

**ROLE OF ENUGU STATE BROADCASTING SERVICE IN CONFLICT
RESOLUTION**

(A STUDY OF ENUGU NORTH)

BY

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MC/2009/394

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES**

CARITAS UNIVERSITY

AMORJI-NIKE,

ENUGU

AUGUST, 2013.

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RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
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MASS COMMUNICATION

AUGUST, 2013.

Declaration

I, Anyanwu Fortune Chigozirim with the registration number MC/2009/394 under the supervision of Mr. Felix Ugwuanyi hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in Mass Communication.

Anyanwu Fortune Chigozirim

Date

Certification Page

I certify that this study was carried out by Anyanwu Fortune Chigozirim. It was approved by the Department of Mass Communication, Caritas University, Amorji-Nike, Enugu as meeting the requirements for the award of Bachelor of Science, B.Sc (Hons) Mass Communication.

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Dedication

This research work is dedicated to God Almighty for his immeasurable love, mercy, favour, provision, and blessing and for his protection throughout my stay in Caritas University and for successful completion of this research work.

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Table of Contents

Title Page	i
Declaration	ii
Certification	iii
Dedication	iv
Acknowledgement	v
Table of contents	vii
List of tables	viii
Abstract	i
CHAPTER ONE: INTRODUCTION	
1.1 Background of the study	1
1.2 Statement of the problem	5
1.3 Objectives of the study	6
1.4 Research Questions	6
1.5 Scope of study	6
1.6 Significance of the study	7
1.7 Operational Definition of Significant Terms	7

CHAPTER TWO: LITERATURE REVIEW

2.1	Introduction	8
2.2	Review of Concepts	8
2.2.1	Concept of conflict	8
2.2.2	Concept of conflict management	12
2.2.3	Concept Conflict Resolution	13
2.2.4	Concept of Broadcasting	19
2.3	Review of Related Studies	25
2.4	Theoretical Framework	27
2.5	Summary	28

CHAPTER THREE: RESEARCH METHODOLOGY

3.1	Introduction	29
3.2	Research Design	29
3.3	Population of the study	29
3.4	Sample Size and Sampling Technique	30
3.5	Description of the Research Instrument	32
3.6	Validity of Data Gathering Instrument	33
3.7	Method of Data Collection	33
3.8	Method of Data Analysis	33

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1	Introduction	33
4.2	Analysis of Demographic Data	34
4.3	Discussion of Finding	48

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1	Introduction	52
5.2	Summary of Findings	52
5.3	Conclusion	53
5.4	Recommendations	53
5.5	Suggestion for Further Studies	54
	Reference	55
	Appendix A	57
	Appendix B	58

List of Tables

Demography Data Table

Table 1: What is your sex?	27
Table 2: What is your age bracket?	28
Table 3: What is your marital status?	28
Table 4: What is your educational qualification?	29
Table 5: What is your occupation?	29
Table 6: Do you own radio, television or smart phone?	30
Table 7: Do you have access to ESBS?	30
Table 8: How often do you listen to ESBS?	31
Table 9: What do you understand by conflict resolution?	31
Table 10: What are the major causes of conflict?	32
Table 11: Have you witnessed any conflict in your ward?	32
Table 12: Does the state government play any role to conflict resolution in ESBS?	33
Table 13: Do you agree that the state government interfere in ESBS affairs?	33
Table 14: Have you listened to any anti-conflict messages?	34
Table 15: How convincing are the anti-conflict messages?	34
Table 16: Does ESBS shape your perception on conflict resolution?	35
Table 17: Which of the programmes contributes to conflict resolution in Enugu North?	35
Table 18: Which do you prefer?	36
Table 19: How has ESBS contributed to conflict resolution?	36

Abstract

The aim of this study was to analyze the Role of Enugu State Broadcasting Service in Conflict Resolution. (A study of Enugu North). To achieve this aim, the survey research method was used. Subjects were drawn from the audience of Enugu North, using simple random sampling technique and purposive sampling technique. Four research questions guided the study. Research findings showed that Enugu State Broadcasting Service has contributed greatly to conflict resolution through the programmes they aired. The research also found out that there is a high level of the state government interference in ESBS affairs. To this end, the researcher recommended that the level of interference of the state government in the affairs of ESBS should be at minimum to ensure efficiency in their discharge of duties. The researcher suggested that further studies should be carried out on the impact of ESBS in sustainable programmes on conflict resolution. Programmes that aid conflict resolution should be appropriately sponsored to make for continuity.

CHAPTER ONE

Introduction

1.1 Background of the Study

Human beings as social animals have always been embroiled in temporary and continuous disputes and fracas collectively called conflicts since time immemorial. This come in the form of individuals against individuals, families against families, kingdoms against kingdoms, and more contemporary, countries against countries. Boulding, K. (1989).

According to Pruitt and Robbins, (2002). Conflict can be defined as “The perceived divergence of interest, or a belief that the party’s current aspirations cannot be achieved simultaneously from gradual interactions between the parties. They are ultimately a direct result of the given relationships and interactions between species, will in one way or another breed friction and discontent thereby, giving rise to perceived injustice and the attendant frictions and agitations. Bercovitch, J. (2002).

However, the need to be recognized as a member of a unit is such a functional social factor, that any attempt or perceived attempt to undo or ridicule the natural statutes, breeds divergent and friction thereby gradually heating up the system to a toxic edge. Wilson, K. (1988).

Thus, minimizing this friction has become imperative as it has seldom proved impossible to eliminate. This redemption notion has given birth to the theory of “Conflict Resolution” a brain child of the need for stakeholders to work out a route of any conflict.

Brief History of Enugu State Broadcasting Service [ESBS]

Enugu State Broadcasting Services comprises of radio and television outfit. It has been in existence since independence in the Eastern part of Nigeria since 1960. Enugu State Broadcasting Service was formally known as Eastern Nigeria Broadcasting Corporation [ENBC]. Eastern Nigeria Broadcasting Corporation television consisted of a two camera studio and control room, television with a 100 Watts television transmitter.

During the Nigeria Civil War, ENBC was known as Radio Biafran. The challenges of the war put the ability and technology to the acid test. The corporation retained its name as Eastern Nigeria Broadcasting Corporation till the end of the Nigeria Civil War in 1970. It was later re-called, East Central State Broadcasting Service [ECBS], to reflect its ownership by the news which was carved out from the Eastern region.

But with the creation of new Anambra and Enugu State in 1991, and the subsequent disengagement of the staff on March 16, 1992, the Anambra Broadcasting Service Enugu Awka and Enugu State Broadcasting Services [ESBS]. Mr. Peter Prouman was its first director general. Enugu State Broadcasting Service was established for effective information dissemination in all parts of the state. It was to bridge the information gap between the government and the governed from rural to urban areas in order to stimulate interest between government and rural folks. It is in the light of the above that the study is designed to measure the “The Role of Enugu State Broadcasting Service in Conflict Resolution.”

Conflict Resolution

Conflict resolution is generally conceptualized as the methods and processes involved in facilitating the peaceful resolution or ending of conflict.

Avruch, K. (1990).

Often, committed group of members attempt to resolve group conflicts by actively communicating information about their conflicting motives or ideologies to the rest of the group. By this means, they tender their intentions and reasons for certain beliefs, engaging in collective negotiations that are intended to end the conflict or crisis.

