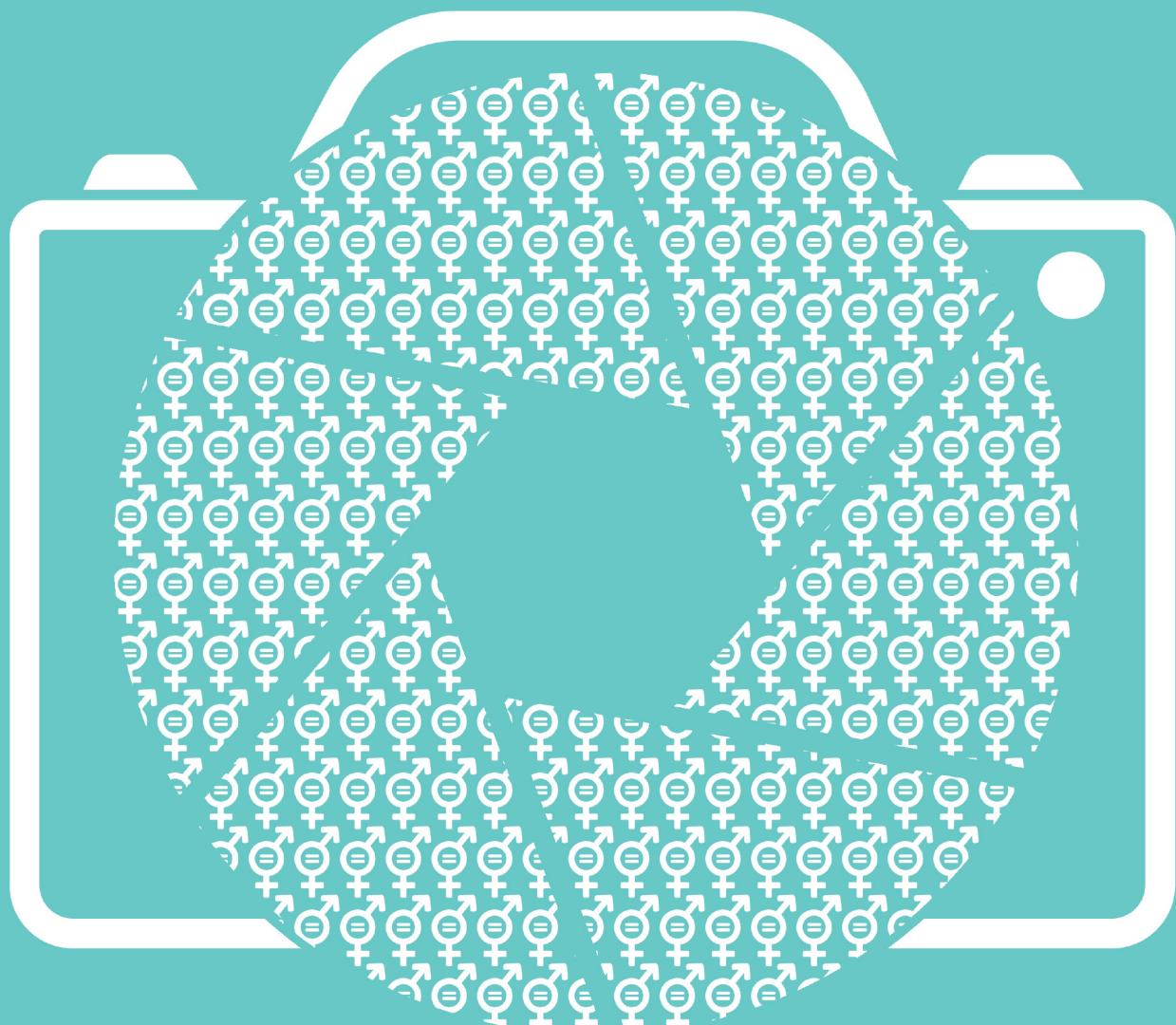


GUIDELINE

for Gender Sensitive Conflict Reporting for Media in Ethiopia



Prepared by
Ethiopian Media Authority
with the support of
UN Women



www.ema.gov.et

www.eservices.gov.et/provider/1025

[ethiopian.media.authority](https://facebook.com/ethiopian.media.authority)

[EthMediaAuth](https://twitter.com/EthMediaAuth)

[ethiopian-media-authority-ema](https://linkedin.com/company/ethiopian-media-authority-ema)

Guideline for Gender Sensitive Conflict Reporting for Media in Ethiopia

November 2021



Preface

Media plays a vital role in society. It contributes and is highly impactful to development and democracy when information is disseminated freely and objectively. Thus, journalists and media personnel must uphold a higher ethical and professional standard, as unethical reporting can lead to grave consequences, even more so during conflict situations.

Media has a critical role to play in changing the narrative on women, especially in conflict situations. Conflict reporting has either been gender blind at best, or at worst, perpetuated stereotypes, and harmful narratives. Most of the time, issues of gender inequality are treated as less significant and not given the required level of attention. It is critical for the media to have the capacity to portray and represent women appropriately both in conflict and post-conflict situations.

Intending to strengthen the capacity of media personnel, the Ethiopian Media Authority (EMA) in collaboration with UN Women has trained journalists on Gender Responsive Conflict Reporting and Peace journalism. Feedbacks from the training indicated the lack of adequate resources to help media personnel play a constructive role and exercise gender-sensitive reporting during times of conflict. This guideline is, therefore, developed based on feedback and inputs gathered from media professionals, through various platforms including capacity-building trainings.

The Guideline contains principles to follow while reporting gender in conflict situations. It is supplemented with points to know what actions to take while reporting and challenges that are expected and how to overcome them. In addition, under each section, there are practical examples and blue pages to broaden the understanding of each principle.

EMA believes that gender awareness and conflict sensitivity are the building blocks of reliable and professional journalism. With reliable information and an unbiased portrayal of women, it will be easy to make an accurate decision and realize the full potential of both men and women. This guideline is of great value for media personnel who report on conflict situations to reflect an accurate portrayal of gender in their reporting. It is also designed as a practical and go-to reference guideline.

I would like to thank UN Women for their partnership and experts as well as journalists who participated in developing and giving feedback on the process of the development of the guideline.

Mohammed Edris Mohammed
Director General

Contents

ABOUT THE GUIDELINE	4	PRINCIPLES OF GENDER SENSITIVE CONFLICT REPORTING	9
Introduction	4	Principle 1: Be aware of the Complexity of Conflicts (Conflict Analysis)	9
What is the purpose of the guideline?	6	Principle 2: Diversify News Sources and the Content	15
Why is this guideline needed?	7	Principle 3: Employ Gender Sensitive Interview Techniques in Conflict News	20
Who is this guideline for?	7	Principle 4: Ensure Balanced Representation of Women in Conflict News	24
When should this guideline be used?	7	Principle 5: Avoid stereotypes in visuals	29
How is this guideline prepared?	7	Principle 6: Use Both Gender and Conflict Sensitive Language	31
What is included in the guideline?	8	Principle 7: Report Gender Based Violence in conflict	35
		Principle 8: Respect the privacy of conflict and Gender Based Violence survivors	40
		REFERENCE	43
		BIBLIOGRAPHY	44

ABOUT THE GUIDELINE

.....

