



INTERNATIONAL JOURNAL FOR LEGAL RESEARCH AND ANALYSIS

Open Access, Refereed Journal Multi Disciplinary
Peer Reviewed Edition :

www.ijlra.com

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INTERNATIONAL JOURNAL FOR LEGAL RESEARCH & ANALYSIS

ISSN

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ROLE OF CIVIL SOCIETY IN RELATION TO MEDIA

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ABSTRACT

It is acceptable to state that mass communication technologies and organisations mediate all civil societies, and that these societies are mostly experienced as the results of such mediating. Thus, when discussing civil society in regard to "the media," it is important to consider not only infrastructure and liberal institutions, but also how civil society is dispersed and changing as it is mediated within and across national boundaries. As a result of this dispersion, a variety of forms have emerged, and in analysing their distinctions, we are once again brought back to the issue of how civil society is mediated.

In today's world, news media are crucial. The manner that media is transmitted and consumed has changed significantly during the last few decades. Innovative digital media tools have exploded alongside the growth of news blogs and the social media takeover, significantly changed the way media outlets work. Additionally, the advent of digital media permitted anyone to start their own content company. Registration as a media is no longer necessary for the purpose of creating and distributing media material. Any kind of organisation, in fact civil society organisations included, have the capacity and flexibility to do so.

In order to better understand how civil society organisations (CSOs), which include community-based groups and non-governmental organisations (NGOs), employ communications and multimedia in their work, the current study will go deeper into the subject of research. While its existence is still being studied, little is known about how civil society employs multimedia specifically for peacebuilding initiatives in post-conflict regions. The purpose of this study is to examine the communication strategies used by CSOs in post-conflict cultures to advance peacebuilding initiatives.

What civil society organisations (CSOs) employ communications and multimedia for peacebuilding will be addressed in this research. The term CSO will be used in this study to comprises all non-profit and non-state organisations, including non-governmental and community-based groups (NGOs).

KEYWORDS – Peace building, Conflict, Civil Society organisations, Mass Media

HYPOTHESIS

Media can influence society or not in terms of values, beliefs, attitude towards issues, product purchases, conflict, and entertainment interests.

RESEARCH QUESTIONS

- How media is a checklist for conflict and relation between media and peacebuilding?
- What is the situation of media in Post conflict society?

RESEARCH METHODOLOGY

This study is the doctrinal research.

TENTATIVE CHAPTERISATION

- Introduction
- Mass Media and Civil Society
- Role of Civil Society Organizations in peacebuilding
- Role of Media in Post Conflict Society
- Conclusion

LITERATURE REVIEW

- Davis, I., 2010, 'The Role of Civil Society and the Media', in Building Integrity and Reducing Corruption in Defence: A Compendium of Best Practices, ed. T. Tagarev, Geneva Centre for the Democratic Control of Armed Forces (DCAF), Geneva, pp261-280

The media and civil society may play a significant monitoring role in the defence industry

while also increasing public support for more democratic and transparent government. An environment that is supportive to civil society and the media must be promoted. Initiatives should encourage continual communication between the government, civil society (broadly defined), and the media in order to promote cooperation and confidence. Civil society organisations (CSOs) can work to balance out the authority of the state, fight authoritarianism, and make sure that special interests aren't in charge of it. By exposing corruption, the media can serve as a watchdog and aid in the promotion of good government and accountability by disseminating timely, reliable, and impartial information that is interesting to and relevant to the general public.

- Ronald N. Jacobs, *Media, Culture and Civil Society*, Pg -379A 393, 2016

The key message is that we must advance past Jürgen Habermas and political philosophy. We require a cultural sociology of civil society and the media. At its core, this cultural sociology is an empirical study project that compares the stories and acts that are presented to various concrete publics. It is committed to examining how these narratives link with the many different identities that shape our civic practises as well as comparing how various media organisations and media formats tend to favour particular types of narratives and cultural performances.

- Mateja Rek, *Researching Role of Civil Society and Media in Curbing Corruption: A need for a more in-depth interdisciplinary approach*, 2015

The purpose of this article is to discuss the interconnections between the ideas of corruption, civil society, and the media as well as their relationships with one another. It also offers a brief summary of the state of the field and probable future directions. Along with the quantitative and qualitative empirical data supporting each concept individually, a number of theoretical deductions and insights have been greatly expanded. In order to develop a theoretical framework for analysis of the impact of civil society and media systems in combating corruption, it is also necessary to explore and reflect on the data already available (and, where necessary, to produce new data). This analysis should not only focus on one specific concept but also on how these systems interact and operate in various cultural, social, and political contexts.

