Communication and Conflict Resolution: The Roles of Media in Conflict Management in Kano State.

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Abstract

Mass media in Nigeria has become a strong pillar that will be used in the sustenance of democracy, good governance and promotion of peace and unity between various ethnic and tribal groups in the country like Nigeria. This paper uses the framing theory by relating to logical and systematic practice on how reporters will cover information without bias and choices of appropriate language in communication process for the interest of peace and unity in the society. The paper seeks to adopt the use of questionnaire as a primary source of data from three senatorial districts in Kano State and also reviewed relevant literatures on the subject matter to find out how the positive roles of media can helps in the management of violence and crisis in Kano State. The paper argues that for media to serve in conflict management process the journalist must display higher esteem of professionalism and ethic in the process of discharging his/her duties as voice of the voiceless in an effort of rebranding Nigeria in the area of societal reorientations of citizens attitude from violence and conflict to cooperative and collaboration attitudes towards attaining a level of peaceful society in Kano State in particular and Nigeria in general.

Keywords: Communication, Conflict, Peace, Conflict Management.

Introduction

A vibrant media gives peoples free flowing access to information that will enables dialogue and encourages people to express their views, prompts greater participation in peace process and political participation (Michelle, 2017) the mass media is a powerful tool of communication in peace and conflict situations. It can be used positively to promote peace and resolve conflict at appropriate times. The impact of mass media as a means of communication to either building peace or generating conflict cannot be over emphasized. According to Obateru (2011), "news media are hardly impartial or totally responsible in their coverage of conflicts or crises such that they have been accused of fueling, rather than dousing crises situations." Sobowale (1983) in Best and Obateru puts this point more succinctly stating that, the effects of the mass media appear, perhaps, to be more potent in conflicts they generate than in their real impact on people and events. He further argues that "while there is no doubt that they have great potentials to resolve crises; they equally demonstrate ability to create conflicts."

The media ought to present balanced and objective reports from the most credible sources possible. Rather than fulfilling this obligation, in some time they seem to delight in taking sides and inflaming

conflicts. This is the attitude that prompted some media observers and critics to conclude that most media organizations, particularly the privately-owned are political tool of the reigning political elite. In spites of the arguments that the Nigerian media have not lived up to expectations in conflict management, their role in peace-building efforts cannot be ignored and overemphasized. So here the focus of this paper is to identify operational areas where media assisted in conflict management and Resolutions and how this role can help the society to live in peace and harmony.

The relationship between mass media and conflict has been studied extensively. In most cases, scholars examine the destructive use of media as a powerful instrument for the fueling, rather than dousing conflicts in. Much is unknown about the use of media to prevent intergroup conflict. Although radio and television have long been considered as potential agents of social advancement and national integration, academic knowledge about the involvement of media in conflict resolution has remained deficient.

Mass media could contribute in conflict management and resolution. However, they could play a significant role in reducing prejudice and conflict by communicating anti-prejudice messages. The impact of media on conflict resolution has remained very little. Their impacts on conflict situations appear deficient. Media's impact on the escalation of conflict is more widely recognized than on peace-building and peace making process in Nigeria if journalist can displayed honestly to their profession by changing attitude of aggrieve individual or groups from conflict or violent tendencies to cooperative and non-violence means of resolving conflict in the society that will be a greater means of reducing social tension and build a strong social relations between conflict parties.

Statement of Problem

The mass media are very powerful instruments that inform, educate, enlighten, sensitize and entertain the public and society at large. The media have the capability to affect the society positively and negatively depending on the vision and mission target to achieve in a given particular time. As Asemah (2011) observes, "the media in an attempt to educate, inform and entertain have some negative effects on the audience. This therefore, means that the mass media plays functional and dysfunctional roles. That is, positive and negative roles in the society."

Akpunonu (2010) points out that the instruments of radio, television, Internet, print, though wonderful inventions, can become double-edged sword producing war inducing features, life-denying counter values, images of human hatred that arouse vengeance, violence, disaffection and war. Broadcasting with its audio-visual characteristics has the power to stir up feelings of anger, fear and insecurity and these becloud our reasoning. Similarly, Akpede (2011, p.48) affirms that "journalists have enormous power in their hands. With the stroke of a pen they can bring a warring community or country together, and with the same pen they are capable of bringing about disintegration of a nation." In the same vein, Friday Je (1986) in Utor (2009) explains that "the mass media have the power and capability to bring about change in society for the improvement of the quality of life." He adds that, because the media have this ability to report and inform so effectively, it could be said with great confidence that

as change agents, they have the power to alter, even where resistance is strong the way of life of a community positively or negatively.