Introduction

Ethiopia can currently be described as a conflict prone country.¹ Several conflicts, clashes, controversies, and violence have been happening in the country. Also, tensions and polarities among political parties, groups and regional states are becoming prevalent. This can be because of the current political reform which is entertaining high political division, contestation, and struggle for political power. In addition, most of the political and government structures in Ethiopia are based on ethno-linguistic structures. Scholars note that such structure coupled with poor management of the federal system can eventually lead to ethnic extremism and inter-ethnic conflicts in the country. Also, as historical documents indicated, Ethiopia's history is a history of war, which has left a detrimental impact on the current generation/youth. The geo-politics of the country can also be another cause of the conflicts.

Thus, in such a country that is susceptible to conflict and ethnic tensions, journalists' understanding of conflict sensitive reporting as well as ways of applying it in a professional and responsible manner is unequivocally vital. Whenever journalists report conflict, they need to ask themselves whether their reporting is deescalating or aggravating the conflict. Indeed, journalists' awareness and implementation of conflict sensitive reporting could play a significant role in mitigating the cause and problem of conflicts in the community and minimizing adverse consequences of conflicts on society.

One thing that should be emphasized here is how well journalists are prepared and willing to report these conflicts. It is almost a global trend that journalists are highly interested in reporting conflict and violence happening either in their community or elsewhere. In most cases, journalists rush to report conflicts and violence depicting the saying "if it bleeds, it leads" – a formula most news-based media houses tend to follow as dramatic and shocking events often grab people's attention. Although this method primarily instigates fear among viewers, triggering the very instinct of humans to stay safe and alert about potential threats, it is also expected to come with solutions. For instance, if a news report states that there have been some clashes around the border areas of A and B which, as a result, may cause shortage of some goods that are often transported between these two places, audiences can instantly be aware of the situation and plan their lives accordingly. Sometimes, however, the news media may blow things out of proportion and aggravate the situation. Also, some individuals /groups may take advantage of this opportunity for their own political gain.

1. https://acleddata.com/analysis-search/? sf_s=Ethiopia& sft_post_tag=ethiopia;
<https://ucdp.uu.se/exploratory>

Another important aspect that is worth noting is how, sometimes, journalists consider reporting conflict and violence as a value add to their career and they tend to start chasing and focusing on conflict news. They regard such stories as a means for attracting more audience, becoming famous, or getting promotion. Although this is not inherently bad on its own, it becomes quite risky for the audience unless journalists are well informed and equipped with knowledge and skills of comprehensive conflict sensitive reporting. Just as the breach of any journalistic ethics could cause damage to the different stakeholders, the misreporting of conflict could also escalate the situation into irreversible damages. Thus, the way journalists report the case/matter can either ameliorate or worsen a given conflict and/or violence. Tragic examples of such instances can clearly be seen in cases of the Rwandan genocide and the former Yugoslavia where over a million people lost their lives as the media exacerbated already existing conflict into a fully blown violence and genocide.

When talking about conflict, an important aspect that often gets overlooked by many is the gender insensitivity of the way the media tells stories of conflict and violence - and Ethiopia is no exception. Most media houses globally fail to address the grandiose gender gap in representation of women as media professionals and as news subjects. A 2015 Global Media Monitoring Project² report shows that female subjects in the news constitute only 24%. In a similar vein, a recent study on Ethiopian media indicated that the representation of women and their voices in the Ethiopian media is less than 25%.³ With that said, it will not be difficult to imagine how women are more excluded from conflict and violence news that is usually considered “men’s business”. These characterizations are based on stereotypical assumptions of traditional and cultural gender roles that inform societies’, including journalists’ way of storytelling and representation of women and men.

The media is an essential tool to provide information to the masses. Perhaps, it is even more crucial in this age of information. News, as one of the key components of media, is yet another essential instrument which people everywhere seek to inform themselves about latest developments in their community, country as well as the world. This means that whatever is projected on the screen, speaker, or print, can leave a significant impact in at least three ways; the first is by giving people new information, the second is by perpetuating something they already know or expect, and the third is by positively challenging the audience with a new perspective. The first two tend to be the most common while the third one is quite uncommon especially when it comes to challenging gender norms and roles. As a result, we often see women depicted as passive victims in conflict news with little room to show the audience how women can also have strong

-
2. <https://www.unwomen.org/en/digital-library/multimedia/2020/2/infographic-visualizing-the-data-womens-representation>
 3. Mulatu Alemayehu Moges. (2019). Rapid Assessment on Ethiopia Media During the Transitional Period, UNESCO, Addis Ababa, Ethiopia. https://en.unesco.org/sites/default/files/rapid_assessment_of_ethiopian_media_during_the_transition_period.pdf

opinions on the matter or can have solutions. On the other hand, we often see men portrayed as active participants in conflict and violence with little room to show how they too can be victims and survivors. Although these two different stereotypes have their own consequences on audiences' perception of women and men in everyday life, stereotypes that compromise and overlook active and positive roles of any gender can have a higher negative impact. In this case, the stereotype of women ends up having that higher negative impact.

Thus, the need and call for gender sensitive conflict reporting is not only a matter of changing narratives and challenging stereotypes, but also a matter of basic journalism ethics to tell balanced stories of all stakeholders as well as a matter of inclusion of women in key decision-making spaces. The Ethiopian broadcasting law⁴ also articulates the importance of inclusivity of different ideas from diversified sources in media contents.

Accordingly, this gender sensitive conflict reporting guideline is developed to raise awareness of journalists and other media practitioners about conflict and gender, to give them directions on how to critically analyze the different impacts of conflict on women and men, and to guide them through ways of ethical and gender sensitive conflict reporting.

What is the purpose of the guideline?

This guideline aims to support journalists to portray and represent women and men accurately and ethically in their conflict reporting. The guideline is also intended to provide guidance to media practitioners on ways of mitigating gender stereotypes, gender biases, and gender discriminations in conflict reporting. In addition, it provides important explanations on the essence and significance of gender sensitive conflict reporting as well as ways of minimizing harmful approaches to conflict reporting.

Why is this guideline needed?

As the media often fails to do justice to the inclusion and representation of women as well as delivering balanced gender representation for both men and women, this guideline is significant to raise awareness of journalists and media practitioners on how to become more gender conscious and gender responsive in conflict reporting. It lays out the need for gender sensitive reporting in times of conflict and violence and easily guides into practical steps that need to be taken to achieve this goal.

4. In article 30, sub article 1 of the Broadcasting Service Proclamation (533/2007), for instance mentioned that "Any program to be transmitted shall reflect different and balanced viewpoints (including women) to serve the public at large"

Who is this guideline for?

The guideline is expected to be used by journalists, editors, media practitioners, experts, and other stakeholders who are interested in raising their understanding of gender sensitive conflict reporting. Particularly, the guideline is prepared for journalists who report on cases of conflict and violence. These journalists can be working in any media outlets: newspapers, radio, television, or online.

Also, since journalism schools in Ethiopia do not offer the course on gender sensitive conflict reporting, this guideline can be used as a reference for journalism educators and trainers.

When should this guideline be used?

The guideline can be referred at every stage of the production of conflict and violence related news and programs starting from planning, sourcing, preparing, writing, editing (visuals included) and releasing the content. It can also be used by journalism and communication educators to train and educate conflict reporting that takes gender into consideration.

How is this guideline prepared?

The guideline is prepared by experts of peace journalism, conflict sensitive reporting, and gender who also have wide experience in training and mentoring journalists in the area. The experts have comprehensively reviewed different materials and conducted critical observation and assessment of the current media landscape to compile this guideline.

