

WAR OR PEACE JOURNALISM? A FRAMING ANALYSIS OF HOW THE UGANDAN MEDIA COVERED THE 2013/2014 SOUTH SUDAN CONFLICT

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DECLARATION

I, Vivian Norah Nakaliika, hereby certify that to the best of my understanding, this dissertation has not been submitted to any university in full or in part for any academic prize, publication, or other reason. The pieces presented here are unique. Where the writings of others have been quoted, suitable citations have been included.

In order to partially meet the requirements for the Master of Arts in Journalism and Media Studies degree from Uganda Christian University, I would like to present the dissertation.

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DEDICATION

To Mum Phoebe, my husband Solomon and my children; Amani, Imani, Upendo and Asante.

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For their richness of information, skill, and time, my lecturers and colleagues deserve my sincere gratitude.

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LIST OF ABBREVIATIONS AND ACRONYMS

AP	Associated Press
AU	African Union
CGPJ	Centre for Global Peace Journalism
EALA	East African Legislative Assembly
EU	European Union
IGAD	Inter-Governmental Authority on Development
MPs	Members of Parliament
QNA	Qatar News Agency
RTL	Radio Télévision Libre des Mille Collines
SPLA	Sudan People's Liberation Army
SPLM-O	Sudan People's Liberation Movement in Opposition
SPSS	Statistical Package for Social Sciences
UN	United Nations
UPDF	Uganda Peoples Defence Forces
WMDs	Weapons of Mass Destruction

ABSTRACT

The study examined the extent to which peace or war journalism was employed in the coverage of the 2013/2014 South Sudan conflict, with a focus on *The New Vision* and *Daily Monitor* newspapers. It was guided by two specific objectives: first, to determine the extent to which peace or war journalism dominated the reporting of the 2013/14 South Sudan conflict in *The New Vision* and *Daily Monitor*; and second, to analyze the dominant frames used in presenting peace or war journalism in the coverage of the conflict by either newspaper.

The study employed a descriptive research design with a quantitative comparative framing. Using a census sampling method, two newspapers—*The New Vision* and *Daily Monitor*—were selected for analysis of their coverage of the 2013–2014 South Sudan conflict. The research introduced new questions focusing on the dominant frames used for peace or war journalism within this coverage, addressed through secondary data analysis. Content analysis was carried out on 135 articles from *The New Vision* and 15 from *Daily Monitor*. The data was drawn from news reports, editorials, and analytical pieces published in both newspapers.

The study found that peace-oriented reporting dominated media coverage of the 2013/14 South Sudan conflict in Uganda. In *The New Vision*, 71.1% of 135 articles promoted peace journalism, while 28.9% reflected war journalism. Although *Daily Monitor* featured fewer stories, only 15, all were peace-focused. Most coverage emphasized dialogue, peace talks, and conflict resolution, with analysts advocating non-violent approaches. However, *The New Vision* occasionally presented biased, confrontational content. Overall, Ugandan media leaned toward peace journalism. The study recommends that journalists be trained on their social responsibilities, ethical reporting during conflicts and the importance of investigative journalism to promote peace and public interest.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Over the years, there has been intense discussion on the best method for reporting about wars and conflicts. As a result, two strategies: peace or war journalism, have appeared in print media. The problem is that it has been discovered that how conflicts or wars are covered or reported by the media significantly affects the results of these conflicts or battles in various circumstances. War journalism ignores any opportunity for peaceful initiative; for them, the means defends the end to the advantage of the victor. In contrast, peace journalism is solution-oriented, in that peace journalists have a moral obligation to explore potential peaceful options to end the conflict or war as well as to simply report what is happening on the battlefield.

Following the collapse of the South Sudan government, which triggered the 2013/14 conflict, newspapers across the globe were filled with stories highlighting the tension, often at the expense of promoting peace. Ugandan print media, in particular, was swept up in the sensationalism surrounding the conflict. *The New Vision* and *Daily Monitor* joined other prominent international newspapers in reporting the unfolding events. The framing, emphasis, prominence, and tone of their coverage had a significant impact on how the conflict was perceived. This study therefore, focuses on examining how the two newspapers covered the conflict. The focus is put on the extent to which the two newspapers used peace or war journalism in reporting on the 2013/14 South Sudan conflict. This chapter begins with a description of the study's background before moving on to the problem statement, study objectives, research questions, scope, significance, and study justification.

1.1 Background to the Study

Over the past four decades, increasing attention has been given to how journalists report on war and peace. This shift challenges the traditional war reporting approach, which emphasizes impartiality but often carries an ethnocentric bias, especially during crises (Christanti & Sumarlan, 2019). The evolving style of coverage is based on the understanding that repeated

exposure to one-sided narratives can shape public perception, either in favor of war or peace (Jukes et al., 2020). Thus, media coverage significantly influences the course of conflict and peace efforts (Jan & Hussain, 2020). As a result, the portrayal of conflicts in the media is a major concern for the public, journalists, and combatants alike (Lynch, 2015). The foundation of this perspective can be traced back to Johan Galtung and Mari Ruge's 1965 study on the newsworthiness of international events (Galtung & Ruge, 1965). Galtung later proposed peace journalism as an alternative model that emphasizes truth, social responsibility, and balanced representation, in contrast to traditional reporting, which often serves propaganda and demonizes opponents (Galtung, 2002).

Jan and Hussain (2020) classify conflict reporting into two categories: "war journalism" and "peace journalism". War journalism focuses on portraying victory over the enemy as the ultimate objective, emphasizing visible signs of conflict while spreading propaganda and concealing the truth. It exposes the opponent's flaws while shielding those of its own side. In contrast, peace journalism is driven by the goal of preventing conflict escalation. It highlights the roots of conflict, peace initiatives, and possible solutions, rather than strategies for conquest. Peace journalists avoid emotionally charged language and refrain from demonizing or victimizing parties. Ultimately, the way information is presented influences whether a situation leans toward war or peace (García & Vásquez, 2018).

In their book, *New Wars, New Media and New War Journalism*, Nohrstedt and Ottosen (2014) emphasize the vital role of journalists and the media during war, conflict, and threats of international terrorism. Peace journalists, therefore, are encouraged to report with a comprehensive understanding of the conflict's historical and cultural context, showing empathy toward all parties involved (Cortés-Martínez & Thomas, 2020). However, some journalists still adhere to the traditional view that sees journalistic involvement in society as shifting them from neutral observers to active participants, a stance considered a serious breach of ethical standards (Institute for War and Peace Reporting [IWPR], 2015). When journalists suppress voices advocating peace and present conflict through one-sided war narratives without critically examining falsehoods from either side, they risk fueling the continuation of war (Matschke, 2019).

This nature of journalism has led many scholars to reconsider and challenge the conventional approach to conflict reporting. This is especially evident in African countries, where war journalism has contributed to prolonged conflicts and widespread violence in places such as the Democratic Republic of the Congo, Central African Republic, Angola, Sudan, Mali, Nigeria, Libya, and South Sudan (Zaland, 2019). State-controlled media often neglect peace initiatives and solutions. Journalists adhering to traditional war reporting struggle to uncover the truth amid competing claims in regions plagued by chaos and violence, making accurate and impartial reporting difficult (Danaan, 2017). Government pressure for patriotic reporting, combined with censorship and propaganda framed as national interest, undermines journalistic objectivity. The result is often a biased, state-driven narrative that portrays the opposing side as the aggressor and fuels further conflict (Christanti & Sumarlan, 2019).

Based on a traditional standpoint, efforts to remain neutral and objective in conflict reporting often distort the news by reproducing the views of dominant parties and presenting them as “balanced” (Orgeret, 2016). However, Gellhorn et al. (2017) argue that journalists should not remain neutral between good and evil in such contexts. In pursuit of sustainable development goals, journalists must go beyond simplistic, conventional reporting methods and adopt more nuanced approaches to framing conflict stories (Lynch, 2015). Since sustainable development depends on peace, African journalism should move away from one-sided war reporting and instead promote a culture of peace through balanced coverage that reflects all sides of a conflict (Jan & Hussain, 2020). As such, war and peace journalism can represent fundamentally opposing approaches to conflict reporting.

In Uganda, newspapers have played a significant role in reporting both internal and external conflicts. However, much of this coverage has been one-dimensional, often shaped by military propaganda, graphic imagery, and headlines emphasizing military success based on enemy casualties or captures (Matschke, 2019). Such reporting has, to some extent, contributed to Uganda’s ongoing instability since independence. Frequently, the framing and angling of stories have escalated tensions rather than fostering peace (Gakunju, 2017). With a history rooted in conflict, journalism in Uganda has remained largely reactive, mirroring global trends (Lynch & Galtung, 2010). This study sought to examine how local media covered the 2013–2014 South

Sudan crisis through the lens of war or peace journalism. Specifically, it examined the extent to which media narratives contributed either to the escalation or peaceful resolution of the conflict.

1.1.1 South Sudan 2013 – 2014 Conflict

South Sudan descended into political crisis in 2013–2014, sparked by tensions between President Salva Kiir and former Vice President Dr. Riek Machar. According to Johnson and Johnson (2014), a miscommunication between the two leaders triggered the conflict. In response, the Uganda People's Defense Forces crossed the Nimule border into South Sudan to help defuse the situation. This military involvement prompted Ugandan media to begin reporting on the conflict. As noted by Jok (2015), much of the coverage adopted a partisan tone, favoring either Machar's rebel faction or Kiir's government forces. Jok further argued that the lack of fairness, balance, and objectivity in media reporting undermined the press's role in promoting democracy, justice, and accountability in South Sudan. Rather than merely informing the public, the framing and emphasis of these stories often intensified ethnic divisions and deepened hostilities between the warring groups.

Uganda's direct involvement in the South Sudan conflict made its two leading newspapers, *The New Vision* and *Daily Monitor*, key sources of information on the events. These publications either contributed to peace efforts or exacerbated tensions by spreading misinformation and propaganda against the conflicting parties. This study aimed to examine whether the coverage by *The New Vision* and *Daily Monitor* from 2013 to 2014 was aligned with peace journalism or war journalism. It focused on analyzing the framing, placement, and frequency of the stories, as well as the portrayal of the parties involved in the conflict.

1.1.2 New Vision and Daily Monitor Reporting on South Sudan 2013 – 2014 Conflict

The New Vision, a government-owned publication, and *Daily Monitor*, a privately owned newspaper in Uganda, both covered the 2013–2014 South Sudan conflict. This study compared how each newspaper framed the conflict, either through a lens of peace journalism or war journalism. Media portrayals during conflict can significantly influence the trajectory toward either peace or continued violence. Therefore, the researcher aimed to critically examine the press coverage of the South Sudanese war and explore ways it could be improved. The study

emphasized that effective conflict reporting should prioritize peace journalism principles over those of war journalism and considered how traditional ideologies and emerging alternative approaches shaped the framing of this conflict.

1.2 Statement of the Problem

The 2013–2014 South Sudan conflict drew widespread media attention at international, regional, and local levels. Journalists, influenced by varying ideological perspectives framed stories in ways that either fueled tensions or promoted peaceful resolutions. Media framing and prominence in conflict reporting are known to influence public perception and, at times, escalate hostilities (Jok, 2015). In Uganda, the media plays a key role in shaping public opinion on regional affairs, including conflicts in neighboring countries such as South Sudan. Given the historical, political, and economic ties between Uganda and South Sudan, Ugandan media coverage had the potential to influence domestic perceptions, policy debates, and even the behavior of actors involved in the conflict, such as mobilizing support for humanitarian aid, political positions, or military involvement. Despite efforts by religious and civil society actors to encourage peace, Ugandan media coverage often reflected partisan narratives and editorial biases, similar to trends observed in South Sudan itself. This study therefore sought to examine how *The New Vision* and *Daily Monitor* covered the South Sudan conflict between December 2013 and March 2014, with a focus on whether their reporting leaned more towards peace journalism or war journalism. Comparing a government-owned and a privately owned newspaper provides insights into how different editorial orientations framed the conflict. Previous research indicates that media framing significantly influences public responses to conflict, even across borders (Danaan, 2017; Matschke, 2019). Understanding Ugandan media's framing of a foreign conflict is therefore crucial for evaluating the potential role of local media in shaping perceptions, either reinforcing tensions or promoting peace in the region.

1.3 Purpose of the Study

To examine the extent peace or war journalism reporting was used in the coverage of the 2013/2014 South Sudan conflict; focusing on *The New Vision* and *Daily Monitor* newspapers.

1.4 Specific Objectives

The following precise objectives served as a guide for the study:

- i. To establish the extent to which peace or war journalism reporting on the 2013/14 South Sudan Conflict dominated in *The New Vision* and *Daily Monitor* newspapers
- ii. To analyze the dominant frames used for peace or war journalism in reporting of the 2013/14 South Sudan conflict in either newspaper.

1.5 Research Questions

RQ1: To what extent was peace or war journalism reporting on the 2013/14 South Sudan conflict dominated in *The New Vision* and *Daily Monitor* newspapers?