- Dr. Durgappa, Linkages between Media and Civil Society: An Analysis, Vol 3, 2017

In order to combat corruption, civil society must monitor public services, condemn bribes, and raise awareness among all economic and political actors. This essay aims to provide light on the media's and civil society's role in India's transition from one-party to multiparty democracy in terms of the country's economic, social, political, and cultural spheres. The study details the unique contributions made by the media to the politics of India's transition to multiparty democracy while treating the media as a component of civil society.

- Eden Cole, Kerstin Eppert and Katrin Kinzelbach (eds.), [Public Oversight of the Security Sector. A Handbook for Civil Society Organisations.](#)(Bratislava: Valeur for UNDP, 2008)

Investigative journalism and venues for information sharing and discussion on security matters that are accessible to all stakeholders in the media can help the governance of security institutions. Media organisations can assist in exposing flaws in management and governance systems, transparency and accountability processes, and other systems by looking into and reporting on abuses inside the security and judicial institutions.

The monitoring operations of civil society organisations on security institutions and the status of public security can also be reflected in print and electronic media. Investigative journalism can also contribute to preserving the independence of the judiciary by serving as a watchdog against corruption and reporting on instances of abuse of authority.

- By Admin, Role of Civil Societies and Media, May11,2022, Indian law

The function of civil society is crucial in a democracy. A robust civil society may represent the interests of the populace and the community while simultaneously serving as a check on the overreach of the state. Organizations in the civil society are more active in educating the public about politics and motivating people to get involved in politics to protect their own interests. Through these initiatives, governments can become more open, responsive to public requests, honest, accountable, and accountable, which will increase public support for them and boost their legitimacy.

- By Peter Wanyande, The Media as a Civil Society and its Role in Democratic Transition in Kenya

In this essay, they looked at the part that Kenya's mass media has played in democratic efforts there. We examined the role that the media is expected to play as the region's nations move

from one-party to multiparty democracies. The limitations that the media must overcome or deal with in order to effectively participate in the politics of democratic transition were also noted and discussed in the article. Our claim is that the political climate and legal framework in Kenya, where the media operates, are extremely challenging and do not bode well for them. The media have made a substantial contribution to the mobilisation of the masses to participate in politics despite, and sometimes because of, these limitations.

- Dutta Shree Duwadi, Civil Society and Media: Give them their due, The Himalayan, Jan3, 2019

By minimising its constraints, the government must foster an atmosphere that supports the operation of CSOs and the media. The civil society must actively participate in public discussions about social security and corruption. In a democracy, civil society has a crucial role to play. A robust civil society can represent the needs of the populace and the neighbourhood and act as a check on the government's abuse of power. The public's political participation and political knowledge are typically promoted more actively by civil society organisations in order to advance their own objectives. Through these initiatives, governments can improve their accountability, integrity, transparency, and responsiveness to citizen demands, which will increase public support for them and boost their legitimacy.

INTRODUCTION

The media and civil society may play a significant monitoring role in the defence industry while also increasing public support for more democratic and transparent government. An environment that is supportive to civil society and the media must be promoted. Initiatives should encourage continual communication between the government, civil society (broadly defined), and the media in order to promote cooperation and confidence.

Civil society organisations (CSOs) can work to balance out the authority of the state, fight authoritarianism, and make sure that special interests aren't in charge of it. By exposing corruption, the media can serve as a watchdog and aid in the promotion of good government and accountability by disseminating timely, reliable, and impartial information that is interesting to and relevant to the general public. Building an integrity culture within security agencies is a vital task for civil society and the media. However, in reality, they have only had a minor impact on established democracies, particularly those that are members of the NATO alliance, as well as

weak and transitional governments. The following situations highlight some major obstacles to media and civil society engagement:

- Brittle conditions - It is challenging for media and civil society organisations to monitor and advocate for change inside the defence industry as a result of the emergence of abusive security operations.
- Transition Countries - Due to bureaucratic barriers to NGOs' legal recognition, a lack of strong civil society, and low levels of political freedom, the role of non-state actors is frequently constrained. Civil society has also been constrained by anti-terrorism legislation and other measures adopted in the wake of 9/11.
- NATO nations - The rhetoric and implementation of NATO's openness, transparency, and accountability policies diverge significantly.