The guideline is also prepared in simple language, structure, and flow that any interested journalist can read and easily understand.

What is included in the guideline?

Principles:

These are the anchors and guides to the bigger picture of gender sensitive conflict reporting. Under this section, you will find eight key principles that you need to realize, memorize, and practice for your reporting and story writing process. Each principle is followed by short explanation to help you better understand it.

Know:

It entails the key points you are expected to know about each principle. You can find these key points under each principle.

Do:

These are key actions you must take based on the understanding drawn from the ‘Know’ section. You also find these points under each principle.

Expected challenges:

These are potential challenges that you might face while trying to implement the principles. The ones included under each principle are challenges that many journalists often face. However, journalists may face different challenges depending on the context and situation they are in. Thus, journalists who use this guideline must consider new challenges they might face in trying to implement each principle and come up with other creative solutions.

Possible solutions:

These are recommended solutions for every listed expected challenge. These recommendations are not set in stone but rather pointers and methods journalists and other users can refer and implement. It is also highly recommended that users come up with their own versions of solutions as they go because each challenge may call for tailored solution based on the context and availability of resources.

Examples:

When applicable, there are examples included in some of the principles.

Blue Pages:

The blue pages are included in some of the principles to give you a deeper insight about a concept associated with the particular principles. These pages are packed with further information to provide better detail and understanding of the topic. Some principles do not have blue pages as they already have enough information and explanation.

PRINCIPLES OF GENDER SENSITIVE CONFLICT REPORTING

1 **Principle**

Be aware of the Complexity of Conflicts (Conflict Analysis)

One of the common mistakes in conflict reporting or a misconception of conflict is that the word conflict is used synonymously with violence. This gives people as well as parties in conflict discomfort to brew fear that the conflict might automatically translate into violence. However, conflict and violence hold different meanings; conflict refers to differences of interests, goals, missions, using resources between or among groups or groups of people. A prominent professor of conflict theory, Johan Galtung (2009) defines conflict as actors in pursuit of incompatible goals in or among groups, community, or society. Whereas, violence is a physical or verbal reaction of people against each other, which might lead to loss of lives, destruction of property, displacement of people, and other psychological and emotional trauma. If conflict is managed properly, it can be de-escalated and play a positive role for sustainable peace building in the community. On the other hand, violence is the result of negative escalation of conflict. This means that when conflict is not managed well, then it leads to violence.



Know

- Conflict is inevitable in every society and is part of human life as long as human beings have a relationship with each other.
- Conflict does not necessarily result in direct destruction of property and loss of lives of the conflicting parties.
- If conflict is managed and mediated properly, it can be successfully de-escalated and can be used for positive outcome such as learning how to handle differences, enhancing dialogues, and coming up with win-win solutions.
- If conflict is not managed properly, it can escalate to violence and cause unimaginable destruction of lives and properties leaving long term hatred and animosity in the society.
- Conflict, before escalating to violence, tends to marginalize already marginalized groups, communities, and societies even further. They are often not allowed to participate in negotiations or discussions but are rather considered as passive parts of the society. This is especially true for women in most societies across several cultures and intersectional identities because, culturally and traditionally, public and social spheres that are political in nature are often reserved for men only and the media tends to reflect that than challenging it.

Do

- Make sure to differentiate between conflict and violence in your reports.
- Clearly understand the situation and report the problem, causes, and consequences of the conflict in the society.
- Know the background and the history of that particular conflict before starting to collect information for your stories.
- Identify all relevant factors that positively or negatively escalate the conflict in the community.
- Determine areas where more information is needed to clarify the problem and bring certain solutions to the conflict.
- Identify all relevant groups, including women, involved in the conflict and their positions. As groups in conflict may often have hidden positions, interests, and needs, journalists need to investigate deep into the case of the conflicts.
- Understand competitive standpoints with winning interests of the groups in the conflict. Journalists need to understand the groups' goals, and their perspectives.
- Be aware of the different ways conflict and violence could affect women and men and other marginalized parts of the society including persons living with disabilities.

- Understand people have multi-layered identities and are heterogeneous on their own. This means people's identity and experience could be different based on their gender, class, ethnicity, culture, religion, etc.

Expected challenges

- The journalists may not have the knowledge to understand the complexity and the dynamics of conflict.
- The journalists, especially those working in the newsroom, may not have time to collect sufficient information about the conflict and to make a thorough analysis of the case.
- The media may have shortage of staff members who can work on analysing the conflict.
- The journalists may have their own bias to the conflict and groups involved in the conflict.

Possible solutions

- Give more time to experts, people at the grassroots, including women, religious leaders, famous people and elders to understand the overall background, causes and consequences of the conflict.
- Journalists need to assess the impact of their reports on the community before rushing to report.
- The media can create networks among each other, with associations, and other groups which are working on peace building and reconciliation.
- Journalists need to be fair when reporting the conflict and impartial to every political party. For instance, if the journalist doubts his/her report has shown some bias, it is better to consult other journalists or editors.

Example:

Journalists need to analyze the conflict before reporting it. For example, if journalists are going to report a conflict at a university in Ethiopia, they should make sure that the following questions are addressed in their report:

- What is the cause of the conflict?
- What is the structural cause of the conflict?
- Who is behind the conflict?
- Have there been any special occasions such as annual holidays, actions, or speeches that instigated the conflict?
- What are the political, economic and social factors at the community, regional, and national levels that may contribute to the conflict?
- Who are the main actors in the conflict? (students, professors, community members, politicians, etc)
- Who are the most reliable individuals to resolve the conflict? Are women included in this list of individuals?
- What roles did women and men play in the conflict? (as instigators, reconcilers, victims, and survivors)
- What are the consequences of the conflict?

One of the important aspects for journalists to report conflicts professionally starts from understanding the terms themselves. For instance, conflict and violence are two different words, but journalists often use them interchangeably. Conflict and violence are not the same in many aspects. As a result of different meanings, the approaches of reporting the two are different. Since the media has the power to create meaning for words, journalists must first understand the words properly. The following points can help journalists understand and appropriately use the words conflict and violence in their news stories.

Extent of destruction:

Conflict does not have direct destruction of property and loss of lives in the conflicting parties. As noted earlier, conflict usually falls on difference of ideas, controversies and argument on resources sharing and positioning in power. Perhaps, there will be continuous controversies that may negatively de-escalate the conflict. But, there is a high probability to control it. When it comes to violence, its destruction can be unlimited and mostly unexpected. There is low probability to control it.

Result:

The result of conflicts can be determined by the way it is handled by the stakeholders. If it is well-handled, its result will be positive and leads to de-escalate the conflict. If it is not handled well, and then the result of the conflict is so severe.

When it comes to violence, there is always a bad consequence. After a violent conflict, there will be loss of properties, lives and it creates long term hatred in the community.

Engagement:

Conflicts can be resolved through dialogue and discussion. In handling the conflict, any interested peace makers such as elders, religious leaders, civic organizations, and others can directly engage in and most probably, they will be successful in dealing with the conflicts and able to bring solutions for controversies.

On the other hand, violence is usually controlled by the security forces. The violence can also be solved through a peace treaty or binding peace agreement or ceasefire. The engagement of the people, elders and religious leaders are to a lesser extent.

