

PACS 6914 CONFLICT-RESOLVING MEDIA

Postgraduate Program in Peace and Conflict Studies, University of Sydney

Lecturers: Associate Professor Jake Lynch, Centre for Peace and Conflict Studies
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and (on Saturday August 29 and Sunday August 30) Annabel McGoldrick, Centre for Peace and Conflict Studies
Email: annabelmcg@mac.com

Time: 10.00 am – 4.30 pm daily

Dates: Saturday August 15, Sunday August 16, Saturday August 29, Sunday August 30 and Saturday September 5

Location: Rooms 107 and 114, Mackie Building and Room 232 (Computer lab), Education Building

Approximate daily timetable:

10:00-11:00 Session 1

11:00-11:15 Coffee

11:15-12:30 Session 2

12:30-13:15 Lunch

13:15-14:00 Group work

14:00-14:45 Feedback

14:45-15:00 Coffee, moving rooms

15:00-16:30 Session 3

1. Course aims

The course aims to help participants to:

- Analyse critically the reporting of conflicts and to identify War Journalism and Peace Journalism;
- Understand the potential impact and influence of different patterns of media response on readers and audience members, and on the actions and motivations of parties to conflict;
- Consider how to devise and implement a range of possible media interventions to enhance the prospects for achieving peace with justice, including techniques for writing Peace Journalism;
- Acquire and develop ideas for promoting media accountability and democracy.

2. Course methods

Participants will do this by:

- Learning new modes of analysis for media texts by applying evaluative criteria based on the main research findings from Peace and Conflict Studies;
- Considering and comparing different theories and claims about the media's role in conflict and peace;
- Critically examining their own responses to media representations of conflict, in light of research findings;
- Experimenting with a range of techniques for creating and analysing journalistic texts;
- Considering issues arising from media interventions in conflicts and conflict zones.

During the course, mornings will be spent in class on formal teaching, group discussion and a variety of short interactive exercises.

At the end of the morning session, at 12:30, a **research exercise** is set, usually for completion by 14:00 and discussion in class.

In such cases, participants will have the 45-minute lunch break plus an extra 45 minutes working time to consider, discuss and carry out this exercise. Lecturers will be available for consultation and visiting the groups after the lunch break.

Exercises will be carried out, at different times, in small groups, individually or in pairs.

3. Overall objectives for the course group:

That during the five days together, each participant will:

- Find, successfully identify and analyse examples of War Journalism and Peace Journalism;
- Experience and discuss their own personal responses to media representations of conflict;
- Develop an awareness of the potential for enhancing – and harming – the prospects for peace with justice by various forms of media intervention;
- Reflect on his or her own role in bringing about change in the media in the interests of peace with justice;
- Leave the course equipped with skills and ideas to work for peace with justice in a media context, whether as a journalist, a development worker or as a global citizen.

4. Style and process

The style of the course is flexible and highly participative, using a range of active learning approaches as well as formal teaching where appropriate. There will be a considerable amount of group work as well as individual study. Participants are expected to come prepared to contribute, and will be assessed on their participation as well as their final written work (see closing section for details of course assessment).

5. Reading

Essential reading for the course is *Debates in Peace Journalism* by Jake Lynch. Other readings will be given out in class. Supplementary readings are available in Fisher Library and/or the CPACS Resource Centre, or on line.

Day one, Saturday August 15

Introduction to peace journalism; diagnosing war journalism and peace journalism. What are we led or left to infer, by representations of conflict, about what is at stake, about the actions and motivations of the parties and about what is likely to happen next? What decisions by editors and reporters expand – or shrink – opportunities to consider and to value non-violent responses to conflict? ‘Operationalising’ the peace journalism model by deriving evaluative criteria for content analysis.

Exercise: Select a report of a conflict, either in a newspaper or by browsing the internet. How much War Journalism does it contain? What (if any) elements of Peace Journalism?

Readings

- Lynch, Jake, 2008: 'What's so great about Peace Journalism?' Chapter 6 of *Debates in Peace Journalism* – Peace Journalism 'operationalised' in the context of coverage of the 'Iran nuclear crisis' in UK press.
- Lynch, Jake and McGoldrick, Annabel, 2005: *Peace Journalism*, Stroud: Hawthorn Press, Prologue and Chapter One.