When these beneficial connections between civil society and the government are weak or insufficient, efforts must be made to strengthen them. By encouraging constant communication, collaboration, and trust between the government, civil society, and the media, it is crucial to encourage change in public views and practises. Instead than just being "establishment-friendly" organisations, civil society should be viewed broadly to include trade unions and women's organisations.

Governments should foster an atmosphere that supports the efficient operation of CSOs and the media, for instance by easing limitations.

The risk of corruption should be vigorously addressed in public discussions by civil society organisations. CSOs can aid in promoting harmony between the demand for investments in honesty, openness, and accountability on the one hand, and the pursuit of effectiveness and efficiency in the defence sector on the other.

CSOs should contribute to reframing the discussion on boosting integrity and lowering the likelihood of corruption in the defence industry. A novel policy framework that is applicable, grounded in empirical data, and ethically sound must be developed.

In the interests of legitimacy and public transparency, CSOs should support requests for increased transparency and accountability within their own organisations. In addition, governments and

their agencies as well as NATO must increase accountability and openness.

MASS MEDIA AND CIVIL SOCIETY

The Mass Media

The mass media are the technological tools that allow for the communication and transmission of information to millions of individuals all over the world. The media has a role in mass communication. Delivering information, ideas, attitudes, entertainment, and messages to a sizable, diverse audience through the use of media created for that purpose is known as mass communication. The following major categories can be applied to mass media:

- Newspapers, magazines, journals, books, posters, and other printed materials that are distributed to the general public are all considered to be print media.
- Radio, television, cinema, video, DVD, and any other forms of electronic information distribution are included in the electronic media, commonly referred to as the broadcast media.
- The Internet, mobile devices, DVDs, and social media that use the World Wide Web to reach millions of people are examples of new media.

Newspapers, television, radio, movies, and the internet all have a significant impact on civic society. By giving citizens a forum for discussion and debate on issues of public significance and for the formation of a reasoned consensus, the media serves as a go-between for the State and Civil Society.

Public Sphere

The definition of the "Public Sphere" is provided by Jurgen Habermas in his 1962 book, "The Structural Transformation of the Public Sphere."¹ Today, it is believed that the media plays a significant role in the public sphere by giving the civil society a forum for debating and expressing a variety of viewpoints and, in doing so, influencing governmental choices. The public sphere is the imagined boundary between the state and civil society.

According to Habermas, the media is the most important institution in the public sphere because

¹ Davis, I., 2010, 'The Role of Civil Society and the Media', in Building Integrity and Reducing Corruption in Defence: A Compendium of Best Practices, ed. T. Tagarev, Geneva Centre for the Democratic Control of Armed Forces (DCAF), Geneva, pp261-280

it encourages citizens to engage in reasoned discourse. The media, a significant element of the public sphere, is crucial in facilitating the presentation of many societal points of view and working to influence legislation. Habermas coined the term "public sphere" in 1989 to describe the discursive environment in which people and groups can meet in order to openly discuss and pinpoint societal issues and, in turn, have an impact on political decision-making.

The idea of a public sphere has been discussed frequently in relation to the function of the media in political life. The term "public sphere" generally refers to a hypothetical "place" that offers a more or less independent and free forum for public discourse. The right to assemble, associate, and express oneself are all guaranteed, as is unfettered access to the area.

Public journalism

The majority of Indian journalism today emerged through citizen journalism. The desire to express themselves and participate actively in society drove the development of newspapers by the freedom fighters.

As a result, there has always been a desire among the citizenry to express itself and bring up issues. The instruments that are accessible for this sort of expression have significantly changed, largely because of technological improvements. In addition, television is where the term "citizen journalism" originated. The use of citizen journalists as news providers is growing. Every medium has embraced the idea of citizen journalism, including newspapers, magazines, television, the internet, and radio.

Thus, what began as letters to the editor in newspapers evolved into a television programme before becoming a practise on blogs.

Additionally, it is acceptable to say that when citizens use the mainstream media to highlight issues, they are given a stage and a forum to do so. However, there is no question that the interests of the media organisation will prevail over those of the citizen journalists.