The performances of mass media affect the society and its members in a variety of ways. Since they could be deployed to undermine conflict prevention exercise, the media have often distorted news beyond recognition. With the emergence of Internet-based information dissemination and reception platforms often referred to as the "new or social media" and the dependence of people everywhere on these platforms for information, the social inclusiveness of the country's population are not only despicably portrayed but propelled towards conflict among them.

Auwal (2015) argues that considering the quality of the information available on the Internet, one would agree with the fact that most of the information accessed on the Internet of social media platform is simply fabricated, treacherous, inaccurate, nonfactual and misleading. This is because anybody who has access to the Internet can write post, share and publish information of all sorts, regardless of the quality. Sensationalization of news and bias in its coverage and presentation to the audience by the agencies of mass communication (mass media) can stir up provocative feelings or actions among ethnic and religious groups with different interests and beliefs in the society.

Research Questions

The paper has the following questions to ask:

   a.   How does media peoples reporting conflict information's or news to the general public in Kano State?

   b.   What programs or activities doe's media practitioners engage to promote peace in during conflict situations in Kano State?

       c.   Do policy makers address contending issues that lead to conflict as a result of news coverage in Kano State?

       d.   What are the ways that will encourage media practitioners to engage in conflict management peace education activities in Kano State?

Objectives of the Study

The research has the following objectives:

   ➢ To determine the nature of conflict reporting news coverage to the general public in Kano State.
   ➢ To examine the nature of programs developed by media practitioners before, during and after conflict in Kano State.
   ➢ To appraised the professional ethic displayed by media practitioners in peace education process in Kano state.
   ➢ To examine the responses by policy makers as result of conflict coverage news to prevent or resolve conflict in Kano State.
   ➢ To identify the means that will encourage media practitioners to

engage more on peace education activities in Kano State.

Scope and Limitation of the study

The paper was intended to cover to cover the roles of four Radio Stations in Kano, namely Radio Kano, Freedom Radio, Rahama Radio and Express Radio, within the limit period of 2 years from 2015-2017.

Significances of the Study

The research will be of significant important research input to other researchers in social science, policy makers and Media practitioners who have interest on peace advocacy and management of conflict in Nigeria.

Conceptual Clarifications

Causes of Conflict

According to Maoz (1982), conflict is "a state or situation of incompatibility among values, where the achievement of one value can be realized only at the expense of some other values. Conflicts maybe generated within an organisms pursuing multiple goals as well as between striving of incompatible goals" (1982:12).

These definitions show to us the nature of inevitability in the relationships between two or more parties that can lead to misunderstanding or conflict. The definition further opined that one may find his aspirations not compatible with his personal qualities, which tends to lead to frustration (conflict), and when such frustration (conflict) gets to the climax, then crisis will emerge. It is important to note that not all conflict situations are negative; some often facilitate a transition, which create

opportunity for change and even development.

Conflict is a product of discomfort, disharmony, scarcity of resources and unjust approach to distribution of the scarce commodity. Also, a clash of interests as a result of pursuing of incompatible goals all leads to conflicts. It is also important to know that conflict is an inevitable part of man who is in social interaction with others. Therefore conflict can and will occur within a group and between groups too.

Another school of thought also believes that conflict is good as it bring change in human society. This change John Burton (1987) believes is necessary for growth and development, or else, the society will be static.

So, if conflict is inevitable among humans, its occurrence in multi-ethnic society like Nigeria is normal. This is not to say that, the diverse a society is the main conflict it will have, no, what we are saying is that, if close societies can have conflicts, then, pluralistic societies would have conflict too. And then, mechanisms should be put in place to manage them. This is very important, as no society can insulate itself from conflict, be it mono-ethnic or multi-ethnic. No matter the society one lives in, she/he will still struggle for survival will lead to conflict. For examples, homogeneous societies also have problems. The case of Somalia is very true that mono-ethnic societies do have problems. In conclusion, it will be so dangerously misleading to say that multi-ethnic society is sonorous with conflicts and mono-ethnic societies in peace.