RQ1: What were the dominant frames used for peace or war journalism in reporting of the 2013/14 South Sudan conflict in either newspaper?

1.6 Scope of the Study

The study was limited to analyzing how the 2013–2014 South Sudan conflict was framed by Ugandan media, focusing on war journalism versus peace journalism. Specifically, it examined the articles and headlines published by *The New Vision* and *Daily Monitor* during this period. These two newspapers were selected for comparison because one is government-owned while the other is privately owned, thus offering contrasting editorial perspectives. Comparing their coverage was relevant because state-owned media often reflects official government positions, while private outlets may provide more critical or alternative viewpoints, thereby highlighting differences in framing and agenda-setting.

The chosen timeframe of December 2013 to March 2014 was significant because it marked the most critical phases of the conflict. December 2013 was when the civil war broke out following political disagreements within the SPLM, which escalated into widespread violence. January 2014 witnessed the peak of the fighting, attracting substantial regional and international attention, including Uganda’s military involvement through the UPDF. March 2014 was notable for the peace talks in Addis Ababa under IGAD mediation, which generated intensive media

coverage and debates on possible solutions. This period, therefore, provided a concentrated window in which the Ugandan press was most actively engaged in framing the conflict, making it suitable for examining patterns of war versus peace journalism.

1.7 Justification of the Study

The purpose of this study was to examine how the framing of news articles in newspapers can either directly or indirectly contribute to peace or escalate conflict during times of war. It is argued that adherence to conventional journalism practices in conflict reporting often intensifies the course of war. This concern has led scholars to explore alternative approaches that emphasize peace-oriented reporting. In light of the 2013/2014 South Sudan conflict and the way it was covered by international, regional, and national media, this study analyzed the extent to which Ugandan newspapers reported on the conflict. The focus was on the framing, tone, prominence, and frequency of the coverage. The findings aimed to inform students and scholars about the critical importance of prioritizing peace journalism over war journalism in Africa.

1.8 Significance of the Study

The findings of this study would benefit the following key stakeholders: The research may offer valuable insights to policymakers, particularly the Ministry of Information, Communication, and Information Technology in Uganda and the government of South Sudan, on how media coverage can be directed toward promoting peace. The results may also help identify gaps in current media laws and regulations, supporting the development of more effective frameworks for conflict reporting.

The management of *The New Vision* and *Daily Monitor* newspapers may find the findings useful in re-evaluating editorial policies and strengthening newsroom practices that support peace journalism. The study's recommendations can guide media houses in training journalists, editors, and anchors to report on conflicts more responsibly and constructively.

This study contributes to the growing body of local literature on peace and war journalism in Uganda and South Sudan. It may serve as a reference for students and researchers conducting related studies and foster broader academic discourse on media's role in conflict transformation.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews excerpts from numerous sources written by various scholars in order to contextualize the current study and emphasize the gap it is trying to fill. The theoretical overview is offered in the opening section of the chapter, which is then followed by empirical research that is presented in tandem with the precise objectives of the study and a summary of the literature review.

2.1 Theoretical Overview

The Framing Theory, developed by Erving Goffman in 1974, served as the primary theoretical framework for this study. It posits that a single topic can be interpreted from multiple perspectives, each emphasizing different values or considerations. In media communication, framing involves the deliberate use of language, imagery, tone, and presentation techniques to influence how audiences perceive information (Gamson & Modigliani, 1989). The chosen frame reflects what the communicator—whether a politician, journalist, or media outlet—considers most relevant to the issue at hand. In the context of this study, the framing of conflict or war in news coverage can significantly affect whether a conflict escalates or moves toward resolution. Peace journalism and war journalism use specific metaphors, symbols, imagery, and tone, which cumulatively shape public perception and response (Entman, 1991). As Christanti and Sumarlan (2019) assert, framing serves as the “central organizing principle for news content,” because facts presented without a coherent narrative or frame often lack meaning and impact (Gamson, 1989).

The presence or absence of specific keywords, recurring phrases, stereotypical imagery, sources of information, and sentence structures reinforces particular themes that can influence the momentum of a conflict, depending on whether journalists adopt a war or peace reporting approach (Entman, 1993:25). Conflict as a news value forms the basis of most war reporting, often dramatized to attract readership or boost ratings (Rahimi, 2019). War journalism typically

emphasizes confrontation, demonizes opponents, and highlights violence, whereas peace journalism seeks to uncover truth, contextualize the conflict, and promote de-escalatory solutions.

This study applied Framing Theory to examine two specific aspects of media coverage, aligned with its objectives. First, it established the extent to which peace or war journalism dominated reporting of the 2013–2014 South Sudan conflict in *The New Vision* and *Daily Monitor*. Second, it analyzed the dominant frames used in reporting, identifying whether the newspapers employed pro-war or pro-peace narratives through language, imagery, and tone. By linking framing practices to these objectives, the theory provided both a conceptual and methodological foundation for assessing how Ugandan media coverage may have shaped public perceptions and discourse regarding a foreign conflict. While Framing Theory provided valuable insights, it has been critiqued for overemphasizing media influence while underestimating audience agency and social context (Matthes, 2009). Operationalizing frames can also be challenging due to their subjective nature and the interplay of multiple frames in complex reporting (Tankard, 2001). These limitations were acknowledged in this study and underscored the need to interpret findings cautiously and to consider both media practices and audience reception in understanding the framing of conflict.

2.2 Overview of Concepts

2.2.1 Peace Journalism

Peace journalism is defined as a reporting approach that emphasizes understanding the underlying causes of conflicts and encourages society to consider non-violent resolutions (Lynch, 2015). Unlike war-oriented reporting, which tends to sensationalize violence, peace journalism seeks to give voice to marginalized perspectives, particularly civilians and non-combatants who are often silenced in mainstream narratives. Galtung (2002) describes its purpose as making hidden aspects of reality “audible and visible,” ensuring that the human costs and socio-political complexities of conflicts are not overlooked.

Galtung and Lynch (2010) identified four guiding principles for peace journalism: (i) analyze the origins of conflict, including the goals and sociopolitical context of the parties involved; (ii) humanize all actors by avoiding stereotypes or demonization; (iii) ensure factual accuracy and context; and (iv) document peace efforts, reconciliation initiatives, and post-conflict reconstruction. These principles encourage journalists to move beyond reactive reporting and instead produce constructive narratives that highlight opportunities for peace.

Globally, peace journalism has been studied in diverse contexts. For instance, Doll et al. (2023) found that peace-oriented coverage can enhance media credibility by fostering trust among audiences. Similarly, Gakunju (2017) observed in Kenya that peace framing during post-election violence contributed to reconciliation processes. These findings are relevant to the present study because they show that the Ugandan press, by choosing to highlight peace talks and reconciliation efforts in South Sudan, could influence public discourse and encourage diplomatic solutions. Yet peace journalism has its critics: Jan and Hussain (2020) argue that it risks being seen as “agenda journalism.” However, Ersoy (2016) contends that all journalism carries agendas, and peace journalism’s explicit goal of conflict de-escalation makes it ethically defensible. This debate highlights both the potential and limitations of peace journalism that reminded this study to assess not only how often peace frames were used in *The New Vision* and *Daily Monitor* but also the depth and credibility of such reporting.

2.2.2 War Journalism

War journalism, by contrast, is rooted in confrontation-driven narratives, often shaped by propaganda, dramatization, and elite perspectives. It prioritizes immediacy, violence, and victory while sidelining structural causes or alternative viewpoints (Lynch & McGoldrick, 2010). This reporting style reinforces an “us versus them” mentality, demonizes opponents, and glorifies military responses. Jan and Hussain (2020) emphasize that war journalism simplifies complex disputes by equating conflict with war, portraying compromise as defeat, and thereby legitimizing escalation.

Some global studies confirm the dominance of war framing in coverage of violent conflicts. Kozman and Cozma (2024), for example, found that news reports on the 2023 Israel–Gaza war

were overwhelmingly framed around destruction, retaliation, and confrontation, with little attention to humanitarian or diplomatic initiatives. Similarly, Awny (2019) noted that regional reporting on the Rohingya crisis often emphasized state security concerns while marginalizing refugee suffering. These findings resonate with the Ugandan context, where *The New Vision* and *Daily Monitor* could frame the South Sudan conflict either as a military struggle involving government and rebel forces or as a humanitarian crisis requiring regional peacebuilding.

War journalism is also commercially attractive. Rahimi (2019) argues that conflict is a key news value, with dramatized coverage designed to attract readership and boost ratings. In Uganda, given the political sensitivities around South Sudan, where the Ugandan government had direct involvement, government-owned media might have prioritized official narratives that legitimized military engagement, while private media could have adopted more critical stances. For this study, assessing how war journalism dominated—or was resisted—in these two outlets is crucial for understanding the broader influence of Ugandan media on regional perceptions of the conflict.

2.2.3 Conflicts

Conflict is an inherent part of human interaction, arising when individuals or groups pursue incompatible goals, values, or ambitions (Howard, 2003; Nassanga, 2007). In Africa, conflicts are often shaped by colonial legacies, weak state institutions, and struggles over identity and resources. Gilpin (2019) identifies six key drivers of African conflicts: self-determination struggles, secessionist movements, interstate rivalries, superpower involvement, identity-based divisions, and resource competition. These root causes highlight that conflicts are rarely spontaneous; they are products of deep historical and structural tensions.

For journalists, understanding these underlying drivers is essential. Reporting focused solely on violence risks reinforcing stereotypes, legitimizing military solutions, and overlooking opportunities for peace. In contrast, framing that contextualizes conflicts by highlighting grievances, inequalities, or peace efforts can inform the public more meaningfully and contribute to de-escalation. International studies illustrate this influence: Bartholomé et al. (2017) demonstrate that conflict frames vary in substantiveness and interventionism, shaping whether

audiences see violence as inevitable or avoidable. Workineh and Taddese (2025) further show that media coverage of African peace agreements can either legitimize or undermine negotiations, depending on framing choices.

In the Ugandan context, the South Sudan conflict was particularly significant due to historical, political, and economic ties between the two countries. Framing by *The New Vision* and *Daily Monitor* thus mattered not only for informing Ugandan audiences but also for influencing perceptions of Uganda's involvement in peace talks, humanitarian support, and regional stability. The aim of the study to determine whether peace or war journalism dominated, and to analyze the dominant frames, were therefore grounded in the recognition that media does not merely reflect conflicts but actively shapes their public meaning and trajectory.

2.3 Empirical Literature

2.3.1 Peace or War Journalism in Conflict/War Reporting

The media has long been instrumentalized as a strategic weapon by conflicting parties, a role that has become increasingly visible in contemporary conflict reporting. In many situations, both sides of a conflict utilize media platforms to garner public support by demonizing opponents, amplifying nationalistic sentiments, and concealing the harsh realities of violence and human suffering. This manipulation often results in biased narratives that deepen public polarization (IWPR, 2013). Journalists, therefore, find themselves at a critical juncture: they can either serve as conduits for propaganda; spreading fear, distorting facts, and legitimizing violence, or adopt a peace journalism approach that exposes misinformation from all sides and seeks to foster dialogue and resolution.

Peace journalism, as conceptualized by Lynch and McGoldrick (2016), challenges the dominant war narratives by prioritizing truth-telling, contextual reporting, and solution-oriented framing. It gives voice to marginalized perspectives, focuses on the underlying causes of conflict, and highlights peacebuilding efforts rather than military victories. Recent studies support the relevance of this model. For instance, Doll (2022) found that journalists in Uganda, Kenya, and South Sudan often navigate a hybrid space where peace and war journalism coexist, largely shaped by institutional pressures, insecurity, and editorial policies. Similarly, Okello (2025),

through content analysis of Juba-based newspapers, revealed that ownership structures and political affiliations significantly influenced whether media houses adopted peace-building or conflict-escalating frames. In contrast, war journalism remains dominant in most mainstream coverage. It tends to rely on official sources, dramatize violence, and frame conflict in binary terms—us versus them. This style of reporting contributes to what Lynch (2015) describes as the “amplification of violence,” where media attention reinforces enemy images and justifies retaliation. A study by Usman et al. (2025) on Nigerian media further illustrates how war journalism often sidelines peace initiatives, despite journalists expressing personal support for reconciliation.

This study examined how two major Ugandan newspapers: *The New Vision* and *Daily Monitor* covered the 2013–2014 South Sudan crisis, examining the extent to which they adhered to either peace or war journalism paradigms. By analyzing their framing strategies, tone, source selection, and narrative structure, this research contributes to a deeper understanding of how journalistic choices shape public perceptions and potentially influence conflict dynamics.

