

# Evaluation of Conflict Resolution Picture to Determine Their Standard for Information Dissemination: A Study of North East and North Central Nigeria

Isaac Ali Kwasu

Postal Address: Industrial Design Programme, Abubakar Tafawa Balewa University Bauchi Nigeria

## Abstract

The study focus on exploration of the media broadly, so as to utilize it's potentials in conflicts mediation as information dissemination channels. The study seek to evaluate the strength of information in some pictures that were developed, with the intention of applying them for information dissemination in North East and North Central Nigeria, that have been facing conflicts. The study attempt to assess the impact of the developed pictures on the respondents, whether the intended theme and impacts of the pictures could depicts the objectives of the research, which is centered on campaign for cordial relationship, understanding, tolerance and believed in one and united Nigeria. The data on the impact of the pictures shows as follows; that the studied pictures can communicate effectively, that the respondents rated the pictures 74%, this indicates that the pictures are high impact pictorial visuals images that could be use as billboards, posters and other print media.

## Introduction

**Media**, Media is the means that are used to communicate to the general public, it's the technology that is intended to reach a mass audience .It's the primary means of communication use to reach majority of the general public. The most common media platform are, print and non print media. The non print media are, radio, television, satellite and the internet. This article focus on the area of print media, which includes newspapers, magazines brochures posters and other print media use to disseminate messages. Other outdoor media are also being used which includes billboards, signs, placards inside and outside of commercial transportation modes, flying billboards etc. The article focus on the role of pictures in conflicts mediation information dissemination. Pictures are embodied with some characteristics features that make one feel either entertained or motivated. Thapur (1938) sees pictures being categorized as follows, motivational and instructional. Motivational pictures makes an individual to get motivated over something he or she has not taken note of, while the instructional guides an individual to take a cause of action kwasu (2006). Visuals are an excellent way to highlight message in communication. The article was set to evaluate the level at which the studied pictures can transmit information, and if found effective can be recommended for application. Nigeria a developing Nation is faced with the challenges to improve the quality of life both for the urban and rural people, the national development process is a responsibility which no doubt can primarily be executed satisfactorily by a united front by those who are charge with the responsibility.

Peace plays a dominant role in the economy, and total development procedure of the nation, as new technology input and strategies are available for exploration, an effort to see how best the country can improve in peace diplomacy.

One way of trying to create a progressive attitude toward durable peace is by exploring programmes that are dynamic and effective through which peace building process can be disseminated effectively through suitable medium for communication. The use of pictures or posters for information dissemination are broadly in use and are found effective and real for the people, assimilation of information is learning and acquiring new knowledge, behavior, skills, values or understanding and may involve synthesizing different types of information.

Such learning may occur as a result of habitation where large sizes of picture messages are freely place at good locations. Example of large format Bill boards in full colour on high ways. Nigeria is one of the most populous countries in Africa, with thirty six states and with a population nearly the total of the population of West Africa put together (African Encyclopedia 1974).

In spite of the great level of human, resources, and the political will, Nigeria is still ranked among conflicts countries which conflicts strength is threatening the sovereignty of the country.

The study was set to evaluate the role of pictures in conflict resolution. The picture used for this research were not intended to replace existing conflict control mechanism like the police, soldier etc, but to be used as a supplement and not intended to be used in active crises or war situation, to gain an immediate result, but rather for a long term – result under good timing. i.e. to cultivate altitude of peace among Nigerians in conflicts zones with the aid of the picture.

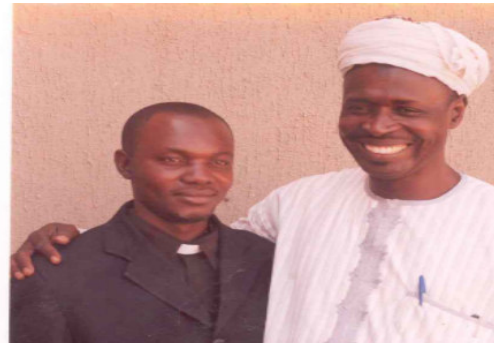
This study was encouraged by similar of such researchers that had been carried out, The study of picture in Nepal by NDS/UNISEF (Kathmandu 1976) and the USA institute of peace conflict print visual 2006 (US – Institute of Peace 2009),this is a clear indication that print visual disseminates very effective every were

in the world.