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List of Causes of Conflict

Though, there are several causes of conflict, but for the purpose of this paper they can be categorized into the following:

➢ Conflicts may occur due to resources;

➢ Conflicts may take place as a result of psychological needs;

➢ Conflicts may erupt due to violations of values

➢ Conflicts may emerge resulting from (mismanagement of information.
➢ Conflict as a result Political Differences.

Conflict Management

Conflict management is another way of controlling conflict before or during and after it has occurred. According to Onigu Otite and Albert (1999:11), 'it is more elaborate and wider in conception and application, when necessitated; it involves conflict resolution and transformation. It is more of a long-term arrangement involving institutionalized provisions and regulative procedures for dealing with conflicts wherever they occur.'

This view of the comprehensiveness and institutionalization involved in conflict management is further stressed by Zartman (1989:8), when he wrote that 'conflict management refers to the elimination, neutralization of conflict from erupting into crises or to cool a crisis in to becoming erupted''

Over the years the literature on conflict has reflected tensions between conflict management and conflict resolution. Now, however, the two issues seem to have been joined by the general acknowledgement that the process of conflict management can be seen as an effective route towards conflict resolution. In a related context, it has been suggested that different phases of conflict, e.g., pre-crisis, conflict and post-conflict stages, may require different governance structures and systems to manage the situation. Following the limited amount of literature available on conflict resolution and prevention in the context of governance, this paper has concluded that the structures of conflict management need not be different during different phases, but rather that the issues that such systems and structures must address at different level of societal structure.

Peace as a Concept

Peace is defined as 'a political condition that ensures justice and social stability through formal and informal institutions, practices and norms'. Miller and King (2003). It is dangerously misleading to think that the absence of war means the presence of peace. It is also important to know that simply avoiding conflicts, does not mean peace, but acting in accordance to some of the conditions that must be met to guarantee peace in any society.

Balance political power sharing in any region; legitimacy for decision makers and implementers in the eyes of their respective groups, supported by external parties through transparency and accountability; recognized and valued interdependence among the people fostering long-term co-operation during disagreements, agreements, normality and crises; trusted and reliable institutions for resolving conflicts; mutual understanding of incompatibility, and every member of that community must be given a sense of respect and belonging in principle and practice, collectively and individually in accordance with international standards. All these conditions mentioned above come to guarantee positive peace. Peace sought outside the premise of social justice as mentioned above is called negative and it is not true peace.

Communication as a Concept

Communication is an act of sending and receiving information as well as giving feedback. This is also the process of encoding messages for sending. When messages are wrongly coded, it will be very difficult to make sense out of it. The contents of our messages include our

thoughts, feelings, what we see or perceive. The person sending the message is called the speaker/sender. The listener who is also called the decoder receives the message. The process of encoding and decoding a message is very important, as wrongly decoded message have the ability to cause conflicts. Communication is not complete, until there is a feedback from the decoder. The importance of feedback is to confirm that message was properly encoded and decoded.

Factors Affecting Communication

A lot of other reasons inform our encoding and decoding approaches. The factors include:

Values: What we value in life tells who we are. Our value systems define our identity and our identity can be expressed in our communication. When our values are similar, our communications are easier and smoother, but when we have different value structure, the tendency to misunderstand is very high. This is so, because interpretation, which is the second phase of communication, is likely to be wrong when the values are not understood. The most likely feedback from wrong interpretation will be further wrong action and reactions

Perception: Perception is our subjective understanding of situation or persons. Because perception is personal and not necessarily the objective view of things, it is very likely to influence how we communicate with the other party. If you perceive a particular religion to be inferior to yours, the possibility of your discussion of that other religion rudely will be high, and this will be noticed in your choice of words and actions.

Assumptions: This is the pro-set idea we have about things. This is a little similar to perceptions but a little stronger. Stereotype

and suspicious are products of assumptions. With this present condition, our encoding and decoding of information will be highly influenced. Suspicion is belief based on mistrust and they influence us negatively. We need trust to build relationships, and communication is one of the tools for relationship building.

Communication Style: The choice of verbal or non-verbal language also affects our communication. When we speak, we communicate differently, from when we don't speak. We could be misunderstood when we talk, and we can easily make corrections. But non-verbal communication is subject to various interpretations and this will take a while to get the true interpretations. Gift items like flowers don't make much sense to people who are not from the culture where flower giving is a big issue.