2.3.1.1 Reporting on Conflict/War situations using Peace Journalism

Objectivity, Truth, and Social Responsibility in Peace Journalism

In traditional journalism, objectivity has long been upheld as a fundamental ethical principle, especially in conflict and war reporting. It requires journalists to remain impartial and detached in presenting facts. However, this principle is increasingly questioned in conflict settings. Martin Bell, as cited by Hartley and Askanius (2021), challenges the relevance of objectivity in war, asserting that it cannot prevent the killing of civilians or alleviate suffering. Instead, he advocates for peace journalism, which regards journalists as active participants in promoting reconciliation and exposing the root causes of violence (Wien, 2017). This evolving role contrasts with the perspective of John Pilger, who emphasizes that objectivity is still essential, but only if it involves exposing the real interests behind a conflict. Without this deeper level of reporting, journalists risk becoming tools of propaganda (Hartley & Askanius, 2021). This tension reflects a broader shift in the identity of journalists, from neutral information providers to socially engaged actors (IWPR, 2015).

Peace journalism is closely tied to truthful reporting. Awuny (2019) contends that effective conflict journalism must reject partisan distortion and resist becoming a mouthpiece for propaganda. It should focus on presenting the perspectives of all parties honestly. Lynch and McGoldrick (2016) argue that peace journalism does not aim to suppress conflict but instead seeks to mitigate it by accurately portraying its causes and consequences. A study by Badji et al. (2024) in Ethiopia and Mali found that fact-checkers, despite facing online harassment and censorship, continued their work in navigating misinformation. However, due to threats and limited access to reliable sources, they increasingly focused on debunking viral content rather than holding political actors accountable. This demonstrates the challenges of pursuing truth under repressive conditions but also highlights the ethical importance of transparency and factual accuracy.

Framing, Representation, and Ethical Reporting

The way journalists frame stories during conflict significantly shapes public understanding and influences the trajectory of the conflict itself. According to Lynch (2018), journalists practicing peace journalism bear a social responsibility to provide platforms for non-violent discourse and reconciliation. Decisions on framing, word choice, and emphasis directly affect whether a story promotes peace or fuels division.

Empirical evidence reinforces this point. Adebayo and Makwambeni (2019) found that peace-oriented framing in Kenyan media during episodes of electoral violence helped de-escalate tensions and encouraged calls for reform. Similarly, Workineh and Taddese (2025) concluded that Ethiopian digital media platforms adhering to peace journalism principles enabled more constructive national dialogue during the Tigray conflict, while sensationalist outlets contributed to polarization. In contrast, reporting on the South Sudan conflict (2013–2014) by *The New Vision* and *Daily Monitor* largely reflected government narratives, neglecting grassroots peace efforts and alternative solutions. This limited public awareness and engagement with peaceful alternatives.

Peace journalism strives to represent reality more holistically by situating violent acts within a broader historical and political context. Chakrabarti (2018) emphasizes that presenting isolated

incidents without context misrepresents the complexity of conflict. Lynch (2020) adds that since no single, universally accepted version of reality exists, journalism must aim for a deeper, more contextual truth. By doing so, peace journalism acts as a corrective to conventional reporting, offering narratives that make peaceful solutions more visible and plausible.

Bartholome et al. (2017) cautioned that dominant reporting norms can distort reality when they are uncritically accepted. For example, terms like “terrorism” can frame violence as inevitable or justifiable when stripped of background. This creates a distorted public perception and narrows the space for alternative interpretations. Peace journalism counters this by promoting critical reflection on dominant narratives, revealing hidden agendas, and offering a range of perspectives, especially those overlooked in mainstream coverage (Rahimi, 2018). Eide et al. (2019) further stress that peace journalism enhances truth-seeking by highlighting root causes and exploring solutions from all sides involved in a conflict. By amplifying marginalized voices, uncovering hidden truths, and resisting propaganda, peace journalism helps shape public discourse in a way that supports conflict transformation and sustainable peace.

2.3.1.2 Reporting on Conflict/War situations using War Journalism

War journalism is characterized by reporting practices that often escalate tensions, deepen divisions, and obscure pathways to peace. Key features of this approach include the use of demonizing language, problematic claims of neutrality, and the strategic dissemination of propaganda.

Demonizing Language and Conflict Escalation

One defining trait of war journalism is the use of demonizing language against adversaries. This involves stereotyping, labeling, and portraying opposing groups as threats, which intensifies hostilities and undermines reconciliation efforts (Lynch, 2015). Kinfu (2021) found that Ethiopian media during the Tigray conflict regularly employed inflammatory language that framed opponents as existential enemies. Similarly, Peterson et al. (2023), in their study of peace-sensitive journalism across African nations, including Nigeria, observed that war-oriented journalism frequently invoked ethnic and religious identities in divisive ways, reinforcing social cleavages and obstructing efforts toward unity.

Claims of Neutrality and the Illusion of Objectivity

War reporting often promotes neutrality and nonpartisanship as professional ideals. However, Tenenboim (2017) challenges the feasibility of “whole truth” objectivity, noting that such expectations place unrealistic burdens on journalists. Neutrality, when applied in conflict contexts, can obscure power imbalances and create false equivalencies, which ultimately hinders responsible reporting. Youngblood (2017) and Hussain (2016) argue that simply presenting “both sides” without adequate context may perpetuate the very conflicts journalists are expected to report on. This concern is echoed in Chambers and Wahutu’s (2024) study of African media coverage of the 1994 genocide against the Tutsi in Rwanda. They found that most outlets, along with Radio Télévision Libre des Mille Collines (RTLM), framed the genocide as civil war or ethnic conflict, thus normalizing the violence and failing to convey the gravity of genocide. These findings mirror critiques of delayed and sanitized coverage in Western media, reinforcing the need for ethical discernment in crisis reporting.

Strategic Propaganda and Information Manipulation

War journalism is often intertwined with propaganda, which Hatton and Nielsen (2016) define as information aimed at persuasion, frequently at the cost of objectivity and truth. Such reporting relies on emotional manipulation, selective facts, and persuasive language to sway public opinion. Hansen (2020) underscores that mass communication is premised on the belief that media significantly influence perceptions, raising concerns about how war reporting may deliberately incite division. In such contexts, journalists may be pressured to compromise factual integrity, fueling hostilities rather than informing peace processes.

Lynch (2020) cautions that media professionals must critically assess and contextualize pro-war narratives, rather than adopting the language and logic of political or military spin. By revealing what propaganda conceals, such as civilian suffering and peaceful alternatives—journalists can offer a fuller, more responsible account of war’s impact (Lynch, 2015). Bartholome et al. (2017) emphasize that much of the misinformation leading to the 2003 invasion of Iraq was rooted in disinformation campaigns and psychological operations (PSYOPS).

Empirical studies reinforce the widespread use and impact of propaganda in war journalism. Nwankpa (2021) analyzed U.S. coverage of the Iraq War and found that Time published 35 instances (64.8%) and Newsweek 19 instances (35.2%) of content classified as propaganda. Despite this, the U.S. government failed to gain broad international backing for the war, revealing the limits and consequences of media manipulation. Furthermore, Doherty and Kiley (2023) found that significant portions of the U.S. public believed Iraq had weapons of mass destruction, links to terrorism, and involvement in 9/11, misconceptions that fueled public support for the war and were largely driven by media narratives. These examples illustrate how propaganda in war journalism can shape policy decisions and public sentiment, often with long-term consequences.

2.3.2 Dimensions of Salience used in War/Peace Journalism in Conflict Reporting

Salience in media reporting refers to the degree of importance assigned to particular topics or narratives through various editorial decisions. Frazer and Jambers (2018) identify attention level, number of stories, prominence, and valence as key components that shape media agendas, particularly in conflict reporting. The following subsections explore how salience manifests through these dimensions in both war and peace journalism perspectives.

Framing of Stories

Framing involves selecting and emphasizing specific aspects of an issue while omitting others, thereby influencing how audiences interpret problems, assign blame, and consider solutions (Myint, 2017). In war journalism, frames often include strategic choices in language, sources, anecdotes, and metaphors that portray conflicts in black-and-white terms, heightening emotional responses and public polarization (Christanti & Sumarlan, 2019; Frazer & Jambers, 2018). In contrast, peace journalism promotes nuanced storytelling by highlighting underlying causes, human impacts, and possible resolutions. Visual framing is especially telling: war frames typically feature violent imagery and threat-laden symbolism, while peace frames focus on human connections and context (Lawton & Wawa, 2025; Hussain & Fahmy, 2024). Arora et al. (2025) found that multi-modal framing, which integrates visuals with textual narratives, enables

deeper public understanding and encourages dialogue around both conflict dynamics and peaceful alternatives.

Language choice is equally vital. McGoldrick and Lynch (2016) argue that inflammatory or dehumanizing rhetoric reinforces hostility, while peace-oriented narratives rely on thoughtful, inclusive language to inform and de-escalate tensions. The Center for Global Peace Journalism (CGPJ) emphasizes editorial responsibility in selecting frames and language that promote peace without compromising journalistic integrity. Experimental findings by Doll et al. (2023) support this, showing that peace-framed news enhances credibility and public trust, although long-term trust may vary with individual ideology. Similarly, García-Perdomo et al. (2022) demonstrated that peace-framed coverage of the Colombian peace process improved public engagement with reconciliation efforts, reinforcing the value of constructive framing.

Prominence of Stories

The prominence of a story, defined by its placement (e.g., front-page or lead segments) and repetition, affects its perceived importance. Neumann and Fahmy (2016) and Kiouisis emphasize that the quantity and display of stories contribute to shaping the media's conflict agenda. Pashley (2018) noted that both regular mention and prominent placement serve as indicators of attention and significance. Boukes et al. (2020) found that stories with top placement or extended length are more likely to dominate public discourse. Kozman and Cozma (2024), in their comparative analysis of Associated Press (AP) and Qatar News Agency (QNA) coverage of the 2023–2024 Israel–Gaza war, observed that AP repeatedly gave prominence to war-related content, reinforcing a war-centric narrative. QNA, in contrast, offered more varied coverage, contributing to a more peace-oriented framing.

Valence of Stories

Valence refers to the emotional tone of coverage: positive, negative, or neutral, and plays a key role in shaping public perception (Hansen, 2020). Peace journalism employs balanced, empathetic tones designed to bridge divisions, spotlight grassroots reconciliation, and encourage constructive dialogue (IWPR, 2015). By contrast, war journalism often uses stark, emotionally charged language that fuels fear and division. Kozman and Cozma's (2024) content analysis

showed that AP's war-oriented language was emotionally intense and violent, whereas QNA adopted a more diplomatic and conciliatory tone. Similarly, Lynch and Freear (2023) noted that Afghan media using war-centric framing led to fear-based reactions, while peace-framed content fostered engagement with nonviolent solutions. These findings underscore the influence of emotional tone in shaping the public's orientation toward peace or conflict.

Attention Level

Attention level concerns the frequency and depth of coverage dedicated to a particular topic. Rosert (2019) emphasizes that attention level is a central salience issue, particularly in inter-media agenda-setting between traditional and digital platforms. Youngblood (2017) also highlights that the significance of an issue is often determined by the consistency and framing of its media coverage. In war journalism, heightened attention is typically given to violence, military action, and sensationalist narratives, often perpetuating misinformation and propaganda. Conversely, peace journalism directs attention toward resolution efforts, truth-telling, and the human cost of conflict. The framing choices, such as focus, authorship, tone, balance; source credibility, and image use, all influence how attention is distributed and whether it promotes understanding or escalation. Doll et al. (2023), in their experimental study "In Peace Journalism We Trust?" found that peace-framed news increased individual trust in media by prioritizing nonviolent solutions. However, long-term trust depended on the audience's ideological predispositions. This highlights the critical role of editorial decisions in capturing public attention while maintaining journalistic credibility and fostering peace.

2.4 Summary of Literature Review

In a nutshell, the literature review has shown that the reporting style chosen by journalists will affect how the war or conflict turns out. The literature on peace journalism has demonstrated that journalists that lean toward establishing truth and transparency from all parties are best able to capture sensitivity to peace and the non-violent prevention and resolution of conflict. Reporters are challenged by peace journalism to accept the moral duty of accurately portraying the world in order to promote peace. The eventual outcome of war reporting, however, is an expansion of conflicts or wars between the contending parties when war journalism methods are perpetuated

in reporting on war and propaganda, falsehoods, and conquering are what matter in favor of a more compelling party. The type of reporting or coverage by newspapers in this study impacted the outcomes of the South Sudan conflict in 2013–2014. In order to determine the perspective that the two newspapers adopted when covering or reporting the war from December 2013 through March 2014, an analysis of *The New Vision* and *Daily Monitor's* coverage of the South Sudanese conflict in 2013–2014 was done.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter covers the research design, subject matter, data source, study population, sampling method, variables and indicators, data collection procedure, tools and equipment, quality/error control, strategy for data processing and analysis, ethical issues, and expected methodological constraints.