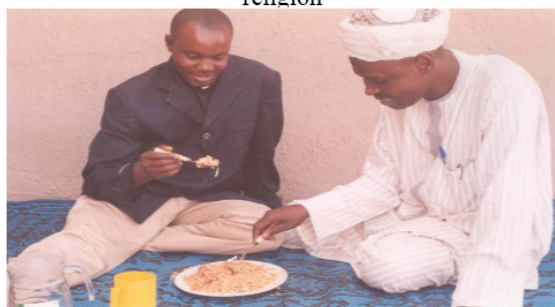
### SAMPLES OF THE EVALUATED PICTURES



Love and respect among children of different religion



Good understanding among religious leaders



Respect and tolerance among religious leaders



Living in harmony and trust among religious and traditional leaders



We love each other and created as one



United leaders bounded in trust and unity



We stand together as one in trust and love



We stand as one Nigeria

In other to carry out the research, the researcher attempt to assess the impact of some picture (their information and symbols) on the life and times of the people. This he did by giving the people the opportunity to express themselves to what impression they have on the pictures studied.

The study did not attempt to go into the question on whether messages transmitted by the picture must influence every one, but simply wanted to know the messages the picture transmits.

#### The Objectives

The intention of the researchers is that the pictures can transmit the under listed goals.

1. Depict cordial relationship, respect and friendship among children of different religions
2. Depict understanding, tolerance and believe in one and united Nigeria.
3. Depicts cordial relationship between women of different religious.
4. Depict Harmony, trust and unity among religious and traditional leaders in Nigeria.
5. Depicts living in love, trust and deliberate resolution to live in a united country Nigeria.

### **Costume for the Pictures**

The costumes used to generate the pictures were from original sources, which are true models of Muslims, Christians, Clergy and Traditional leaders modes of dressing that are widely recognize and accepted by the general public, the clergy and traditional rulers mode of dressing was used with assumption that it will make the general public respect and count the information transmitted by the pictures authentic.

### **The Need for the Study**

The study is very needful because all pictures found to be effective in information dissemination can be translated into confliction resolution posters and billboards to supplement in conflicts control in the study areas and beyond.

### **Methodology**

The study was conducted through the use of structured questionnaire, the respondents were randomly selected from work environments and schools. The survey was conducted through opinionated responses from respondents to either agree or disagree to the statements that form the researchers impression concerning each picture e.g. picture 1, the researchers impression is that the picture depicts good relationship between children of different religion, Picture 5 depicts tolerant among religions leaders

The responses of the respondents were rated through the under listed items

1. Strongly agree
2. Agree
3. Indifference
4. Disagree
5. Strong disagree

Item 1strongly agree and agree depicts positive responses, item, 4 disagree and 5 strongly disagree depicts negative responses while item 3 indifference depicts in-between opinion.

The number of responses to each item on the rating of the picture will determine the quality of the message transmitted by the pictures.

The study area comprises Bauchi State and Kaduna i.e. Bauchi representing North East Nigeria, while Kaduna representing North Central Nigeria. LGA, The respondents drawn for this research was about three hundred respondent from both local government secretariat and schools.

The questionnaire was subjected to pre-test, the sample for the pre-test was carried out among few respondent within Bauchi metropolis randomly.

### **Bio-Data of the Respondents**

The ages of the respondent ranges from 15-41 and above, while the active ages that responded falls within the ages of 41 and above with a reasonable percents age of 40 followed by ages of 31-40 years with a percentage of 37% the adults ages of maturity,

The data indicated that 82% of the respondents were civil servants; this shows those civil servants who were the targeted population were reasonably explored.