The power of the media:

The media has a high opportunity to play positive roles in pre-, during, and post conflicts by creating a platform for the parties to discuss their differences and controversial ideas.

However, the media may have a lesser chance in solving violence as it is mostly reporting the active actions, destructions, and other horrific happenings in the violence. The media may play a propaganda role for one group. In this case, it may have a negative consequence. However, by impartially showing the extent of the problem, critically reporting the cause and the consequence, and clearly indicating the evil doers, the media can play a positive role in bringing solution to the violence.

Women:

Women are mostly not considered as main actors of the peace building mission in pre, during, and post-conflict. Their voices also are not heard at large, especially in conflict.

In the case of violence, women are portrayed as main victims, and their voices are heard just to show the severity of the violence. Women's peace building roles have not been in recognition, while women reactions and actions in the violence are mostly out lauded during violence.

Principle 2

Diversify News Sources and the Content

One can easily understand the tone, frame and content of a conflict story by looking at who the sources of the stories are. It is because there is a direct link between sources of the stories and frames of the stories. Reporting stories of conflict from diverse sources provides a complete and balanced picture for the audiences. It is also important for the audience to clearly understand the nature of the problem, the root cause of the conflict, and the possible adverse consequences of the conflict. Providing complete information of the conflict by using diverse sources is also vital for all interested stakeholders who deal with bringing peace and reconciliation in the community.

When sources are skewed to one gender, the framing and content can equally be skewed. For instance, the fact that men are disproportionately used as source of information in conflict and related political opinions makes it seem that only men's domain whereas the fact that women are often represented as victims and survivors gives the idea that they have no active role in such defining social trajectories. Therefore, it becomes essential and ethical to ensure voices of both women and men are represented equally by defying the current stereotypical representation in the media.



Know

- Understanding the interests of the sources and the messages they want to send to the people through the media is very important and can play a significant role in your story.
- Including diverse voices in the news stories can make the story balanced and address the questions of the wider audience.
- When you interview diverse sources and include women as your sources of news with different opinions – both as the general public and professionals – it means you are already challenging the status quo and your audience's perception of women.
- Understand types of sources that can be used in the stories. Sources can be classified as right sources, credible sources, neutral sources, and alternative sources. Journalists need to understand which sources are very important for a particular content they are dealing with.
- Know how to gather diverse content from diverse sources both professionally and ethically.

Do

- Always check how your sources represent a different range of opinions coming from diverse groups.
- Maximize the voice of women as much as possible as their voices are barely included. To the very least, try to give proportional voices in the stories.
- If you want to report how women have been affected differently in violence or conflict, make sure to include them as primary sources telling their own stories than just having an expert explaining it.
- Invite diverse groups for interview to understand their interests, motives and positions in the conflict. Ensure this diversity includes women, persons with disabilities, and other marginalized groups of society.
- Focus on common people as sources of the news stories or the program content to show the overall cause, and consequence of conflict. And when you do that, make sure you intentionally represent women in your interviews.
- When you include sources, who have been in the scene of violence, make sure you represent women not as just victims and survivors but rather focus on their experience and ask their overall opinions.
- When you deal with controversies and contradicting ideas, make sure you present diverse views and perspectives of the issue at hand. Again, diversity must be inclusive of women and other marginalized groups that are not well represented in the media.

Expected challenges

- Journalists may face difficulty in accessing diverse sources of information during conflict.
- Journalists working in the newsroom may face a serious problem of meeting deadlines, especially if they can't easily find sources they require in time.
- Sources, particularly spin doctors, may approach the journalists to manipulate and send their negative message to the public.
- Journalists may face direct and indirect pressures from different groups to reveal sources of the stories when they report critical issues.

Possible solutions

- Journalists need to create a network in the community and also a gender disaggregated database of sources with different professions for easy reference. Although this is primarily the responsibility of the media house or institution, journalists can take the initiative to start the process.
- Journalists must first seek information from the right sources. Then, they can try to support or crosscheck from diverse sources.
- Journalists must continue updating and reporting development of the event by including new voices in the stories.
- Journalists need to stick to ethical principles and media law that can help them to protect their confidential sources.
- Journalists should only abide by the journalism principles in protecting sources. They should know how to keep sources' confidentiality, if needed. Unless they are asked by the court, journalists have the right and duty to protect their sources and have the right to make it confidential.

Sources are the most important part of news stories. It is because journalists gain information from sources to get their jobs done. In fact, as argued by scholars, such as Gans (2003), the relationship between sources and journalists are symbiotic. One can support the other. However, journalists need to have a clear understanding of the interest of the sources when they make the information available for the media. A journalist must ask questions, “why the sources release this information for me?”. There are times that the sources want to send massive messages to their community through the media, with an interest to get support or undermine others. The sources can also use the media to send some message that could be totally or partially negative to the other parties. In both cases, journalists need to understand the clear interest of the sources.

Also, journalists must identify who are the right, neutral, alternative, and credible sources.

- **Right sources** – all sources that have been at the right place when the conflict has been happening can be right sources. These are people who have first-hand information about the issues. These can be for example, witnesses, victims, families, friends, local guards, and others.
- **Credible sources** – while all sources can be right sources, mostly they may not be equally credible sources. It is because some sources have the power to be heard. High government officials can be described as credible sources of the stories because they have the power and the staff to create newsworthy events regularly and quickly (Gans, 2003). It is fair to know that news is not only about the information, but it is about who said it. These are police officers, investigators, head of the governments, etc.
- **Neutral sources** – in most cases credible sources may not be certainly neutral while sending the information. It is because they are either appointed by the state or promoted to support the government. Or, they may have affiliated with some groups. Hence, the journalists must look for neutral sources that are neither politically/ economically affiliated to the political parties nor influenced by their political, religious, and personal views. These sources can provide information without siding with one party. For example, religious leaders (when the conflict is not religious), elders, academicians, experts, etc. can provide facts without bias.

- **Alternative sources** – these are sources that do not belong to or do not have any connection with the incidence, but they comment on the issues or the event. These people are relatively free from emotional or situation bias as they or their groups do not partake in the incidence. These sources are very important to collect additional views and reactions from a different angle.
- **Diverse sources** – these are sources who have different opinions, political stands, party affiliation, ideology, gender, etc. Stories incorporating ideas from diverse sources are believed to be best. It is because the media are believed to be providing the audience different views about the conflict serving as a platform for the actors, including women, to reveal their ideas.

Note: Journalists always need to know who the best sources for their stories can be. A story which combines all types of sources can be best. It is because there is a possibility of incorporating diverse views from different sources.

Principle 3

Employ Gender Sensitive Interview Techniques in Conflict News

Having the right interview questions for any story is very essential as it shapes the framing and the meaning that will be drawn by the audience. Although interview questions must always be meticulously planned, conflict related news requires extra attention and effort as a single wrong question could cause so much unintended damage. Gender sensitive interview techniques generally include understanding gender as a social system, avoiding gender stereotypes, and being aware of several biases while crafting interview questions. Gender sensitive conflict reporting means employing these gender sensitive lenses while crafting interview questions for a conflict related story to, for instance, understand the complexity of conflict in the way it affects women and at the same time moving beyond stereotypes to look into women's role in conflict.