The term “conflict resolution” may also be used interchangeably with dispute resolution, where arbitration and litigation processes are critically involved. Burton, J. (2002). In Nigeria, and Enugu to be precise, conflicts which have had menacing effects on the life of the people, especially conflicting communities or parties, have always been resolved by the direct intervention of government.

The government intervention comes in the form of direct deployment of military and paramilitary personnel's in war-prone conflicting areas, negotiations committees that reach out

to the elders(stakeholders) of the conflicting parties or by the use of media, through anti-conflict propaganda messages.Dentsch,M. (1983).

History of Conflicts

Axelrod, Robert. (1984). Observed that;

Competition among and between species,for food, habitats, mates,and general Survival are functionally implicit in theProcess of evolution, and hence, intrinsic to their existence as living things,Prone to social and community friction.

This clearly reflects the functional imperativeness of conflicts as a social feature of any group where interactions exist. The history of conflicts therefore, is as old as man himself.

Biblically, conflict arose in the Garden of Eden, when Adam and Eve disobeyed God's“supreme injunction” not to eat of the fruit in the middle of the garden.(The forbidden fruit)”. His disobedience was recorded to have ensued a brawl between him, his wife (Eve) and God, the creator, prompting the later to met punitive measures on the disobedient pair.

Subsequently, civilized conflicts and wars can be historically traced to the Paleolithic and Neolithic era. Bronoski, R.(1978).Reflects that, “Early conflicts of the Neolithic era, emanated

spontaneously from a contest to control the surpluses and resources discovered by man in that era.”

Conflict of old as much as those of contemporary era had stemmed also from the selfish divergence of views, in the form of political ideologies, religious differences and ethnic and social factors.

Documented conflicts can also be traced from the Punic wars to the Greco-Persian conflicts, to the Barbarian invasions of the Romans, to the Crusaders of the Arab world, the Northern wars, the French wars, the Nazi wars, the Israeli-Palestine conflict, the independence and insurgency wars, and most recently terrorist conflicts. Boulding, Kenneth. (1962).

In Nigeria, conflicts most notably can be traced back to the post -colonial era, with the Biafra civil war, the most prominent example. There have been several conflicts in religions relating to certain agitations by seemingly aggrieved parties. This could be Trans-ethnic or Intra-ethnic. Chinua, A. (2012). Enugu State has also had its fair share of conflicts most notably among them include, the Umuode Community Crisis, Udi Community Crisis and the notorious Oruku Kingdom Crisis.

1.2 Statement of the Problem

The prevalence of conflict in the world and particularly in the African Sub-region has been a major source of concern to individuals, families and the society at large. People have become apprehensive about the negative consequences of conflict, due to the way and manner it erupts in our society.

However, the media have also been noted for its dysfunctional roles in the society. Since the media seek to mould the opinion of users, it is logical that their negative roles would have negative effects on society. Although the media to a large extent indeed play biggest role of ensuring that conflicts or any particular conflict receives wide public attention.

The question this research work seeks to answer therefore is, what role does Enugu State Broadcasting Service play in Conflict Resolution in Enugu North?

1.3 Objectives of the Study

1. To determine the reach of audience base of Enugu North to ESBS.
2. To know the meaning and concept of conflict resolution.
3. To find out the level of interference of the state government in ESBS affairs.
4. To determine the contributions of ESBS to conflict resolution in Enugu North.

1.4 Research Questions

1. What is the reach of audience base of Enugu North to ESBS?
2. What is the meaning of the concept of conflict resolution?
3. To what extent does the state government interfere in ESBS affairs?
4. How has ESBS contributed to conflict resolution in Enugu North?

1.5 Scope of the Study

The essence of this research work is to primarily study The Role of Enugu State Broadcasting Service in Conflict Resolution. A study of Enugu North. The study intended to

focus on conflict resolution in Enugu North local government area for easy analysis of data. This will reduce cost and avoid complexity which may arise due to a very large population.

However, the findings of the study will be based on the indigents of Enugu North, since they all have similar characteristics.

1.6 Significance of the Study

Studies on conflict and conflict resolution matters are of paramount importance to everyone, the conflicting parties, the government, non-warring parties etc. This study formed a documented framework exposing the ills and dangers of scourage and recommending ways to avert or sustain such occurrences in the future.

1.7 Operational Definition of Significant Terms

Conflict: Refers to disagreement or discontent between two parties usually due to perceived disadvantage by one of the parties. Conflict can be in form of disputes or crisis or extremely, war.

Propaganda: It is a message designed to persuade the intended audience to think and behave in a certain manner, preferably as planned by the broadcaster of the message.

Hydra-Headed: This refers to the complexity of an issue. That is, issues that assume multi-dimensional twist are said to be hydra-headed.

Reportage: This refers to the texture of what is being broadcast.

CHAPTER TWO

Review of Related Literature

2.1 Introduction

This chapter is a review of related studies on “The Role of Enugu State Broadcasting Service in Conflict Resolution”. (A Study of Enugu North).The chapter is organized under the following headings;

1. Review of concepts.
2. Review of Related Studies.
3. Theoretical Framework.
4. Summary.

2.2 Review of Concept

The following concepts were reviewed they were;

1. The concept of conflict.
2. The concept of conflict management.
3. The concept of conflict resolution.
4. The concept of broadcasting.

2.2.1 The concept of conflict

Conflict can be seen as the perceived divergence of interest or belief that the parties' current aspirations cannot be achieved simultaneously from gradual interactions. Pruitt and Robbins,[2002].

Conflict can range from simple disagreement to war. Joyce Hocker and William Wilmot's definition describes conflict “as an expressed struggle between atleast two interdependent parties who perceive incompatible goals, scarce resources, and interference from other party in achieving their goals.” This definition emphasizes the central role of communication. Conflict can be experienced without being expressed; group members can be acutely uncomfortable without saying a word. But how conflict is expressed and how it is handled are communicative

acts, which explore. Therefore, efficient application of communication through the broadcast media, such as Enugu State Broadcasting Service must occur, considering the understanding of dynamics of conflict.

Closely related to the conflict background are the stages of conflict. Each conflict has its dynamics, characterized by different stages and phases of change and transformation. Lederach points out, conflict is not a static phenomenon, but is expressive, dynamic and dialectical. Lederach, [1997].

According to Simon Fisher et al, [2000]. Conflict can be divided into five stages.

Pre-conflict stage: This is when goals between parties are incompatible, which could lead to open conflict. At this stage the conflict is not well known because parties try to hide it from public view, but communication is undermined between them.

Confrontation stage: At this point, the conflict becomes open or manifest. This is characterized by occasional fighting, low levels of violence, and search for allies by parties, mobilization of resources, strained relations and polarization.

The crisis stage: Represents the peak of the conflict. It involves war and intense fighting, leading to killings, injuries, large scale population displacements, and the use of small arms and light weapons etc.

Outcome stage: This is assumed that all conflict will pass through this stage, one way or the other. Either one side wins and the other loses, or a ceasefire may be declared; one may surrender, or the government or other third party intervening forces stronger than the warring

parties intervene to impose a solution and stop the fighting's. The critical issue at these stages is that, violence is decreased, which allows room for some discussion to commence or alternative means of settling the conflict.