### **Educational Data for the Respondents**

The data shows that majority of the respondent posses tertiary education with 70% rating, while those with primary and secondary education falls within the 27% rate

**Marital Status of the Respondents:** the respondents that are married incited 58% rate, while the unmarried shows 42%.

The data shows that males participated more with 68%, while female with a percentage rate of 32

### **Evaluation of sample pictures to determined the messages the transmit Bauchi Location 1**

The pictures evaluated indicate a high percentage of positive responses with 54%, while straggly agree with 30%, the two positive responses of strongly agree and agree total up to 84%, thus implies that the pictures can be translated in to bill board or posters and can make high impact in supplementing conflicts control mechanisms.

### **Evaluation of sample pictures to determined the message the transmit by respondents in Bauchi location 2**

The data shows a reasonable percentage of strongly agree 32 and agree responses of 45% sum up to 77% as positive responses indicating that the picture are effective.

### Evaluation of sample pictures to determine the messages they transmit in Bauchi location 3

The respondents responses to either positive or negative indicated as follows, positive responses of strongly agree =18 agree =46 making a total of 64%. Negative responses of disagree indicated 22% and 4% for strongly disagree making a low percentage of 26%.

**Kaduna location:** The total responses in Kaduna location, indicates as follows strongly agree and agree 73%, 4% for indifferent while disagree and strongly disagree rates 23%

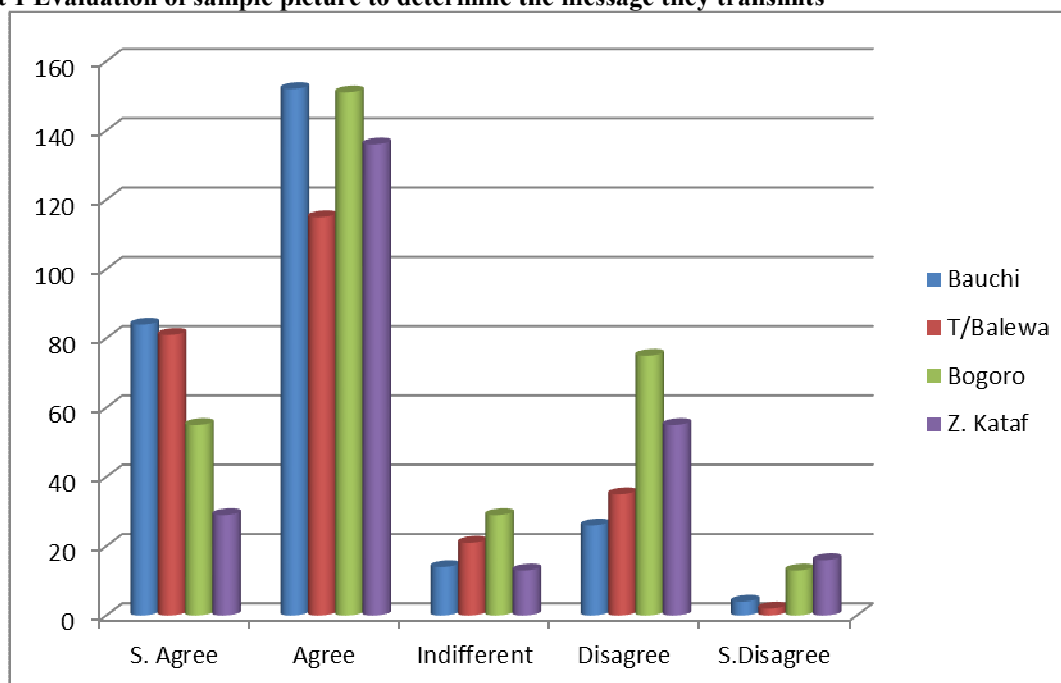
### Comprehensive valuation table for the 4 Locations