Know

- Assumptions about the experiences of women and men in society arise from our stereotypical understanding of gender in society.
- Due to social norms that hinder women from speaking in public or from having strong opinions on political issues, women may not always agree to speak comfortably.
- People may act or feel differently depending on the medium you are using. For instance, people may be ok with voice recording but not video, some may be ok with being interviewed if they remain anonymous, etc. But because people may not know these options exist, they might decline your request instantly. Especially women censor themselves more than men for fear of cultural and social backlash.
- The commitment and effort to fight against gender inequality and injustice are the responsibilities of everyone regardless of their gender – not just women.
- Cultural contexts differ from place to place dictating the gender dynamics of the society the culture exists in. This could significantly affect women's availability and flexibility for interview to be the main source of your story.

Do

- Practice being naturally aware and alert about potential bias and hasty generalization you might have about both genders.
- Introduce yourself and explain your intention clearly to build trust. Consider telling the interviewees the questions so they can have a moment to think about it. This is important not only for women but also other marginalized groups of society who may not feel comfortable about speaking about political issues.
- Explain the mediums you use to publish your story and make sure you keep maximum transparency about the different characteristics your mediums have. For instance, some people don't have enough knowledge about digital media and potential of going viral. Thus, it is your responsibility to ensure their consent is well informed and will do no harm.
- Ask them kindly if there are things you can change to meet them halfway and underline that their opinions are important.
- When interviewing known professionals and public figures:

- Indicate that gender inequality and injustice are problems that must concern everyone rather than reserving such questions only to female interviewees; ask such questions to any other interviewee regardless of their gender.
- Instead of making assumptions about the gender-based experiences of female interviewees, make your questions rather generic.
- Be aware and sensitive of the culture you are operating in while doing your story. Ask or read in advance if there is anything you should know so you remain respectful of people's boundaries and cultures as needed.

Expected challenges

- As we are all social beings, society has taught us about different gender stereotypes and biases. It may take us time to adjust/unlearn and be gender sensitive. Through the process, our confirmation bias – when people use new-found evidence as a confirmation to their existing bias – could get in our way. For instance, when a woman refuses to give an interview on a certain matter that may confirm our bias that women are usually unwilling to participate in interviews.
- Some cultures may not allow men to talk to women openly; or the women may not be open or comfortable to speak with a male journalist generally. This could be a legitimate challenge if the lead journalist is a man.

Possible solutions

- Always be alert about potential biases and consider such incidents as challenges you can creatively solve. For instance, if a woman refuses to give an interview, you can consider explaining your questions further and finding out what you can change to make her comfortable.
- In times where the journalist is a man and the women who are needed to be sources are not comfortable to speak with him, try to either assign female journalists to fill in the gap, or speak with someone who knows the culture best to explore other options and means to find ways to interview the women you want to speak with.

Example

Explaining your intension and the details of your questions or expectations to the interviewees can give them a clear idea of what you need. For instance, instead of just saying “I am a journalist from X media and I’m doing a story on the conflict that happened in your area last week, can I please ask you some questions?; try “I’m A from X media house. I am doing a story about what happened in your area last week. I am collecting accounts of people who live there to tell me how it all happened/to tell me about solutions they think will help/to tell me about their current status... we can do the recording as you prefer, would you be willing to speak with me?”. Then depending on their answer, you can follow up empathically, so they have a clear idea of what you are trying to do. and what exactly you need.

Gender inequality must be a concern for everyone, not just female leaders and gender equality advocates or experts. So, instead of asking a woman in position of certain authority as “The recent unrest in XYZ areas have seen multiple reports of violence against women, is there anything you have been doing especially given you would understand such problems as a woman?”; rephrase your questions as “The recent unrest in XYZ has seen multiple cases of violence against women among the many other crimes, have you/your institution been doing anything in that regard?”. Also, such questions must be presented for any authority regardless of their gender as long as they have the mandate on the issue at hand.

Principle 4

Ensure Balanced Representation of Women in Conflict News

Although conflict and violence affect men and women differently, the media often falls into a trap of depicting these differences based on cultural and social stereotypes. For instance, while men are described as heroes, women are represented as victims; men are in the war front, women are supporting the soldiers (fighters) at the back; and men are invited to explain and interpret the conflict, women are either silent or invited to testify only about their experiences of being traumatized by the violence. However, journalists should understand that the role of men and women are not confined to these roles and incidents only but both can fall into different categories such as women can practically/actively be engaged both in the conflict/violence and in peace building in the community, and men could also be helpless victims and survivors of violence. In the past two years, women were seen at the front lines of violence, rioting, and leading demonstrations in Ethiopia; even sometimes, they were seen doing something heinous. On the contrary, there are active women who are busy dealing with conflict resolution and peace building in the country. The dynamism of women's role in conflict has now changed.



Know

- Both men and women have diverse roles in society than the stereotypically set gender roles that are usually portrayed in the media.
- Women are not always passive victims and survivors of conflict and violence, but they are also active participants in peace building, mediation, and negotiation. They could also actively participate in conflict and violent activities.
- Men are always depicted as taking active roles in conflict, violence, and peace building negotiations but they are also victims and survivors of conflict and violence.
- Proportional representation of women plays a positive contribution both in nurturing the community and building peace in the society.
- Although women can play a positive role in peace building and conflict resolution, they are rarely invited by the journalists to talk about conflict analysis and other issues which need critical views. This does not translate into balanced representation in the media.
- In the case of conflict and violence, women are mostly forefront in all sorts of consequences, they know very well about causes, impacts, and even solutions for existing conflict and violence.
- Journalists are agenda setters for various issues. By reporting cases of conflict and violence massively and prioritizing these issues at the front line of the media, they could play a significant role in holding the government and other key stakeholders accountable and seek for sustainable solutions for conflict and violence.
- Including women's voices in a story is not enough unless the tone, the roles and interests of the women is included in the stories.
- Also, framing stories of women need to be enhancing the values of women and their voices. Reporting issues of women are not a guarantee.
- Stories should reflect the objective reality of the conflict and the violence and their root causes from the women's standpoint.

Do

- Make deliberate effort to invite women to talk about the problem, causes and consequences of conflicts and violence in their areas.
- Invite women to talk about issues related to conflict and solution. Do not limit them to describe only the consequence of the violence happening in their areas.
- Have female experts to comment on and interpret the problem, causes, consequences, and solutions of conflicts in general.
- Make sure you are giving proportional weight for both men and women's voices in the stories of political, social, economic, and other conflicts.
- Make sure that women's voices are not included for the sake of representation and do not give artificial representation by having women to talk on issues considered sentimental and 'soft'.
- Have women to talk and interpret conflict in their own words.
- Set an agenda to prioritize women issues and their roles in all scenarios. Pay attention to repeatedly highlight women's challenges during conflict and violence. This could help not only to show how women can take different active roles in conflict but also to draw the attention of all stakeholders to be active participants in the reconciliation process and other positive intervention.
- Frame women and issues related with them beyond the stereotypes and show their roles in peace building and conflict resolutions.

Expected challenges

- Women may not be interested to be at the front-line of these cases and comment on those serious issues such as conflict and conflict analysis, and possible solutions to the conflict. The culture may still be a problem for women to come to the front.
- There are relatively a smaller number of women in political parties, high level expertise, and leadership.
- The long wrong trend in the media in portraying and representing women may still be a challenge in gender sensitive conflict reporting in the Ethiopian media.

- When women comment on the conflict, they may face some form of pressures from the male and cultural dominant group in the community. These pressures maybe shaming them for speaking in public, ridiculing their effort or ideas, etc.

