good journalistic practice in general.

The survey also sought to find out how Bangladeshi and Ethiopian journalists frame their stories, and the data indicated that a little bit more than 69% of the respondents practice peace-oriented framing in their reporting (Table 4.10). These respondents also revealed that they provided broader societal context and background information on the causes for actions in reporting. On the other hand, about 31 percent of respondents said they only make references to isolated and separate news events while at the same time they think they are independent observers and always focus on covering the events. The latter approach is similar to what Galtung called a war journalism approach. This is an interesting finding, and requires further inquiry into the content of their reporting to check whether or not they really practice what they said they do.

Although the study shows most of the respondents indicate they follow a peace-oriented framing approach in their reporting, but in responding to their news coverage orientation they indicated that the ‘elite-oriented’ news approach was the most often employed in their respective media (Table 4.12). The ‘people-oriented’ approach was the second most often addressed category while ‘advertising or propaganda’ was third. The coverage of ‘victory-oriented’ news was the fourth highest, while ‘peace and conflict-oriented news was the least selected category. It can be assumed that in the media of Bangladesh and Ethiopia the war-journalism news approach gets more attention than the peace journalism news approach.

Another potentially contradictory finding of the survey is that most of the respondents of the two countries said they ‘very often’ give importance to sensitive issues like ethnicity, women and religion (Table 4,14) , which is another feature of Galtung’s peace journalism model. Ahmed (2019) and Hasan (2015) in their study stated that in Bangladesh very little attention is paid on these sensitive issues in the media. The situation of Ethiopia could not be ascertained due to lack of reliable data on the issues. This finding indicates a need for further inquiry into the content of reporting to check if journalists really give emphasis to the sensitive issues or not.

Responding to the question of why they tend to focus on conflict and crime, the respondents said it is because sensational and negative news attracts the largest audience. Commenting on why they emphasized advertisement-related news, some respondents from Bangladesh observed that it is because media nowadays is no longer a profession only to serve the people rather media has become more of a business. Without elaborating, some journalists admitted that they feel censorship pressure from the owners and the government as well. In an open-ended question, one of the respondents from Bangladesh clearly indicated that the media cannot publish anything that may create controversy or embarrass the government. Answering the same question, a respondent from Ethiopia said that the influence of the editors and government officials was high because most of the media houses in Ethiopia are owned by the government. This control has resulted in the political higher-ups regularly being the focus of the news, which in turn results in fewer opportunities to report effectively on peace and conflict issues. The private-owned media houses are not very different either. The fear of losing a job or license also prevents the private media from reporting on peace and conflict.

On the other hand, when the researcher asked the respondents to what extent they sought to understand people’s intellectual or emotional logic when covering conflict stories (Table

4.16), almost all of the participants from Bangladesh said it is necessary to understand the logic to know the root of the problem or conflict. Some said if they do not focus on intellectual and emotional forms of logic while covering conflict issues, the clear perspective and objectivity of journalistic values will be lost. Respondents from Ethiopia had similar views in providing people's intellectual or emotional logic while covering conflict stories. Some Ethiopian journalists indicated that this logic is important for giving a human angle to news on conflict. Looking into the intellectual and emotional logic is crucial to indicate a possible solution to the conflict as well, they said.

Sometimes intellectual and emotional logic help reporters to structure their stories. Lack of logic, in most cases, keeps readers and viewers in the dark from understanding the real cause of conflict issues. According to Galtung, J.'s model, if any journalist tends to focus on the invisible effects of violence such as trauma and glory, but is not providing any suggestions to mitigate the issue, this journalist is practicing war journalism. In the 'Handbook of peace and conflict studies' researchers Lynch, J., & McGoldrick, A. stated that war journalism focuses on conflict arenas basically telling us only war or violence-related news stories but does not provide us with a transparent report or the whole story (P. 270). In the chapter, the researchers gave an example of British media coverage of the Iran nuclear crisis and suggested that British journalists were reporting propaganda misreporting the news to encourage hatred towards Iran. In their study they found that the 'Peace Journalism quotient' of the UK press during this time (August 2005 to January 2006) was just 15.4 per cent. They stated that any representation of a conflict which omits any of the traditional journalistic five Ws (who, what, when, why and where) and one H (how) factors is inaccurate.

In our survey, “Awareness of Peace Journalism among Bangladeshi and Ethiopian Journalists”, some respondents also said they cannot answer all the ‘5 Ws and one H’ while reporting on conflicts. This means that they cannot totally follow the peace-oriented approach because of various complexities including invisible pressure from their respective governments. They, however, admitted that without presenting the whole issue the story remains incomplete. Some respondents from Ethiopia mentioned that sometimes the whole truth cannot be dug out as people from the administration are the main source of the information. But some journalists agreed that accommodating the versions of all concerned parties should be a major objective in any reporting, and conflict stories are no exception.