Post-conflict stage: At this stage, violence has either ended or significantly reduced, and the parties have gone past the crisis stage. This stage, involves addressing the underlying cause of the conflict, those incompatible goals which creates the conflict in first instance, such as the needs and fears of the parties. If they are not tackled at this stage, the conflict cycle may be re-enacted and a return to the re-eruption of violence is a possibility.

Types of Conflict

Task conflict: This is also known as substantive conflict. It is found in disagreement over ideas, meaning, issues and other matters to the task. Task conflict is work-related and is the basis for effective decision making and problem solving. This type of conflict allows group members to challenge and evaluate ideas, proposal, evidence, and reasoning.

Relational conflict: This is also known as affective conflict. It originates from interpersonal power clashes, likes and dislikes unrelated to the group's task. It represents the who in the conflict and it's generally detrimental to the efficient functioning of any group. Mahmat Bayazit and Elizabeth Mannix found out that relational conflict, not task conflict, was the main reason team members gave for expressing a desire to leave the team.

Characteristics of Conflict

1. Two persons must be involved in the conflict or parties conflicting.

2. The view of the contending party must be different. That is, disagreement on an issue.
3. Each party must have a leader who is responsible in maintaining the conflict.
4. There must be a third party to resolve the conflict.
5. In all conflict it can be resolved partially or totally.

Factors Responsible for Conflict

According to Ikechwuku, N. (2004). There are three causes of conflict.

1. **Intrapersonal level:** this is when one is not at peace himself. Several factors usually have independent impacts on the individual to make himself conflictual in a situation. It is mostly those who have psychological makeup that tend to behave in that manner. This could arise from individual needs or expectations, perceptions of events.
2. **Interpersonal conflict:** This arises as a result of incompatible goals between two parties. At this point, it is caused by faulty interpersonal communication such as unclear instructions or messages, inappropriate criticism by subordinate in public, wrongly-timed criticism.
3. **Structural functional causes of conflict:** It could also be referred to as structural ownership of land; such as land between two parties. It has its roots from interactions between organizational or group structures. They arise as a result of scarce resources, ambiguity over responsibilities or jurisdictions, faulty or inadequately applied reward systems, unreasonable deadline, poor decision making system approach etc. Kretnner, K. (1995).

Others are;

4. **Beliefs:** Beliefs such as cultures and traditions of a land amounts to conflict.

5. **Endemic situations:** Endemic situations such as diseases cholera, malaria could amount to conflict.

2.2.2 Conflict Management

Conflict management is the process of reducing the negative and destructive capacity of conflict through a number of measures and by working with and through the parties involved in that conflict. This term is sometimes used synonymously with conflict. It covers the entire area of handling conflict, by being proactive. It encompasses conflict limitation, containment and litigation. In the words of John Burton, this may include “conflict prevention.” Burton, J. [1990]. He also said that the term can be used to connote containment of conflict through steps introduced to promote conditions in which collaborative and valued relationships control the behaviour of conflicting parties. The term “conflict management” is perhaps an admission of the reality that conflicts is inevitable, but that, not all conflicts can always be resolved. Therefore, what practioners can do is to manage and regulate them.

Importance of Communication in Conflict Management

Communication is a veritable tool to effective understanding and management of conflict at all levels. To achieve success in conflict management, one has to be familiar with interpersonal communication, intrapersonal communication, group communication, national and international communication practice.

Ikechukwu, E.(2004).The mass media of communication have special role to play in conflict understanding and management at various levels of human existence. Although their

influence or role in conflict management tends to be perceptually more pronounced at the group, communal, societal and global or international levels of conflict management.

Roles of Mass Media in Conflict Management

1. In times of crisis the responsibility of the mass media is magnified ten folds by society's demand for more news, information and analysis. That is, the mass media informs the public on the level of crisis or war in a community where involved.
2. It is a carrier of different shades and colours of information both positive and negative.
3. It increases capacity to influence debate and shape public opinion. Every word, written or spoken by the media is a potential matchet, bullet or bomb in the minds and hands of victims and perpetrators. (Sankore,p. 13).

2.2.3 The concept of Conflict Resolution

Conflict resolution has been conceptualized as the methods and processes involved in facilitating the peaceful ending of a conflict usually in the shapes of group members initiating a compromising dialogue or ideologies to the rest of the group. Augsburger, D. [1992]. This is to say that conflict resolution is essentially aimed at intervention to change or facilitate the course of a conflict. Conflict resolution provides an opportunity to interact with the parties concerned, with the hope of at least reducing the scope, intensity and effects of conflicts. During formal and informal meetings, conflict resolution exercises permit, a re-assessment of views and chains as a basis for finding options to crisis and to divergent point of view. Communication thus, is very pivotal in resolving any conflict and this is where the media comes in handy.

Bannon,I.[2003].

However, one factor that has been found common in conflict situation is the absence of the right information or breach of communication between parties involved. Provision of the right information has been seen as the panacea for conflict resolution. According to Gisesa[2002]. Conflict and peace have revealed that conflict are based on deficiency of information, stressing that cases of misinformation, wrong information or missing information chance, disparity in opinions and social difference which may lead to as well as heighten conflict.

Thus, a wide range of methods and procedures for addressing conflicts exist, following the reason behind them. This includes but not limited to the following;

1. Negotiation.
2. Mediation.
3. Diplomacy.

Negotiation: This is a dialogue between two or more people or parties, intended to reach an understanding, resolve point of difference, or gain advantage in outcome of dialogue, to produce an agreement upon courses of action, to bargain for individual or collective advantage to craft outcomes to satisfy various interests of two people or parties involved in negotiation process. Burton, J.[2001].Bronowswki [1983],further puts that negotiation is a process where each party involved in negotiating tries to gain an advantage or minimize disadvantage for themselves by the end of the process. That is, it is intended to aim at a compromise and occur in business, non-profit organizations, government branches, legal proceedings, international dealings and in personal situations such as marriage divorce, parenting and in everyday life

event that is prone to friction and conflict. Michel, N. [1990]. The employment of negotiation in conflict resolution stems from general assertion that when the parties involved in a conflict are optionally satisfied, conflict will definitely not ensue.

Mediation: Broadly refer to any instance which a third party helps others to reach an agreement. Johan, G. (2002). The term mediation on the other hand is used as a form of alternative disputes resolution a way of resolving disputes between two or more parties to negotiate a settlement. Adam Currie, (1992).

More often, mediation has a structure timetable and dynamics that “ordinary” negotiation lack. The process is usually private and confidential, possibly enforced by law. The mediator acts as a neutral third party and facilitates rather than directs the process. Mediators use various techniques to open, or improve dialogue between disputants, aiming to help the parties reach an agreement. Much depends on the skill of the mediator. As the practice of mediation gained popularity, training programmes, certification and licensing followed, producing trained, professional mediators committed to the discipline.

Diplomacy: In conflict resolution diplomacy refers to any art and practice of conducting negotiations between representatives of groups or states. It usually refers to international diplomacy, the conduct of international relations through intercession of professional diplomats.

Dual Concern Model of Conflict Resolution

The dual concern model of conflict resolution is a conceptual perspective that assumes individual's preferred method of dealing with conflict is based on two underlying themes or dimension.

A concern for (Assertiveness).

A concern for others(Empathy).