Possible solutions

- Journalists should go extra miles in both motivating women to talk on sensitive issues and framing the stories in a positive manner.
- Journalists need to strongly search for women in any positions in the public to comment on various issues of conflict and violence happening in their community.
- Journalists need to know the contemporary dynamics of conflict and violence. They need to understand how to represent gender in such conflict dynamisms.
- Media organizations in general and journalists in particular should pay attention in setting an agenda to include voices of women in stories.

Examples

A group of women in Addis Ababa, Kechene Medhanialem area at Gullele sub-city can be taken as the best example of the active roles of women in peace building and reconciliation. These groups of women who organized themselves as mediators were rounding in their communities to mediate among those who were in conflict. From February 2020 to September 2020, they reached and reconciled around 600 people. The women were successful in conducting reconciliation in their community.

These women are not formally educated. However, they applied the traditional and indigenous form of reconciliation that proved to be convenient and successful in their peace building efforts.

This indicates that there are women who play active roles in peace building, negotiations, and managing conflict in general. Taking this into account, Ethiopian journalists should make the habit of finding such fresh perspectives about women in conflict and violence and start changing the stereotypical narratives.

- Skjerdal's (2017) study on the Ethiopian media and women clearly indicates that females are fewer in number in the media. While the government is taking several measures to increase the number of women in the media, their number is still not encouraging. Particularly, the higher you go up the ladder of top management, the fewer women you find; and media houses are no exception.
- It is not only that the number of women working in the media is low; there is also a high rate of turnover.
- Studies also indicated that women are not largely seen talking about issues particularly on conflict and other political cases in the media. They are also less quoted in the media generally. And, if they are quoted, it is in soft news stories or in stories that are associated with care work such as family and children related. Although this is not wrong in and of itself, the problem is that these professions or areas of interest are regarded either as less important or never afforded the appropriate recognition.
- Taking gender sensitive conflict reporting as a main guideline, journalists need to work more on giving better and proportional coverage to women during conflict reporting. This will be ensured when journalists understand the importance of the voice of women in the peace building process. Hence, they are advised to pay more attention to approaching women and include women's voices in their stories if they want to bring solutions for the conflict.
- As a journalist who wants to ensure peace in the community, s/he shall understand all stakeholders' feelings and give voice for all parties (Lynch and McGoldrick, 2005). Paying attention to diverse sources including women enables the media to be a platform for the people who want to contribute their own share on the peace building and resolution.

Principle 5

Avoid stereotypes in visuals

What was the last conflict related news or program you saw? What were the women doing? What were the men doing? If you google images for ‘conflict news in Ethiopia’, you would find that the photos are highly dominated by male figures as authorities, professionals, violence instigators, peacemakers, and security forces whereas female figures are usually seen as victims and survivors only.

Often, conflict news or programs tend to show stereotypical images and videos of men and women that go directly with the socially accepted and perpetuated gender roles. As mentioned above, if you randomly take a look at conflict related news stories both in print, broadcast, or digital media in Ethiopia as well as globally, you find that men are often shown as frontline fighters, violence instigators, protestors, authorities, and leaders of several formal or informal institutions. On the other hand, women’s portrayal doesn’t usually go beyond victims and survivors who are either caught in conflicts or fleeing one. This is not to mean these stereotypes do not hold true because most stereotypes are based on some truth but not the whole truth. One of the consequences of stereotypes in this context is how these half-truths or stereotypes become the only truth for people whose only access to information maybe the media. As a result, for instance, the idea that “women are weak and helpless while men are always violent and powerful” will be perpetuated in society leaving no room for nuance and diversity of roles the two genders can take in society.



Know

- Stereotypes of communities and groups often perpetuate an already existing marginalization and/or misconception.
- Stereotypes in media usually do women wrong by oversimplifying their roles in society.
- Stereotypes in conflict reporting often depict women as passive parts of society with no say in peace building activities and dialogues.
- Stereotypes in conflict reporting often depict men as active violence instigators as well as leaders or authorities who play important roles in peace building and decisions.

Do

- Always think of a new perspective that could challenge the stereotypical representation of men and women in conflict reporting.
- Show women actively participating in peace building activities and dialogues.
- Deliberately find efforts carried out by women to alleviate or solve conflicts.
- Show the challenges men face as victims and survivors of conflict.

Expected challenges

- You may not always find these new perspectives as easily as you find other stereotypical narratives.

Possible solutions

- Plan your story ahead of time and reach out to communities and people on the ground to find a lead to fresh perspectives.
- When you can't find visuals to represent fresh perspectives, make sure your story is representative of the lived realities of both men and women in a more nuanced way rather than perpetuating the aforementioned norms and stereotypes.

Principle 6

Use Both Gender and Conflict Sensitive Language

Language matters in all forms of reporting. The use of language in media reports can generally influence the audience either positively or negatively; and it becomes important to know those words when it is a sensitive topic as conflict. Journalists' use of words in their stories also determines the portrayal of women in conflict cases.

Words with negative connotations and negative sentiments tend to have the power to be heard a lot and circulated easily in each community. This may develop some form of stereotype in a certain community, or group such as women. Thus, journalists should be careful when using words in their stories to describe both the people in the conflict and the conflict itself.



Know

- It is natural that people may seek to hear very sensitive words that can exaggerate conflict.
- Do not forget that one of your predominant roles is serving the people by providing true, neutral, and unbiased language.
- Euphemism is mostly considered as one of the positive elements in describing things, but it might have a negative meaning or can perpetuate stereotypes or could have different meanings in a different context.
- Beware of words, expressions, or concepts that are culturally associated with a particular gender to either praise or demean. For example, words as hero, courage and winner are associated with men and masculinity whereas sadness, vulnerability, displacement, etc. are associated with women and femininity.
- Some words, phrases, or expressions could perpetuate stereotypes and misrepresentations. For example, equating women's vulnerability with children and elderly people sends the message that the three groups are weak and are passively affected by conflict and violence

Do

- Stick to your objective and comprehensive reporting than glorifying the story for the sake of evoking emotions. This includes using women in your stories to stir emotions.
- Also, write a story to describe an event and express ideas, but do not write stories to impress the audience. The later one may have brought negative meaning and stereotypes in the community.
- Be very careful in using euphemisms that might have different meanings in a different context. Avoid using them especially when they glorify one gender and demean the other.
- Use gender neutral words than gendered terms. For example, use 'chairperson' instead of 'chairman', 'humankind' instead of 'mankind', 'spokesperson' instead of 'spokesman', etc.
- In cases where the expressions or roles are culturally associated with one gender, try to mention the name or indicate the gender of the subject. Especially when your story is not visual and you use female professionals in your story with titles and positions that are stereotypically associated with men, you might need to find ways to indicate the gender.

- Avoid using terms, words, or expressions that compare, equate, or perpetuate stereotypes about women (look the example below).
- Understand the culture of society before you use the words.
- Do not use language that in any way shows lack of respect to women.

NOT advisable	Advisable
Did you face any challenges in your work, being a female?	Did you face any challenges in your work?
Women are more responsible in household chores, how did you manage your study and become successful?	How did you manage your study and become successful?
Man, freshman, mankind, mailman, policeman	Person (individuals), first year student or fresher, humankind, mail carrier, police officer

Examples

Expected challenges

- Language is extremely interwoven with culture and knowledge that may be difficult to tell between what is ethical and what is not.
- Journalists' awareness of gender insensitive words and their commitments to avoiding them in their stories may not be achieved overnight. It may take a while to raise journalists' awareness of gender sensitive reporting.
- Media might not have a style book that lists out sensitive words that may not be used in the story.

