

DECLARATION

I, Abass Eltegani Mohamed Salih, declare that this thesis is my original work and that it has not been presented to any institution for award of any degree.

Signature.....

Abasss Eltigani Mohamed Salih

Date.....

DEDICATION

This thesis is dedicated to the family and friends whose encouragement, support and inspired me in pursuit of doctoral studies.

ACKNOWLEDGEMENTS

I would like to recognize the encouragement extended to my Prof. Suliman Yaha to start on this doctoral program

Furthermore, I want to pay thanks to all academic scholars and researchers who provided me research guidance and supervision, I especially want to recognize Prof. Saad Yousif, Dr. Atif Ageep.

I must also mention that my study was made possible by the atmosphere created by my family and friends in Khartoum and Darfur for their support during this study, without whose love, kindness and support, I would not have accomplished this work in time.

Lastly, I thank those who participated in the study especially, those who assisted and gathered data during the field study in Darfur and Khartoum. Your contribution is highly appreciated.

ABSTRACT

Since 2003 Darfur Region in Western Sudan was suffering from bloody conflict. This ongoing Conflict in Darfur attracted attention of international media outlets, when displaced people and violence spread everywhere in Darfur. International media framed Darfur conflict as Arab against African. In other hand Sudan national media described the conflict as farmers and nomads conflict.

Ongoing crisis in Darfur is good case to examine media effects. To understand role of media in escalation of conflict and peace building process, this study will examine media effects on conflict transformation and peace building. This research explores how radio influence audience attitude on issues of conflict and peace.

The study adopted mixed method, descriptive survey design which helped in collecting a large number of people opinion, also the study employed interview that helped to involving experts' views and comparing their opinion.

The results were analyzed with SPSS computer software, which assisted in computation of responses. Also results were analyzed along qualitative analysis approach, which helped in analyzing experts' views.

The research hypotheses were test with the use of Chi-Square test, because of the nature of the hypotheses as principally aimed at testing significant association between variables. Based on findings, it was concluded that there is a positive relation between media effects and conflict transformation and peace building, coverage of radio stations has a significant effect on attitude towards conflict transformation and peace building.

This study found that Darfur conflict is re-escalated due to media coverage. There is information need and competitive challenges will require many radio stations to change reporting approach, coverage plan and editorial guides of operation.

مستخلص

منذ العام ٢٠٠٣ يعاني اقليم دارفور في غرب السودان من نزاع دامي. وقد جذب هذا في النزاع انتباه وسائل الاعلام العالمية وذلك عندما انتشر النازحين والعنف في انحاء دارفور. وقد صورت وسائل الاعلام العالمية الصراع في دارفور على انه صراع بين عرب وافارقة، من جهة اخري اخري وصفت وسائل الاعلام السودانية الرسمية ان النزاع بين رعاه ومزارعين.

الازمة المستمر في دارفور هي حالة جيدة لدراسة أثر الاعلام. ومن اجل فهم دور الاعلام في رفع وتيرة النزاع وبناء السلام. هدفت هذه الدراسة بحث أثر الاعلام على تحويل النزاع وبناء السلام. ويستكشف هذا البحث كيف يؤثر الراديو على سلوك الجمهور اتجاه قضايا النزاع والسلام.

اعتمدت الدراسة على المنهج المختلط، تصميم المسح الوصفي الذي ساعد في جمع عدد كبير من اراء مجتمع الدراسة، كما استخدمت الدراسة المقابلة التي ساعدت على جمع اراء الخبراء ومقارنتها.

تم تحليل النتائج باستخدام منهج التحليل الاحصائي والذي ساعد على حساب الاستجابات، كما تم استخدام المنهج التحليلي لتحليل اراء الخبراء. وقد تم اختبار فرضيات البحث باستخدام مربع تشي، نسبة لطبيعة الفرضيات التي تهدف الي اختبار الارتباط بين المتغيرات. واستنادا الي النتائج تم استنتاجها ان هناك علاقة ايجابية بين أثر الاعلام وتحويل النزاع وبناء السلام، ايضا تغطية المحطات الاذاعية لها تاثير كبير على السلوك اتجاه تحويل النزاع وبناء السلام.

توصلت الدراسة الي ان التغطية الاعلامية تساهم في تجدد النزاع، وهناك حوجة الي المعلومات لكن التحديات الماثلة تتطلب العديد من المحطات الاذاعية لتغير نهج الاخبار، خطة التغطية والسياسة التحريرية.

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LIST OF ACRONYMS

AU	African Union
CPA	Comprehensive Peace Agreement
DDPD	Doha Document for Peace in Darfur
DPA	Darfur Peace Agreement
ICC	International Criminal Court
IDPs	Internal Displaced People
IMS	International Media Support
INGOs	International Non-Governmental Organization
MCE	Media City in Egypt
MW	Medium Wave
NGOs	National non-governmental organizations
NM	Nuba mountain
SMC	Sudan Media Center
SNBC	Sudan National Broadcasting Corporation
SNR	Sudan National Radio radio
SPLM/A	Sudan People's Liberation Movement
SRS	Sudan radio Service
SRTC	Sudanese radio and Television corporation
SUNA	Sudan News Agency
SW	Short Wave
UN	United Nation
UNAMID	United Nation Hybrid Mission
UNMIS	United Nation Mission in Sudan
UNSC	United Nation Security Council

