



Media And The Discourse Of Peace In The International Arena

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Abstract

Communication and media, today is one of the most important political tools in the world that can lead to persuasion of public opinion or anxiety in various ways.

In the last two years, the corona outbreak, which has led to people living at home and overusing media and communication tools, has increasingly intertwined geographical boundaries and created a world without borders. A world where common pain today has brought people together regardless of their nationality. Meanwhile, the new media is sometimes recognized by some governments as a sabotage element in countries and decisions are made to limit it, while the media can play a role in making peace and creating empathy in the international arena and among different nationalities. Have an effective role, but have been neglected so far. Therefore, this study examines the role of new media in creating peace in the international arena and creating a peace discourse along with the coercion of some superpowers. The main question of the research is how new media can help to create international peace? Accordingly, the research hypothesis is based on the fact that new media through public awareness, empowerment of social groups, rebuilding trust in society, holding officials accountable to the people, democratic contexts in society to resolve conflicts and peace within the country and in Provides the ultimate in peace and friendship in the international arena. The method of this research is explanatory.

Keywords: New media, discourse, peace, confidence building, international conflicts

Introduction

Today, the media, in its new form, has a wide role in shaping public opinion, and this has increased its importance in the political and social spheres of countries. New media have penetrated deep into societies using advanced communication technologies and have had a significant and decisive influence on the direction of public opinion and the way people view society, politics, economics and culture.

The influence of the media is felt not only in the normal conditions of society, but also in critical and special situations. Public mobilization of the people facing external threats,

persuasion about specific decisions of governments, claiming the realization of human rights, etc. are the effects of the media on various dimensions. In the present age, the media has played a role more than mere informing and has created new dimensions of security in the national and international levels and challenged many of the previous assumptions and principles in the structure of international relations and law, and sometimes played multiple and even conflicting functions. It can both act as a weapon in the conflict and war, and as a tool to help resolve conflict, establish and fortify peace. Of course, based on objective observations, we can say that the content of today's media of the world is more of an approach to hostility and confrontation than an approach to peace and security. Tools that complete the military and threaten security at various levels, includes individual, national, international and global. Why the content of the world's media is more hostile than to peace and security can be attributed to the principle of Conflict among the seven principles of news value. Among news values, conflict is one of the most obvious evidences for the important role of the media in warfare. Thus, not only are the media unable to stop it during a war, but in addition to being dependent on one of the parties of the war and due to the nature of the presence of “ conflict” as one of the news values, the media are often fueled the war themselves. As security advocates believe, the existence of conflict as a news value has caused their efforts for achieving security and peace not be reflected in the media because it lacks news value. (Soltanifar, 2012)

The concept of peace is one of the most important issues in the field of international relations, which has been one of the human ideals from the past until now and has had different meanings at different times, but its principles have been preserved until now; These principles, which are not numerous, are the absence of a state of war, the absence of a state of conflict, the absence of physical conflicts, etc. (Shafiee et al., 2013).

Peace requires the joint efforts of many human beings. Accordingly, human beings must accept common rules of conduct and believe in the fundamental principle of human rights. Collective action, on the other hand, requires social communication that is made possible through mass media. Without the media, no collective action can be achieved in modern societies. Also, many wars are fought due to lack of awareness and full knowledge of communities, which clearly need to confirm the role of media awareness. Hans Morgenthau considers the Vietnam War to be based on misinformation and ignorance of the history of Southeast Asia (Morgenthau, 1965).

Mearsheimer also blames the Iraq war for misjudgment and lack of accurate information about the terrorist threat and Iraq's capabilities. Defenders of global peace see the Iraq war as an opportunity to re-energize extremist terrorists, which has led to more terrorist violence and human rights abuses during this period (Mearsheimer & Walt, 1998).