3.1 Research Design

The research design serves as a blueprint for collecting, analyzing, and interpreting data to address the research questions (Ghauri & Gronhaug, 2010). This study employed a descriptive design, suitable for systematically documenting and analyzing the patterns and characteristics of media coverage. Descriptive research answers the “what,” “when,” “where,” and “how” of a phenomenon rather than the “why” (Siedlecki, 2020). The study examined how Uganda’s print media, specifically *New Vision* and *Daily Monitor*, covered the South Sudan Conflict in 2013–2014. A comparative framing analysis was used to assess how the two newspapers framed the same event, highlighting differences and similarities in reporting style, language, and thematic focus. Framing analysis can align with both quantitative and qualitative paradigms, depending on its application.

While this study used quantitative methods to collect and code data, such as counting frame frequencies and measuring salience indicators like prominence, attention, and valence, it was grounded in an interpretivist paradigm during the analysis phase. Interpretivism views media texts as socially constructed, with meaning shaped by context. This informed the qualitative content analysis, focusing on how media frames influenced audience perceptions and public discourse. Thus, the study employed a mixed approach, combining quantitative content analysis for systematic comparison with qualitative interpretivist insights to uncover the deeper meanings within framing choices. This hybrid method ensured both analytical precision and contextual depth (Michner, 2020).

3.2 Area of Study

The study focused on two major English-language newspapers in Uganda: the *New Vision* and the *Daily Monitor*. The *New Vision*, a government-owned publication, is located on Plot 19/21, First Street, Kampala District, while the *Daily Monitor*, a privately owned and widely read newspaper, operates from Plot 29–35, Namuwongo Road, Kampala District. These newspapers were selected for their influence on public opinion, attributed to their wide circulation and readership, which includes regional policymakers and key stakeholders. The study aimed to compare their coverage of the 2013–2014 South Sudan conflict, assessing whether it was framed more in support of peace or war. According to Uganda Business News (2017), the *New Vision* has an average daily circulation of 32,218 copies, while the *Daily Monitor* circulates approximately 31,137 copies.

3.3 Source of Data

The study relied on secondary data analysis, which involves using previously collected information to address new research objectives (Streefkerk, 2018). Specifically, the analysis focused on how the *New Vision* and *Daily Monitor* covered the 2013–2014 South Sudan Conflict, examining the dominant frames used to reflect either peace or war journalism. The data was drawn from existing content, including news articles, editorials, and analytical pieces published in both newspapers during the study period.

3.4 Population and Sample Size

The study analyzed a total of 150 articles published between December 2013 and March 2014, of which 135 were from *The New Vision* and 15 from the *Daily Monitor*. The disparity in sample size between the two newspapers was not due to researcher bias or selective inclusion, but rather reflects the actual volume of coverage on the South Sudan conflict within the study period. Archival searches conducted through the respective newspaper databases revealed that *The New Vision* published a significantly larger number of articles on the subject compared to the *Daily Monitor*. This indicated a difference in editorial priorities and institutional focus, with *The New Vision* devoting extensive space to regional conflict reporting, while the *Daily Monitor* provided comparatively limited coverage.

The imbalance was therefore unavoidable, as the study sought to include all available articles within the four-month timeframe to ensure completeness. Limiting *The New Vision* sample to match the *Daily Monitor* would have artificially excluded relevant content and undermined the comprehensiveness of the findings. Conversely, inflating the *Daily Monitor* sample by extending the timeframe would have introduced inconsistency, since the aim was to examine coverage strictly during the peak conflict months. The inclusion of all available articles ensured that the study remained faithful to the actual patterns of coverage, while the comparative analysis highlighted important differences in editorial framing between the two newspapers.

3.5 Sampling Technique

The study employed the census sampling technique to select newspaper articles for analysis. This sampling technique involved identifying and analyzing all articles related to the South Sudan Conflict published in *The New Vision* and *Daily Monitor* between December 2013 and March 2014. The census technique was also used to determine which stories, articles, and subjects to analyze, based on Galtung's (2002) indicators of peace and war journalism that follow.

3.6 Variables and Indicators

3.6.1 Peace Journalism

The definition of peace journalism is “a normative approach to responsible and informed coverage of conflict that aims to contribute to peacemaking, peace building, and changing the views of media owners, advertisers, professionals, and the general audience toward war and peace” (Galtung, 2002). In this study, the researcher examined articles regarding the 2013–2014 South Sudan conflict that had as their central theme the promotion of peace and end to the violence in *The New Vision* and *Daily Monitor* magazines.

3.6.2 War Journalism

War journalism refers to reporting of conflict in a way that promotes violence; who is winning the war, who has better military machinery, by the way they frame their stories (Gouse, 2018). In this study, newspaper articles from *The New Vision* and *Daily Monitor* publications that dealt with the escalation of the South Sudanese conflict in 2013–2014 were analyzed.

Table 1: Indicators of peace or war journalism in the coverage

Frame	Indicator
Peace Journalism	Reports the areas of agreement
	Non- partisan (Neutral)
	People Oriented
	Considers causes and consequences
War Journalism	Focuses on the here and now
	Elite oriented
	Finger pointing at other quarters as being responsible
	Differences oriented
	Partisan

Source: Galtung (2002)

3.7 Measurement Levels

Measurement levels refer to criteria or measures used by the researcher to determine and describe particular themes. And so, in this study, the variables under study were Peace or War Journalism. The researcher used; selection of peace or war themes, identification number of the item, section, news source, positioning of article, weight of article, presence of controversy and presence of contextual information as described in the paragraphs here below.

Selection of Peace or war themes: Any article whose main thrust was either for peace or war were read to determine if it belongs to any of the themes under study. Such stories were included from the analysis.

Identification number of the Item: This is a unique four-digit number that enabled each story to be traced back whenever necessary. It begins with the code number of the month followed by a three-digit serial number of the story.

Section: The section of publication is normally labelled at the top of the page. The sections were coded as 1 for News, 2 for Feature, 3 for Opinion/commentary, 4 for Letters, 5 for profile and 6 for others. Features included stories published in the inside special sections such as health, education, women, society, etc. Advertisements, notices, announcements, TV and movie listings were excluded.

News Source: Regardless of whether their words were used in direct quotes, the person giving the information that was written about is the news source. Some articles had more than one news source. In case of opinions and letters, news source was not applicable because the authors were giving their own views, unlike news or feature articles where the journalist presented the information and views of other people.

Positioning of Article: This is an indicator of the prominence given to the article on the page. If an article began on the top half of the page, it was classified as "above fold," and if it only covered the bottom half of the page, it was classified as "below fold." Articles that start in the top half and continue into the bottom half were coded as "above fold".

Weight of Article: The weight of an article is indicated by the size, page number and position on a page. The stories were categorised as "Brief", "Inside page non-lead story that is not a brief", "Inside page lead story not exceeding half page", "Inside page lead story exceeding half page", "Page 1 non-lead story" and "Page 1 lead story".

Presence of Controversy: Stories in which the news sources or author expressed any form of disagreement, criticism, accusation or opposition were categorised as having controversy. Also included in these categories were stories that had a statement made in defence of a criticism or opposition that had been expressed by someone else earlier.

Presence of Contextual Information: Contextual information was considered to be any set of facts that gives the reader a deeper understanding of what is stated in the article. It may be additional information about the people, places, substances, events or complicated phrases mentioned in the article. For instance, headline and article about Uganda's decision to send troupes to South Sudan could be anticipated to make more sell-outs. Such framing of news headline could be for peace or war. The units of content for analysis were the individual articles on the various news articles. The study endeavoured to conduct a thorough analysis page by page to find any news articles related to either peace or war. Simple story counts were used to determine the relative levels of coverage given to the different news items.

3.8 Procedure for Data Collection

The research proposal was finished and presented to a panel of supervisors, where it was successfully defended by the researcher. After that corrections were made, a final copy was printed, and consent to enter the field was acquired. Between December 2013 and the months of January, February, and March 2014, the researcher looked for copies of *The New Vision* and *Daily Monitor*. The researcher read through these copies of newspapers page by page and extracted key themes as required in this study and recorded them into a research notebook. The researcher then entered coded data into the computer software known as Statistical Package for Social Scientists (SPSS) in order to generate the frequencies and percentages that were reported in chapter four after reading through all of the newspaper copies from the four months. A report explaining the conspiracy was written using the data gathered and submitted for scholarly review.

3.9 Data Collection Instruments and Equipment

Data collection in this study involved the systematic gathering of relevant information from secondary sources. Instruments and tools used included field notebooks, pens, photocopying machines, computer applications, physical copies of newspapers, and internet access. Specifically, the researcher reviewed editions of the *New Vision* and *Daily Monitor* published between December 2013 and March 2014.

The study employed content analysis as the primary data collection method. Content analysis is a systematic, objective, and quantitative technique for examining the characteristics of messages (Gheyle & Jacobs, 2017). It allows researchers to place current reports within broader historical and social contexts. In this study, articles were reviewed and categorized as reflecting either war or peace journalism characteristics, based on indicators defined by Galtung (2002). This involved analyzing language use, tone, thematic focus, and portrayals of conflict-related events (Sheafer & Dvir-Gvirsman, 2010).

A structured coding scheme (see Annex 1) was used to ensure consistency in classifying content across both newspapers. This scheme facilitated the identification of framing patterns, narrative

emphasis, and language choices related to war and peace journalism. To strengthen the reliability of the coding process, a pilot test was conducted using a small sample of articles before the full analysis. This helped refine the coding categories, address ambiguities, and ensure consistent application of criteria. While inter-coder reliability was not measured due to the analysis being conducted by a single researcher, the use of a detailed coding guide aimed to reduce subjectivity and limit potential bias.

Content analysis was chosen for its ability to compare editorial styles and framing approaches between the two newspapers, and for its structured nature that promotes objectivity and replicability in the research process.

3.10 Quality/Error Control

Validity and reliability are key standards for ensuring quality control in academic research. Validity, which refers to the extent to which an instrument measures the intended construct, was achieved by aligning the study's main themes with Galtung's established criteria for peace and war journalism (2002). Additionally, the researcher consulted with the academic supervisor at multiple stages to enhance objectivity and clarity.

Reliability, defined as the consistency with which a research instrument yields the same results over repeated trials (Mugenda & Mugenda, 2003), was maintained by clearly defining all operational terms and ensuring that each theme was interpreted consistently. Guidance from the research supervisor further supported this process. Moreover, careful coding of themes facilitated accurate tracking and measurement of the variables under investigation, thereby minimizing ambiguity and promoting consistency throughout the study.

To ensure qualitative rigor, the study observed key trustworthiness criteria: credibility was enhanced through prolonged engagement with media texts and regular consultation with the academic supervisor to ensure accurate interpretation; dependability was maintained by consistently applying a transparent coding scheme and documenting all analytic procedures; confirmability was supported by minimizing researcher bias through the use of objective coding frameworks and maintaining a clear audit trail of decisions; and transferability was addressed by

providing detailed descriptions of the newspapers, sampling timeframe, and context, enabling others to judge the relevance of the findings to similar settings.

3.11 Strategy for Data Processing and Analysis

The study employed a mixed-methods approach, integrating both quantitative and qualitative techniques to ensure a comprehensive analysis. The quantitative aspect involved coding news articles from *The New Vision* and *Daily Monitor* using a structured coding scheme based on Galtung's peace and war journalism indicators. Each article was categorized according to predefined themes such as valence, prominence, attention level, and framing. The frequency of each theme was then entered into SPSS to generate descriptive statistics such as frequencies and percentages. These statistics were presented in tables to provide a clear overview of the distribution and prevalence of specific frames and salience indicators across the two newspapers. The qualitative component complemented the numerical data by allowing for deeper interpretation of the content and context of the articles. The researcher conducted thematic analysis to identify patterns in how the media portrayed the South Sudan conflict, emphasizing tone, language, and underlying meanings. Articles were retrieved from the archives of both newspapers, and only those directly related to the 2013–2014 South Sudan conflict were selected for analysis. Stories with marginal or no relevance to the conflict were excluded.

3.12 Ethical Considerations

The researcher adhered to the ethical guidelines set by the Directorate of Research and Graduate Training (DRGT) at Uganda Christian University. These standards guided the responsible conduct of the study throughout its design, data collection, analysis, and reporting stages.

The researcher ensured honesty, transparency, and accuracy in the presentation of findings. All sources of information were properly cited to maintain academic integrity and avoid plagiarism. Intellectual property rights were respected by appropriately acknowledging the original authors and publications consulted during the study.

Given that the study relied on secondary data from publicly available media sources, specifically articles from *The New Vision* and *Daily Monitor*, no direct human participants were involved.

However, ethical care was taken in handling the media content. This included representing the articles in context, avoiding selective reporting or distortion of meaning, and maintaining the integrity of the original materials during content analysis.

Additionally, the researcher maintained reflexivity throughout the research process, acknowledging potential personal biases that could influence interpretation. By using a clear coding scheme and seeking regular guidance from the research supervisor, the study minimized subjectivity and upheld ethical standards of neutrality and fairness in media analysis.