According to the dual concern model, group members balance their concern for satisfying personal needs and interests with their concern for satisfying the needs and interest of others in different ways .The intersection point between these two dimensions ultimately lead individuals forward towards exhibiting different styles of conflict resolution. Goldfien and Robbennolt,(2007).

In the light of this, the model indentifies five conflict resolution styles or strategies that individuals may use depending on their dispositions towards pro-self or pro-social goals. They were;

Avoidance Conflict Style

This is characterized by inaction and positivity. Avoidance conflict style is typically used when an individual has reduced concern for their own outcomes as well as the outcome of others .During conflict, these avoidance adopt a “wait and see” attitude, often allowing conflict to phase out on its own without any personal involvement.Bayazi and Mannix, (2005).Unfortunately, by neglecting to address high-conflict situations, avoider risk allowing

problems to fester out of control. Avoidance also means a way of ignoring or suppressing conflict with the hope that they either disappear or remain at manageable levels without escalating. It should therefore be used in conflict situations in which issues are trivial or more important issues are pressing, when you will gain by avoiding conflict or preventing it.

Yielding Conflict Style

In contrast, yielding or “accommodating” conflict style is characterized by a high concern for others while having a low concern for one’s own self. This passive pro-social approach emerges when individuals derive personal satisfaction from meeting the needs of others and have a general concern for maintaining stable, positive social relationships. When faced with a conflict, individuals with a yielding conflict style tend to give into others’ demands out of respect for the social relationships.

Competitive Conflict Style

Competitive or fighting conflict style means being uncorporative. The individual seeks to satisfy himself only, not minding the import of his decision and activities on the other parties to the conflict he is competing. It could also maximize individual assertiveness (ie, concern for self) and minimizes empathy (ie, concern for others).Groups consisting of competitive members generally enjoy seeking domination over others, and typically see conflict as a “win or lose”predicament. That is, fighters tend to force to accept their personal views by employing competitive power tactics (e.g, argue, insult, accusation, violence) that foster feelings of intimidation.In essence the best way to resolve this is the use of force or forceful achievement

of one's objective especially when situation demands quick decision action in emergencies, and against people who take advantage of non-competitive behaviours. Bartol and Martin (1997).

Cooperative Conflict Style

It means an active concern for both pro-social and prop-self behaviour. Cooperation conflict style is typically used when an individual has elevated interest in their own outcomes as well as of others. This is used when objectives of the party is to find integrative or unifying solution on perspective. During conflict, cooperators collaborate with others in an effort to find an amicable solution that satisfies all parties involved in the conflict style tend to be highly assertive and highly empathetic at the same time. By seeing conflict as a creative opportunity, collaborators willingly invest time and resources into finding a "win-win" solution. Strmberg and Dobson,(1987). Jarboe and Witterman, (1996). Opined that the cooperative conflict style is ideally recommended above all others.

Conciliation Conflict Style

Conciliation or "compromising" conflict handling style indicates that there is no winner or loser because each party is willing to give up something in the interest of harmony. For instance, when goals are important but not worth the effort. Simple put compromising conflict handling style are individuals who possess an intermediate level of concern for both personal and others' outcomes. Compromisers value fairness and in doing so, anticipate mutual give and take interactions. By accepting some demands put forth by others. Compromisers believe this agreeableness will encourage others to meet half-way, thus promoting conflict resolution.

Vande and Tuwern, (1994). Conciliation style is considered an extension of both “yielding and cooperative” strategies.

Therefore, the above are key decision to act in a given conflict resolution situation.

2.2.4 The concept of Broadcasting

Broadcasting in Nigeria took inception from the year 1932 through the Radio Re-diffusion Service of the Empire Service, a Short Wave (SW) service of the British Broadcasting Corporation (BBC). However, the first appearance of electronic media in Nigeria came earlier in the year 1903.

This was through the cinema film projection. Although the history of mass media began with the print media, the newspaper and magazine took the first stage before the electronic media came with the film which could not really be called a mass medium since its audience and distribution channels did not match the mass medium description and prescription. The radio and television followed. All these other media that came later than the print media are referred to as the electronic media, because they make use of electronic waves and signals to transmit their messages to their variegated audience.

The term broadcasting refers to the airborne transmission of electromagnetic audio signals (radio) or audiovisual signals (television) that are accessible to a wide population via standard, readily available receivers. Owuamatam (2002). Says broadcasting is an electronically structured social medium of interaction between a source and a receiver. That is, it is a powerful tool used in achieving goals through communication strategies. Broadcasting is a

society wide type of message dissemination which involves the transmission of ideas, words, sound, pictures and values in the form of signals through the airwaves to a target audience. Broadcasting is an activity of a branch of the media of mass communication called the electronic media.

More so, broadcasting is an activity of a branch of the media of mass communication called the electronic media. It therefore, uses transmitters and airwaves in the transmission of news and information to their heterogeneous audience. This is the main distinguishing factor between television/radio and film. Film makes use of projector, and people have to go to cinema houses to watch programmes of film production. Film is not a broadcast medium, but it is an electronic medium.

Messages of the broadcast media consist of the aggregate of the major occurrences in the larger society. The broadcast media is divided into two, radio and television.

Radio

Radio has proved to be the most effective means of reaching audience of any nature, despite their distance, language, and literacy level. It is a medium through which messages could be passed to the audience even while they are doing other things-cooking, reading, washing, discussing etc.

Radio has various advantages over other media. It breaks the barrier of illiteracy and poverty. This means that it can be used to pass messages to both literate audience and any person can relatively afford radio more than other media. Immediacy is an advantage it enjoys

with television. Radio is flexible in that messages can be changed or replaced with another even at eleventh hour. Flexibility is also reflected in the ability to have specialized or different programmes for varied audience. Okoro, N. (1998).

Television

Television combines sight and sound in passing messages across to the audience. Sanda in Okoro (1998,p.32.). Describes television as the medium of the moment because “it has the ability to demonstrate, illustrate, compare, contrast, persuade and convince in a colourful, dramatic and stylistic manner.”

Advantages of Television

1. The ability to combine sight and sound in message dissemination. It keeps a lasting impression in the minds of the audience.
2. It is a flexible medium in that every message could be produced for the television audience.
3. It breaks the illiteracy barrier.

The basic disadvantage of television is the transient nature of the message and relatively high cost of acquiring a television set which keeps it out of the reach of a good number of people especially in developing nations.

Characteristics of the Target Audience

1. **Heterogeneity:** Means that the audience is made up of differing social attainment and status. These differences can also include geographical location and cultural backgrounds.

2. Anonymity: It means that the broadcaster does not personally know the audience. Thus, broadcast messages are To Whom It May Concern. Furthermore, broadcast messages are transient. That is, they are not permanent, unless captured on tape.

3. Airwaves/Radio waves: This implies messages sent out in form of radio/television signals, which travel in space without wires booted by transmitter to the various receiving sets located in various homes and places.

Roles of Broadcast Media

Okafor,(1994). Writes,

media are first and foremost entertainment media,
although they are equally profoundly capable of
educating and entertaining listeners and viewers
which individuals are helped to attain the
development of his potential and his maximum
activation when necessary to right reason
and to achieve thereby his perfect self-fulfillment.