The result of these wars is that the victims of these wars are mostly civilians. 80 percent of the casualties in these wars are ordinary citizens, which is a fundamental violation of human rights, so the protection of human rights is an essential element of the world peace strategy. Defenders of human rights and world peace have a common ground for their work, and that is to use the vast power of the mass media. Peace and rights are together, peace requires respect for rights and respect for rights is an educational and propaganda job in which the media plays the leading role in it. Therefore, we can say that civil liberty, democracy and human rights are preconditions for a lasting peace among human beings. (Nawakhti Moghadam, 2009)

Peace movements today emphasize on defending of democracy, freedom of information, freedom of expression, and human rights. In their opinion, the only way to prevent violence and terror worldwide is to link media freedom and the protection of human rights. According to Havel, peace and freedom of expression are two inseparable things. Sustainable peace can only be achieved in free societies. (Havel, 1988)

The method of this research is explanatory and we have tried to study the role of new media in creating peace in the international arena and a peace discourse in the world. The main question of this research is how new media can help to create international peace? Accordingly, the research hypothesis is based on the fact that new media through public awareness, empowerment of social groups, rebuilding trust in society, making officials responsible to the people, provide democratic bases in society to resolve conflicts and peace in the country and peace and friendship in the international arena.

Empowering civil society

Civil society is a set of non-governmental institutions aimed at structural optimization of government-people relations and emphasizes three principles: Government, Citizenship rights and Social participation. These institutions include groups and guilds that in the era of modernity are located between traditional groups with traditional institutions on one hand and governmental institutions on the other hand.

On the other hand, it may be necessary to point out that the press has been able to free itself a little bit from the dominance of government ideas since becoming professional and advancing in various technologies and it has become a mirror of the facts and events of society. However, by weakening the dominance on the independent media, governments have tried to indirectly impose their messages and ideas on their audiences by creating their own media and to create a press project against the press; But gradually the press has played such a role in enlightening public opinion that it has been interpreted as the fourth elements of democracy. In fact, the media has a deep and vital connection with the seriousness and

strengthening the civil society to stand up to the violence and brutality of power. Establishing and maintaining freedom of expression and thought, law, equality and democracy are the main features of the media, which they are all present in civil society. As the media helps public awareness raise by informing the society, the more freedom a society has and the more the media can clarify and critique current situation, the people and society are driven to demand and the officials to accountability and society will gradually reach intellectual maturity and civil society will become stronger.

Accordingly, one of the essential roles of the media is to strengthen civil society by creating conscious (aware-wise) and active citizens. The more the media has multiplicity, diversity, and political-economic independence from the governing systems, the more effective it will be in the excellence and development of civil society. By fulfilling actions such as awakening public opinion, encouraging and stimulating them to play a social role regarding national integrity, and achieving the common good, the media can help preserve national independence and interests in the international arena.

On the contrary, by strengthening civil society, media plays an essential role in preserving sustainability and continuity of the professional life of the media. The more powerful the institutions of civil society, the closer the structure of society is to democratic indicators. Meanwhile, a free press aids the civil society not to be submissive to the government and to show at least some kind of balance toward it. Although, the ideal state is that people (Society) should be in the majority and the government in the minority.

Therefore, we can say that by helping to create transparency, the media prevents moral bankruptcy and political corruption. By compelling the government to respect and obey the principle of "justice", media will hold the government responsible and accountable and cloak the defects of civil society, and it will gradually strengthen civil society. If civil society is powerful, it can play a positive and effective role in preventing the government from becoming populist or oligarchic.

To sum up, the alignment of professional media in terms of quantity and quality with a powerful civil society in the majority; with tools including promoting the culture of dialogue, supporting collective and individual freedoms and rights, and overlooking the process of capital and power, emphasizing the rule of law in all aspects, insisting on respecting human dignity and privacy, and highlighting the system's accountability to the society, can bring the capacity of the fourth pillar of democracy to the fore. (Ghaemi, 1399)

It should be mentioned that while the media itself is the output of civil society, they also play the most significant role in sustaining and establishing the society.

