

Impact of Mass Media on Conflict Resolution (Specific to the Printed Media)

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Introduction

The role of the media plays a major role in shaping the contemporary consciousness of a confused society. Conflict is a news report that can be easily reported to journalists and is able to change public opinion. Conflict is a part of a human life. But most people do not like conflicts because, they usually do not resolve their conflicts constructively and so they develop distaste for it. They have no idea that there are numerous ways to constructively engage in conflict that lead to positive outcomes. Anyhow the concepts of conflict, violence and war have more depth than we think. So it is better to understand the concept of conflict. It is very important to understand the type of conflict that have to deal with so that, people can devise some standardized techniques in dealing with common characteristics of conflicts in each type of category. There are lots of categorizations for conflicts but mainly categorized into the following four types: Interpersonal, Intra-personal, Intra-group, Inter-group, Religious, Ethnic, Social, And Economic.

Conflict Reporting

In the world of today, media has become as necessary as food and clothing. It has played significant role in strengthening the society. Media is considered as "mirror" of the modern society, infact, it is the media which shapes our lives. The media have a powerful influence on how people view the world. Newspapers, radio and television are frequently the only link to events happening outside of one's neighborhood. A reporter's story on a conflict can be the sole information available to his audience. How the reporter frames the conflict can bias the audience in favor of one party or one solution over another; it can intensify the conflict or cool it down.

The main objective of this study is to study the impact of the media in reporting such conflicts. Accordingly, the media reporting of the ISIS terrorist attacks on April 21, 2019 is focused in this study. The study is based on cartoon

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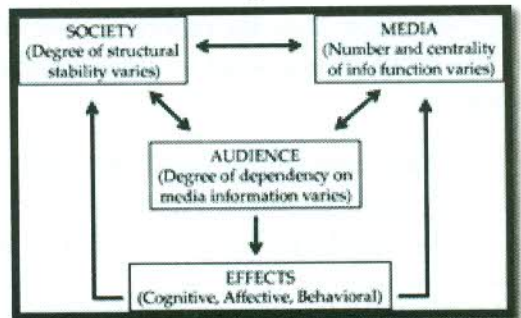
reporting specializing in print media. The study was based on the cartoon reporting published in Lankadeepa, Dinamina, Silumina, Mawbima, Daily Mirror, Sunday times, Thinakaran and Waramanjari newspaper from 22 April 2019 to 29 April 2019. Content analytics has been used as the research methodology in this study. The number of newspapers studied is as follows.

Lankadeepa	08
Dinamina and Silumina	08
Mawbima	08
Daily Mirror and Sunday Times	08
Thinakaran and warimanjari	08
Total	40

Impact of Cartoon in Print Media on ISIS Terrorist Attacks

On 21 April 2019, Easter Sunday, three churches in Sri Lanka and three luxury hotels in the commercial capital Colombo were targeted in a series of coordinated terrorist suicide bombings. Later that day, there were smaller explosions at a housing complex in Dematagoda and a guest house in Dehiwala. 259 people were killed, including at least 45 foreign nationals and three police officers, and at least 500 were injured. The church bombings were carried out during Easter services in Negombo, Batticaloa and Colombo; the hotels that were bombed were the Shangri-La, Cinnamon Grand, Kingsbury and Tropical Inn. According to the State Intelligence Service a second wave of attacks was also planned but was stopped as a result of government raids.

Cartoon in print media often played a key role in this conflict. Basically, their role can take two different and opposed forms. Either the print media takes an active part in the conflict and has responsibility for increased violence, or stays independent and out of the conflict, there by contributing to the resolution of conflict and alleviation of violence. Which role the print media takes in a given conflict and in the phases before and after, depends on a complex set of factors, including the relationship the print media has to actors in the conflict and the independence the print media has to the power holders in society.