Throwing more light on the functions, broadcasting performs different roles to its audience such as;

- 1. Surveillance:** Here the mass media are the eyes and ears of the public. News media provide information and alert us of the changes that take place around us. Television

conveys an impact of immediacy in its news reporting; viewers feel that what they see is happening at the moment even though they may know what a great deal was recorded earlier on film or video tape.

2. **Entertainment:** It relates to relaxation. It is meant to ease tension from much labour. The function of entertainment in mass communication is not meant for punishment but for leisure and relaxation. This is simply why families can sit comfortably in their various homes viewing comedies; sports and cartoons for children; this is to say that entertainment by the media does not simply mean people dressed in rags dancing and entertaining the audience only. Entertainment comes not only from film and television, but also from other media like newspapers, magazines, books and radio. Approximately, three-fourth of the programming on TV qualifies as entertainment; for radio stations with a music format, the percentage is even higher. For many years entertainment was passive activity; people watching TV were often referred to as “couch potatoes” because they sat on their couches and watched what someone else produced. TV can be an excellent companionship for older people who live alone. A simple turn of radio switch can bring you relaxing music.
3. **Correlation:** Hornby et al, (1980) in Oxford Advanced Learners’ Dictionary of current English, defined correlation as mutual relationship. This means, it is an agreement between two things brought together. In keeping the definition by and large, correlation is closely related to surveillance.
4. **Cultural transmission:** The media mirror the society, standardize and reinforce its behavioural norms. We learn how to behave by observing the actions of others through

5. The media. Cultural transmission as function of the broadcast media is simply the preservation of past heritage or culture, and since culture permits small and total departure from its prescriptions, this function of the broadcast media is the transfer of culture from one ethnic group to another and from generation to generation, for the purpose of promoting and even integrating culture.
6. **Status conferral:** Lazarsfeld and Merton remind that the media confer status on person's organizations and ideas. This function means that the more one is featured in the media, the more one's status is raised to public prominence.
7. **Enforcement of cultural norms and value:** Through their coverage of cultural festival, traditional dances, exhibitions of local arts and crafts, folklore and vernacular discussion programmes on radio and television as well as publications in magazines and the mass media play a role in the enforcement and transmission of culture.

Characteristics of Broadcast Media

1. Broadcasting uses electro-magnetic radiation.
2. Broadcasting uses voice, not code.
3. It uses signals that are intended for reception by the general public.
4. Its operations are usually licensed or authorized by government.

However, the above mentioned, indicated that the media or broadcast media, is capable of influencing, educate and also change the perception of its target audience on issues that arise in the society, whether negatively or positively, through the programmes aired time to time with much emphasis. Therefore, the ability of the broadcast media to report objectively,

right information or breach of communication to its public, would rather maintain balance in the society. It is the absence or deficiency of information or missing information chance disparity in opinions and social difference which may lead to as wellheighten conflict in the society.

2.3 Review of Related Studies

Two key study related to the present study were reviewed.

Otufodunrin, L. (2013).*The Role of Media in Conflict Resolution: Reportism in Conflict by Ufuk Dialogue Foundation and Nigeria Turkish Nile.* (School of Communication Lagos State University 21, January 2013).

According to the researcher, the media undoubtedly has a major role to play in conflict resolution. Often, individuals, group and communities usually have cause to disagree in one issue or the other. Except the conflict is quickly resolved, it may degenerate into major crisis requiring peaceful resolution. The success of the resolution of conflict may sometimes depend on the role the media chooses to play.

The study examined that, publication or broadcast of falsehood and undermined effort to resolve conflict. It traced the incident that happened during the Second Republic Gubernatorial election in old Ondo State between the defunct National Party of Nigeria (NPN) and Unity Party of Nigeria (UPN). While the state radio station was supporting the incumbent late Chief Adekunle Ajasin and the Federal Radio Station supported late Chief Akin Omoboriowo. The study examined the widely accepted roles of the media are to inform, educate and entertain.

The information and education role of the media provides it with the major opportunity to resolve conflict, especially when the ethics of the profession are strictly adhered to. The ethics of the profession demand among others that media professionals should be truthful, accurate, fair, and balance in their report and broadcast. Unfortunately, this is not the case in many media reporting of conflict. Instead of helping to resolve conflict, the media helps to complicate situation.

The researcher indicated that the notion bad news sells, probably explain why media will sometime prefer that a crisis last more than it should. Our commercial interest should not over ride that of the general public or the affected public.

However, the study reviewed and the present study is related because they both emphasized on the role of media in conflict resolution. The reviewed study therefore, failed to give detailed analyses on howthe media help in conflict resolution. The present study therefore analyzedin detailed the role of media in conflict resolution.

Selina, N.O.(2005,Vol.1No.1).*Ethno-Religious Conflict in Nigeria issues, Resolution:(A journal of Media Studies Published by Department of Mass Communication Enugu State University of Science and Technology on 2nd August, 2005).*

The researcher indicated that since independence ethno-religious crises strife were a consequence of communal crisis between “indigenes” and settlers, over land conflict, over political (financial resources) control, disagreement over chieftaincy (whether Emir, non Emir, traditional) discord over differential laws (Sharia, non sharia).She also stated that Nigeria is a

multi-lingual and multi-cultural country of about 374 ethnic groups, with 120 million people. The three main religious groups are: Christianity, Islam and Traditional African Religion.

The study examined a very high level of awareness of environmental rights, especially in oil producing communities. Government failure to meet the expectation of these people results in skepticism, antagonism and violence.

Thus, the reviewed study failed to dish out the medium through which conflict could be resolved. But the present study indicated the means and processes through which conflict could be resolved through broadcast media

2.4 Theoretical Framework

Agenda setting theory by Max McCombs and Dr. Donald Shaw (1972) formed the theoretical foundation of this study.

According to Coleman, McCombs, Shaw and Weaver (2009, p.147). Agenda setting theory is the process of presenting certain issues frequently and prominently with the result that large segments of the public come to perceive those issues as more important than others by the mass media. It is saying that the substantial members of the public get to know about happenings in the real world through second-hand avenue, magisterially dominated and shaped by the mass media.

In the same vein, the public do not only learn about the issue of the day via mediated communication; they are primed to attach differential weights to those issues in response to media placements, displays and contextualization.

Lippman, (1922). Stated that the media help to “put pictures in our heads”. This explains the power of the mass media to set the agenda and raise issues of importance. This theory is a powerful influence of media, the media’s ability to tell us what issues are important, what persons are important, in the society.

This theory best suits the study, because the mass media is perceived as an institution of the society that contributes to peaceful resolution of crisis either consciously or unconsciously to the escalation of conflict.

2.5 Summary of Literature Review

This chapter reviewed the concept of conflicts, causes and characteristics of conflicts, conflict management, importance of communication in conflict management, roles of mass media in conflict management, conflict resolution, methods of addressing conflicts, conflict handling styles and broadcasting. It also had a review of related studies. Agenda setting theory formed the theoretical base of the study, stating the relevance of the theory to the study.

CHAPTER THREE

Methodology

3.1 Introduction

This chapter described the methods used for data collection. They were research design, population of the study, sampling size and technique, description of research instrument, validity of data gathering instrument, methods of data collection and method of data analysis.

3.2 Research Design

Kerlinger, F.(1973). Defined research design as the plan, structure and strategy of investigation concerned as to obtain answer to research question and control variance. Research design is a step by step approach that the research adopt to complete the study. Edeani, D.(2006).