Supplementary readings

- *The First Casualty*, Phillip Knightley, Prion, London, 2000, especially Chapter 16 – gives a unique history and flavour of struggles to control the news agenda in times of war. CPACS Resource Centre and Fisher Library.
- 'War or Peace Journalism? Asian newspaper coverage of conflicts', by Seow Ting Lee and Crispin C Maslog, *Journal of Communication*, vol 55 no 2, June 2005, pp 311-329 – Peace Journalism 'operationalised' as a set of analytical criteria by two communications scholars.

Day two, Sunday August 16

Typical media representations of conflict compared with research findings from Peace and Conflict Studies. Re-conceiving and re-sourcing war journalism as peace journalism. Meanings and definitions of conflict, violence and peace, and their significance in discussions of journalism about conflict. Media effects, framing and reception theory. What is propaganda and how does it work? Cognitive responses to war journalism and peace journalism.

Exercise: Go back to your story of yesterday. Using whatever means you can think of – including internet research – find at least three alternative sources. How might the use of these sources help to re-frame the story as Peace Journalism?

Readings

- Lynch, Jake, 2008: 'Active and passive peace journalism', Chapter 7 of *Debates in Peace Journalism* – how issues in journalistic representation relate to concepts from conflict and peace in reporting conflict in the Philippines.
- Lynch, Jake and McGoldrick, Annabel, 2005: *Peace Journalism*, Stroud: Hawthorn Press, Chapters Two and Three.
- Hall, Stuart, 1997: *Representation and the Media*, Media Education Foundation Transcript.

Supplementary reading:

- Entman, Robert, 1993: 'Framing: Towards Clarification of a Fractured Paradigm', *Journal of Communication*, vol. 43 Issue 4, pp 51-8.
- Kempf, Wilhelm, 2005: 'Two experiments focussing on de-escalation oriented coverage of post-war conflicts', *Conflict and Communication Online*, vol 4 no 2.

Day three, Saturday August 29

Philosophical debates over peace journalism, and journalistic objectivity. Why is news the way it is? Structure and agency – what are the influences on the content of news? How can change in media representations be brought about? From within the news industry? From without? The phenomenon of media activism, and a typology. The public sphere, system and lifeworld.

Exercise: Find an example of journalism about conflict. Is it objective? What has made it the way it is? What are the economic and political factors affecting its content? How could it change?

Readings

Lynch, Jake, 2008: 'Peace journalism and its discontents', Chapter 1 of *Debates in Peace Journalism – issues of objectivity and representation in reporting conflicts*.

Supplementary reading:

- Loyn, David, 2007: Good journalism or peace journalism? *Conflict and Communication Online*, vol. 6 no. 2.
- Hanitzsch, Thomas, 2007: Situating Peace Journalism in Journalism Studies: a critical appraisal. *Conflict and Communication Online*, vol. 6 no. 2.
- Tehranian, Majid, 2002: Peace journalism: Negotiating Global Media Ethics. *Harvard International Journal of Press/Politics*, vol 7, no 2, pp 58-83.
- Hackett, Robert A., 2006: Is Peace Journalism possible? Three frameworks for assessing structure and agency in news media, *Conflict and Communication Online*, vol. 5 no. 2.
- Lynch, Jake, 2008: 'The 'Islam problem' in news journalism and the scope for media activism', Chapter 8 of *Debates in Peace Journalism*.

- *Sustaining Democracy? The Politics of Objectivity* by Robert A Hackett and Yuezhi Zhao especially chapters 3, 4, 5 and 6 – consideration of linguistic and communications theory with analytical and historical account of the development of the media industry. In Fisher Library.
- *War Stories*, Mark Pedelty, Routledge, New York, 1995 – how economic and political imperatives penetrate and influence the working life of foreign correspondents. Two chapters in course readers from before 2005, in CPACS Resource Centre.