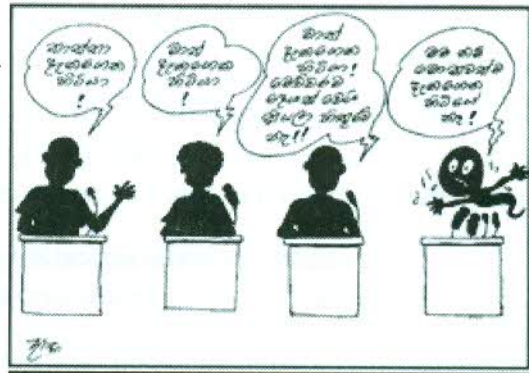
There by contributing take to the resolution of conflict as the example of Lankadeepa cartoon on 22th of April 2019.



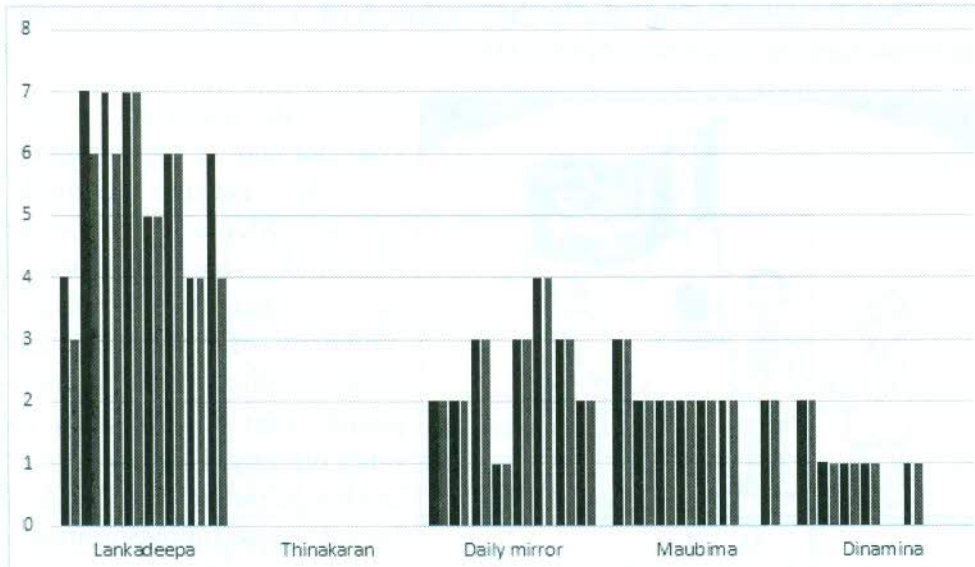
An important point to consider here is, the important to know how get into the minds of people. Media play a very important role in spreading images, images of threats, of animosity, of “the other”. Large scale conflicts mostly involve people who do not know each other directly. This has been able to change public opinion. As the facts discussed above information

is power and insight can impact on public discourse. This way, perceptions can be changed by a ccess to media. As the example of Lankadeepa cartoon on 23th of April 2019.

Quantitatively, the use of cartoons in Sinhala media newspapers was higher than that of Tamil and English newspapers, as can be seen in the graph below.



Newspaper	All Cartoon	Related cartoon
Lankadeepa	46	41
Dinamina and Silumina	06	06
Mawbima	15	15
Daily Mirror and Sunday Times	20	20
Thinakaran and warimanjari	00	00
Total	87	82



The graphical quantities are shown in the graph follow.

Conclusion

Newspaper cartoons are the way of that can be creative and send the message to the reader successfully, but the low usage of Tamil and English newspapers compared to Sinhala newspapers.

- The cartoon's communication features are high, but they don't require special literacy to understand them.
- The creator has used sarcasm in reporting this issue, but the legal frameworks for this have not been validated.
- It has been able to analyze the society at critically.
- Cartoons can show things that cannot be written and published, thus making them more socially critical than news reporting.

Keywords: Interpersonal, Religious, Ethnic, Social, Economic

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