Formation of Peace Discourse in a Community

Now, more than ever, the world is involved in war, violence, power-seeking, political games, individualism, etc., and despite the economic, cultural and social problems, kinds of conflict are rising. In such a situation, the challenges ahead for human beings are injustice, racial discrimination, insecurity, violence and hatred. In this regard, the promotion of a culture of peace can contribute to the development of beliefs among people of each country in accordance with their specific socio-economic and cultural structures, and thus there is less conflict between people and nations.

Peace can be seen as a set of knowledge, information, understanding, attitudes and aspirations that have always been oppressed by the tyrants throughout history but revived by the art and culture media of each country. Today, promoting peace is considered as an essential activity and everyone has responsibility to spread it, rather than a matter of choice or worldview. The media can make an important contribution to peace building between societies (Zamani, 2015).

Peace studies are regarded as a transnational category that encompasses all human beings and nations because intra- and inter-individual conflicts can lead to war among individuals and their groups. Given that the conflict is a universal concept; therefore, the concept of peace is also the same. There are mainly four types of conflict, including (a) Intra-individual conflict or inter-individual conflict, (b) Inter-community conflict, arising from tribal, political, racial conflicts or the migration of a particular group to a region, for example, the conflict between the Catholics and the Protestants, or between Muslims and Takfiris, (c) Inter-state conflict, for example World War I and World War II, and (d) inter-civilizational conflict as identified by Huntington, i.e., the clash of civilizations between the West and the Muslim world. According to the author, conflict can promote the growth in the societies. Conflict management is a very important issue. In other words, if the two sides which conflict with each other think of a win-win game, the course of conflict management is progressive. Both sides need to come to a conclusion if they have common interests to get a satisfactory solution.

The objectives of peace and democracy based on human dignity are to eliminate any pressure imposed on the individual wills and to establish a system in which an individual's will flourishes as much as possible, while war suppresses national will because it uses force instead of justice to solve international problems, resulting in the suppression of the individual wills which together constitute the national will. People are isolated from everyday life when war takes place and creates a suffocating environment for them which can cause the greatest harm to people by destroying their dignity. Today, all countries should

strive towards peace in the world, and thus they must establish peace in the first place, and prevent poverty, unemployment, racial racial/ethnic discrimination, etc to achieve a just and lasting peace (Soleimani, 2009).

The Role of the Media in the International Peace Building

How can the media with its pervasive possibilities, influence the concept of world peace? It needs to be said that in today's world, the media has become a popular tool for us in order to know the world and other people. Media can bring different societies which have different cultures closer and familiarize different people with each other's culture, and train people for human rights in their daily life to achieve world peace.

International conflict resolution is a feature of the new media that politicians or policymakers use it to enhance their negotiations and strengthen public support for their agreements. The new media can play a role of the mediator to facilitate communication between the parties in conflict.

In addition to the media's capacity to incite conflict, the media can serve as a driver of building and consolidating peace. By getting rid of insecurity from the minds of individuals and society, the media can avoid magnifying problems while reflecting the facts. The media can contribute to control the crisis instead of displaying crisis and increase the crisis and mobilize all peace-loving forces by helping government's take the appropriate measures.

In addition, the media can establish a two-way and realistic relationship between governments and nations. Taking advantage of this potential, the media instead of trying to prove the theory that everyone who isn't us is an enemy, pays attention to cultural democracy which can play an important role in human security in the contemporary world. In cultural democracy, not fighting against the values of others is the basic principle, and accordingly, some contemporary researchers have considered cultural democracy as lab of security in which human beings are agreed while there are obvious distinctions between them. To embody the ideals of world security under the shadow of cultural democracy, we would need to explain the actions of individuals in such a way that the pain of others will become a common pain. If we do, others will be just others, not necessarily our enemies. The most important function of the media is to reflect the ugly consequences of war and the benefits of peace in order to provide a platform for discussion in this regard. Another way is to get acquainted with peace literature and use it in the media.

In this regard, the most important functions of the media in the face of conflict are summarized Table 1.