Day four, Sunday August 30

Psychological responses to war journalism and peace journalism. Media interventions in conflict – a typology and a continuum? Journalist training, intended-outcome media, using media tools in conflict resolution. Becoming media-savvy – understanding journalistic conventions and practices for use in media campaigning on issues in conflict and peace. Recording a television interview!

Exercise: Prepare, in groups, for an as-live television interview. This will be recorded and played back to the whole class! Allot the following roles: spokesperson for your campaign; opponent and two or more ‘real people’. Prepare a press release and decide how to ‘sell’ your story.

Reading

- Lynch, Jake and McGoldrick, Annabel, 2007: *Becoming Media-savvy*.
- McGoldrick, Annabel, 2008: ‘The effects of news media on the psyche – differential audience responses to War Journalism and Peace Journalism’, *Peace and Policy* Edition 13.

Supplementary reading:

- Lynch, Jake, 2008: ‘Modernisation or participatory development: the emerging divide in journalist training in conflict-affected societies’, Chapter 3 of *Debates in Peace Journalism*.
- *The Power of Media – a guide for Peacebuilders*, ECCP/ECCG/IMPACS – a recent digest of arguments for and about media intervention, a proposal for a way of classifying them as part of a ‘continuum’ and some case studies. Bound copy in CPACS Resource Centre; contents can also be accessed at http://www.gppac.org/documents/Media_book_nieuw/a_b_contents.htm
- *Use and Abuse of Media in Vulnerable Societies*, USIP special report, Mark Frohardt and Jonathan Temin, at <http://www.usip.org/pubs/specialreports/sr110.html> - prospects for media interventions to prevent violence.

- *Why Templates for Media Development do not work in Crisis States*, James Putzel and Joost van der Zwan, London School of Economics, at www.crisisstates.com/download/publicity/crisis_report_low.res.pdf
- *Working with Conflict*, Fisher et al, Responding to Conflict/Zed books, London, pp 70-72 – how to assess the likely impact of an intervention in a conflict zone.
- DfID manual, *Working with Media in Conflict* – discussion of criteria employed by one major international donor when deciding whether to fund media projects in conflict zones. Contents available at <http://www.dfid.gov.uk/pubs/files/chad-media.pdf>

Day five, Saturday September 5

Doing Peace Journalism – producing a peace journalism report of a violent incident in conflict. Review of assignment tasks. Feedback and discussion.

Exercise: Working individually, produce a full Peace Journalism report of a violent incident in a conflict. Start from an example of War Journalism. Take it in turns to play the role of source, and journalist. Using your new material, re-write the story. Be prepared to read your story out to the whole class!

Reading

Lynch, Jake and McGoldrick, Annabel, 2005: *Peace Journalism*, Stroud: Hawthorn Press, Chapter Six.

Finding articles:

Some of the exercises involve finding articles. You can do so using Factiva, a database of Australian newspapers available through the University of Sydney library website (electronic resources section).

You can also, of course, search any of the large number of websites offered by news organizations worldwide.

ASSESSMENT

There are three assessment tasks in this unit. Written assignments must be submitted by Wednesday, October 7.

Submission instructions:

You may hand in your work, in hard copy, with a CPACS assignment cover sheet, to the CPACS office.

Or you may submit by email to jake.lynch@usyd.edu.au

PLEASE create ONE document and save it as Your Name.doc

Attach to an email containing a statement certifying that the attached assignment is your own work and that you have acknowledged other works as appropriate.

1. Participation in discussions and exercises set in class is worth 20%.
2. Plus TWO of the following THREE options (each 2,500 words and worth 40%):
 - A practical conflict reporting exercise and commentary.
 - Devise a peace journalism intervention project and commentary.
 - Devise a media activism project, to work for peace with justice both through and on the media, with commentary.

You must write about a different conflict in each of the two options you choose.

Conflict reporting exercise:

Take a recent development in a major conflict story which, you feel, was reported in such a way as to over-value violent responses and under-value non-violent ones – ie as War Journalism.

Write a report on it, suitable for publication in a major broadsheet newspaper – of UP TO (not more than) 1,000 words. You should find your own sources, by finding and using quotes and/or information from documents or websites. (NB unlike in a newspaper article, we do need you to reference your sources please).