Therefore, no other medium—aside from the Internet—offers citizens complete freedom of expression.

Public journalism will be encouraged to increase levels of citizen engagement and participation as Internet and technology use increases.

The Civil Society

According to Saberwal (2005), a civil society is a social setting that should include the following characteristics:

The first characteristic of Civil Society is that decisions and choices must be based on knowledge and reason; the second characteristic is that its members must have open relationships with one another, without discrimination based on caste, gender, or religion; and the third characteristic is that the Civil Society space must be free from coercive pressures when making decisions and choices. Together, the aforementioned characteristics of civil society are interconnected and define a social setting that is dedicated to (a) freedom of association so that organisations with open memberships may pursue a variety of goals, (b) within a setting of non-coercive reasoned deliberation, and (c) that is based on knowledge of empirical reality, knowledge that is valid across cultural boundaries.

Because the media is so important to a democracy, it gives civil society the social space that meets all the criteria listed above. According to Castells (2008)², the link between the state and civil society is the cornerstone of democracy because without a strong civil society that can organise and direct citizens to disputes over various ideas and competing interests, the state tends to sever ties with its constituents.

Denis McQuail describes the civil society as free, democratic, no oppressive, and legal, with a well-developed public sphere. The Public Sphere offers room for alternative social forms and volunteerism between the government and private persons. An institution of the public sphere, the mass media offers a stage for conversation and debate as well as the dissemination of knowledge.

A civic society that fosters a vibrant public sphere opposes a populist or authoritarian society. The civil society emphasizes that the audience is engaged in freely expressing themselves, and interacting with the state and its arms.

² Mateja Rek, *Researching Role of Civil Society and Media in Curbing Corruption: A need for a more in-depth interdisciplinary approach*, 2015

PEACE BUILDING AND MEDIA IN CIVIL SOCIETY

The media can contribute to conflict resolution and peacebuilding. Programs on media/communications and peacebuilding have grown as a result of this realisation. Common interventions include the training of journalists and the creation of pro-peace programme content. But creating and executing such programmes, and even more so evaluating them, present considerable problems. Even while some initiatives have produced favourable outcomes (such as decreased election-related violence), there isn't enough data to draw firm conclusions about the causal relationships between actions and impact. This demonstrates the demand for additional study.

The academic literature and grey literature consulted for this review are mixed. The majority of the material ignored gender and neglected to discuss people with impairments. Both mass media (television, radio, newspapers) and social media (such as Facebook, Twitter, and online blogs), which are used as sources or tools of news and information today, are referred to as "media" in this report (Betz, 2018: 2). According to the definition of "peacebuilding," it is "a process that facilitates the establishment of durable peace and attempts to prevent the recurrence of violence by addressing the root causes and effects of conflict through reconciliation, institution building, and political as well as economic transformation." In this assessment, peacebuilding is defined broadly to include both conflict prevention and post-conflict peace restoration.

The media can contribute to peace in a variety of ways, including by bridging gaps between individuals and groups, enhancing governance, raising awareness of complex issues, identifying potential conflicts early on, providing a forum for the expression of emotions, and spurring action to advance peace.

Media monitoring, media professionalisation programmes, peace journalism training, international broadcasting, promotion of an enabling legal and regulatory environment, using media to convey peacebuilding messages, citizen journalism initiatives, and crowdsourcing initiatives to collect and share information are just a few examples of the many different types of media/communication interventions for peacebuilding that can be used. The setting, in particular the stage of the "conflict cycle," will determine the type of intervention.

NGOs like Internews, Search for Common Ground, and Intermedia, as well as international

broadcasters like BBC World Service and Voice of America, as well as tech-focused groups like Frontline SMS and Ushahidi, are some of the key players in media/communication and peacebuilding programming.

The implementation of such interventions faces a number of obstacles, including the willingness and interests of media owners, a dearth of readers and viewers for stories about peace compared to those about violence and conflict, reluctance on the part of journalist because they believe the media should be objective, a lack of resources, legal and regulatory restrictions, and a lack of media outreach.

The evaluation of media/communications initiatives for peacebuilding is particularly difficult because the benefits are difficult to directly assess and the results are not well defined; It can be challenging and dangerous to conduct research, and it can be challenging to blame purely the media or communication interventions when other factors were likely involved.