So, these factors have tremendous effects on our communication and we all should know it, as the knowledge will help the process of encoding, decoding and feed backing and reduce the opportunities for confrontations. When encoders and decoders know these factors, they could make efforts to manage it. Openness, willingness and respect could help to reduce the communication barriers.

Mass Media

The term mass media according to McQuail (2000) is shortened to describe means of communication that operates on a large scale, reaching and involving virtually everyone in a society to a greater or lesser degree. Media is plural of medium, which means a channel or vehicle through which something is carried or transmitted. In other words, mass media are channels of communication in a modern society, primarily the print and the electronic media. McQuail further describes the mass media as the organized

means for communicating openly at a distance to many receivers within a short space of time.

The mass media are impersonal communication sources that reach large audiences. The primary function of the mass media system is to provide information to several millions of people. The mass media are extremely influential. Each of the media is presumed to affect perceptions and behaviour in a distinctive way. They can affect the society and vice versa. The mass media are the uniquely modern means of public communication and much of their importance lies in the fact that they are a major cause of whatever modes of perception, thought, public discourse, and political action. Because of their size and the large number of people they reach, the mass media have tremendous impact on society. Murphy (1977) sums up societal impacts of the media in different ways as oil, glue and dynamite.

Murphy also describes the mass media as dynamites that can rip the society apart. A good example of this is the propaganda campaigns that preceded the Russian Revolution in 1917 and Hitler's rise to the German Chancellorship in 1933. Similarly, the mass media particularly the newspapers and magazines played a tremendous role in the struggle for Nigeria's independence in 1960.

Peace Education Programs by Media Houses in Kano State

Table 1

S N	Media House	Types of Programs	Listeners'
1	Radio Kano	Political Program- Siyasar Kano, Zaman Lafiyar Al'umma	Both Urban and Rural areas
2	Freedom Radio Kano	Political Program , Kowanne Gauta, PeaceProgram ,Inna Matasa	Both Rural and Urban Areas
3 .	Rahama Radio Kano	Siyasa Madubin Al'umma Islamic Preaches for peace by Scholars	Both urban and Rural Areas
4	Express Radio Kano	Political Program; Siyasa Rigar Yanci Peace Program: Zaman Lafiya Tushen Al'umma	Both Rural and Urban Areas.

Source: Field Work May 2018.

Framing Theory

A theory is a way of explaining the ordering and occurrence of different events in the society. Wilbur Schramm (1963 cited in Folarin 1998) defines theory as a "crop-detector" which enables us to separate scientific statements from unscientific ones. To Mclean (1972), theory is our understanding of the ways in which things work. The concept of framing is related to the agenda-setting tradition, but expands the research by focusing on the essence of the issues at hand, rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning.

The theory assumes that the media draws the public attention to certain topics, it decides where people think about, the journalists select the topics. This is the original agenda setting „thought". Thus, a frame refers to the way media and media gate keepers organise and present the events and issues they cover and the way audiences interpret what they are provided (Asemah, 2011).

Framing theory and the concept of framing bias suggests that how something is presented (the frame) influences the choices people make. Communication itself comes with a frame. The elements of the communication frame include: A message, an audience, a messenger, a medium, images, a context and especially, higher-level moral and conceptual frames. The choice of language is, of course, vital, but it is vital because language evokes frames — moral and conceptual frames.

Baran and Davis (2009:35) explain that the framing theory examines the idea about how people use expectations to make sense of everyday life. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. This field of meaning can have an effect on the audience"s beliefs, attitudes and behaviours, by connecting a particular meaning or interpretation on an issue. For example, when journalists select topics that they are going to write about, they are inevitably drawing the audience"s attention to a particular topic, which is the original concept behind the agenda setting theory.

Just like the agenda setting theory, the framing theory is also relevant to the study; relevant in the sense that it can be used to also set the agenda of peace in Kano State, Nigeria.

Major Key roles of Media in Conflict Prevention and Peace Promotion

Table II.