In the light of this study, the research adopted the survey method of data collection. It is used to obtain the peoples opinion through questionnaire.

3.3 Population of the Study

Okechukwu,(2001). Defined population as the total number of people that are important or relevant to a particular study or sursvey. It is also any well defined class of people, events or subjects which can be living and non living things.

The population of this study is based on Enugu North local government area in Enugu State, comprised of 245,831. They were;

Ogbete West	25,994
Abakpa	30,005
GRA	19,600
Asata	19,600
Ogui Layout	41,237
Indepence Layout	10,036
New Heaven	18,753
Umunevo	11,585
Ihewiri	10,263
China Town	8,891
OnuAsata	22,624
Ogui Township	21,647
Ogbete East	25,196

An estimated total of 245,831 inhabitants formed the population for this study.

3.4 Sampling Technique/Sample Size

Sample is a portion of universe or population which reasonably reflects the opinion, attitude or behaviour of the entire group. Ozo, et al (1999). It is also an individual portion by

which the quality of more of the same sort is to be deduced or judged. Webster's dictionary (1992).

In the cause of this study, the researcher adopted a Simple Random Sampling Technique as postulated by Chochran, (1977). Sampling technique is specifying how elements were drawn from the population.

Ogbete West	25,994
Abakpa	30,005
Asata	19,600
Ogui Layout	41,237
Independence Layout	10,036
New Heaven	18,753
Umunevo	11,585
Ihewiri	10,263
China Town	8,891
OnuAsta	22,624
Ogui Township	21,647
Ogbete East	25,196

Using the simple random sampling technique four wards were selected. They were, Independence layout, Ogbete East, Ogui Township, and New Heaven. Using the purposive sampling technique the researcher purposively selected a sample size of 200 from the four wards. Independence Layout contributed a sample size of 50 respondents, Ogebeta East contributed a sample size of 60 respondents, Ogui Township contributed a sample size of 50 respondents, and New Heaven contributed a sample size of 40 respondents. Therefore, the sample size for the study is 200.

3.5 Description of Research Instrument

The research instrument used for this study was the questionnaire. The questionnaires were structured in closed ended format with a view to arrive at an objective and reasonable conclusion. Onuweluzo, (1999). Defined questionnaire as a list of question to be answered by a respondent to get their views about a subject. It is preceded by a covering letter, introducing the researcher, explaining the purpose of the research and soliciting assistance in providing the required information.

A total of eighteen(18) items were drawn and administered to the respondents. The researcher divided the questionnaire into two parts. Part A contained items on the demography of the respondents while part B contained items that answered the research questions formulated for the study.

Items 1-5 answered questions on the demography of the respondents.

Items 6-8 answered research questions one.

Item 9 answered research question two.

Items 10-13 answered research question three.

Items 14-19 answered research question four.

3.6 Validity of Data Gathering Instrument

The researcher through her supervisor tailored the questionnaire to standard criteria to ensure consistency of required result.

3.7 Method of Data Collection

Data was collected using questionnaire administered face to face to the respondents by the researcher herself. In the cause of this study, 200 questionnaire were distributed and 150 was retrieved which gave a return rate of 75%.

3.8 Method of Data Analysis

Simple tables, frequency and percentage were adopted in the presentation and analysis of the data generated for this study. These statistical tools were used because they were suitable means of breaking down and analyzing the generated data.

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

The purpose of this study was to determine the of Role of Enugu State Broadcasting Service in Conflict Resolution. (A study of Enugu North). This chapter is concerned with presentation and analysis of data gathered through the questionnaire distributed. Two hundred 200 copies of questionnaire were distributed, out of which one hundred and fifty 150 copies were retrieved. This gave a response rate of 75%. The study answered the following research questions:

1. What is the reach of audience base of Enugu North to ESBS?
2. What is the meaning and concept of conflict resolution?
3. To what extent does the state government interfere in ESBS affairs?
4. How has ESBS contributed to conflict resolution in Enugu North?

4.2 Analysis of Demographic Data

Items 1-5 in the questionnaire answered questions on the demography of the respondents.

Question 1: What is your sex?

Table 1: Response to question 1

Response	Frequency	Percentage
Male	83	55.3
Female	67	44.7
Total	150	100

On the table above, 83 respondents (55.3%) out of 150 were male, while 67 respondents (44.7%) were female.

Question 2: What age bracket do you belong to?

Table 2: Response to question 2

Response	Frequency	Percentage
18-21	40	26.7
22-25	50	33.3
26-29	50	33.3
30 and above	10	6.7
Total	150	100

From the table above, 40 respondents (26.7%) out of 150 respondents fell under the age bracket of 18-21, 50 respondents (33.3%) fell under the age bracket of 22-21, 50 respondents (33.3%) fell under the age bracket of 26-29, while 10 out of 150 respondents (6.7%) fell under the age bracket of 30 and above.

Question 3: What is your marital status?

Table 3: Response to question 3

Response	Frequency	Percentage
Married	92	61.3
Single	58	38.7
Total	150	100

From the table above 92 out of 150 respondents (61.3%) were married, while 58 respondents (38.7%) were single.

Question 4: What is your educational qualification?

Table 4: Response to question 4

Response	Frequency	Percentage
WASCE/GCE	50	33.3
OND/ND/HND	50	33.3
BS.c/M.Sc	40	26.7
None of the above	10	6.7
Total	150	100

From the table above, 50 out of 150 respondents (33.3%) were WAEC/GCE holders, 50 respondents (33.3%) were OND/ND/HND holders, and 40 respondents (26.7%) were B.sc/M.sc, while 10 respondents (6.7%) fell under none of the above.

Question 5: What is your occupation?

Table 5: Response to question 5

Response	Frequency	Percentage
Student	10	6.7
Civil servant	45	30
Self employed	32	21.3
Unemployed	43	28.7
Retired	20	13.3
Total	150	100

From the table above, 10 respondents (6.7%) were students, 45 respondents (30%) were civil servants, 32 respondents (21.3%) were self employed, and 43 respondents (28.7%) were unemployed, while 20 respondents (13.3%) retired.

SECTION B

Question 6: Which of the following do you own?

Table 6: Response to question 6

Response	Frequency	Percentage
Radio	60	40
Television	50	33.3
Smartphone	40	26.7
Total	150	100

From the table above, 60 respondents (40%) had a radio set, 50 respondents (33.3%) had television, while 40 respondents (26.7%) had smartphone.

Question 7: Do you have access to Enugu State Broadcasting Service?

Table 7: Response to question 7

Response	Frequency	Percentage
Yes	141	94
No	9	6
Total	150	100

From the table above, 141 respondents (94%) had access to ESBS, while 9 respondents (6%) did not.

Question 8: How often do you listen to ESBS?

Table 8: Response to question 8

Response	Frequency	Percentage
Often	50	33.3
Very often	70	46.7
Not often	20	13.3
Not very often	10	6.7
Total	150	100

From the table above, 50 respondents (33.3%) listen to ESBS often, 70 respondents (46.7%) listen to ESBS very often, 20 respondents (13.3%) said not often, and 10 respondents (6.7%) said not very often.

Question 9: What do you understand by conflict resolution?

