Role of Media in Disseminating Conflict Resolution at Democratic Republic of Congo

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Abstract-United Nations mission has been arrayed in hostile environments duly faced by multiple contingencies, which require an innovative response from the forces deployed known as peacekeepers. United nations follow the potential of 'soft' and 'hard' power for the all the contingencies uprising in peacekeeping missions. This paper is an effort to highlight few of the potentials of "soft" power in the context of the utilization of 'hard' power being deployed in the Democratic Republic of Congo (DRC). The main actor in the in disseminating conflict resolution is the 'media' itself. United nations have employed peacekeepers instead of peace builders in the region. All organizations of united nations are focused on the aim of 'building peace'. MONUSCO is one of the organizations working effectively in DRC, starting from public affairs to civil-military cooperation. At this edge, an important question arises about the competency, effectiveness, and role being played by 'soft powers' itself for the conflict resolution in DRC. It is a sarcasm; media is unable to bring awareness about most of the situation in the region. This research paper endeavors to unfold a way forward to meet this shortcoming via recommendations for the suitable outcome in the paraphernalia.

Keywords— United nations, soft power, hard power, mass media, moral principles, peace, peacebuilding, peacekeeping, efficiency, conflict resolution, key actors.

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1 INTRODUCTION

From the olden times, it has been shown that influence of media can provoke the violent behavior in people (Zillmann, 2015). The example may include the world well known personality Hitler that took help of media with the purpose of creating abhorrence globally for the minorities group, Jews, and homosexuals. Since the last 50 to 60 years, the impact of print media in the world is being widely acknowledged, in particular the power of print media which can either aggravate the issue or may possess prospective outcomes for conflicts (Graber & Dunaway, 2017). From the time when contemporary technology has integrated in the field of media and print media, its influence has grown up exponentially. At first, the news only disseminated through the medium of telegraphs (Couch, 2017). Then it promoted to the level of newspaper and radio. The media popularity increases more by the influx magazines and television. Now it is the time when internet has taken all the seats which has augmented the influence of print media on people.

In this fast pace world, individuals are totally reliant on the print media's information and broadcasts so as to keep themselves updated about the surrounded happenings.

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Scholars suggest that there are many people whose work life, personal relationships, education decisions, health, and leisure time is dependent to a great extent on what they read,

listen to and notice in the news (Ruspini, 2016). In this world, there are many countries that had suffered through the dilemma of conflict resolution. On the foremost news channels and print media of the world, the Israel Palestine conflict was broadcasted. A study reveals that the shown conflict was next most covered conflict (Gerner, 2018). In this contrast, the era of post cold war in the world, the conflict in Africa regarding Democratic Republic of the Congo was accountable for most of the entire war dead of the world but the media was almost become unconscious at that time (Wallensteen, 2015). However, some scholars suggests that print media that shows the news related to the colossal war in the Democratic Republic of the Congo (DRC) has resulted in the additional deaths of approximately one million people in 2000 (Hawkins, 2016). In this research paper, it is the aim to analyze the role of print media particularly the United Nations print media in broadcasting the matter of conflict in DRC. By critically analyzing its role as given in the literature, the result has given whether the UN print media has supported constructively or act as the inciting body to flame up the conflicts.

2 LITERATURE REVIEW

At this moment, world is experiencing the exceptional wonders of technology no matter what the field it is. Keeping this claim in consideration, (Hirst et al., 2014) mentioned that by the help of advanced communicating technologies which includes computers, laptops, mobile phones and other wireless devices have make it easy for the journalists to acquire and broadcast the news globally. The advent of internet has eased multiple problems of print media that now people can simply read the news on their smart phones (Fortunati, Taipale & Farinosi, 2015). In this regard Capadisli et al., (2015) has also stated that news industry has gained the feature of digitization which has open the doors for more peace building activities across the globe since it has power to influence people and have its reach to every corner of the world in no time.

