Media Preferences, a tool for conflict resolution: A Study of Central and North East Nigeria.

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ABSTRACT
The article presents a graphical profile of the access flow of television, Newspapers and magazines in the North East and Central Nigeria among the respondents in the study areas. The high access impact media can be recommended for conflict resolution information dissemination, the article identified television as the highest access impact media with 70% rating among other media. Responses on the role of media in general information dissemination in conflicts situations is very reasonable, notwithstanding, the private television stations were opined to be exhibiting tendencies of irresponsible reporting which could aggravate conflicts. Responses on mediation opinions, the respondents generally embrace   dialogue and tolerance as their best option for mediation, while religious conflict was found to be the most occurring in all the study areas.

Introduction

Nigeria is a country endowed with both natural and human resources, with a population of nearly the population of West African countries put together, this means that there is the need for a dynamic and deliberate process of maximizing the potentials of available human resources. The participatory level of Nigeria in conflict resolution crusades makes Nigeria highly reputed in peace processes. Nigeria among other African countries is evidently identify with satisfactory man power, political will and strategies, which are revealed in Nigeria's political voice in Africa and as a leading frontier in conflict resolution and management ,even though African Crisis Response Initiative, a framework for conflict prevention and resolution can be traced to other African leaders like Kwame Nkruma , who proposed the formation of African High Command in the early 1960s.They envisaged the need for a home grown force for policing and resolving conflict occurring in the continent but not quite what African Crisis Response Initiative (ACRI) has emerged to be , this was a deliberate effort not accidental ,this means every country should see the need for such initiative Nene Nburu(2002).

Human existence depends largely on needs that affect life generally especially in the areas of psychological need, food shelter, security and clothing .these basic need of life can be handled either temporarily or gradually, but the most difficult to handle is the psychological need because it is latent and is not easily identified, handle or managed.   The   inability to handle them adequately con give birth to reactions and expression of dissatisfaction and thereby igniting conflict.

People do generally protects channels or environments that are the source of their livelihood from intruding activities. Usually, any new explorer of such areas do encounter with strong line of resistance from the early occupants of those areas, and any persistence by the new explorer if not negotiated can give birth to conflict. Conflicts is a phenomenon that is an important part of human existence (Isard,1992:1) and natural part of our daily lives (Weeks, 1992:ix). Conflicts that take place within a society may be the result of several factors. For this reason ,in the works of classical social theorist from Marx and Comte to Simmel and Sorel, explanations for social conflict, whether on a small or large scale, whether resulting from interactions between social groups or caused by external factors have been an issue of common concern. Onigu(1981)

Effort to see to the harvest of peace in Africa have led to the embrace of machineries like peace keeping operation, formation of unity organization like OAU ,now (AU) an effort of security need for Africa's survival is all the target.

Nigeria, one of the countries in Africa that have shown great interest in peace keeping operations, this is no doubt identified in the government effort shown in some conflict countries like Congo Sierra Leone, Cote-devore Liberia   and other African countries. Even as the government of Nigeria is making every effort to settle different types of conflicts like, tribal conflicts ,political conflicts ,regional and religious conflict, in spite the deliberate effort made by the government of Nigeria to handle internal conflicts and even programmes for enlightenment of people, conflicts are threatening the sovereignty and unity of the country. Some of these conflicts includes the Niger Delta conflicts, the Tiv/Jukun conflicts, Sectarian crisis in 1991/2005 in Bauchi ,Zango Kataf crisis in 1992 and the uprising of resent years, in Gombe, Kano, Maiduguri, Yola, Adamawa and other parts of the   country in Nigeria, looking through analytical framework of conflicts and it's characteristics, the curve of conflicts as explained by Lund's tool can be very useful.

The Curve of Conflict is a visual tool that helps illustrate how conflicts tend to evolve over time. The curve helps in conceptualizing how different phases of conflicts relate to one another, as well as to associate kinds of third-party intervention. Practitioners can use this knowledge in the determination of effective strategies for intervention, along side with good timing for effective application of those strategies.

1. The curve can be seen in two dimensions: the intensity of conflict (the vertical axis) and the duration of conflict (the horizontal

2. **Analytical Framework**
    Where the curve of conflict helps in analyzing the evolution of a conflict, the analytical framework helps provide insights into the various forces driving a conflict at a particular moment. With resources that are often limited, practitioners use the framework to help determine where they can apply their influence most productively.