Responsible Reporting

- Investigative reporting is a continuous process of looking for answers. journalists from various media outlets
- When covering a dispute, media outlets should follow the guidelines below: Journalists should investigate all sides.
- They shouldn't only reiterate the complaints of one side.
- Journalists should investigate the goals of the opposing parties and the likelihood of retreat, compromise, or transcendence. Journalists ought to explore these options in their writing.
- With conflict analysis, media may more accurately report on what diplomats and negotiators are trying to accomplish.
- By using conflict analysis, journalists can more accurately report on what diplomats and negotiators are trying to accomplish.
- Journalists can find more information sources by using conflict analysis. Journalism can contribute to its resolution by making the public more aware about the Conflict that lies underneath the violence.
- While covering a conflict, good journalism should refrain from the following: Good journalism should not be defamatory. It does not embellish or falsify the truth about

individuals.

ROLE OF MEDIA IN POST CONFLICT SOCIETY

A dependable news source promotes educated citizen decision-making, which, when practised freely, aids in democratisation. Here, the term "reliability" refers to journalism that is truthful, unbiased, and ethical. Accuracy, impartiality, and responsibility in serving the public interest are at least three of the fundamental concepts that set Western news media information collecting and presentation apart from other forms of information dissemination. These guidelines apply to all news and information providers, including journalists, editors, directors, producers, managers, camera operators, designers, and other individuals (freelancers).

The role of the media in a society recovering from a conflict and its significance in the democratisation process have been acknowledged by the world community. According to Ross (2010), the technology-driven pervasiveness of the news media in the post-Cold War era, an appreciation of the efficacy of media-based relief and development strategies from the prior decade, and increased concern among the international community that irresponsible media may fuel genocidal incidents like what happened in Rwanda can all be used to explain this increase in attention. Aid for free and independent media has therefore become a crucial component of aid and development programmes of the majority of Western nations and international development organisations.

Donors continue to focus their emphasis on education programmes that develop and uphold these fundamental journalistic standards, particularly through training initiatives. Similar to this, the media takes part in covering and analysing disputes as well as the methods used to manage and resolve them. According to Ross (2010), competent media training has aided in the development of a variety of print and broadcasting media (such as newspapers, television, and radio stations) as well as the establishment of non-governmental organisations (NGOs) that support free expression in many post-conflict nations. Aiding programmes with planned outcomes, promoting media sources that have the opposite agenda, and facilitating the establishment of a legal system, judicial system, and regulatory framework that supports the media are all additional donor activities related to the media³.

³ By Peter Wanyande, The Media as a Civil Society and its Role in Democratic Transition in Kenya

However, specific post-conflict circumstances like state-controlled ownership, a lack of the necessary tools, and (self-) censorship have frequently impeded the growth of local institutional capacity in the media. Where media diversity does exist, it has proven to be a minefield of heavily political sites generating shaky news that could undermine the already precarious democratic process. A more coordinated, context-specific, and informed approach as well as an evaluation of the impact of media programmes are therefore required for the formation of a well-functioning media industry with the required institutional infrastructure.

In formerly controlled or violently pressured cultures, the dissolution of Cold War structures and attitudes at the end of the 1980s sparked positive developments for democratisation and an increased interest in supporting the professionalisation and independence of media⁴.

Ross (2010) cites the following factors as the causes of this increase in attention:

First, international organisations and funders had shown tremendous success in the 1980s incorporating media-based programmes, particularly radio programmes, into their strategies for both short-term humanitarian development and relief from natural catastrophes. Concerned agencies and civil society organisations had acknowledged the usefulness of media for presenting responses and options to challenging circumstances, whether it was using public and private radio for messages guiding residents to relief centres or for extended programmes.

The end of the Cold War also eliminated obstacles to the dissemination of local, national, and worldwide news to previously excluded audiences. Agencies were encouraged by easier access to many nations to consider establishing local media there as an alternative to the traditionally dictatorial or strictly regulated media. In the view that an independent, professional media is a crucial component of the democratisation process, the goal was to promote the development of an independent, professional media and an alternative, democratic philosophy.

Second, the media—especially the electronic media—had attained a level of ubiquity propelled by technology that allowed their messages to spread to even the most remote regions. Particularly, radio receivers had become widely accessible and affordable. While the dissemination of printed literature rose due to improved printing-distribution technology and an increase in literacy,

⁴ Eden Cole, Kerstin Eppert and Katrin Kinzelbach (eds.), [Public Oversight of the Security Sector. A Handbook for Civil Society Organisations](#). (Bratislava: Valeur for UNDP, 2008)

television had also thoroughly permeated some communities.