Write a commentary, of around 1,500 words, explaining your reasoning:

- Using examples, say how this development was reported at the time. Say what characteristics of the reporting make it War Journalism. Explain briefly how you would ‘operationalise’ the

peace journalism model into evaluative criteria for content analysis on the coverage of this story.

- What effect might this pattern of reporting have on the cognitive and psychological responses of readers and/or audience members?
- What effect might this pattern of reporting have on the actions and motivations of (any) party or parties to the conflict? How might this effect be transmitted?
- How is your own report different from the way the story was reported at the time?
- What effect might your report, and more like it, have on the actions and motivations of (any) party or parties to the conflict? How might this effect be transmitted?
- Why are conflicts reported so often in the War Journalism style?
- Was the reporting at the time objective?
- Is your report objective?

Media intervention exercise:

Take an example of a conflict.

Devise a media intervention that would be effective in encouraging and bringing about more Peace Journalism in the media of any country involved in the conflict. It should be suitable for presentation as a development initiative to a major funding organisation and for implementation straight away. Write a proposal in around 1,000 words.

Write a commentary, of around 1,500 words, explaining your reasoning:

- What kind of War Journalism is going on? Explain briefly how you would ‘operationalise’ the peace journalism model into evaluative criteria for content analysis on the coverage of conflict in this country.
- What effect might this pattern of reporting have on the cognitive and psychological responses of readers and/or audience members?
- What effect might this pattern of reporting have on the actions and motivations of (any) party or parties to the conflict? How might this effect be transmitted?
- Why is the news the way it is at the moment? What structural (historical, economic, political) factors have made it that way? How would you counter-act them with your intervention?
- How would your idea help? How would change take place as a result of the intervention?
- How would your intervention affect those who are already working for peace?
- How would it affect those with an interest in exacerbating the conflict?

(NB as discussed in class, there are plentiful media interventions around the world which are non-journalistic. If you want to attempt one, please come and discuss it with us).

Media Activism exercise:

Consider a major conflict issue, prominently reported in Australian and/or international media. Devise a strategy to campaign effectively for more Peace Journalism about this issue. Write a press release and a BRIEF outline of the campaign, around 1,000 words between them. Write a commentary, of around 1,500 words, explaining your reasoning:

- What is wrong with the existing coverage of this story?
- In what senses can it be described as War Journalism? Explain briefly how you would 'operationalise' the peace journalism model into evaluative criteria for content analysis on the coverage of this story.
- What effect might this pattern of reporting have on the cognitive and psychological responses of readers and/or audience members?
- What effect might this pattern of reporting have on the actions and motivations of (any) party or parties to the conflict? How might this effect be transmitted?
- How would your campaign help to change the coverage?
- How would you 'sell' your campaign to the media? How would you make it fit in with the media's needs and priorities?
- Why is the coverage the way it is at the moment? What structural factors help to make it that way? How would you counter-act them in your campaign?
- What is there, in the stated undertakings of news organisations – guidelines, codes of practice etc – which, you feel, makes you entitled to expect them to cover it?

Students must pass both sections of the assessment for successful completion of the course. Failure to attend at least 80% of classes (four days out of five) without reasonable cause is grounds for failure.

Notes and hints

Participation

Participation in class discussions and exercises does not simply mean talking a lot! We will be looking for original insights and consideration towards others who wish to take part in whole-class discussions. We

also welcome constructive criticism and counter-points to the perspective we ourselves put forward. The keynote is to offer contributions which help and expand the overall debate.

In small-group discussions, this is your chance to make your contribution if you do not feel as comfortable in speaking out before a large group. We will be visiting, chipping in and asking questions so please do not feel your work is not being noticed!

Media intervention and Media activism

How do they differ? In brief – a ‘media intervention’ is a peace initiative in someone else’s country. Media activism takes place in your own country.

Do not assume that either of these is a ‘soft option’! You still have to show a working knowledge of War Journalism, theories about its likely or potential effects in a conflict, and about why it predominates in media coverage. Key questions – what is the media problem, how does that contribute to the conflict and how will your proposed intervention or activism campaign address the media problem?