All data and interpretations were presented truthfully, with no fabrication or falsification. The confidentiality of institutional data was also respected, and the findings were reported in a manner consistent with academic and ethical norms.

3.13 Methodological Constraints

One of the most significant constraints of this study was the imbalance in the sample size between *The New Vision* (135 articles) and the *Daily Monitor* (15 articles). This disparity arose from the actual availability of coverage during the selected four-month period, rather than from selective inclusion by the researcher. While all available articles from both newspapers were analyzed to maintain completeness and consistency, the smaller sample from the *Daily Monitor* may not have fully captured the paper's broader editorial stance. Consequently, findings from the *Daily Monitor* were interpreted with caution. Despite this limitation, the imbalance itself was analytically valuable, as it reflected the differing editorial priorities and levels of attention each outlet devoted to the South Sudan conflict during 2013/14. Another notable methodological constraint was the inherent complexity and time-intensiveness of conducting manual content analysis. Relying solely on printed archival newspapers from the 2013/14 period presented logistical challenges, particularly due to the unavailability of digital archives or advanced keyword search functions. This necessitated an exhaustive, page-by-page review of physical copies, increasing the risk of human error and potential oversight of relevant stories not prominently placed. Moreover, the process of identifying dominant frames required subjective interpretation, which, despite efforts to ensure objectivity, may have introduced bias or inconsistency in categorization. The study also faced constraints in triangulating findings;

without interviews or corroborative qualitative data from journalists or editors, it was difficult to fully understand the editorial decisions behind the framing of news. Additionally, only two newspapers: The New Vision and Daily Monitor were analyzed, limiting the generalizability of findings to the broader Ugandan media landscape or other regional outlets that might have offered alternative frames or narratives. Despite these constraints, the researcher remained committed to methodological rigor, carefully reviewing all selected content and applying consistent analytical criteria to meet the study objectives.

CHAPTER FOUR

PRESENTATION, ANALYSIS, AND INTERPRETATION OF FINDINGS

4.0 Introduction

In line with the precise objectives of this study, this chapter gives descriptive statistics of the results. To highlight the frequencies and percentages and to describe the results of the newspaper analysis, statistical techniques, specifically tables, are utilized. In order to show the extent to which reporting in the two newspapers promoted peace or war, the study specifically used cross tabulation to compare the coverage of the 2013–2014 South Sudan conflict in *The New Vision* and *Daily Monitor* publications. The two precise objectives that directed this investigation are as follows.

- i. To establish the extent to which peace or war journalism reporting on the 2013/14 South Sudan conflict dominated in *The New Vision* and *Daily Monitor*.

In the first specific objective, the focus was about analyzing the content of the different articles written about the 2013/14 South Sudan conflict in both *The New Vision* and *Daily Monitor* newspapers. Using John Galtung (2002) criteria, the researcher applied content analysis to ascertain whether the articles were promoting peace or reporting to escalate war. In this regard, the researcher showcased extracts of sampled articles using a purposive sampling method to demonstrate either side of the coin.

- ii. To analyze the dominant frames used for peace or war journalism in reporting of the 2013/14 South Sudan conflict in either newspaper.

With regard to the second specific objective, the researcher further demonstrated how the conflict was framed in the *New Vision* and *Daily Monitor* newspapers. Aiming to advocate a specific problem description, causal interpretation, moral assessment, or recommended remedy, as per Entman, news framing ideally entails choosing some features of a seen reality and making them more salient in a communication text (1993: 51–2). In this, the study endeavored to analyze how stories or event of the conflict were presented or framed in the two newspapers, in terms of

frame/language/tone, placement and length, prominence, and sources during the 2013/14 South Sudan conflict. The reason for establishing the framing, positioning, prominence, and source was also intended to demonstrate the extent the reporting was for peace or war.

4.2 Peace or War Reporting on the 2013/14 South Sudan Conflict in the New Vision and Daily Monitor

During war or conflicts, newspapers have been critical weapons used by engaged parties to either promote peace or fuel war by how journalists report the events. In this regard, the extent to which reporting was encouraging peace or war was examined in *The New Vision* and *Daily Monitor* articles on the 2013/14 South Sudan crisis for the months of December (2013), January, February, and March 2014. The researcher presents the statistical results and analysis of samples of the outstanding articles published.

4.1.1 Type of Story

The objective of the study was to categorically display the sum of articles that each publication published. It is indicated in the Table below that, there were a total 135 articles on the 2013/14 South Sudan conflict in *The New Vision* compared to 15 in the *Daily Monitor*.

Table 2: Findings on type of story between The New Vision and Daily Monitor in four months

Newspaper	Months	Type of Story		Total
		Peace Journalism	War Journalism	
New Vision	December	13	17	30
	January	53	12	65
	February	19	8	27
	March	11	2	13
Total		96	39	135
Daily Monitor	December	1		1
	January	4		4
	February	6		6
	March	4		4
Total		15		15

Source: Primary Data, 2020

Of the 135 articles analyzed in *The New Vision*, 96 were for peace journalism representing 71.1% and 39 articles analyzed were for war journalism, representing 28.9%. On the flip side, all 15 of the articles examined by the *Daily Monitor* were in favor of peace, constituting a 100% representation, as there were no pieces promoting war. It is quite clear from these statistics that, *The New Vision* was deeply involved in the coverage or reporting of the 2013/14 South Sudan conflict compared to the *Daily Monitor*. As the researcher shall later show, *The New Vision* devoted space to a variety of different groups with varying views more so, in favor of peace. Importantly, in reporting on conflict/war, the framing and tone used in the story has influence on momentum of the war either reducing or increasing its violence since parties involved turn to media for promoting their position.

The dominance of peace journalism themes, particularly in *The New Vision*, reflects deeper institutional and political dynamics. As a government-owned outlet, *The New Vision* likely aligned its reporting with Uganda's foreign policy interests, which emphasized regional stability and peace during the South Sudan conflict. Its broader coverage and inclusion of diverse perspectives may have been intended to present Uganda as a peace broker in the region. On the other hand, the *Daily Monitor*, though privately owned and publishing fewer articles, showed a clear editorial stance by exclusively promoting peace journalism. This suggests a commitment to ethical reporting and a possible strategic editorial decision to avoid sensationalism. The absence of war journalism across both newspapers highlights an underlying recognition of the media's influence in either escalating or de-escalating conflict through framing, tone, and agenda-setting.

The implication of the findings is that Ugandan newspapers framed the South Sudan conflict with notable differences in emphasis. *The New Vision* provided extensive coverage that was largely peace-oriented (71.1%) but still contained a significant share of war journalism (28.9%), reflecting Uganda's dual interest in promoting peace while reporting on the conflict's intensity. Its frames often highlighted Uganda's role as a peace broker and the Addis Ababa negotiations, though some articles emphasized battlefield outcomes. In contrast, the *Daily Monitor*, despite publishing fewer articles (15), consistently employed peace journalism, focusing on humanitarian crises, refugees, and appeals for dialogue, while deliberately avoiding sensational or warlike rhetoric. These patterns directly align with the study objectives, showing that while both newspapers leaned towards peace journalism, *The New Vision* mixed peace with some war

frames, whereas the *Daily Monitor* adhered strictly to peace-oriented framing, underscoring the media's recognition of their influence in either escalating or de-escalating conflict.

4.1.2 Findings on Segments most articles on the conflict featured in the New Vision and Daily Monitor

Newspaper stories are presented in segments or newspapers by design present stories in different layout or setting. In this particular study, articles on 2013/14 South Sudan conflict appeared in different segments as shown in the Table below.

Table 3: Segments where most articles on the conflict featured in the New Vision and Daily Monitor

Newspaper		Frequency	Percent
New Vision	Opinions	8	5.9
	Comments	20	14.8
	International/Foreign	59	43.7
	National	20	14.8
	Commentary	2	1.5
	Analysis	2	1.5
	Letter	7	5.2
	Regional News	6	4.4
	Sunday Xtra	1	0.7
	Parliament	3	2.2
	Hard News	3	2.2
	Business and Tender	1	0.7
	The New Grid	2	2.2
	Politics	1	0.7
Total		135	100.0
Daily Monitor	Opinions	2	13.3
	Comments	1	6.7
	International/Foreign	6	40.0
	Feature	2	13.3
	National	2	13.3
	Regional News	1	6.7
	People and Power	1	6.7
Total		15	100.0

Source: Primary Data, 2020

Results in Table 2 show that the majority of articles about the South Sudanese conflict in *The New Vision* were categorized as International/Foreign News, accounting for 43.7%, followed by National and Comments, accounting for 14.8%. Likewise, in the *Daily Monitor*, 40.0% of the total articles on the conflict were featured in International/Foreign News segment followed by 13.3% as Features and National News. It is clear then that, the issue of South Sudan conflict was a subject or story of great importance as it attracted different newspaper users and news consumers to share their views. It is also noteworthy to mention that the conflict received extensive coverage in the media.

The findings reveal that most articles in both newspapers were placed under International/Foreign News, underscoring the regional and geopolitical significance of the South Sudan conflict. By situating the crisis within East Africa's broader political landscape, both papers highlighted Uganda's military involvement, refugee inflows, and role as a peace broker, framing the conflict as an international rather than purely domestic issue. In *The New Vision*, the next largest categories were Comments and National News, which linked the crisis to national debates on foreign policy and humanitarian concerns, such as refugee hosting. The presence of Opinions, Letters, and Analysis further showed that the conflict sparked public debate, offering space for critiques of Uganda's intervention, proposals for peace, and attention to civilian suffering. By contrast, the *Daily Monitor*'s use of Features and National News reflected an editorial focus on human-interest stories and domestic impacts, particularly refugee experiences and Uganda's diplomatic role, aligning with its broader commitment to peace journalism.

These findings address the second objective of the study of analyzing dominant frames of peace or war journalism. The heavy use of international framing in both papers leaned toward peace journalism by emphasizing diplomacy and regional cooperation. However, *The New Vision*'s broader mix of segments occasionally included war-oriented frames that dramatized military actions or justified Uganda's armed presence in South Sudan, balancing peace advocacy with militarized narratives. In contrast, the *Daily Monitor* consistently employed peace-oriented frames through Features, Opinions, and humanitarian reporting, avoiding confrontation rhetoric. Generally, segmentation patterns reveal contrasting editorial strategies: *The New Vision* pursued a comprehensive but mixed approach, while the *Daily Monitor* adopted a narrower but more consistently peace-oriented stance. This reinforces the conclusion that Ugandan media exercised

their framing power either to escalate or de-escalate the conflict depending on segment placement and editorial choices.

4.1.3 Samples of Articles on Peace Journalism in the New Vision and Daily Monitor

Under this section, the study analyses different articles as samples regarding coverage of peace oriented reporting on the South Sudan conflict 2013/14. The intention for scrutinizing a sample of articles is to stress and showcase the sort of coverage peace journalism was accorded in either newspaper. The fundamental argument is that in any conflict situation, newspapers are essential weapons.

On March 4th 2013 *Daily Monitor* published an article under the segment of National News, entitled, “USA warns South Sudan factions on peace delay”. In this article, all parties engaged in the South Sudan conflict were urged to put their difference a side and look out for peace. The underlying argument is that, such reporting that urges rivals to dialogue tends to promote peaceful measures. In this way, the *Daily Monitor* served as a platform upon which voices of peace, dialogue, and reconciliation were facilitated. This aligns with Lynch (2018), who argues that peace journalism emphasizes the social responsibility of journalists to promote non-violent discourse and reconciliation. Rather than merely reporting the conflict, the article serves as a platform for peace, amplifying calls for unity and urging political actors to resolve differences through negotiation. Hansen (2020) and Cortés-Martínez and Thomas (2020) support this perspective, noting that peace journalism focuses more on the influence of the media than on its prestige, highlighting how reporters can drive public consciousness toward peaceful alternatives. According to Wien (2017), peace journalism redefines journalists not as passive conveyors of information but as active agents who expose the root causes of conflict and support reconciliation efforts. Awny (2019) further emphasizes that peace journalism should resist partisan distortion and instead give voice to all sides in the conflict honestly and ethically. By presenting conflict resolution as a viable path, the *Daily Monitor* report avoids sensationalism and instead frames the conflict within a broader context of international diplomacy and humanitarian concern. This reflects what Lynch and McGoldrick (2016) describe as journalism that does not seek to suppress conflict but mitigates it through accurate representation of causes

and consequences. Thus, the article exemplifies a peace-oriented approach, offering the public a lens that prioritizes resolution over division.