Table 9: Response to question 9

Response	Frequency	Percentage
It is a method of settling disputes	27	18
It is a method of facilitating a peaceful ending	30	20
It reduce the intensity and effect of conflict	48	32
It involves a peaceful negotiation	40	26.7
No response	5	3.3
Total	150	100

From the table above, 27 respondents (18%) saw conflict resolution as a method of settling disputes, 30 respondents (20%) saw conflict resolution as a method of facilitating a peaceful ending, 48 respondents (32%) saw conflict resolution as method that reduces the intensity and effect of conflict, 40 respondents (26.7%) said it involves a peaceful negotiation, while 5 respondents (3.3%) made no response.

Question 10: What are the major causes of conflict?

Table 10: Response to question 10

Response	Frequency	Percentage
Incompatible goals between two parties	31	20.7
Endemic situations	38	25.3
Beliefs, such as traditions of a land	60	40
Structure of ownership	21	14
Total	150	100

From the table above, 31 respondents (20.7%) saw incompatible goals between two parties as a major causes of conflict, 38 respondents (25.3%) saw endemic situations as a major a causes of conflict, 60 respondents (40%) saw beliefs, such as traditions of a land as a major causes of conflict, while 21 respondents (14%) saw structure of ownership as a major causes of conflict

Question 11: Have you witnessed any conflict or crisis in your ward?

Table 11: Response to question 11

Response	Frequency	Percentage
Yes	110	73.3
No	40	26.7
Total	150	100

From the table above, 110 respondents (73.3%) had witnessed conflict or crisis in their ward, while 40 respondents (26.7%) had not.

Question 12: Does the government play any role in conflict resolution in ESBS?

Table 12: Response to question 12

Response	Frequency	Percentage
Yes	120	80
No	30	20
Total	150	100

From the table above, 120 respondents (80%) said the government plays a lot of roles to conflict resolution in ESBS, while 30 respondents (20%) said it doesn't.

Question 13: Do you agree that the state government interfere in ESBS affairs?

Table 13: Response to question 13

Response	Frequency	Percentage
Agree	54	36
Strongly agree	73	48.7
Disagree	18	12
Strongly disagree	5	3.3
Total	150	100

From the table above, 54 respondents (36%) agreed that the state government interfere in ESBS affairs, 73 respondents (48.7%) strongly agreed that the state government interfere in ESBS affairs, 18 respondents (12%) disagreed that the state government interfere in ESBS affairs, while 5 respondents (3.3%) strongly disagreed.

Question 14: Do you listen to anti-conflict messages on ESBS?

Table 14: Response to question 14

Response	Frequency	Percentage
Yes	121	80.7
No	29	19.3
Total	150	100

From the table above, 121 respondents (80.7%) had listened to anti-conflict messages on ESBS, while 29 respondents (19.3%) had not.

Question 15: Do you agree that anti-conflict messages to the course of peace in your ward are convincing?

Table 15: Response to question 15

Response	Frequency	Percentage
Agree	50	33.3
Strongly agree	70	46.7
Disagree	10	6.7
Strongly disagree	20	13.3
Total	150	100

From the table above, 50 respondents (33.3%) agreed that anti-conflict messages to the course of peace in their wards were convincing, 70 respondents (46.7%) strongly agreed that anti-conflict messages to the course of peace in their wards were convincing, 10 respondents (6.7%) disagreed that anti-conflict messages to the course of peace in their wards were not convincing, while 20 respondents (13.3%) strongly disagreed.

Question 16: Does ESBS shape your perception on conflict resolution?

Table 16: Response to question 16

Response	Frequency	Percentage
Yes	110	73.3
No	40	26.7
Total	150	100

From the table above, 110 respondents said ESBS does shape their perception on conflict resolution, while 40 respondents said it did not.

Question 17: Which of the following programmes contributes to conflict resolution in Enugu North?

Table 17: Response to question17

Response	Frequency	Percentage
YOUTH AND VICES	66	44
OGE NDI NTROBIA	54	36
None of the above	30	20
Total	150	100

From the table above, 66 respondents (44%) said Youth and Vices on ESBS contributes to conflict resolution, 54 respondents (36%) said OGE NDI NTROBIA contributes to conflict resolution in ESBS, while 30 respondents (20%) no response.

Question 18: Which do you prefer?

Table 18: Response to question 18

Response	Frequency	Percentage
YOUTH AND VICES	71	47.3
OGE NDI NTROBIA	54	36
None of the above	25	16.7
Total	150	100

From the table above, 71 respondents (43.3%) preferred YOUTH AND VICES, 54 respondents (36%) preferred OGE NDI NTOROBIA, while 25 respondents (16.7%) none of the above.

Question 19: How has ESBS contributed to conflict resolution in Enugu North?

Table 19: Response to question 19

Response	Frequency	Percentage
Positively	82	54.7
Negatively	35	23.3
No response	33	22
Total	150	100

From the table above, 82 respondents (54.7%) said it had contributed positively to conflict resolution in Enugu North, 35 respondents (23.3%) said it had contributed negatively to conflict resolution in Enugu North, 33 respondents (22%) no response.

4.3 Discussion of Findings

In this section the data collected from survey on “The Role of Enugu State Broadcasting Service in Conflict Resolution. (A study of Enugu North) will be discussed. The data was contained in 150 fully completed copies of questionnaire retrieved from the respondents. Response on the research questions would be discussed.

Research Question 1: What is the reach of audience base of Enugu North to ESBS?

The aim of this research question was to ascertain the reach of audience base of Enugu North to ESBS. The data on table 6, 7 and 8 were used to answer the research question.

The data on table 6 showed that, 60 respondents (40%) owned a radio set, 50 respondents (33.3%) owned television, and 40 respondents (26.7%) owned a smartphone. Data on table 7 showed that 141 respondents (94%) had access to ESBS, 9 respondents (6%) had no access to ESBS. Data on table 8 showed that 70 respondents (46.7%) listened to ESBS very often, 50 respondents (33.3%) listened to ESBS often, 20 respondents (13.3%) not often, while 10 respondents (6.7%) not very often.

From the findings therefore, it was deduced that a great number of Enugu North audience had access to ESBS and are always inclined to it.

Research Question 2: What is the meaning and concept of conflict resolution?

The aim of this research question was to find out, if the audience understands the meaning of conflict resolution. The data on table 9 answered the research question.

Data on table 9 showed that 48 respondents (32%) saw conflict resolution as a method that helps to reduce the intensity of and effect of conflict, 40 respondents (26.7%) it involves a peaceful negotiation, 30 respondents (20%) it is a method of facilitating a peaceful ending, 27 respondents (18%) said it is a method of settling disputes, while 5 respondents (3.3%) didn't know.

From the findings above, it is obvious that a great number of respondents saw conflict resolution as a method that helps to reduce the intensity and effect of conflict.

Research Question 3: To what extent does the state government interfere in ESBS affairs?

The aim of this research question was to find out the rate of interference and interest of the state government in ESBS affairs. The data on table 10, 11, 12 and 13 were used to answer the research question.