Past experience has shown that assignments on media interventions, in particular, are only successful when submitted by someone with detailed knowledge of the media and conflict milieu in which they are proposing to intervene.

The cornerstone of a successful media activism campaign is something that will present a structural challenge to the way a conflict is reported. You need to show how it will change the reporting by generating an ongoing stream of stories that are peace journalism-orientated and likely to be able to commend themselves to editors and reporters, given what we know about their existing needs and interests.

Reading

In your major assessment tasks, as a general principle, you will gain credit for showing you have understood, and can apply, the central ideas of the course. You will gain credit for showing you have read widely, both in *Debates in Peace Journalism* and among other texts, and have used your reading intelligently to develop a critical understanding of key principles. ‘Showing you have read’ entails referencing – see CPACS writing guide.

LECTURER BIOGRAPHIES

Associate Professor Jake Lynch (PhD, City University, London) is Director of CPACS. Previously, he was a television presenter (news anchor) and reporter on BBC World, and Director of Reporting the World, which the *Observer* newspaper called, “the nearest thing to a journalism think-tank”. He was formerly the *Independent*'s Sydney correspondent and a Political Correspondent for Sky News. He chairs the Organising Committee of the International Peace Research Association conference in Sydney, 2010, he is an Executive member of the Sydney Peace Foundation and a member of the International Advisory Council of the Toda Institute for Global Peace and Policy Research. He writes a weekly column on issues in conflict and media for the TRANSCEND Media Service www.transcend.org/tms

Annabel McGoldrick (MA, De Montfort University, UK) is an experienced international reporter and producer in television and radio news, currently for SBS World News Australia. She chaired the Reporting the World seminars in London for senior editors and reporters. She is a fully qualified psychotherapist, and a trainer for the UN and the DART Center for Journalism and Trauma. She works as a therapist at the South Pacific Private Hospital and in private practice. Annabel previously served on the board of the Transnational Foundation for Peace and Future Research, www.transnational.org

Together, they have developed and campaigned for peace journalism for many years. They have led professional training workshops in countries including Indonesia, the Philippines, Nepal and the Caucasus. They have taught MA courses at the universities of Sydney, Queensland and Cardiff and through the TRANSCEND Peace University. From 2010, they will be collaborating on a major Linkage Project for the Australian Research Council, in partnership with the International Federation of Journalists' Asia-Pacific office, on a Global Standard for Reporting Conflict.

Jake Lynch's publications:

Books

2010: *Reporting Conflict: New Directions in Peace Journalism*, University of Queensland Press, with Johan Galtung (in press).

2009: *What the **ck is going on? The real story of a year in the news* (forthcoming).

2008: *Debates in Peace Journalism*, Sydney University Press, Sydney.

2006: *Reporteando Conflictos*, Montiel & Soriano Editores, Mexico City, with Johan Galtung and Annabel McGoldrick.

2005: *Peace Journalism*, with Annabel McGoldrick, Hawthorn Press, Stroud.

2002: *Reporting the World*, Conflict & Peace Forums, Taplow.