**Table 1 Evaluation of sample picture to determine the message they transmits**

Name of LGA	S. Agree	Agree	Indifferent	Disagree	S. Disagree	Total
Bauchi L 1	84	152	14	26	4	280
Location 2	81	115	21	35	2	254
Location 3	55	151	29	75	13	323
Kaduna L	29	136	13	55	16	249
Total	249	554	77	191	35	1106
Positive	803		77	226		
Total	Positive (73) 72.60		Indifferent (7) 6.96		Negative 20.43	

### Comprehensive valuation table for the 4 LGA

**Chart 1 Evaluation of sample picture to determine the message they transmits**



**Data Analysis:** The responses indicated that the pictures evaluated meet the need of the studied conflicts locations in Nigeria, and can be use as supplementary media channel for peace building facilitation. The strength of messages transmitted comprehensively by the picture rated 75% affirmative, while negative responses fall at a low percentage of 18% with indifference of 7%. The percentages of the positive responses in reasonable high. This means that if the pictures are used as print visual in conflict controls; the result can be very effective.

Media plays a role on conveying news on conflict reality happened to people Najih Imtihani(2005). This means picture, if effective picture are properly placed on either still or electric billboard, remarkable result can be achieved.

### Results

The intention of the researcher was that the pictures can meet the research goals, the pictures could depict cordial relationship among children of different religions, to create understanding, tolerance and believe in one and united Nigeria across both men and women. The pictures also depict harmony, trust and unity among religious and traditional leaders in Nigeria and desire of living together in a united Nigeria our Country.

**Comprehensive percentages Rating of the pictures in the four Locations**

	Positive responses	Indifference	Negative responses
Bauchi Location 1	84%	52%	14%/
Location 2	77%	7%	16%
Location 3	64%	7%	29%
Kaduna Location	73%	4%	23%
Total	298	20	82
Total %	74	5	21

The purpose of the article was to find out whether the pictures can communicate in line with the researcher's impression. From the above table, the following deductions can be made;

That the pictures studied can communicate effectively,

That the researcher's impression about the picture are realized,

That the pictures comprehensive rating of 74% depicts them as high impact pictures

As the objectives of the research are to develop a media that can pre-mediate and campaign for an egalitarian society, a country full of friendship and tolerance, good understanding among stake holders, and the general population in the North East and North Central Nigeria and the country at large, the implication of this finding is that the article is a success.

The sample pictures below are demonstration of the placement of the pictures on high ways in high density cities.

**Application of Samples of the Pictures Evaluated**

Demonstration of placement of pictures on street billboards





### Summary

The purpose of the evaluation of the picture, was to determine their power in information dissemination to impress a responsive behavior among the rural and urban people in conflict areas. The adaptation of the messages in the pictures can affect the respondents positively as the standard of the studied pictures are found high rated of 74%. Notwithstanding if the studied picture are not translated into billboards, the impact of this studied may remain dormant, they may have failed the purpose of the research.

### Recommendation

In line with the above finding, non-governmental Agencies and government cooperate, agents that are charged with the responsibility of peace building can translate this picture into billboard and also monitor the placements of the print visual in good location and maintenance for effective result

### References

- African, Encyclopedia (1974).
- B.G Nworgu (1991): Education research, Basic issue and methodology.
- Kathmandu (1976) communicating with pictures in Nepal report of a study by NDS and UNICE
- Najih Imtihani (2013) The mass-media role in conflict resolution (study of Kompas daily coverage on Aceh conflict 2003-2005)
- Susan Sigel (1995) Global action project Inc. G.A.P workshop hand out Jos Nigeria.
- United State Institute of Peace; Guide to IGOs, and the Military in Peace and Relief Operations Pamela Aall, Daniel Miltenberger and Thomas G. Weiss. Workshop Handbook for Conflict Management Training. By Academic Associates Lagos (1996) and Sema Ltd. Kaduna Institute for Applied Services and Transformation (2000). A TOT in Facilitative Mediation and Conflict Resolution.