Data on table 10 showed that 60 respondents (40%) saw beliefs, such as traditions of a land as a major cause of conflict, 30 respondents (25.3%) saw endemic situations as a major cause of conflict, 31 respondents (20.7%) saw incompatible goals between two parties as a major cause of conflict, 21 respondents (14%) saw structure of ownership as a major cause of conflict. Data on table 11 showed that 110 respondents (73.3%) had witnessed conflict in their wards, 40 respondents (26.7%) had not. Data on table 12 showed that 120 respondents (80%) said Enugu state government play a lot of roles in conflict resolution on ESBS, 30 respondents (20%) said it doesn't. Data on table 13 showed that 73 respondents (48.7%) strongly agreed that there is government interference in ESBS affairs, 54 respondents (36%) agreed, 18 respondents (12%) strongly disagreed, while 5 respondents (3.3%) disagreed.

From the findings above, a great number of respondents indicated that there is a high level of the state government interference in the affairs of ESBS.

Research Question 4: How has ESBS contributed to conflict resolution in Enugu North?

The aim of this research question was to determine the extent of contributions of ESBS to conflict resolution in Enugu North. The data on table 14, 15, 16, 17, 18, and 19 were used to answer the research question.

Data on table 14 showed that 121 respondents (80%) had listened to anti-conflict messages on ESBS, 29 respondents (19.3%) had not. Data on table 15 showed that 70 respondents (46.7%) strongly agreed that anti-conflict messages to the cause of peace in their wards are very convincing, 50 respondents (33.3%) agreed, 20 respondents (13.3%) strongly agreed, while 10 respondents (6.7%) disagreed. Data on table 16 showed that 110 respondents (73.3%) ESBS does shape their perception on conflict resolution, while 40 respondents (26.7%) said it did not. Data on table 17 showed that 66 respondents (44%) YOUTH AND VICES contributed to conflict resolution in Enugu North, 54 respondents (36%) OGE NDI NTOROBIA contributed to conflict resolution in Enugu North, while 30 respondents (20%) chose none of the above. Data on table 18 showed that 71 respondents (47.3%) preferred YOUTH AND VICES, 54 respondents (36%) preferred OGE NDI NTOROBIA, while 25 respondents (16.7%) chose none of the above. Data on table 19 showed that 82 respondents (54.7%) said ESBS it had contributed positively to conflict resolution in Enugu North, 35 respondents (23.3%) said it had contributed negatively, while 33 respondents (22%) were not sure.

From the findings above, it is pertinent to state that ESBS has contributed to a great extent to conflict resolution in Enugu North through the programmes they air.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

The aim of this study was to measure the Role of Enugu State Broadcasting Service in Conflict Resolution. (A study of Enugu North). Survey research design was adopted using questionnaire for data gathering. From the data collected, analyzed and discussed, this chapter will focus on the summary of findings, conclusion, recommendations and suggestions for further studies.

5.2 Summary of findings

The findings among others showed that:

1. Enugu State Broadcasting Service, broadcasts programmes that has the potential to resolve and quell conflicts.
2. A great number of Enugu State Broadcasting Service audience agreed that the station's programmes such as, YOUTH AND VICES and OGE NDI NTOROBIA impact on them positively.
3. The state government interferes in the affairs of Enugu State Broadcasting Service and contributes to conflict resolution in Enugu North.

5.3 Conclusion

Enugu State Broadcasting Service should accept the wide role of media such as to inform, educate and entertain. This is to say that the information and education role of ESBS provides it with a major opportunity to help resolve conflicts, especially when the ethics of the profession are strictly adhered to.

5.4 Recommendations

Based on the findings and conclusions of this study, the following recommendations were made.

1. Enugu State Broadcasting Service should be objective and balance in their reportage. That is, stick to the truth in reporting all sides of a conflict instead of publishing falsehood and propaganda from interest parties.
2. Enugu State Broadcasting Service programmes that aid conflict resolution should be appropriately sponsored to make for continuity.
3. Enugu State Broadcasting Service should carry out regular research to appraise their effectiveness in the area of conflict resolution and not miss the sufferings of the victims of conflict instead of placing undue emphasis on the 'heroic' deeds of the combatants.
4. The level of the state government interference in ESBS affairs should be reduced to minimum to ensure efficiency in their discharge of duties.

5.5 Suggestions for further studies

Baseon the study undertaken, the researcher suggested that further studies should be carried out on the impact of ESBS in sustainable programmes on conflict resolution. More programmes that encourage and aid conflict resolution in the state should be promoted and sponsored by the government to ensure effectiveness on the part of the media channels. Individuals should be encouraged to adopt the conflict resolution style to avoid outbreak of conflict among or within the members of the community.

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Department of Mass Communication,
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P.M.B 01784,
Amorji-Nike,
Emene,
Enugu State.
June, 6th 2013.

Dear Respondent,

I am a final year student of the above named institution, conducting a research on the topic ‘The Role of Enugu State Broadcasting Service in Conflict Resolution. A study of Enugu North.

I humbly request your assistance in filling the questionnaire. All information gathered shall be used purely for research purpose and shall be treated with confidentiality.

Thanks for your cooperation.

Yours Faithfully

Anyanwu Fortune .C.

MC/2009/394

Researcher

QUESTIONNAIRE

Section A: contained questions on the demography of the respondents.

Instruction: To answer any question, please kindly tick in the provided box.

1. What is your sex?
 - A. Female []
 - B. Male []

2. What age bracket do you belong to?
 - A. 18-21 []
 - B. 22-25 []
 - C. 26-29 []
 - D. 30 and above []

3. What is your marital status?
 - A. Married []
 - B. Single []

4. What is your educational qualification?
 - A. WAEC/GCE []
 - B. OND/ND/HND []
 - C. BS.c/MS.c []
 - D. None of the above []

5. What is your occupation?

- A. Student []
- B. Civil servant []
- C. Self employed []
- D. Unemployed []
- E. Retired []

Section B

6. Which of the following do you own?

- A. Radio Set []
- B. Television []
- C. Smartphone []

7. Do you have access to ESBS?

- A. Yes []
- B. No []

8. How often do you listen to ESBS?

- A .Often []
- B .Very often []
- C .Not often []
- D. Not very often []

9. What do you understand by conflict resolution?

- A. It is a method of settling disputes []
- B. It is a method of facilitating a peaceful ending []

C. It helps to reduce the intensity and effect of conflict[]

D. It involves a peaceful negotiation []

E. No response []

10. What are the major causes of conflict?

A. Incompatible goals between two parties []

B. Endemic situations []

C. Beliefs, such as traditions of a land []

D. Structure of ownership []

11. Have you witnessed any conflict or crisis in your community?

A. Yes []

B. No []

12. Does the government play any role in conflict resolution on ESBS?

A. Yes []

B. No []

13. Do you agree that the state government interfere in ESBS affairs?

A. Agree []

B. Strongly agree []

C. Disagree []

D. Strongly disagree []

14. Do you listen to anti-conflict messages on ESBS?

A. Yes []

B. No []

15. How convincing were the anti-conflict messages to the cause of peace in your community?

A. Convincing []

B. Very convincing []

C. Not convincing []

D. Not very convincing []

16. Does ESBS shape your perception on conflict resolution?

A. Yes []

B. No []

17. Which of the following programmes contributes to conflict resolution in Enugu North?

A. YOUTH AND VICES []

B. OGE NDI NTOROBIA []

C. None of the above []

18. Which do you prefer?

A. YOUTH AND VICES []

B. OGE NDI NTOROBIA []

C. None of the above []

19. How has ESBS contributed to conflict resolution in Enugu North?

A. Positively []

B. Negatively []

C. No response []