Howard, (2015) stated that information disseminated on the print media does not only provide information to the audiences of this globe but it may also become the main reason that prompt additional crusade of violent behaviors in the houses. Conflict reporting has also been affected by the illustrated realities in commercials regarding the process of gathering news (Belair-Gagnon, 2015). It has also been stated by the researcher named Cohen et al., (2016) that the elevated rate of information acquiring in isolated areas, attached with the geopolitical and economic priorities of the West. It implies that clashes taking place at close immediacy to the urban regions gain exposure at the cost of those incidents that are happening distant in less urbanized areas of the globe.

Bellamy, (2017) addressed that conflicts on greater extent such as world war may had been shunned but conflict on the level of civil which are continual have a chance of net getting avoided. This statement implies that conflict in the region of Democratic Republic of Congo is the matter that print media cannot avoid. In this regard, Wallensteen, (2015) stated that peaceful resolution of conflicts that possesses most important prospective for communal conflicts. The example for this point may include the evolutions in Central Africa, Eastern Africa, and South Africa which have been observed by the world.
DRC Conflict

Hawkins, (2016) have labeled the name conflict in Democratic Republic of Congo as the stealth conflict for a certain reason that as the stealth bomber that caused destruction remains unable to be detected at the radar of military, the conflict that take place in Democratic Republic of Congo has caused huge destruction in the history of all conflicts which remained undetected somehow in the notice of international print media. Those paying the war have not essentially been intentionally enigmatic, it is just that this conflict remained unnoticed by the globe (Livingston, 2015).The term stealth can also be taken suitable for the logic that the majority of people who have expired in the war have been actually died by the cause of stealth. It has been mentioned in research paper of Williams, (2016) that died people in the conflict was not killed by those loud gunfire or blasts, the cause for their death was starving, diseases (that were treatable or preventable), demolition of infrastructure, and failure of agriculture and public sectors. According to an estimate in the research of Hawkins, (2016), it has been stated that 3.3 million people died in result of this conflict. This huge and gigantic number makes it the distinct conflict among other world conflicts or wars. It is to keep it in consideration that total population of approximately 60 countries of world does not have population of 3.3 million collectively. The below given graph also represent the intensity of loss of human lives in the conflict of DRC.

MONUSCO is central organization to the public affairs infrastructure. It is key organization in keeping abreast with the situation to all external and internal components. (UN 2018)

2.1 United Nations awareness and the DRC

The United Nations discussions on print media focuses the issues and conflict of DRC yet the council required some of the time to take a decree on the conflict (Githaiga, 2015). It has been found in the research that the United Nations Security council has also called to end the conflict for the long duration by the help of print media statements and resolutions. The UN council adopted to deploy peacekeepers instead of peace enforces in DRC where no peace was present because of conflicts (Beardsley et al., 2017). Raising the funds for so as to help the people of DRC was done by the help of print media also thought it was only able to accumulate 1.4 billion for DRC and Central Africa region.

Tull, (2018) stated that multiple agencies of the United Nations such as UNDP, UNICEF, or OCHA have disseminated the information regarding DRC conflicts in their publications (print media) and websites. The impact of print media on the intensifying the conflict is more commonly documented than the impact of media on building peace. However it is not rare to take notice of specialists that the impact of print media on building peace must be momentous since it possesses the influential effect on quarrels and wars (Zia & Syedah, 2015).

3 RESEARCH QUESTIONS

The most fundamental core of the research or dissertation is the research question which leads the whole research on the single path. The research question is the basis of literature analysis, experiments, surveys and other aspects of the study (Taylor, Bodgan, & DeVault, 2015). For this research on the topic of UN print media in disseminating Conflict

resolution at Democratic Republic of Congo, the below mentioned are the research question of this thesis.

- R.Q1: Whether and to what extent media is disseminating information on conflict resolution?

- R.Q2: What are the factors that influence print media to provide information on conflict resolution?
- RQ3: Whether the print media able to communicate correctly on conflict in Democratic republic Congo?