The survey questionnaire included a question about how often the respondents accommodate the versions of all the conflicting parties in their stories. It was observed from the data (Table 4.15) that a majority of the respondents indicate they try to accommodate all the conflicting parties in their reporting at least ‘sometimes’ and often more frequently. But Galtung’s peace journalism practice says that all the conflicting parties must always be accommodated in the reporting.

When asked about paying attention to isolated news events focusing on discrete cases while covering conflict issues (Table 4.17) 51 respondents from the two countries said that they only ‘sometimes’ pay attention to it, so this dimension of peace reporting may be undervalued or difficult to employ.

The term ‘freedom of speech’ means that people can express opinion, even an unpopular or unsavory one, without fear of government or any other censorship. But in countries like Bangladesh and Ethiopia, journalists cannot avoid the influence of the government and

administration or that of the owner. It does not matter whether your media house is private or public, the respondents indicated what matters most is the editorial policies of those in charge.

LIMITATION OF THE STUDY:

As there were no funds available to travel to Bangladesh and Ethiopia, the researcher was not able to conduct the study in person or on the ground. The researcher relied on communication through the internet. Although regular contact and correspondence reduced some of the communication gap, face-to-face interviews may have revealed more insights and enhance the reliability of the findings.

Though the respondents were provided with definitions of peace journalism, the term itself is not widely known among journalists worldwide so response may have been affected by an imperfect understanding of the concept.

The survey focused on convenience sampling, so only people known to the researcher or people with whom the researcher has some kind of connection participated in the survey. A more comprehensive survey of a more representative and larger sample could reveal more generalizable results.

Another limitation was, particularly in the case of Ethiopia, the difficulty to know the exact number of journalists. In the absence of that crucial information, it is difficult to determine whether the survey was representative.

CHAPTER SIX

SUMMARY AND CONCLUSION:

The main goal of the study was to investigate the level of awareness of peace journalism among Bangladeshi and Ethiopian journalists. The study also sought to examine to what extent and with what approach Bangladeshi and Ethiopian journalists cover peace/conflict issues. To find out the answers to all these, the researcher used a survey method. Before starting the procedure, the researcher tried to understand peace journalism and how frequently it is used by the mainstream media across the world.

The researcher conducted a thorough study of existing research on peace journalism by noted scholars and also tried to find out similar works to understand the problems that hinder the application of peace journalism. Interestingly, there had been a lot of research on peace journalism, but most were simple content analyses. There appeared to be no significant work on peace journalism either in Bangladesh or in Ethiopia, specifically.

Looking into the socio-economic factors of the two countries, the researcher found that Bangladesh is moving towards achieving the status of a developing country while Ethiopia is still struggling to get the Least Developed Country (LDC) status. Both countries have a long and diversified history of mass media but self-censorship and government influence is hampering the full benefit of media (Ullah, M. S. 2008; Zaman, H. 1999; Skjerdal, T. S. 2011).

To achieve the general objectives of the research, the researcher reached out to 200 active journalists from the two countries. First, the numbers were analyzed. Next, the researcher tried to understand the participants' views on peace journalism through the open-ended answers based on Johan Galtung's peace journalism model.

The data shows that not many journalists had training in peace journalism. Nonetheless, they feel 'peace journalism' needs to be practiced for the good of society. Most of the media outlets in Bangladesh are private, while most of the media houses in Ethiopia are owned by the government, but the survey shows that the journalists from both the countries are biased towards reporting on the elite. The data also revealed some contradictions, such as when covering conflict issues most of the responding journalists said they try to accommodate views of all the parties in their reporting. But when asked how often they try to put conflict-oriented news in context, more than a third said 'sometimes' rarely' or 'never. This means they give emphasis only to the present problem in their reporting but do not pay attention or draw references to similar incidents of the past. As Galtung, J. (1985) mentioned that if the isolated events are neglected the flare can turn out from that.

Most respondents in both Bangladesh and Ethiopia did not have training in peace journalism, primarily because of a lack of opportunity. However, a majority of the respondents focus on using some peace journalism strategies. The survey revealed that almost all of the respondents comprehend the necessity to report the root cause of a problem or conflict but most of the time they indicate they cannot follow it because of pressure from the management. These results raise a concern that the media is no longer only serving the interest of the common-people, rather it has become more of a business in the two countries. This plays into the larger

debate over the media regarding its effectiveness and credibility, with people frequently complaining about bias.