SN	Roles	Explanation	example
1	Brings together different groups to discuss issues	The media can be an effective tool to build relationships. It can support greater understanding and cohesion between people who consider themselves different from one another. It can give voice to the most marginalized in society.	There are many FM stations and hundreds of smaller community stations across Nepal networked to exchange programmes and news. They are a "true alternative source of information to official

			It can serve as a mediator between political parties especially in situations where there is no other means of communication particularly during conflict and post-conflict reconciliation	channels, and they focus on local issues and reflect Nepal's ethnic and linguistic diversity."[45] The South African "Peace Café" programme brought parties together who had been unwilling to meet by interviewing them separately and then editing the video and showing it to the other side. This process eventually led to direct negotiations between the parties.
2.		**Helps improve governance**	Fact-based, independent, transparent, accountable and impartial reporting can serve to hold officials accountable and make public administrations more transparent. It enables citizens to be active stakeholders, to understand policies and use the impartial information provided to exercise their human rights. All of these are critical for conflict prevention.	Investigative reporting on the complicity of Latin American presidents was in large part responsible for the downfall of four presidents – Fernando Collor de Mello of Brazil in 1992, Carlos Andres Perez of Venezuela in 1993, Abdala Bucaram of Ecuador in 1997 and Alberto Fujimori in 2000
3		**Increases knowledge of complex issues**	These include issues such as corruption, political injustice, marginalization, lack of economic opportunity and struggles with identity that may drive violent extremism. It can help people critically think about and discuss these issues.	Research has shown that people who were exposed to BBC Media Action's political discussion/debate shows knew more, discussed more and participated in politics more, even when controlling for other factors that may influence these outcomes (such as age, income, education and interest in politics).
4		**Provides early Warning**	Media can provide early warning of potential conflicts and possibly create a pressure to address the conflict or violence	In Sri Lanka, the foundation for co-existence (FCE) implemented a citizens based system that involves media monitoring

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			(including news papers, websites, other public media, hands bills, avoidance of hate speech, followed by appropriate response mechanisms for each early warning signals
5	Outlet to Express emotion	Media can encourage peoples to express their fear, emotions and share experience with others.	Brings Back Our Girls Movement used emotional response to mobilized support for the rescue of Chibok school girls from Borno Nigeria.
	Motivator for peace	The Media can motivate peoples in to actions to either political or social community development activities through using social forces of changing people's behavior from bad to good attitude that will make peace flows	Through conventional and social media by using of technology developed by IHub in 2013 helps to provides peaceful elections in Kenya. Also a Media house, Civil Organizations has contributed a lot in peaceful conduct process of 2015 elections in Nigeria.

Source: funded by the UK Department for International Development and implemented by BBC Media Action,(2017)

From the above table, we can clearly how important the roles of media can be rated in the process of conflict prevention and peace promotions not only in Nigeria but in some selected African countries that media change behavior component of peoples from negative side that can only escalate to conflict and violence to positive culture of peaceful co-existence in the society.

Media bridge a gap by highlighting some elements of early warning mechanism that will give government an avenue to take a proactive measures not allow conflict escalate to serious destructive stage. Secondarily, Media houses can brings the conflicting parties to a table of discussion to express their fear and feeling for the purpose of attaining peace in the society.

Thirdly, Media house has contributed in creating awareness and mobilization on bring back some numbers of kidnapped school girls from Chibok, Borno State, through campaigns and putting pressure to government to take action to bring the girls back home. Media also helps a lot during the last 2015 elections through offering free slots and advocacy on the conduct of free and fair elections in Nigeria.

RESEARCH DESIGN

The research design used for the study was mainly survey research. This

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consists of the use of questionnaire and interview methods. Documentary research was also used to complement the survey research. The purpose was to enable the researcher generalize from a sample to a population so that inferences can be made. The use of survey design can also be justified on the bases of economy and the rapid turnaround in data collection (Creswell; 2003). The data collected was cross-sectional. That it was collected at one point in time rather than over time.

The research was designed to assess the effectiveness role of Mass Media in Conflict Prevention Management in Kano State. The perceptions of respondents on these variables were expressed in quantitative terms.

METHOD OF DATA COLLECTION

It is indisputable fact that the value of any research work depends on the data method employed. In this research work, both primary and secondary sources of data collection are utilized.

SOURCES OF DATA COLLECTION

In collecting data for this study, both primary and secondary sources of data will be used.

1. Primary Data Collection: This approach of collecting data will essentially uses the administration of questionnaire to select participants from 3 Local Government each one representing Senatorial Zones namely Kano Municipal from Kano Central Zones, Bichi from Southern Senatorial Zone and Rano from Northern Senatorial Zone as well as respondent from Media house stakeholders.