Further still, on 13th Dec 2013, the Daily Monitor published an article entitled, Uganda Government calls for restraint... As already noted, all articles published by *Daily Monitor* were peace oriented, no coverage was specifically demonising, or drumming up propaganda to further the interests of one party involved in the conflict. Hence, the *Daily Monitor* offered more space to voices of peace and stakeholders interested in a peaceful resolution to the South Sudan question; portrayed peace journalism. This reflects what Lynch (2018) describes as the social responsibility of peace journalists to offer platforms for non-violent discourse. The article's neutral tone and its refusal to propagate one-sided narratives demonstrate a conscious departure from common framing tactics that escalate hostility. According to Awany (2019), such reporting rejects partisan distortion and avoids becoming a mouthpiece for propaganda, instead fostering honest representation of all involved parties. By offering coverage that supported diplomatic efforts, the *Daily Monitor* advanced the objectives of peace journalism, which, as Lynch and McGoldrick (2016) argue, aims to mitigate rather than suppress conflict through accurate portrayals of its causes and consequences. This aligns with Wien's (2017) assertion that journalists should be seen not merely as neutral information providers but as active participants in exposing root causes and promoting reconciliation. In a context where other outlets often leaned into government narratives or sensationalist headlines, *The Daily Monitor's* focus on de-escalation and unity provided a more constructive approach to conflict reporting. Moreover, Eide et al. (2019) note that peace journalism enhances public discourse by amplifying marginalized voices and exploring solutions from all sides, which appears consistent with *The Daily Monitor's* editorial stance. Ultimately, by framing the conflict with restraint and a clear inclination toward resolution, the publication played a vital role in shaping public perception toward peaceful engagement and responsible reporting.

In addition, on 13th Dec 2013, the Daily Monitor published an article entitled, "Salva Kiir offers to talk to rival". Following an article entitled, "Uganda Government calls for restraint", the South Sudan president spoke out indicating that, he was open to have discussions with his bitter adversary, former vice president Riek Machar. This implies that, if reporters take social

responsibility to focus on giving space to voices of peace, it compels competing opponents to give peace chance. By following up on earlier calls for restraint, this article reinforced a narrative that emphasized dialogue over aggression, ultimately compelling political opponents to consider peaceful engagement. This reflects Lynch's (2018) argument that journalists practicing peace journalism carry a social responsibility to promote non-violent dialogue and reconciliation through their framing, choice of emphasis, and overall narrative construction. Rather than amplifying hostility or demonizing opposing sides, the *Daily Monitor* provided a platform for voices advocating peace, fulfilling the principle of social responsibility that underpins peace journalism. As Martin Bell, cited in Hartley and Askanius (2020), argues, objectivity alone cannot prevent suffering or foster peace; instead, journalists must act as participants in efforts to resolve conflict. This shift, as noted by IWPR (2015), redefines the journalist's role from passive observer to socially engaged actor. Through such engagement, the *Daily Monitor* embraced what Wien (2017) calls the journalist's duty to expose the root causes of violence and support efforts toward reconciliation. Moreover, this approach supports Awany's (2019) view that effective journalism during conflict must reject partisan distortion and resist propaganda. By reporting on Salva Kiir's willingness to negotiate, the *Daily Monitor* resisted sensationalism and promoted truthful, balanced coverage. As Lynch and McGoldrick (2016) emphasize, peace journalism does not avoid conflict, it contextualizes it, promotes understanding, and makes peaceful solutions more plausible and visible. In doing so, such reporting counters dominant hostile narratives and fulfills journalism's deeper ethical purpose: to serve the public interest by supporting peace as a collective good.

On Friday 20th Dec 2013, *The New Vision* led with a headline entitled; "700 Dead in South Sudan, Museveni steps in to initiate talks to resolve the crisis". This article was people oriented and peace oriented. Galtung is of the view, that in peace journalism; reporters take social responsibility to give voice to the victims to urge actors to resort to peaceful measures. By giving space to initiate peace talks by Museveni, is a gesture that, *The New Vision* took a positive step in the right direction to promote peace in South Sudan. This exemplifies a constructive and socially responsible form of conflict journalism. This aligns with Johan Galtung's concept of peace journalism, which calls on reporters to give voice to victims and promote peaceful alternatives rather than solely emphasizing violence. By focusing on efforts toward reconciliation, *The New*

Vision demonstrated an ethical commitment to framing stories that support dialogue and non-violence. According to Lynch (2018), peace journalists bear the responsibility of creating platforms for reconciliation and non-violent discourse. This approach also resonates with Martin Bell's critique of objectivity in conflict reporting, as cited by Hartley and Askanius (2021), who argue that neutrality alone does little to prevent suffering. Instead, journalists should engage actively in promoting peace. *The New Vision's* approach reflects this evolved role of journalists as socially engaged actors, as described by IWPR (2015). Moreover, as Lynch and McGoldrick (2016) assert, the aim of peace journalism is to contextualize conflict in ways that open space for constructive solutions. The article's emphasis on Museveni's peacemaking helped shift public discourse from hostility toward reconciliation. This is consistent with findings by Adebayo and Makwambeni (2019), who observed that peace-oriented media helped de-escalate electoral violence in Kenya. As Eide et al. (2019) suggest, such ethical framing strengthens truth-seeking and promotes sustainable peace.

Moreover, on 22nd Dec -2013, *The New Vision* published an article entitled; "Dialogue can solve the South Sudan Conflict" (accompanied with images of Riek Machar and Salva Kiir). In peace journalism, reporters give ample space or coverage to voices of peace. By promoting or urging actors involved in the conflict to talk peace by mediation or alike; is considered important in journalism. In other words, reporters in conflicts have a role to play in amplifying drums of peace than hostility by giving space to peace in newspaper publications. By giving prominent coverage to peace initiatives and urging dialogue, the article highlights the media's critical role in amplifying messages of reconciliation. According to Galtung, peace journalism requires journalists to promote peaceful alternatives and give voice to actors advocating for non-violent solutions. This aligns with Lynch's (2018) assertion that journalists bear a social responsibility to frame stories in ways that foster non-violent discourse and reconciliation. The decision to highlight dialogue, rather than intensify images of violence, reflects deliberate framing that directs public attention toward possible resolutions. As Adebayo and Makwambeni (2019) found in Kenya, such peace-oriented framing can help de-escalate tensions and promote reform. Martin Bell, cited by Hartley and Askanius (2021), critiques the limits of objectivity in conflict reporting and supports a more proactive journalistic role in mitigating harm. This view is echoed by IWPR (2015), which notes a broader shift from detached reporting to socially engaged journalism.

Furthermore, the representation of both conflict leaders as potential peace actors contributes to balanced reporting, resonating with Chakrabarti's (2018) call to contextualize violence and avoid reductive portrayals. As Eide et al. (2019) affirm, such ethical reporting aids in truth-seeking and conflict transformation by elevating marginalized perspectives and fostering public discourse that supports sustainable peace.

4.1.4 Samples of Articles on War Journalism in the New Vision

Newspapers can be voices that escalate conflict whenever journalist forsakes the sense of social responsibility as a voice of wisdom. Unlike *Daily Monitor*, there were a number of articles in *The New Vision* that seemed to fuel the conflict. For instance, the lead story of 23rd Dec, 2013 reported that, "Machar takes over key Sudan Oil Areas". This kind of article tends to serve as a propaganda indicating that one opponent has an upper hand; which in turn sends a message to the opponents to revenge. This aligns with Lynch's (2015) critique of demonizing language in journalism, which often portrays adversaries as existential threats, intensifying polarization and obstructing reconciliation. The article's tone arguably served propagandistic functions, positioning Machar's faction as aggressive victors. According to Hatton and Nielsen (2016), such emotionally charged and selectively factual reporting manipulates public sentiment and distorts reality. Moreover, by emphasizing Machar's gains without context or reference to peace efforts, *The New Vision* reinforced conflict escalation, reflecting what Kinfu (2021) found in Ethiopian reporting, strategic use of inflammatory language that frames the enemy in a negative light. This type of reporting obscures peace pathways and violates the core tenets of responsible journalism, which, as Lynch (2020) emphasizes, must uncover what propaganda hides, including civilian suffering and opportunities for peaceful dialogue. The broader implication is clear: journalism, through tone, framing, and narrative choices, can become complicit in conflict dynamics, emphasizing the urgent need for ethical scrutiny and peace-oriented reporting frameworks in conflict zones.

Similarly, on Tuesday Dec 17, 2013 *The New Vision* published an article in which South Sudan President, Salva Kiir stated that, "after a night of bloody combat between opposing troops, he has put an end to a coup attempt." This publication served as propaganda in favor of the incumbent. Furthermore, Kiir labeled troops loyal to his arch-rival "prophets of doom" in the same article.

This kind of reporting is what is termed as conflict journalism. In both cases, the reporter was never mindful of creating space for peace but rather giving one opponent more space to downplay other groups in conflict. Such reporting aligns with Lynch's (2015) definition of conflict journalism, which includes stereotyping and portraying adversaries as threats, thereby exacerbating conflict rather than de-escalating it. By uncritically amplifying Kiir's claims and inflammatory rhetoric, the article served as propaganda that favored the incumbent, sidelining alternative voices and opportunities for peaceful discourse. Hatton and Nielsen (2016) argue that propaganda in conflict journalism often relies on emotional manipulation and selective facts to persuade public opinion, which is evident in this coverage. Moreover, this reporting lacks the critical distance necessary to contextualize power dynamics, reflecting Tenenboim's (2017) critique that claims of journalistic neutrality often mask bias and perpetuate conflict. Kinfu (2021) similarly observed in the Ethiopian context that such inflammatory media framing deepens divisions and undermines reconciliation. This example underscores the ethical pitfalls of conflict journalism and the urgent need for media professionals to move beyond political spin and instead illuminate peaceful alternatives, as advocated by Lynch (2020).

The New Vision article of 20th March, 2014, titled "South Sudan leaders rule out power sharing", and the BBC's concurrent report "South Sudan army defects to rebel groups" both reflect traits of conflict journalism, particularly the strategic use of propaganda and the masking of complex political dynamics under simplified narratives. President Kiir's statement blaming "excess foreign powers" for undermining peace talks reveals a media tendency to externalize blame, deflecting from internal responsibility and discouraging dialogue. This aligns with what Hatton and Nielsen (2016) identify as propaganda, information designed to persuade, often at the expense of objectivity and peace. The BBC's framing of army defections as bolstering rebel legitimacy subtly positions Riek Machar's faction as gaining strength, potentially legitimizing continued armed resistance. This kind of coverage contributes to conflict escalation by favoring one narrative and undermining peace prospects. As Lynch (2020) cautions, journalists should avoid reproducing pro-conflict narratives and instead expose what propaganda conceals, civilian suffering, power asymmetries, and peaceful alternatives. Moreover, the lack of attention to dialogue in both articles signals a deeper issue of missing peace journalism elements, such as giving balanced coverage to peace initiatives. According to Peterson et al. (2023), this form of

biased coverage often inflames ethnic and political divisions, especially when international media, like the BBC, fail to contextualize power dynamics or the implications of military actions. In doing so, media become not just informers but participants in the conflict, as Hansen (2020) warned, shaping public perception and, potentially, the trajectory of the conflict itself. This situation reflects Tenenboim's (2017) critique of neutrality as an illusion in conflict reporting. By superficially treating both parties as equal without analyzing underlying causes or intentions, journalists may obscure real power imbalances and prolong conflict. These media portrayals underscore the urgent need for ethical journalism that prioritizes peacebuilding over sensationalism or influence.

Further still, on Wednesday 18th December 2013, *The New Vision* published an article entitled; "10 ministers arrested, Machar on the run". By portraying one rival group as less powerful and fugitive does not promote peace but conflict. This article indicates that Kiir's group is more powerful and in a more advantageous position than opponents. Such coverage does not foster reconciliation but rather promotes a triumphalist rhetoric that escalates hostility and discourages dialogue, a fundamental critique of conflict journalism as defined by John Galtung. According to Lynch (2015), such language reduces complex conflicts to a simplistic power struggle, as seen in the phrase "on the run," which delegitimizes Machar and glorifies Kiir's dominance. Kinfu (2021) similarly observed that portraying one side as villainous fosters societal division and obstructs peace. The article also engages in strategic propaganda, manipulating public perception by emphasizing arrests and flight, a tactic described by Hatton and Nielsen (2016) as persuasive reporting that compromises objectivity. Hansen (2020) highlights the emotional manipulation in such selective reporting, which fosters fear and mistrust. Lynch (2020) cautions that journalists should resist reproducing elite-driven narratives and instead report on the hidden costs of conflict, such as displacement and social breakdown, elements absent in this coverage. IWPR (2004) emphasizes that glorifying government power while criminalizing opposition incites hatred and undermines trust. The report also fails ethical standards of objectivity. Tenenboim (2017) and Hussain (2016) argue that neutrality without context can obscure injustices and deepen conflict. Chambers and Wahutu (2024) call this the "normalization of violence," where repression is framed as routine. In conclusion, the article illustrates how conflict journalism can

intensify conflict and delay peace by serving political interests. Instead, peace journalism should reveal root causes, promote dialogue, and humanize all sides.

4.2 Dominant frame for Peace or War journalism on 2013/14 South Sudan Conflict in The New Vision and Daily Monitor

The researcher analyzed articles in *The New Vision* and *Daily Monitor* on the 2013/14 South Sudan conflict to ascertain the dominant frames used for either peace or war reporting. In this section, the study is focused on analyzing the ways in which the two newspapers framed the articles during the 2013/14 South Sudan conflict.