Possible solutions

- Consult diverse groups of experts, including women in dealing with issues related to gender and conflict.
- Journalists must actively consider the impact of their language and practice the ethics of gender sensitive reporting.
- Discuss cases, words, and sensitive expressions with gender experts before reporting the story.

Language is an essential communication tool in our everyday lives. Language, as any other social phenomenon, evolves with time and age moulding itself to make more meaning and sense in our daily lives. As language is a cultural tool, it also exists to capture and verbalize different social and cultural concepts such as norms, notions, and ideologies. These concepts could have both negative and positive connotations and are presented in the form of folktales, proverbs, songs, and other cultural expressions. Although, as conflict journalists, you may not necessarily be confronted to deal with these expressions directly, it is very important for you to be informed about the multiple ways in which language reproduces gender inequality between men and women as well as could potentially exacerbate violent situations. As a matter of fact, countries like Ethiopia are predominately oral communities, and they use sayings and proverbs to express their ideas.

As a strategy of de-escalating conflict and/or violence as well as portraying women in the right way, you may consider:

- Pay attention to words, expressions, proverbs, folktales, etc that can negatively affect women.
- Be curious about proverbs and sayings in your community. People are using those proverbs and sayings without knowing their impact on women or other marginalized communities.
- Most proverbs undermine women's positive roles in the community.
- If you have doubts about the meaning of a word or expression, it is better to change it or consult experts.

Additionally, peace journalists' professors, Lynch and McGoldrick and other conflict sensitive reporting scholars advise Journalists to take away the following points in line with language use.

- Avoid sensational language such as atrociously, horrific, tragedy, etc.
- Avoid victimizing language such as devastated, defenceless, helpless, etc
- Avoid demonizing language such as destitute, etc

Principle 7

Report Gender Based Violence in conflict

Gender based violence (GBV) is violence that is directed at an individual based on his or her biological sex or gender identity. It includes physical, sexual, verbal, emotional, and psychological abuse, threats, coercion, and economic or educational deprivation, whether occurring in public or private life.⁵ GBV is often used synonymously used with Violence Against Women (VAW) because, according to multiple researches, women are disproportionately affected. This is because most cultures and societies consider women as inferior to men and powerless in which they are systemically discriminated from different opportunities. The denial of these opportunities leaves women behind in different social structures such as economic empowerment and freedom, education, health care access, political participation, and more. Thus, women end up being seen as less powerful than men. This then subjects them to different forms of violence as described above.



5. <https://www.womenforwomen.org/blogs/series-what-does-mean-gender-based-violence>

Know

- GBV is NOT an individual or isolated incident but it is rather a systemic problem rooted in gender inequality.
- Recounting GBV experience is often a traumatic process that could leave the survivor in distress.
- Rape is often used as a weapon of war where opposing groups commit such crimes in revenge of their “enemies”.

Do

- Highlight and communicate GBV as a systemic problem than an isolated incident.
- When you interview victims of GBV, openly communicate what you are reporting on and explain that they have full agency to continue or stop the interview, to decide if and how they want to be identified, to refuse to answer certain questions, and choose to not be recorded.
- Avoid using victimizing terms, expressions, and questions.
- With every question you ask, ask yourself first if there could be better way of framing it.
- If you find that they are uncomfortable for any reason, you must stop the interview or recording until they either feel comfortable again or discontinue entirely if that is their wish.

Expected challenges

- Survivors sometimes may not want to get into the details of their experience especially when it's traumatic and graphic experience.
- Survivors may feel uncomfortable to speak with a journalist and/or translator of same sex as their abuser or assaulter (For example, women or women raped by men may not want to speak with a male journalist or translator).

Possible solutions

- Do not push them to tell you graphic details. If you sense that they are not telling you about some information on purpose, ask them directly if they are ok to continue the interview, if there is anything that makes them uncomfortable, if they don't want to talk about some parts of the stories, and how they would like to continue the interview (if they want to continue).
- Reassure them that they have all agency and control to their story and their privacy will be protected.
- Openly ask if your interviewees (survivors) are ok with the arrangement and ensure they are comfortable all the way. If they don't feel comfortable speaking with person of same sex as their abuser, make sure you have other alternatives ready. For example, if they don't feel comfortable speaking with you, give your questions and recorder to someone they might feel comfortable with, etc.

Many researches show that sexual violence and rape are often used as weapons of war in armed conflicts and combats. Women, as being marginalised in many societies around the world, are often left behind with minimal options to leave or to even participate in armed combats. As a result, the combatants, soldiers and others who fight for the opposite side usually use them as tools to humiliate the whole group they are fighting against, leaving them as collateral damages of the conflicts and violence that they were probably not part of in the beginning. Such horrific deeds would translate differently in different cultural contexts. For instance, rape is considered a taboo and blamed on the women in some societies in which, when their community finds out that they were raped by the enemy, they end up isolating and discriminating them. This further victimises them and makes the impact of the violence even worse. Ethiopia is no different from such horrendous violations of human rights and violence against women in a time of conflict and unrest. A May 2019 report by Humanitarian Practice Network³ states that multiple women and girls were exposed to horrific experiences of GBV near the Somali and Oromia borders. The violence includes gang rapes, domestic abuse, sexual torture, and other physical harms.

A publication by Nobel Women's Initiative titled War on Women: Time to End Sexual Violence in Conflict⁴ (2011) puts the case of sexual violence against women in a time of conflict as follows:

Sexual violence in conflict is not a new phenomenon. The saying goes that “rape is as old as war itself” and women have had the battlefield played out on their bodies for centuries around the world. But the wars in Bosnia–Herzegovina and Rwanda in the 1990s were a turning point. These conflicts brought about the term “rape as a weapon of war” as rape was carried out systematically and was strategically used as a war tactic. Horrendous accounts of atrocities were documented and reported, and survivors spoke out about their experiences of gang rape, rape camps, rape slavery and forced pregnancy.

The accounts not only fueled global outrage and condemnation, but also spurred the international community to define the issue of sexual violence in conflict as a serious threat to peace and security. Activists and advocates around the world have worked tirelessly in the last two decades to put an end to rape as a weapon of war and the impunity enjoyed by perpetrators. Their efforts have resulted in United Nations (UN) Security Council resolutions to prevent the use of wartime rape, local and national campaigns to end violence against women, and support for survivors and their families.

While these efforts have certainly helped to raise awareness about the severity and impact of sexual violence in conflict, the level of violence against women is by no means abating. Reports continue to surface with horrendous statistics and stories of women's realities in conflict regions throughout the world. As recent reports from places such as Darfur, the Democratic Republic of Congo (DRC) and Burma demonstrate, those horrific realities are too true for too many women in this world. Clearly, more coordinated and targeted action is needed to put an end to rape as a weapon of war.

Hence, it is important for the media to give special attention as well as extra caution when reporting GBV in a time of conflict. Journalists must also make sure they approach GBV as systemic failures and problems than as isolated incidents. In the words of Patrick Cammaert, the former Deputy Force Commander of the UN Mission to Democratic Republic of Congo (MONUC) in the above publication, "It is more dangerous to be a woman than to be a soldier in modern conflict."