2. Secondary Data Collection: This approach of collecting data will take into consideration the fact that, the research is within a time frame of 2015 to 2017 and as such the background information for the evaluation is needed. These source includes published an unpublished materials such as Annual report, Law establishing the Media Houses relevant documents, journals, magazines, bulletins and internet as well as newspapers.

TESTS OF VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENTS.

Validity, as used here, is the degree to which an instrument actually measures what it is intended to measure. Therefore, an instrument is tailored to achieve research objectives. Thus, the instrument used for this research was validated by ensuring that questions are structured in a manner that enable the researcher obtained information relevant to the purpose and objective of the study through:

I. The face (expert) validity of the instrument by the help of the supervisor whose supervision/opinions served as a true guide for the success of this work;

II. The content validity of the research instrument used, on whether it reflected the true situation that is being studied; and

III. Construct validity of the research, which emphasized that the theoretical concepts on this research are the foundation of the research questions.

For the Reliability of the Instrument Used for this Research;

I. The research used pilot test to administer Questionnaires to respondents

II. The researcher ensured that questions were not ambiguously presented to the respondents in a manner likely to communicated different meaning that could generate inaccurate and inconsistent responses.

III. The researcher also maintained objectivity by not fielding questions that could incite respondents to certain actions from the subject being studied.

POPULATION OF THE STUDY

For any researcher to collect information for a given research work, the researcher must specify the entire group that should embrace the information. Population represents the totality of any group, person or object which is defined by some unique attitudes. It means, in other words, any group which attention has been focused upon by the researcher. The population of this study is made up of 95 respondents from Media houses and the general public.

SAMPLING SIZE

The sampling size was determined by using purposive or judgmental method. This is the type of method in which the researcher uses his own judgment about which respondents to choose, and chooses only those who best meet the purposes of the study. The sample units are selected with some specific objective in mind.

SAMPLING TECHNIQUE

The sampling technique used in this study is the simple random sampling technique. It is a sample selected by a process that not only gives each element in the population an equal chance of being included in the sample but also makes the selection of every possible combination of the desired number of cases equally likely.

In a random sample, each person in the universe has an equal probability of being chosen for the sample, and every collection of persons of the same size has an equal probability of becoming the actual sample.

METHOD OF DATA ANALYSIS.

The method of data analysis utilized in this research is the tabular method and percentages. The percentage shows relative values of responses in percentages. Through this interpretation, the degree level of the role of media in conflict resolutions management in Kano State.

PRESENTATION OF DATA

These data is presented based on the research questions posed in this study as pointed out in chapter three, a sample of 95 was statistically drawn from a population of Media Practitioners and general Public in Kano State . A total of 95 questionnaires were administered to cover the determined sample size. On the completion of the exercise, a number of 95 questionnaires were duly completed and returned. The data collected from the questionnaire were analyzed, and tested in relation to the hypothesis stated earlier. The result would be discussed with reference to some relevant issues raised. Necessary editing was made on the oral interview to avoid irrelevant matters and to conserve space.

DATA ANALYSIS

The method of data analysis used by the work is the tabular method and percentages. The tabular method involves the systematic arrangement of facts and figures in series of boxes made up of rows and columns. This makes the tables easy

to read and facilitate quick comparisons. The percentage shows relative values of responses in percentages.

Analyses of Research Questions

Table 4.1 Distribution of Respondent by Sex

S/N	Sex	No. of Responses	Percentage
1.	Male	68	72%
2.	Female	27	28%
	TOTAL	95	100%

Source; Researcher's Survey, May, 2018

From the table, 68 respondents representing 72% are male while 27respondents representing 28% are Female.

Table 4.3 Educational Qualification Distribution of Respondents

S/N	Educational Qualification	No. of Responses	Percentage
1.	SSCE/GCE	28	29%
2.	NCE/ OND	40	42%
3.	HND/B.SC	22	23% \
4.	M.SC/PHD	5	5.2%
	TOTAL	95	100%

Source; Researcher's Survey, May, 2018

From this table, it is seen that 28 respondents representing 29% fall in SSCE/GCE, OND has 40 respondents representing 53.3%, HND/B.SC has 22 respondents representing 29.3%, while M.SC/PHD qualifications has no respondent.

The Activities of Media manage conflict in Kano State

S/N	Responses	Frequency	Percentage
1.	Very high	45	47%
2.	High	25	26%
2.	Low	17	18%
4.	Very low	8	8%
Total		95	100%

Source; Researcher's Survey, May, 2018

The Respondent which rate the activities of media in Conflict Management very high with 47% while those with high rate has 26% also again 18% rate media low in conflict management and 8% rated the media very low in peace promotion activities.