The Genocide in Rwanda and the Conflict in Kosovo
After presenting the curve of conflict and the analytical framework, this study will scan into two horrible conflicts, the genocide in Rwanda and the conflict in Kosovo. Even though, these countries are Separated by thousands of miles and with differing cultures, these conflicts exhibit numerous contrasts; nevertheless, the curve and the framework show how conflicts can share important characteristics even when they occur in very different contexts. Awareness of common characteristics is a first step in attempting to apply lessons learned from one conflict to another, as part of broader efforts to prevent violent conflicts, or if that is not possible, to mitigate and resolve them in ways that are both expeditious and lasting.

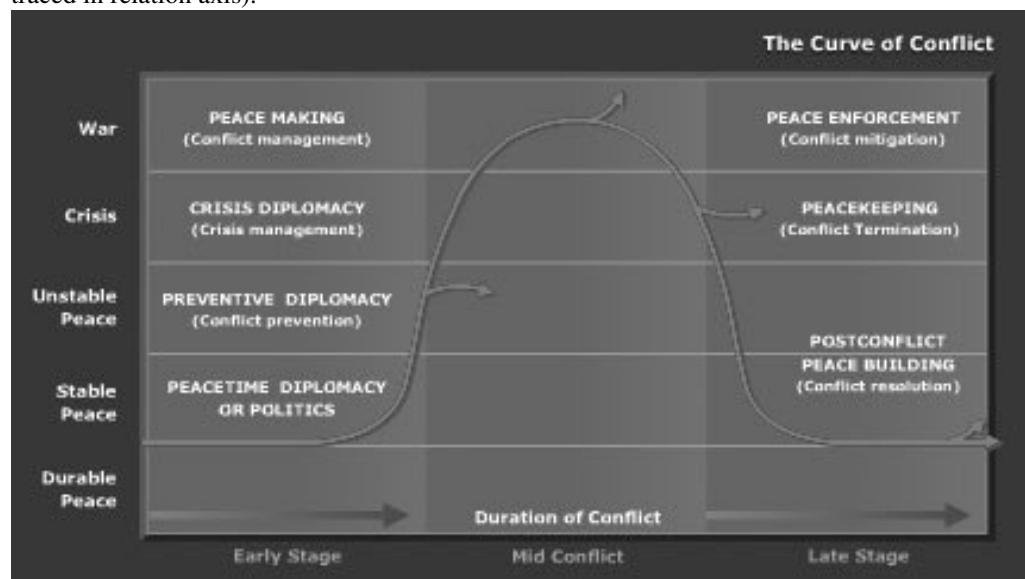**Terms and Concepts in conflicts resolution**
As in any rigorous field of inquiry, the systematic study of conflict requires learning a challenging array of complex terms and concepts.

Terms such as "durable peace," "stable peace" and "unstable peace" are used to describe the state of a relationship between nations or groups within nations. As a potential conflict develops, these terms are used to describe different phases in a changing relationships. "Preventive diplomacy," "crisis diplomacy" and related terms describe general categories of actions appropriate for various phases of conflict.

In a further complication, different terms are sometimes used to describe the same
concept. For example, while "preventive diplomacy" is an expression that might be used in discussions at the United Nations, "conflict prevention" might be used as an equivalent expression in academic literature.

The Curve of Conflict
In his analysis Lund explains how the curve is derived: "The course of disputes that become violent conflicts is traced in relation axis)."

Conflicts should be creative and dynamic in most relationships, it should be treated as something natural, even useful, since it can force a group to become more aware of the ways in which it works, and thus encourage change and growth. However, when conflicts in a group become destructive and causes hurt feelings, it can destroy efforts toward a common goal or inhibits participation by members who are afraid to express disagreement, or who fear being misunderstood. Conflicts can be destructive when people fail to put down for their opinions or feelings. It is not surprising that conflicts……either real or perceived….are usually the basis for groups falling apart.

The article is centered on identifying the popularly access media by the people in the study areas ,the media with the most convenient air time broadcasting, which could be used for broad impact in the study areas, opinions on conflicts handling styles, conflicts experience and opinions on how best conflicts can be resolved.

Methodology
A structured questionnaire was design to cover the following, bio-data of the respondents ,the media they respondents do access, experiences in conflicts mediation, experiences of conflicts situations and suggestions on ways to mediation. Simple percentages used for the analysis.