3. <https://odihpn.org/magazine/raising-visibility-idps-case-study-gender-age-specific-vulnerabilities-among-ethiopian-idp-adolescents/>
4. <http://nobelwomensinitiative.org/wp-content/uploads/2013/09/war-on-women-web.pdf>

Principle 8

Respect the privacy of conflict and Gender Based Violence survivors

Violence can impact societies, communities, and individuals in a range of ways from physical injuries to psychological trauma, from losing their homes to losing families, and many more. The individuals or groups who incite the violence may come from different directions and power hierarchies in which the victims and/or survivors may fear for their lives. In addition, victims and survivors may be highly stigmatized and isolated by their own communities for different cultural or personal reasons. Thus, the privacy of survivors of violence and GBV in armed conflict must be given utmost priority and attention if and when writing their story.



Know

- Different cultures and societies may understand GBV differently.
- People may not always understand what consent means.
- Consent does not mean just signing papers or agreeing to a verbal explanation.
- As your sources may come from different backgrounds and level of knowledge, they may not always understand some of the platforms you will use for your news or story.

Do

- Acquaint yourself with the culture of the society you are going to work with.
- Explain your project or goal clearly with a language your interviewees (survivors) understand.
- In times where your sources may not have the knowledge or understanding of the nature of your work or the platforms you use to publish or broadcast, make sure you give them clear guidance and explanation about everything.
- Always ask yourself, if you were in their position while having the knowledge and understanding you have now, would you be willing and comfortable to answer the questions you are now asking them? And to what detail? If the answer is no, then find other ways until your answer becomes yes.
- If you do not speak their language well, get a competent translator.
- Remain empathic and put yourself in their shoes – never take their reactions or decisions personal.

Expected challenges

- For different reasons, your interviewees may decline to have an interview or share their stories.

Possible solutions

- You could consider asking them about their concerns if it is something that you can clarify further, and they might change their mind.

Examples

- There are many instances whereby rape is used as weapon of war in armed conflicts against vulnerable and marginalized groups—especially women. Some communities have a culture of discriminating such rape survivors especially if pregnancy occurs as a result. In such cases, the survivors usually do not want their story to be known by anyone, but they might want to share it anonymously. Thus, as a journalist, you are responsible for the protection of the survivors' privacy. Minor mistakes and breaches could compromise someone's choice, life, and dignity. Hence, you must take extra caution to ensure you do what they have asked and consented to.
- Some armed conflict survivors might have escaped their homes or run away from conflicts and do not want to be found by anyone. This could be because it may put them in life threatening situations, or they have other personal reasons. If you encounter such survivors or victims of violence, again, you must make sure you do not use any identifiers that may put your source in danger.

REFERENCE

du Toit, P. (n.d.). Reporting Atrocities: A toolbox for Journalists Covering Violent Conflict and Atrocities. Internews.

Galtung, J. (2009). Theories of Conflict: Definitions, Dimensions, Negations, Formations. Oslo: Transcend International.

Gans, H. J. (2003). Democracy. Oxford: Oxford University Press.

Humanitarian Practice Network. (2019). Raising the visibility of IDPs: a case study of gender- and age-specific vulnerabilities among Ethiopian IDP adolescents. Available at: <<https://odihpn.org/magazine/raising-visibility-idps-case-study-gender-age-specific-vulnerabilities-among-ethiopian-idp-adolescents/>> (Accessed: 22 October, 2019)

Howard, R. (2008). My Tribe is Journalism: Conflict sensitive Journalism. Denmark: IMS-International Media Support.

Lynch, J., & McGoldrick. (2005). Peace Journalism. Australia: Hawthorn Press.

Mulatu Alemayehu Moges. (2019). Rapid Assessment on Ethiopia Media During the Transitional Period, UNESCO, Addis Ababa, Ethiopia. https://en.unesco.org/sites/default/files/rapid_assessment_of_ethiopian_media_during_the_transition_period.pdf

Nobel Women's Initiative. (2011)., War on Women: Time for Action to End Sexual Violence in Conflict. Available at: <https://nobelwomensinitiative.org/wp-content/uploads/2013/09/war-on-women-web.pdf?ref=218> (Accessed 15 September 2020).

Ramsak, A. (n.d.). Guidelines for Gender Sensitive Reporting. Republic of Slovenia: Ministry of Foreign Affairs.

Skjerdal, T. (2017). The Ethiopian Journalists; Loyalist and Change Agent. Birkeland, Norway: Synkron Media.

UN Women. (2020). Visualizing the data: Women's representation in society.

<<https://www.unwomen.org/en/digital-library/multimedia/2020/2/infographic-visualizing-the-data-womens-representation>> (Accessed: 3 October, 2020)

BIBLIOGRAPHY

Africa Union and UN Women (2017) Handbook for Reporters on Women, Peace and Security: Practicing Gender Responsive Reporting in Conflict Affected Countries in Africa

Amelia Arsenault, Sheldon Himelfarb, and Susan Abbott (2011) Evaluating media interventions in Conflict Countries; toward developing common principles and a community of practice. Washington, D.C: United States Institute of Peace

Andrew Puddephatt (2005) Voice of the War: Conflict and the role of the media:. International Media Support

Bashir Ahmed Tahir (2009) Practical Guide: Tips for Conflict reporting. Islamabad, Pakistan: Intermedia

Bruce D. Bonta (1996) Conflict Resolution among Peaceful Societies: The Culture of Peacefulness, Journal of Peace Researc. Vol (33) 403

Eytan Gilboa (2009) Media and Conflict Resolution: A Framework for Analysis. Marquette Law Review. Vol. 93 (87)

Gayle Mertz and Carol M. Lieber (2004) Five Dimensions of Conflict, Educators for Social Responsibility

Graham Spencer (2005) The Media and Peace; From Vietnam to the ‘War on Terror’

Jacob Bercovitch, Victor Krementzuk, and William Zartman (2008) Introduction: The nature of Conflict and Conflict resolution

Johan Galtung (2008) Theories of Conflict: Definitions, Dimensions, Negations, Formations

Johan Galtung (2009) Theories of Conflicts: Definitions, Dimensions, Negations, Formations. Oslo: Transcend.

Oliver Schwarz and Simon Wiegand (2008) Heinz-Jürgen Axt. Conflict Settlement through Europeanization? The Hexagon of Conflict Settlement. The Case of the Greek-Macedonian Name Dispute in: Tobias Debiel, Karl-Rudolf Korte, Rüdiger Schmitt-Beck (Ed.)

Panos South Asia (2011) Conflict, Media and Human Rights in south Asia Report from a Roundtable , 2011 International Council on Human Rights Policy, Panos South Asia, and the Tata Institute of Social Sciences.

Rachel Blackman (2003) Peace-building within our communities, Tearfund, Volume 4 of Roots Resources.

Ross Howard (2003). Conflict Sensitive Journalism Handbook. Denmark: International Media Support- IMS and Institute for Media, Policy and Civil Society -IMPACS.

Ross Howard (2008). My Tribe is Journalism: Conflict Sensitive Journalism. Denmark: International Media Support

Simeon H.O. Alozieuwa (2015) Conflict as an Ideological Orientation of the Nigerian Media. Global Media Journal: African Edition, 9(1). doi: <https://doi.org/10.5789/9-1-189>

Tim Allen and Jean Seaton (1999) The Media of Conflict: War Reporting and Representations of Ethnic Violence. London: Zed Book Publishing