Nature of Reason that Causes Conflict at Local Level

Table III.

Nature of Conflict	Reasons of Conflict	Affected Communities	Year of Happening	
Political Crisis	Political Instability Before the general elections	Nassarwa, Tarauni, Gwale, Kumbotso, Ungogo and Municipal Council	2015	
Communal Conflict	Tracing of Farm Land By Fulani	Gogel , Kore Danbatta LGA, Saye Bichi LGA	2015-2016	
Political Crisis	Between two sect group of Kwankwasiya and Gandujiya	The entire Political structure in the State	2015-Date	
Communal Conflicts	Between Fuani Kidnapers and Local Resident	Falgore, Doguwa LGA and some part of Tundun Wada	2015/2016	

Source: Nigeria Stability and Reconciliation Program Report, 2017.

The finding of the result based on the views of respondents indicate that the majority of respondents has shows the potentiality of media practitioners in resolving conflict as cited by many respondents media are one of the component of social change who has the means and skill to influence peoples behavior from bad attitudes of violent and conflict tendencies to a behavior of compromise, tolerance, understanding and love for each other.

The media as a professional institutions has the technical power and capacity to control social tension before, during or after conflict by educating the general public about advantages of peaceful living and demonstrating the dangers associated with violence and conflict in the society.

SUMMARY OF FINDINGS

The Research has following findings:

S/N	Problems	Total Respondents	Number of Respondents	percentage
1	Lack of working Equipment	95	88	93%
2	Lack of enough Manpower	95	75	79%
3.	Poor Condition of service	95	82	87%
4	Lack of support in Sponsoring Programs	95	93	98%
5	Lack of Professional ethics	95	69	73%
6.	Location and Distance (Coverage)	95	90	94%

The above table shows us the nature of problems encounter by media practitioners in the process of discharging their duties of educating the large audience on the importance of peaceful living and dangers attached to conflict and violence in Kano State.

DISCUSSION OF FINDINGS

The study has identify based on the questionnaire generated from the field, the issue of lack of support for the sponsoring peace education programs in both public and private radio has 98 % which lead to the non sustenance of the programs in Kano State. Secondarily, the issue of location and distance has become a serious problem with 94% of respondent as a result of lack of coverage of media peace education programs that will reached communities of remote areas in all the local government council in Kano state. Lack of enough media professionals with 73% has lead to the non functionality of peace education programs by media houses in Kano State. Lack of enough man power with 79% in various media houses

there was no enough manpower strength that could educate public on the dangers of conflicts in the society in Kan State. Poor condition of services with 82% was another factor that hampers the progress of media practitioners in Kano State. However, lack of enough working tools 93% has affected the activities of media professionals in discharging their duties of peace education activities in Kano State.

CONCLUSION

The peoples of Kano State, should understand the dangers attached to conflict where in some many instances violent conflict brings about lost of lives, destruction of properties and damaging the social relationship that exists between individual or groups at various level, in this junction the paper has argue that the media has a role to play on educating million of peoples who are the listeners of various media houses to embrace peace and avoid violence and conflict in the society, Radio Kano, Freedom Radio, Rahama Radio and Express Radio has give immense contribution in the process

of education Kano citizens the most population State in Nigeria with over 10 million populations both urban and rural area in many programs and various advocacy to government institutions and community structures on the importance of peaceful living in Kano State.

Recommendations

The paper the recommended the following strategies to empower the media in conflict management in Kano State in particular and Nigeria in general:

i. Government at all level should provide policies that will provide enough working tools to public media house in Nigeria.
ii. Private own media houses need to be supported by both government and private bodies to engage on peace education programs.
iii. Government should encourage professionalism in media houses to promote discipline and ethical conduct in discharging their duties.
iv. Modern Equipments needs to be provided to media houses to enhance the peace education activities in Nigeria.
v. Good conditions of services need to be promoted in the media sector in Nigeria.
vi. Government should established community reconciliation centers to address grievances at community level.
vii. Programs of peace education need be sponsor by government and other relevant stakeholders to educate the general public on the importance of peaceful living in Nigeria.
viii. Government should enhance security structures in the country to prevent violence and conflict growth escalation in Nigeria.

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