Data   Presentation and analysis
The survey was conducted in two states Kaduna representing north central zone and Bauchi representing North   East. The respondents for this survey were sampled from local governments secretariats, states secretariats, and federal governments secretariats in all the locations .The respondents studied age ranges from 15years-40and above , numbering   to 236 respondents, 73% of the respondents holds tertiary   school certificates to degree, while the remaining 27% are those with primary and secondary schools certificates. Marital status indicated 59% married and 41% unmarried, (68% males and 32% females).

Access to mass media;
-The respondents access to mass media shows 67% positive, while non access to mass media rate 32% . The popular access media by the respondents   indicates as follows ; TV 70%, Newspapers 23%, magazines 7%

Mediation opinions by respondents
The respondents acknowledge to have participated in conflicts mediation workshop sponsored by both NGO's and Governments, the workshops impacted in them positively. On responses on how peace and harmony can be promoted in the country, either by Dialogue, Sports, Education, or films on peace. Among the options, Dialogue rated -61% Sports-5% Education-25% and Films on peace -9%. On how to promote religious harmony in Nigeria, respondents responded as follows Dialogue-53% Force -1% Legally -2% Tolerance -44%

Responses on freedom of expression both in states and federal levels
The responses from the North Central Nigeria shows 54% rate for freedom of expression, while 46% rates (NO) for freedom of expression. The responses from the North East   shows 75% rate for freedom of expression, while 25% rates (NO) for freedom of expression

.Responses on tolerance and respects among religious and ethnic groups in the study areas
In respect to responses on tolerance among ethnic groups, neighboring Communities and right for religion. On the affirmation rates 59% for all the study areas ,while 41% rates for negative

Table 1 Responses on the most occurring conflict type in respondents locations

Responses	Inter personal	Inter group	Inter community	Religious	Total % Responses
North Central Zone	8%	1%	8%	19%	36
North East Zone	6%	4%	4%	50%	64
Total	14%	5%	12%	69%	100

Inter personal conflicts rates 14%

Inter group conflicts rates 5%

Inter communal rates 12%,While religious rates 69%

Table 2 Generally, Nigeria media have created awareness for Nigerians to respect one another

Responses	SD	DA	ID	AG	SA	Total %
North Central Nigeria	2	0	1	0	19	22%
North East Nigeria.	15	7	0	24	32	78
Total	17	7	1	24	32	100

Responses on the role of media in creating awareness and respects indicates as follows Strongly agree and agree for all the study areas rates 75% While strongly disagree and disagree rates 24% and indifference rates 1%

Table 3

Responses on which of the TV station do aggravate conflicts

	NTA	States TV	Private TV	Percentages
North Central Nigeria	8%	6%	12%	25%
North East Nigeria	24	20	31	75
Total	32	26	43	100

On responses of the T V stations that do aggravate conflicts indicates as follows
Federal T V stations rates 32% for all the study areas
States T V stations rates 26% for all the study areas
Private T V stations rates 43% for all the study areas

Results:
The media can be used effectively if it's potentials and preferences are graphically displayed for those who have the potential and the responsibility to put them into use. The media studied includes   Television News paper and magazines, proper choice and use of media can improve the quality of relationship among the citizen in the study and the country at large. That the respondents studied are reasonably educated, those with tertiary schools and degree rates 73%, that the respondents were generally matured and majority of them married with a rate of 73%. Majority of the respondents were males with a rate of 68% while females rates 32%.
That access to media generally by respondents indicates 67% affirmative, the media found to be access most was television with 70% rate .The respondents opinions on mediation, respondents had opportunities to participate in mediation workshop, and to best option of mediation, dialogue rates 61%, sports rates 5% ,education rates 25% while films shows on peace rates 9%. Responses in respects to freedom of expression rates 75% affirmative and 25% rates non for North East, while North Central rates 54% affirmative and 46% for non.

That the most occurring conflict type rates religious at 69%, and that the media generally in all the study areas shows a positive impact with a rate 75%. That among the three television Houses, the television that do aggravate conflicts rates private TV at 43%, while Federal TV rates 32% and states T V 26%.

Summary:
This article had help to profile the choice of media and preference rating among the respondents in all the study areas , the Television was found to be the most access able and popular media. The respondents in all the study areas shows non violence tendencies in all their responses in mediation choice processes. The threatening conflict type in all the study areas rates religious at 69% as the most occurring conflict type.

The implication of this finding is that, those charge with the responsibility of surveillance to pay serious attention in this conflict area. The world peace organization need take drastic action against societal tendencies that could leads to religious conflicts. This mean s, all hands must be on deck in the regions studied to contend with all excessive tendencies.

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