

reporting: for example, stories which contextualize conflict or examine reconciliation processes.

In other instances, the INFRASTRUCTURE will be most important. That is, it will be most important to support the diversity of local media (by the provision of funding for equipment, journalist training and so on), and to allow the media to reflect the current social reality however undesirable that reality may be. This is because the establishment of the institution of a free, diverse and therefore credible media is the most valuable contribution that can be made to peace, by instilling and exemplifying democratic values.

1.2 Media's Role as 'Messenger for Peace'

Used skillfully, the media can be a powerful tool in the hands of a western democratic nation seeking to support, or even to agitate for, the building of a democratic society. Direct messages about peace, democracy, ethnic tolerance, methods of alternative conflict resolution can be (and are) broadcast into a society from the outside (the public in many countries tune into the BBC World Service, CNN etc).

Some participants pointed out that the media comprises much more than conventional journalism. It embraces other cultural forms such as drama. It was suggested that, in any event, in many parts of the world people are becoming mistrustful of journalistic "information", since much of the information they receive is perceived by them to be propaganda.

It is thus often much more effective to reach audiences through the entertainment aspect of the media. Popular cultural forms such as village theatre, TV soap opera, radio drama, or the innovative use of the internet/e-mail can be used to get peace-compatible messages across. Carefully designed dramatic interventions can be used to address cultural attitudes and perceptions.

2. Design and Implementation of Media Interventions in Support of Peace

2.1 How to Design and Implement a Democratic Transition approach

The development of an infrastructure for media per se does not necessarily mean that it will be used for peace-building purposes. So the intervention must be carefully and properly planned.

2.1.1 What are the conditions needed before you can intervene?

Participants offered the following points for consideration when deciding whether and when to plan a media intervention.

- Evaluate existing conditions of media to know whether intervention is necessary. Ask: how dissatisfied with the media are the public?