In conclusion, though Bangladeshi and Ethiopian journalists do apply some of the elements of peace journalism in their reporting, they generally lack proper training. Reporting should be consistent and should not be accidental or arbitrary. The hope is that this study will encourage policy makers and top-level media managers to encourage the practice of peace journalism in the two countries.

RECOMMENDATION:

Although the study has some limitations, it still has some benefits. This study is based on information and data obtained from journalists through convenience sampling. The researcher may not have generalized the findings for the general population, but it reveals likely trends, patterns and the level of awareness of journalists in the two countries as they relate to peace journalism. The outcome of the survey suggests the need for more training to raise the awareness of peace journalism among journalists in Bangladesh and Ethiopia.

That intervention could be providing appropriate training based on the principles and guidelines of peace journalism. Unless we focus on this, it is very difficult, if not impossible, to expect ethical and professional coverage of conflict issues by the journalists in Bangladesh and Ethiopia.

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EDUCATION

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PROFESSIONAL EXPERIENCE

University of Mississippi, USA August 2018 till date

Graduate Teaching Assistant

- Working for Magazine Innovation Center, Interviewing eminent figures
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Jamuna Television, Bangladesh Mar 2014-July 2018

Senior Staff Reporter

- Covered business and political news
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- Edited news items

Boishakhi Television, Bangladesh Sept 2013-Feb 2014

Senior Staff Reporter

- Covered business and political news
- Presented business bulletins

- Anchored talk show
- Edited news items

ABC Radio, Bangladesh Jun 2008-Aug 2013

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KGOU Radio, Oklahoma, USA Apr 2013-May 2013

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Radio Today, Bangladesh Oct 2006-Apr 2007

Staff Reporter

- Covered business and political news
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Channel One Television, Bangladesh Oct 2005-May 2006

Reporter

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Daily Amader Somoy, Bangladesh Sept 2004-Sept 2005

Reporter

- Covered general news

TECHNICAL SKILLS

- Microsoft Word
- Power Point
- Knowledge of operating video camera
- Video editing in Adobe Premiere

ARTICLE/PAPER

- “Examining the Role of Clickbait Headlines to Engage Readers with Reliable Health Related information.”

INTERNATIONAL PUBLICATION

- <http://www.kgou.org/post/kgou-journalist-bangladesh-provides-insight-deadly-building-collapse>
- <http://www.kgou.org/post/bangladesh-has-history-fatal-factory-accidents>
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- <https://hottytoddy.com/2019/09/27/latin-party-brings-night-of-music-dancing-to-the-lyric/>

LOCAL PUBLICATION

- https://www.youtube.com/watch?v=i3_sBsf854Y
- <https://www.youtube.com/watch?v=WT2vORqE-bQ>
- <https://www.youtube.com/watch?v=N5IEyYFddsA>
- <https://www.youtube.com/watch?v=1hX403vjdQE&t=46s>

PROFESSIONAL COURSES

- Fellowship in Mass Communication and Journalism in Gaylord College of the University of Oklahoma in USA 2013
- The International Business and Financial Reporting Workshop held by International Press Institute (IPI) and Society of American Business Editors and Writers (SABEW) in Taiwan 2011
- Television Journalist Course conducted by Thomson Foundation 2005
- Reporter's Foundation Course from Press Institute of Bangladesh 2005
- Women Journalist Training by Bangladesh Center for Development Journalism and Communication (BCDJC) 2005

AWARDS

- Received Graduate Achievement Awards in Journalism in 2020 from the University of Mississippi
- Received '\$500 Mini grant to incorporate written and oral communication in class' given by the Department of Writing and Rhetoric in Summer 2019
- Received a year-long Muslim Women and Media Training Institute Fellowship in 2020
- Won an award, Second prize, in the 48 hours film festival in the School of Journalism and New Media of the University of Mississippi in 2018
- 'BWCCI-Grameenphone Progressive Award 2014' for outstanding contribution towards development of women entrepreneurship by Bangladesh Women Chamber of Commerce and Industry 2015
- Bangladeshi Journalist Exchange Fellowship in 2013

ACTIVITIES / GENERAL MEMBERSHIP

- Member of the Honor Society of Phi Kappa Phi
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- Played leading role in groups while making video stories and documentaries for the class projects in Ole Miss

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- Presented research paper on "Examining the role of Clickbait Headlines to Engage Readers with Reliable Health-related Information" at the AAAI fall symposium 2019 held on Nov 7-9 in Virginia.
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