Book chapters

- 2009: 'Peace Journalism', in Routledge *Companion to News and Journalism Studies*, editor Stuart Allan, Routledge, Oxford.
- 2009: 'Coalition of the unwilling: the phenomenology and political economy of US militarism', in *Never Again: Ending War, Building Peace*, editors Lynda Blanchard and Leah Chan, Sydney University Press, Sydney.
- 2009: 'International Law and Israel's Assault on Gaza' in *Building Sustainable Futures: Enacting Peace and Development*, editors Luc Reyckler, Julianne Funk Deckard Kevin HR Villanueva, University of Deusto Press, Bilbao.
- 2008: 'Peace Journalism and its discontents', in *The Peace Journalism Controversy*, editor Wilhelm Kempf, Regener, Berlin.
- 2007: 'Peace Journalism', with Annabel McGoldrick, in Routledge *Handbook of Peace and Conflict Studies*, editors Johan Galtung and Charles Webel, Routledge, Oxford.
- 2007: 'A course in Peace Journalism', in *Peace Journalism – The State of the Art*, editors Dov Shinar and Wilhelm Kempf, Regener, Berlin.
- 2005: 'Peace Journalism - A Global Dialog for Democracy and Democratic Media', with Annabel McGoldrick, in *Democratizing Global Media*, editors Robert A Hackett and Yuezhi Zhao, Rowman and Littlefield, Lanham.
- 2004: 'Reporting the World: an ethical challenge to international news' in *Media in Security and Governance*, editor Maria Caparini, Nomos Verlagsgesellschaft, Baden-Baden.
- 2004: 'Peace Journalism in Indonesia', with Annabel McGoldrick, in *Agents of Peace – Public Communication and Conflict Resolution in an Asian Setting*, editors Thomas Hanitzsch, Martin Loffelholz and Ronny Mustamu, Friedrich Ebert Stiftung, Jakarta.
- 2004: 'Reporting the World' in *International News in the 21st Century*, editors Chris Paterson and Annabelle Sreberny, John Libbey, Eastleigh.
- 2003: 'Tips for Covering Conflict', with Annabel McGoldrick, in *Media Wars – News at a time of terror*, editor Danny Schechter, Rowman and Littlefield, Lanham.
- 2000: *The Media in Conflicts – Accomplices or Mediators?* Chapter by Jake Lynch, Friedrich Ebert Stiftung, Berlin.
- 1999: *The Kosovo News & Propaganda War*, Chapter by Jake Lynch, International Press Institute, Vienna.

Think-tank reports

2007: *Promoting Dissent, Reviving Democracy*, Sydney Peace Foundation Tenth Anniversary Lecture, Occasional Paper 1/2007, CPACS, University of Sydney.

2007: *Blundering In – the Australia-Indonesia security treaty and the humanitarian crisis in West Papua*, with Jim Elmslie and Peter King, Centre for Peace and Conflict Studies, University of Sydney.

2001: *Jurnalisme Damai – Bagaimana Melakukannya?*, with Annabel McGoldrick, British Council, Jakarta (Bahasa Indonesia version of *Peace Journalism: How to do it?*).

2001: *Reporting the World concept document*, Conflict & Peace Forums.

1999: *PJO 2 – What Are Journalists For?* Conflict & Peace Forums.

1998: *The Peace Journalism Option*, Conflict & Peace Forums.

Articles in refereed journals

2008: ‘Active and passive peace journalism in reporting of the ‘War on Terrorism’ in The Philippines’, *Peace and Policy*, vol 13.

2008: ‘Modernisation or participatory development: the emerging divide in journalist training for conflict-affected societies’, *Global Change, Peace and Security*, vol 20 no 3.

2008: ‘What works – and what doesn’t. New directions in conflict intervention’, *Global Change, Peace and Security*, vol 20 no 3.

2007: ‘Peace Journalism and its discontents’, *Conflict and Communication Online*, vol 6 no 2.

2007: ‘A reply to the replies’, *Conflict and Communication Online*, vol 6 no 2.

2006: ‘What’s so great about Peace Journalism?’, *Global Media Journal, Mediterranean Edition*, vol 1 no 1.

2005: ‘War and Peace Journalism in the Holy Land’ *Social Alternatives*, vol 24 no 1.

2004: ‘Reporting Iraq – what went right? What went wrong’ in *Mediactive Issue 3*, *Mediawar* editor Anita Biressi, Barefoot Publications, London.

2002: *Conflict, Security & Development Group Bulletin*, King’s College, London, Issue Number 14: ‘Journalist Ethics and Reporting Terrorism’.

Documentary films

2008: (credited as Script Development and Peace Consultant) *Soldiers of Peace*, One Tree Films, directed by Tim Wise and narrated by Michael Douglas.

2007: *Peace Journalism in the Philippines*, by Jake Lynch and Annabel McGoldrick, Centre for Independent Journalism, University of Technology, Sydney.

2004: *News from the Holy Land - Peace Journalism, theory and practice* (50 mins with 40 pp teaching notes), by Jake Lynch and Annabel McGoldrick, Hawthorn Press, Stroud, UK and Films for the Humanities, Princeton, NJ.