

The Constrain Faced by Media for Propagating Peace

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The media is one of the most important elements of communication or information.

Media have this perverse fascination with war and violence; they also neglect the peace forces at work. Galtung says of course, some of this is the result of governmentalism, the fascination with power in addition to violence. How about some fascination with peace? And with people? How about giving them more voice?

As the media work, they amplify the sound of the guns rather than muting them. Is this because we have the media we deserve? Hardly, it is more because the people who run them are badly trained, not the patient, lone-term work of thousands, millions of citizens.

Introduction about Peace, Culture and Communication:

Galtung also says that, what one would expect from that kind of culture is, of course, little ability to reflect on itself. The media then become the masters in non-reflecting. Culture is where we have to direct most of our attention. We can do some cosmetic surgery on the media, write some dozens of norms and rules and does and don'ts. But the chances are kind of culture transformation. (1).

Relationship among media, prospects for peace, and this emerging global civil society. The likelihood that media will help to promote the peace is an open question. Certainly, the global media are often associated with the notion of a global public sphere.

We looks to empirical research on relations among war, peace, media, and civil society, the picking are slim. Most studies of news coverage, for example, examine war rather

then peace coverage, and few of these address the more general question of civil society.

The news media do not provide the information required for citizens to have a clear view of events and their causes. Rather, coverage tends to follow national policy perspective. These bias results partly from military management of news media, partly from the inclination of news media to pander to fascination with technology, and partly from the influence of standard news values that tend to simplify events. (2)

A reformed peace culture, communications and educational system, can make it possible for the creative voices of the many lands around the globe yearning for peace,(3) to be heard and to be listened to. The writers, film — makers, dramatists and poets, encouraged by a culture of peace, would give voice to the craving of the preponderant majority of the global community to build a world beyond war, terror, and violence. There is therefore, a crucial need for reform at an international scale, concerning culture, literature and the arts, that can undermine and replace the culture of violence terror and crime.

Various pluralistic and cultural contributions of peace literature, poetry and the arts, from the best that is available, should be collected all around the world, to represent and reflect the many “Voices of the Earth” yearning for a peaceful world without violence, terror or war. This new vital multicultural peace culture could be part of the needed peace culture system. These multicultural works of art and literature based on peace values, could promote components of required BCM's: the “Building of Confidence Measures,” among people and nations. Art will be able to displace memory as the measure of literary success.(4).

Peace museums can be a great aid in promoting and presenting national and global cultures of peace.(5). They represent a new conception of what a museum should be,

they are “alive” and full of vital activity, and are becoming increasingly popular. School children and students regularly visit them, and use their materials for their works and research on the culture of peace. In addition, public lectures, exhibitions of arts, peace literature and poetry, are organized and presented to the wide public. Ideally, peace museums should become a “must” in every major city and town in our global village. Such a huge task as the building of peace museums globally and regionally, can only be accomplished by a well-financed governmental or municipal budget.

The constrain faced by media for propagating peace

Not only man but animals also rely on signal. The signal could be in any form optical or aquatic the main aim should be convenience of message.

History is prove that behind the rise and fall of each empire and dynasty communication played the decisive role weather it’s making or breaking. Even after change of guard communication use to be the pillar behind setting and establishing that new regime. Looking the present day scenario like past, communication hold the key to the success and failure of any movement say it change of government , initiating war, disturbing harmony or propagating peace. The difference between the present and the past is only the medium.

Last known history for the relay of information starts from the drum beat (as could be found in myths) to various carrier beginning form pigeon to human, followed by wireless, telegraph, to the present day satellite communication.

Talking of communication it could be subdivided in to two major parts one is personal communication and another is mass. All personal communication is meant for a person individual or a person as a group where are mass communication is meant for general

public. As obvious the mode of both the communication will also be different and as the mode will be different so the objective will also be different. Coming to propagating non-violence personal communication is not the method of choice, the best mean is the mass communication.

In the earlier days mass communication for propagating peace was often used, but the post Gandhian era saw the rise of mass communication for peace and in the 21 century with the revolution of media and the freedom of press, propagating peace through communication got a major boost and facelift.

Governments have devoted vast resources to developing sophisticated and powerful communication systems (6,7).

Communication is a crucial area for any defence system, and technology plays a large role. In a military coup, occupation of television and radio stations is one of the first steps. This correctly suggests that mass media are vulnerability from the point of view of non-violent struggle. Far more resilient and compatible with the participatory nature of non-violent action are interactive network media such as telephone, short-wave radio, fax and email, as well as the post for non-electronic communication (8). Therefore the effectiveness of non-violent action can be improved by reducing the role of mass media, developing the infrastructure for network media and developing people's skills in using them. The design of communication systems is vital too. For example, telephone and email systems can be designed to make surveillance or centralised control more difficult. A suitable communication system always ensures that propagation against government does not take place.

For propagating peace media plays a decisive role, but for that media have to be free from the all bonds. Presently the following factors are very much responsible for the free operation of the press.