4.2.1 Findings on comparison of framing style used by *The New Vision* and *Daily Monitor* during 2013/14 South Sudan Conflict

Table 4: Comparison of framing style employed by *New Vision* and *Daily Monitor* during 2013/14 South Sudan Conflict

Framing	New Vision		Daily Monitor		Total	Percent
	Freq	%	Freq	%		
Confrontational	21	15.5	0	0.0	21	14.0
Neutral	30	22.2	4	26.7	34	22.6
People Oriented	13	10.0	4	26.7	17	11.3
Elite Oriented	19	14.0	1	6.7	20	13.3
Blaming	4	3.0	0	0.0	4	2.7
Solution Oriented	46	34.0	6	40.0	52	34.7
Biased	1	0.7	0	0.0	1	0.7
War Tone/Divisive	1	0.7	0	0.0	1	0.7
Total	135	100.0	15	100.0	150	100.0

Source: Primary Data, 2020

Regarding framing, this refers to how conflict-related events are organized or portrayed in the media to provide a specific picture, either promoting peace or exacerbating tensions. The results in the table above show that 34.0% of *The New Vision's* reporting and 40.0% of the *Daily Monitor's* reporting on the South Sudan conflict in 2013–2014 was solution-oriented. This indicates that publications were written with the aim of promoting peaceful resolution by highlighting initiatives to resolve political and military tensions between the parties involved. For instance, solution-oriented stories often focused on peace negotiations, IGAD mediation

efforts, and Uganda's diplomatic interventions, thereby reinforcing the message that dialogue and compromise were viable paths forward. Such framing aligns with Lynch (2018), who emphasizes that peace journalism stresses the social responsibility of journalists to amplify avenues for reconciliation rather than merely reporting events as isolated occurrences of conflict. By foregrounding solutions, newspapers contributed to public awareness and exerted subtle pressure on political actors to engage constructively, highlighting the media's role as an agent of peace.

It is also observed in Table 3 that most of the articles in the *Daily Monitor* were either neutral or people-oriented, representing 26.7% each, whereas *The New Vision* at times published confrontational pieces emphasizing political advantage or military developments. The manner in which newspapers portray ongoing conflicts can influence either escalation or de-escalation. Confrontational framing often includes rhetoric, selective information, and emotive language that can polarize public opinion and reinforce divisions. For example, *The New Vision* occasionally described opposing groups as "fugitive" or "power-hungry," generating negative emotions and an "us versus them" mentality, which could undermine dialogue. Conversely, neutral and people-oriented reporting humanizes those affected, highlights social responsibility, and encourages constructive engagement. Articles depicting refugees' experiences or civilian impacts drew attention to humanitarian consequences, implicitly urging parties to negotiate and prioritize peace. These findings demonstrate that framing; through tone, language, segment placement, and emphasis, shapes whether media coverage supports peaceful engagement or contributes to tension, and underscores the ethical responsibility of journalists in conflict reporting.

Lynch (2018) emphasizes that journalists have a social responsibility to provide platforms for non-violent discourse, and framing is central to this function. Bartholome et al. (2017) caution that uncritical adoption of dominant narratives and pejorative language distorts public understanding and narrows the possibility of conflict resolution. Similarly, Rahimi (2018) argues that ethical journalism must counter reductive labels and instead reveal the complexity of all actors involved. Thus, when media outlets like *The New Vision* use language that casts certain groups in a negative light, it risks fueling public hostility and prolonging conflict. Ethical peace

journalism, by contrast, aims to use balanced, inclusive, and humanizing language that fosters understanding, encourages dialogue, and opens the door to sustainable peace.

4.2.2 Findings on comparison on Positioning of stories on conflict between *The New Vision* and *Daily Monitor*

Table 5: Comparison on positioning of stories on South Sudan conflict between New Vision and Daily Monitor

Position	Peace Journalism		War Journalism		Total	Percent
	Freq	%	Freq	%		
The New Vision						
Above	58	43.0	19	14.1	77	57.1
Below	22	16.3	12	8.9	34	25.2
Full	16	11.9	8	5.9	24	17.8
Total	96	71.2	39	28.9	135	100.0
Daily Monitor						
Above	9	60.0	0	0.0	9	60.0
Below	3	20.0	0	0.0	3	20.0
Full	3	20.0	0	0.0	3	20.0
Total	15	100.0	0	0.0	15	100.0

Source: Primary Data, 2020

The analysis of placement and length of articles on the South Sudan conflict (2013/2014) shows that both *The New Vision* and *Daily Monitor* prioritized coverage by positioning most stories above the fold, signaling the significance of the crisis to readers. While 60.0% of *Daily Monitor* articles appeared in this prominent space, only 43.0% of *The New Vision*'s peace-oriented pieces were similarly positioned, reflecting editorial decisions balancing conflict reporting with other news priorities. Importantly, all *Daily Monitor* articles were peace-oriented, consistently emphasizing dialogue, humanitarian concerns, and conflict resolution, whereas *The New Vision* published 96 peace-oriented articles (71.1%) alongside 39 pieces (28.9%) with more confrontational or politically charged narratives. Examples such as the December 22nd, 2013 article, "*Dialogue can solve the South Sudan Conflict*", illustrate how prominent placement amplified calls for negotiation between Salva Kiir and Riek Machar. These findings suggest that,

through strategic placement and article length, both newspapers reinforced peace-oriented framing, shaping public perception toward reconciliation while demonstrating the media's power to influence conflict dynamics and align with the study's objectives of assessing peace journalism in Ugandan coverage of the South Sudan crisis.

The prominence and placement of news stories are critical factors in shaping public perception during conflict reporting. In the case of the 2013/14 South Sudan conflict, this study established that *The New Vision* provided significantly more coverage than the *Daily Monitor*, as evidenced by the number of articles published and their strategic placement, often on front pages or in lead sections. This suggests a deliberate editorial choice to prioritize the conflict and its peace dimensions, which aligns with Elorza's (2014) argument that the length and placement of news stories play a vital role in conflict journalism. When peace-oriented stories are given prime positioning and adequate length, they are more likely to capture public attention and influence discourse toward reconciliation. This editorial emphasis reflects a core principle of peace journalism, giving space to narratives that promote dialogue, mediation, and understanding. According to Lynch and McGoldrick (2016), the media can support peacebuilding by providing in-depth, context-rich coverage that explores root causes and potential solutions. The extensive and prominent coverage by *The New Vision* not only increased the visibility of peace efforts but also signaled their importance to the readership. It demonstrated the role media can play as an active participant in conflict transformation rather than a passive observer. In this light, the length and positioning of stories were not merely technical editorial decisions but were instrumental in amplifying the "drums of peace" and fulfilling journalism's ethical responsibility to contribute to societal stability.

4.2.3 Findings on comparison on prominence of peace or war journalism on the 2013/14 SS Conflict

Table 6: Comparison on prominence of peace or war journalism on the 2013/14 South Sudan Conflict

Newspapers	Peace Journalism		War Journalism		Total	Percent
	Freq	%	Freq	%		
The New Vision						
Lead Story	9	6.7	8	5.9	17	12.6
Inside Story	87	64.4	31	23.0	118	87.4
Total	96	71.1	39	28.9	135	100.0
Daily Monitor						
Inside Story	15	100.0	0	0.0	15	100.0
Total	15	100.0	0	0.0	15	100.0

Source: Primary Data, 2020

On the issue prominence in the media, it signifies the eminence or importance of a given event compared to other issues at hand. Between the two newspapers, the issue of South Sudan conflict was given ample space in *The New Vision* than in *Daily Monitor*. However, it is also clear that, *Daily Monitor*, in all issues published, gave peace chance without any space for fueling the conflict. In other words, peace had more prominence. Statistically, it is shown that, 6.7% representing 9 articles published in *The New Vision* in the four months on South Sudan were lead stories and were for peace. For example, “President Bashir Meets Kiir over Conflict”; “Museveni Meets Rebecca Garang”; and “South Sudan Signs Ceasefire”; compared to 5.9% representing 8 articles which were lead stories, characterized as war journalism such as; *Coup Attempt Shakes Juba; Feared Militants join fighting; Accept ceasefire or face action*”; *Salva Kiir Forces Advance on Bor*”.

In journalism, the prominence and visibility of a story are key indicators of its newsworthiness, signaling to the audience what issues are deemed most important. This study reveals that peace journalism received greater prominence than war-focused reporting during the 2013/14 South Sudan conflict. Ochan (2018) supports this by asserting that the importance journalists or editors place on news is clearly reflected through its visibility and placement within the publication. The

fact that many peace-oriented articles appeared on the front pages of newspapers demonstrates a deliberate editorial decision to highlight peace efforts as urgent and essential. This front-page coverage not only elevates the narrative of reconciliation but also encourages public engagement with peaceful solutions rather than ongoing violence. By giving peace stories such prominence, the media acts responsibly in shaping public discourse, underscoring the critical role of journalism in conflict settings to foster awareness and support for peace initiatives. This approach aligns with peace journalism principles that prioritize constructive dialogue and conflict resolution, showing that what is given visibility can influence societal attitudes and potentially contribute to conflict transformation.

4.2.4 Findings on comparison on sources for peace or war articles in both newspapers

Table 7: Comparison on sources for peace or war articles in both newspapers

Source	Peace Journalism		War Journalism		Total	Percent
	Freq	%	Freq	%		
International Reuter	4	3.0	3	2.2	7	5.2
Government Officials	11	8.1	13	9.6	24	17.8
Alternative (observers, experts)	47	34.8	8	5.9	55	40.7
Opposition (SPLM-O, rebel forces)	0	0.0	6	4.4	6	4.4
Eye witnesses	4	3.0	1	0.9	5	3.7
Foreign Government officials	8	5.9	1	0.7	9	6.7
Parliament (Plenary, MPs, etc)	4	3.0	0	0.0	4	3.0
United Nations	3	2.2	0	0.0	3	2.2
International/Regional bodies	15	11.1	7	5.2	22	16.3
Total	96	71.1	39	28.9	135	100.0
Daily Monitor						
International Reutter	2	13.3	-	-	2	13.3
Government Officials	2	13.3	-	-	2	13.3
Alternative (analysts, academia)	7	46.7	-	-	7	46.7
Eye witnesses	1	6.7	-	-	1	6.7
Foreign Government officials	3	20.0	-	-	3	20.0
Total	15	100.0	-	-	15	100.0

Source: Primary Data, 2020

In reporting on conflict, the source of news is very important simply because, the source has a role to play in promoting peace or war. In this particular study, in either newspaper, Alternative (analysts, observers, experts, academia) was the main source. In *The New Vision* it accounted for 40.7% while in the *Daily Monitor* it accounted for 46.7%. The other key source noticed in this

study was International/regional bodies (e.g. IGAD, AU, etc.) accounting for 16.3% in *The New Vision* while in the *Daily Monitor*, Foreign Government officials played a central role representing 20.0%. It is indicated that, most news stories on South Sudan conflict 2013/2014 were obtained from indirect sources mainly analysts, academia, and observers whose narratives were driven to explore the root causes and the possible peaceful approaches.

It is generally understood that sources play a critical role in shaping the narrative and public perception of conflicts, as they provide the foundation upon which journalists build their stories and frame events. This study's content analysis showed that audiences' perspectives and contributions toward resolving the South Sudan conflict were made more visible, enhancing transparency and inclusivity in reporting. Jan and Hussain (2020) emphasize that when direct audience input is unattainable, journalists must rely on their confidence in both the accuracy of facts and the credibility of their sources to determine their inclusion. This highlights the ethical responsibility of journalists to carefully select reliable sources that contribute to balanced and truthful reporting. The choice and diversity of sources significantly influence the perceived legitimacy of the coverage and shape audience attitudes, as noted by Lynch and McGoldrick (2016), who argue that peace journalism depends on presenting multiple viewpoints honestly to foster understanding and reduce conflict. Moreover, Eide et al. (2019) underline that amplifying marginalized voices and ensuring transparency in sourcing contribute to uncovering root causes and promoting sustainable peace. Therefore, the careful selection and critical evaluation of news sources are fundamental not only to the factual integrity of conflict reporting but also to its potential to support peaceful resolution by shaping public opinion constructively.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.0 Introduction

This chapter gives a summary of the study findings, along with its conclusions and recommendations. The results are presented in tandem with the specific objectives of the study, from which conclusions, recommendations, and potential areas for further research are deduced.

5.1 Summary of Findings

The study ascertained the extent to which the Ugandan newspapers; The New Vision and Daily Monitor covered the 2013-2014 South Sudan conflict and the dominant frames in the stories published, whether they reflected war journalism or peace journalism.