Table 1. The role of new media in conflict resolution

<p>The role of new media in conflict prevention</p>	<p>Reduced competition for resources (underground resources, water, food, land).</p> <p>Preventing the emergence of violence-promoting extremism and violence.</p> <p>The possibility of hearing the voices of oppressed people.</p> <p>Reducing climate change and environmental degradation, contributing to intensified conflicts for resources.</p>
<p>The role of new media in conflict resolution</p>	<p>A direct dialogue between all parties involved in a conflict.</p> <p>The diversification of communication channels between all parties involved in a conflict at the level of individual relations and civil institutions.</p> <p>Strengthening control over the implementation of the peace agreement and human rights violations for sharing the narratives and improving empathy between all parties involved in a conflict.</p> <p>Reducing the misconceptions of capabilities and intentions of all parties involved in a conflict.</p>

As mentioned previously, in addition to the media's capacity to incite conflict, the media can serve as a driver of building and consolidating peace. In this regard, we can mention the recent events in Azerbaijan and the tension over the road from Iran to Armenia, which has changed and fallen to Azeri forces. No acute conflict was observed between the two countries, but unfortunately, the media sought to provoke war and increase tensions between the two countries.

Conclusions

Given the increasing use of new media in all aspects of human life, especially in inter- state interactions; therefore, the aim of this study is to investigate the role of media in international peace building. This becomes important when the new media transcends beyond the boundaries of the state and overshadows all changes within societies and between states.

The research question for this study was: How new media can contribute to international peace building. The hypothesis of this study was that the new media, through increasing the awareness of people, empowering social groups, rebuilding trust in society, and holding public officials accountable, can provide democratic contexts in society for resolving conflicts and promoting peace within the country, leading to international peace building. To examine this hypothesis, we presented a conceptual framework emphasizing the linkage between media and conflict resolution and peace building, and assessed the ways in which the new media could play a role in international conflicts. New media with an interactive feature and limited control compared to traditional media, can have an effect on many aspects of human life and with the increasing development of Internet-based communication technologies, the role of new media in the political and security fields can be strengthened. In this regard, the role of new media in international conflicts was examined from three perspectives: the empowerment of civil society, the role of media in formation peace discourse in a community and the media and international peace building. Accordingly, we need to change people's attitudes involved in a conflict and build trust between all parties involved in a conflict. Accompanying the media through the use of words, images and symbols of the peace movement is an integral part of their ability to achieve cultural transformation.

International media interactions to transfer their experiences to each other and the formation of a common discourse in the face of international conflicts are the most important strategies for achieving the international peace building.

New media which is a major part of individuals' daily lives, can make it possible for all people to be expanded in the form of an international family system by internalizing the peace, building emotional closeness and bonding and strengthening empathy among communities. Accordingly, otherness is not considered a threat and a feeling of pity or sense of compassion can be freely expressed. New media encompass a wide range of forms, including art which can be used to spread ideas and improve our ability to empathize with others' pain and suffering that does not benefit us.

In conclusion, it can be said that before the emergence of new media to raise awareness about concepts such as human rights and fundamental freedoms, and world peace, it meant that states were the creators of these concepts and based on their own interests they defined the limits of these concepts, but with the advent of new media, this issue has taken on different forms. New media is a reliable, low-cost, universal tool for achieving world peace. Due to the ease of access and high speed data transfer, new media has advantages that states can use to formulate and change their diplomacy, and also it has brought people from different cultures, leading to the recognition of cultural pluralism.

Some suggestions are made for the media to dominate the peace discourse in the international system:

- Using the capacities of national and transnational media in order to realize their rights and correct the false negative attitudes towards countries.
- Interaction and cooperation between the media in neighboring countries, the regions and the world in order to promote peace in the world.
- Restoring peace and tranquility in people and increasing their awareness by the media
- Providing the necessary information in the form of training programs, educational movies, etc. regarding international peace
- Preventing the media was to avoid fomenting a crisis and cultural conflict.
- Paying attention to the ethical principles and standards of media to prevent the crises and conflicts
- Strengthening global security and adhering to ethical principles

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