Thirdly, in the 1990s, media programmes gained more traction as a potential counterweight to the growing use of media (especially electronic media) for the regrettable opposite aim of weakening peace. Instances of hate radio and other propaganda that encouraged and assisted in the planning of attempted genocides, such as those in Rwanda and Bosnia-Herzegovina, to name just two, have sharply grown, drawing attention to the destructive power of media and sparking the search for solutions. The focus on the media as a tool for rapprochement and democratisation in societies under stress from conflict has grown as new information about conflict resolution, with a focus on influencing disputants' perspectives through controlled communication, has become more intense. Due to this, non-governmental organisations (NGOs), bilateral donors, and international organisations started looking into prospects for media support programmes, also known as media help. A significant media initiative was implemented by the UN during the Cambodian transitional period (1992–1993) and in practically every subsequent UN operation. NGOs with a focus on media interventions have formed, notably the Media Institute of Southern Africa, the Baltic Media Centre in Europe, and the US-based Search for Common Ground. The Netherlands, Denmark, Sweden, the United Kingdom, Switzerland, and the United States are among the donor nations that have incorporated media support programmes into their international aid plans.⁵

The World Bank, UNESCO, and other influential institutions made significant investments in media initiatives as part of democratisation and human rights programmes.

CIVIL SOCIETY AND CONFLICT RESOLUTION

Institutions of the civil society play a vital part in conflict containment, prevention, and settlement. It is important to talk in depth about this point.

Typically, the state has almost complete control over what is finally prescribed and implemented, settling disputes. But because the root causes of conflict keep growing and the state, even in other circumstances, cannot always function effectively in this regard, civil society institutions made a significant impact on the situation. Two significant requests for public engagement are

⁵ By Peter Wanyande, The Media as a Civil Society and its Role in Democratic Transition in Kenya

specifically introduced by the very growth of the participatory democracy paradigm. The first is a demand for a more equitable distribution of societal resources as well as for access to the enabling rights and privileges that modern states are required to grant citizens. The second assertion speaks directly to the need for participation in societal governance. The social demands for human rights and the widespread acceptance of decentralisation of democracies serve as excellent examples for both of these ideas.

The outcome is an open invitation for non-governmental organisations to play a bigger role. They assist in educating these persons about their rights to these claims. This has the result of playing an even larger role in conflict containment, avoidance, and resolution. Examples of this kind of entitlement include public health and education. Another example is maintaining the ecological equilibrium. As is generally recognised by this point, these entitlements occasionally cause conflicts between the populace and governments. However, in the end, the involvement of voluntary non-governmental organisations also results in a settlement of claims and counterclaims. This trend will be demonstrated by a few examples. The NGOs' role in promoting minority rights, citing the rights enshrined in the Indian Constitution and the UN Declaration of Human Rights, and applying pressure on the government to do so go a long way in reducing the likelihood of future conflict and, more importantly, in achieving just resolutions that will promote social peace.

Similar to this, the concerned NGOs serve the whistle-blower function and much more to assist prevent harm to the greater public interest when massive irrigation and other development projects cause large-scale disturbance to their natural environment.

In recent decades, the civil society has grown as a powerful force in conflict settlement as a separate institution from the state. This is partly because some segments of the society within states believe that those latter are either not equipped to handle conflict or are themselves pursuing socio-economic policies that either directly or indirectly fuel conflict.

CONCLUSION

The significance of civil society and the media as elements of the public realm and their function in decreasing conflict were discussed in this unit. It is crucial that the media act as a mediator to lessen conflict. The role and significance of the media in a post-conflict society have been

acknowledged by the world community. The media supports the civil society's attempts to resolve conflicts. Media helps through facilitating communication, educating, boosting self-esteem, eradicating misconceptions, supplying emotional outlets, fostering group consensus, fostering problem-solving, etc. The civil society institutions have become significantly more involved in the process as conflict causes have grown and the state has its own limitations. It aids in bringing attention to complaints, fostering communication, fostering confidence, etc. Despite having a significant impact, both the media and civil society are subject to criticism from time to time for their biased or harmful roles.