4 METHOD

In order to carry out a research, it is crucial to select appropriate research method. For this research on the topic of conflict resolution and Democratic Republic of Congo, the method of *Critical discourse analysis (CDA)* has been chosen. The three most leading scholars namely Teun van Dijk, Norman Fairclough, and Ruth Wodak have contributed in this method of research by their influential work. Critical Disclosure Analysis is the method is being in use since the decade of 1990. These three researchers have introduced three distinct approaches extracted from the methods and theories of CDA (Van Dijk, 2015a). However, the researchers have also claimed that approach of critical disclosure analysis is oriented towards the problem instead of emphasizing on certain theory or regulation for the reason that the suggestion of this approach are clearly showed in term of layman to the world, this can be said as the foremost reason for selecting this approach as to conclude the result and find out the answers of this research questions (Wodak & Meyer, 2015).

According to one of its contributor, the approach of critical disclosure analysis applied in the field of multidisciplinary is comprises of multiple different studies and methods (Van Dijk, 2015b). Using this approach of CDA, the social incident and conflicts at DRC has been examined which were difficult and required a multi-methodological mean to analyze. By the help of CDA, it has been revealed in the research papers that either the power print media has been abused or utilized in the correct direction. CDA is a route which tends to discover that how power has misused, supremacy and discrimination are adept in the context of society and politics. Disclosure practice is the bridge between the practice of society and texts on print media (Van Dijk, 2015a). To be more precisely elaborating the concept of approach that is being used in this research paper is that fabrication, broadcasting, and expenditure of the text in print media which influence certain actions in the society is analyzed in the practice of critical disclosure.

4 RESULTS AND FINDINGS

Technological innovations such as aero planes, laptops, televisions, satellite, and internet has given the humanity more capability to acquire, broadcast, and resolute the conflicts in the world which was exceptional in the history of mankind. Print media is distributing the information related to the news across the globe at the fingertips of the people. In this world, disseminating information regarding conflicts is not a hilarious task. The United nations have indeed played its important role in broadcasting information on the conflict resolution at DRC but the intensity of conflict was so high that most of the researchers still call this conflict as the stealth for the reason that it could not be covered entirely. International media has also played its role such as CNN broadcast the conflict information but eventually fails to cover the whole situation at DRC.

5 DISCUSSIONS

As for the idea, the concept of peace and conflict possess the same policy to critically analyze under CDA for the reason that disseminating information regarding conflict aims to find the solutions that act constructively in bringing peace. Peace is the basic rights of human since the foundation of the United Nations (Thakur, 2016). According to the literature review, it can be said that print media has emphasized on building peace and resolving conflicts and security issues on the international level thus disseminated the conflict resolution at DRC.

In the light of prior section discussion, it is certain that the concentration of conflict was so high that it could not be able to disseminate entirely which is why it has given the name of stealth conflicts (Githaiga, 2015). Moreover, to answer the research question that to what extent did international or Pakistani print media has broadcasted the information related to the conflict at DRC, international media has some of its role in disseminating information but Pakistani contribution was not found in the literature. Moreover, it has also been analyzed in the literature that print media attention is flashed fundamentally by government notice or it would not be wrong to state that by the same reasons that require government to take interest, however there are some reasons that influence media concentration in a different way. One of the reasons is their ease of acquiring information that demonstrate the conflict and suffering of humans (Hewitt, 2017).

Regardless of any reason and statement, it is an irony that conflicts in Africa and DRC remains out of the awareness by most of the international media including United Nation. Most African conflicts are geologically and cost-effectively unconcerned from intentional wellbeing of West which is why mainly it left nearly all African wars in the fateful condition of stealth conflicts and did not

communicated properly and entirely on conflict resolution in DRC.

RECOMMENDATIONS

Few recommendations on the basis of discourse analysis are:-

- Media should develop a long term strategy with the help of MONUSCO.
- Media plan cell should be in place before any mission.
- Access of media should be provided to media in conflict zone.
- Media has to be a soft power with the political ingress and input.
- Role of media in a democratic society must be understood to resolve a conflict.
- Freedom to media must be provided to report the truth-based stories.
- Every mission and forces deployed on the region must have access to focal persons on that mission. They must be free to communicate with the media.
- Peacebuilding is a difficult task, and media can play vital role with the dictate of military, civil and political trio.
- Efforts should be to identify areas for the corporation of government and help them indirectly resolving problems of the populace.

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