The first obstracter for the freedom of press is its size, concentrated ownership, owner wealth and profit-orientation of the most dominant mass media firms. Media ownership involves enormous costs, which imposes rigid limits on who is able to run a media entity, even a small one. To cater to a mass audience, a media organisation must be a fairly sizeable corporation. Consequently, it will be owned either directly by the state, or by wealthy individuals. These massive media firms are profit-orientated corporations, owned and controlled by wealthy profit-orientated people, which are also “closely interlocked, and have common interests, with other major corporations, banks, and government” (9). Because they are often fully integrated into the stock market, they become subject to powerful pressures from stockholders, directors and bankers to focus on profitability. This means that they are united by a basic framework of special interests, even though they remain in competition:

The second obstracter noted by Herman and Chomsky, is related to the first obstracter, and is advertising. Professor McChesney notes that advertising “has colonized the US mass media and is responsible for most of the media’s income (10). The growth of advertising has meant that newspapers and other media sources have a primary source of funds other than their selling price. This means that the media’s reporting tendencies can be influenced through the withdrawal or offer of economic support. Since the mass media is largely financed through advertising, it becomes financially dependent for its existence on advertising revenue from corporations. All forms of media have to ensure that their advertising profile is high to retain corporate investment in advertising, and thereby to retain a source of funds. This is ideally achieved by becoming ideologically appealing to an audience with a high buying capacity: i.e. members of the elite and generally members of the wealthiest classes. Newspapers that are attractive to

advertisers are able to lower their price below the cost of producing them, due to advertising revenue.

Advertisers, of course, constitute corporate sponsors. This means that newspapers that fail to attract such corporate sponsors, are more likely to be either marginal or non-existent. Additionally, a newspaper will be more favorable to advertisers if it is biased towards the assumptions and values of a wealthy readership. With newspapers having become so dependent on advertising to exist and flourish, corporate sponsors effectively retain a significant control over which newspapers survive, what they choose to report, and how they do so. Consequently, newspapers unattractive to advertisers can be undercut – without a good source of funds from advertising, their prices tend to be higher, reducing sales and reducing profit by which to invest in improving salability (via quality, format, promotions, etc.). Such newspapers can therefore be effectively marginalized – in some cases, driven completely out of existence.

The third obstructer constitutes the sources that the mass media routinely relies on for news. Because the media needs a steady and reliable source of news, resources are focused where news can be most easily acquired. Unfortunately, central news terminals of this type happen to be the government itself its departments, as well as business corporations and trade groups. The importance of such organisations as news sources is because they possess the greatest resources for public relations and promotional material. Consequently, “the mass media are drawn into a symbiotic relationship with powerful sources of information by economic necessity and reciprocity of interest (11). Alternative media entities established by human rights organisations and other groups are thus marginalised. The public then receives news and analysis that fundamentally conforms to the elite ideology, and facts largely cannot be scrutinised free from the assumptions of that ideology.

Since the corporate ideology dominates the media by way of being almost institutionally assumed, all ideologies that are in fundamental opposition to the corporate ideology must similarly be institutionally assumed incorrect: the fourth obstructer. Nationalist social movements around the world that threatened the international capitalist system under US hegemony were construed as totalitarian Communist movements. The final filter is thus the ideology of “anticommunism”, a stance that has become integral to Western political culture.

Apart from media the major resource for propagating peace depends on the subsequent government and observers and practitioners alike testify to the vital role of communication in diplomacy. In fact, diplomacy is often defined in terms of communication – as “a regulated process of communication” (12) or “the communication system of the international society” (13).

Apart from propagating peace through media the importance of verbal and non verbal communication also holds the key to peace propagation. Social communication, including diplomatic communication, involves the transmission of messages to which certain meanings are attached. These messages can be either verbal or nonverbal. Just as the verbal components in a normal person-to-person conversation have been estimated to carry little more than a third of the social meaning Nonverbal communication has certain advantages. It is often better able to capture the attention and interest of various audiences than is verbal communication. Nonverbal communication has certain advantages. It is often better able to capture the attention and interest of various audiences than is verbal communication. Today we commonly associate diplomacy with linguistic skills, a carefully calibrated language allowing cross-cultural communication with a minimum of unnecessary misunderstanding, along with protocol governing

interstate “body language.” Similarly, the management of verbal as well as nonverbal aspects of communication has characterized variants of diplomacy throughout history

Conclusion: When and Where?

Given the urgency the task is much overdue, but better late than never. And, as conflict is a part of the human condition and violence may be the outcome anywhere in the world when the parties see no way out, the place to start is everywhere.

Very soon this will lead to more advanced problems, like:

What would a code of peace journalism look like? A war journalist is basically operating under the rules imposed by his military command, his work being guided by norms of patriotism. To whom or what does the peace journalist owe his/her allegiance? To “peace”? Maybe too abstract. To present and future victims of violence/war? Better, but what does that mean? How about keeping secrets? Some peace operations, like military operations may depend on timing, and even if the long term goals, the what and why, are clear and out in the open, the who, how, when and where and of major nonviolent campaign may have to count on a surprise effect.

How could a monitoring process be initiated? Peace journalism, like anything else, should be evaluated. There are several levels, such as the quality of peace reporting (what percentage of the media are carrying material of that kind), and the extent to which this reaches the reader/listener/viewer. The hypothesis that the public is disinterested could be tested and differentiated: who accept (Women? Young people? Middle class?), who reject (men? Middle aged? Lower/upper class?).

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