5.1.1 Peace or War Journalism reporting on the 2013/14 South Sudan Conflict in the *New Vision and Daily Monitor*

The study found that stories supporting peace were positioned in various sections of The New Vision and Daily Monitor newspapers and dominated the majority of news coverage on the 2013–2014 South Sudan war. It was discovered that 96 articles—or 71.1%—of the 135 published in The New Vision were in favor of peace. Implying that, *The New Vision* was devoted to peace journalism in the 2013/14 South Sudan Conflict though to a less extent, there were some 39 articles - representing 28.9% - that were war oriented stories. This is not uncommon that in a bid to register commercial gains from events, newspapers resort to making certain events sensational. This was the case when it came to reporting the 2013/14 South Sudan conflict in *The New Vision*, unlike in *Daily Monitor* where all articles were promoting peace. Since the Uganda People's Defence Forces (UPDF) were participating in restoring peace in South Sudan, *The New Vision*, a government publication, fronted war journalism. In contrast to *Daily Monitor*, *The New Vision* appeared to make the war more sensational to some level.

It was further observed that, in both newspapers, articles on the 2013/14 South Sudan conflict were classified as International/Foreign News followed by National and Comments. By and

large, there was significant coverage of the conflict in different segments. Implying that, there was ample space offered to different analysts, observers, and interest groups to give alternative narratives to the conflict. It can then be argued that, the 2013/14 South Sudan conflict featured prominently in *The New Vision* and to some extent in *Daily Monitor*; with peace journalism dominating in both.

5.1.2 Dominant frames used for peace or war journalism in reporting the 2013/14 South Sudan Conflict in either newspapers

The study found out that, the tone and language varied in the framing of the articles regarding the 2013/14 South Sudan conflict. The manner in which the event of conflicts was reported provided alternating views either for peace or war. According to the study, it can be argued that, the dominant frames were organized to promote peace to the greater extent than war. There is no doubt that framing influence which news events are covered and how they are reported. In this study, most of the articles and stories were framed to engage competing groups into dialogue for peace. For instance, in either newspaper, articles were solution oriented whereby; framing of debates on peace and the need for peace in both newspapers had a language and tone that urged competing parties to resort to dialogue than war. Consider the following phrases as examples: "*South Sudan Intervention was Necessary,*" "*The Problem of South Sudan, the Way Forward,*" "*South Sudan Should Not Be Left to Deteriorate,*" "*South Sudan Refugees Get Food,*" among others. It is clear from these samples that, most of the articles on the conflict were framed to reduce war by promoting an agenda of solving the political and military tension between parties engaged.

However, it was also observed that, to a lesser extent, *The New Vision* published confrontational articles and stories that in one way or the other had negative impact towards resolving the South Sudan conflict. Take for instance articles such as; *South Sudan Government regains key town of Bor from rebels; it may be already too late to stop the war; Treason charges for Machar; and Kiir takes Machar Town;* among others. This kind of framing of articles has significant influence on continuity of the conflict as each competing group resorts to revenge and propaganda that promotes war.

Nonetheless, to some significant extent, most articles in both newspapers were either neutral or people oriented. Such articles include, as an example: *South Sudan rebels back off boycott threat; No power sharing without political reforms in South Sudan; South Sudan reforms vital before power sharing; South Sudan problem is African Problem; Bor stinks of death and Forces Pinned on war crime*; among others. According to García and Vásquez (2018), frames make some details about a situation more salient by emphasizing them, frequently through positioning, repetition, or association with culturally recognized symbols. At the same time, frames leave out other facets of the issue (García & Vásquez, 2018).

With regard to positioning of articles and their length in both newspapers, it was found that, most stories on the conflict were positioned above the page, an indication of the gravity or significance of coverage of the conflict. In addition, peace oriented articles were the most prominent more so, in *Daily Monitor* which published no article promoting war. It can therefore be argued that, given the position, length and source, articles on the 2013/14 South Sudan conflict were peace oriented, which signifies the eminence or importance of the event compared to other issues during the same period. Most of the sources of the articles on 2013/14 South Sudan conflict were reported by alternative (analysts, observers, experts, and academia). Implying that, news stories on South Sudan conflict were obtained from indirect sources whose narratives were driven to explore the root causes and the possible peaceful approaches. Given that the media is by far the most significant source of information about conflicts for the majority of people, it is frequently argued that the media significantly shapes the dynamics and outcomes of conflicts by reporting on some conflicts while omitting others and by portraying the conflicts they cover in particular ways.

5.2 Conclusion

In a nutshell, the study found out that, peace oriented articles and news stories regarding the 2013/14 South Sudan conflict were the most prominent and covered content compared to war journalism. In the total of 135 articles on the conflict in *The New Vision*, 96 - representing 71.1% - were considered as peace journalism, compared to 39 news articles - representing 28.9% - classified as war journalism. Whereas, in the *Daily Monitor*, the 2013/14 South Sudan conflict never featured prominently, nonetheless, the 15 news stories analyzed, 100% were promoting

peace. Generally, the dominant framing of the different news articles on the South Sudan conflict were mainly about diagnosing the conflict through dialogue and most of the narratives from different alternative analysts were advancing and emphasizing peace talks. Though to a less extent, *The New Vision* at times fronted confrontational and seemingly biased news stories that showed one competing group as having more control and power which contributed to negative propaganda in one way or the other. However, the major inside story of the 2013/14 South Sudan conflict in the two newspapers was about peace talks and ceasefire on either side. Therefore, according to the study results, the Ugandan media that covered the 2013/14 South Sudan conflict promoted peace than war reporting. For this reason, it is advised that journalists be taught their social obligations to the public in regards to war rather than documenting violence from a distance. Secondly, it is vital to emphasize media ethics during conflicts, whereby, journalists never aim to serve the competing parties but upholding public interest first. In addition, investment should be made in training students of journalism in investigative reporting for the purposes of widening their mindset of their moral role in promoting the common good such as peace.

5.3 Recommendations

Based on the findings of this study, it is recommended that journalists should strengthen ethical and peace-oriented reporting during times of conflict. The study showed that while the *Daily Monitor* consistently applied peace frames, *The New Vision* at times published articles with confrontational tones or biased narratives. Training journalists to emphasize accurate representation of all parties, avoid sensationalism, and prioritize narratives that support dialogue and reconciliation can help reduce the risk of inflaming tensions.

Media houses should also promote balanced and neutral coverage, ensuring that conflicting parties are represented fairly. The research highlighted that *The New Vision* occasionally emphasized one side over another, which could foster negative perceptions or divisive narratives. Editorial guidelines and internal checks can support journalists in maintaining fairness and reducing bias in reporting.

In addition, investment should be made in investigative and contextual journalism. Journalists should be trained to explore the root causes of conflicts, highlight peace initiatives, and give space to the experiences and voices of affected communities. This approach aligns with the *Daily Monitor's* consistent focus on humanitarian impacts and dialogue, which demonstrated the benefits of peace-oriented journalism.

Finally, editors should prioritize the placement of peace-oriented stories in prominent sections of the newspaper to maximize visibility and public engagement. The study found that above-the-fold placement contributed to audience attention and highlighted the importance of peace narratives. Therefore, continuous professional development on conflict-sensitive journalism, ethical reporting, and the principles of peace journalism will ensure that journalists consistently serve the public interest while promoting peace.

5.4 Areas of Further Studies

There is still room for additional research into how the Ugandan media covered the South Sudan conflict in 2013–2014, paying close attention to the dominant frames in the stories published and whether they reflected war journalism or peace journalism. Despite the study's intriguing findings, more study is needed.

The study primarily focuses on the frameworks that predominate (war journalism vs. peace journalism) in the articles published in the two newspapers. It would therefore be important to explore how other media platforms like the broadcast media covered the South Sudan conflict. Specifically, the research can, for instance, focus on how selected radio stations which are more community based or TV stations covered the South Sudan conflict in Uganda.

Further study is required to determine the factors that influence how the South Sudan crisis is covered in Ugandan media.

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Appendices

Appendix I: Code Book

(Instruction manual for the coding sheet)

The study used this coding guide to facilitate the coding process of news items so as to ascertain whether the news stories on the 2013/14 South Sudan conflict reporting was promoting peace or war journalism in *The New Vision* and *Daily Monitor*.

Sampling

Newspapers to be analysed

This content analysis will cover *The New Vision* and *Daily Monitor*.

Dates to be analyzed

The study is focused on periods between 2013 and 2014 from December 2013 through March 2014.

A. *Headline*: code the headline of the front page story in a given issue.

B. *Story selection*:

Look out for any story on South Sudan whose main thrust is on conflict, regardless of whether it does not have the word conflict in the headline.

Identification Number of the Story

This is a unique four-digit number that allows us to trace back a story. It begins with the code number of the month of the newspaper followed by a three-digit serial number of the story. The codes for December Daily Monitor 12, January 1, February 2, and March 3 are listed below, followed by December New Vision 12 and January 1, February 2, and March 3. The identification number of the fifth story analyzed in *The New Vision* would be 1005.

Date of Publication

Begin with the day, month, and then year, each in two digits. The date of a story published on 15th December, 2013 will be recorded as 15-12-13. Confirm the date by seeing at least two other pages as newspapers occasionally make dateline errors on some pages.

Page Number: Record the page where the story begins. If the story continues on another page, indicate only the first page but go ahead to analyse the complete story. Every page typically has a page number at the top. As some page numbers in newspapers might occasionally be incorrect, double-check the page number by looking at the previous and following pages.

Day of the week: Day of the week is usually labeled in the dateline at the top of every newspaper page. Confirm the day of the week by seeing at least two other pages as newspapers occasionally make dateline errors on some pages. The weekday should be noted as follows:

1=Monday	2=Tuesday	3=Wednesday	4=Thursday
5=Friday	6=Saturday	7=Sunday	

Section: This refers to the newspaper section where the article is published. The section is normally labeled at the top of the page. Code as follows: 1 = News; 2 = Feature; 3 = Opinion/commentary; 4= Letter; 8 = Other.

NB: Features will include stories published in the inside special sections such as health, education, women, society, etc. Opinions and commentaries will carry the views of the writer and are usually published in special pages labeled as “Opinion” or “Commentary”.

Exclude the following:

- Sports, entertainment, notices or announcements
- A flag pointing to a story that appears on another page except page 1
- TV and movie listings

News Source: The news source is the person/reporter providing the information published in the article, whether or not the person’s information is put in direct quotes. Some articles have several news sources. In case of opinions and letters, news source is not applicable because the authors are giving their own views, unlike news or feature articles where the journalist presents the information and views of other people.

Positioning of Article: This refers to the position that the article occupies on the page. It is an indicator of the prominence given to the article. Code the article as “above fold” if it is in the

upper half of the page and “below fold” if it is in the lower half. Articles that start in the upper half and continue into the lower half should be coded as above fold.

Weight of Article: The weight of an article is indicated by the size, page number and position on a page. Record the weight as follows:

- 1 = Brief
- 2 = Inside page non-lead story that is not a brief
- 3 = Inside page lead story **not** exceeding half page
- 4 = Inside page lead story exceeding half page
- 5 = Page 1 non-lead story
- 6 = Page 1 lead story

Topic: Read through the article and record all the topics covered according to the definitions below. Some articles may have more than one topic. If not certain, discuss with the principal investigator.

Code the topics as follows:

1. Dialogue: code if there is evidence of talks between different parties engaged or stakeholders.
2. Political Affairs: code if the article highlights issues to do with governance, peace, fighting and democracy.
3. Other (Specify): code any other article component that may not be included in the listed items but is relevant to the findings of the study.

Presence of Controversy: Controversy refers to any disagreement, criticism, accusation, or opposition expressed in a story by the author or someone else quoted in the story. It includes a statement made in defence of something that has been opposed or criticized by someone else. Record 1 where the story has controversy and 2 where it doesn't.

Presence of Contextual Information: Contextual information is any set of facts that gives the reader a deeper understanding of what is stated in the article. It may be additional information about the people, places, substances, events or complicated phrases mentioned in the article. For

instance, an article about deaths, displacement of people, hunger, and unrest could have information explaining the causes and likely consequences.

News Item Focus: code if the news item has a peace or war orientation, political or conflict leanings, etc.

Frequency: code the occurrence of similar events or items listed under C in the code sheet. That is how often the given items re-occur.

Uganda Christian University
Faculty of Mass Communication
Department of Mass Communication
Master of Arts in Journalism and Media Studies
Viva Voce Panel Comments: Date: 12TH Sept 2025

Compliance Report

Name: Vivian Norah Nakaliika
Reg. No.: RS15/M42/020

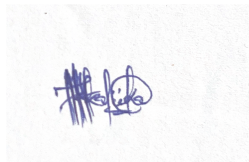
Title: War or Peace Journalism? A Framing Analysis of How the Ugandan Media Covered the 2013/2014 South Sudan Conflict

No.	Comments made	Changes made	Page
1.	<ul style="list-style-type: none"> • There is also a conceptual issue with your problem statement. You begin by talking about the general press coverage of the South Sudan conflict and then abruptly shift focus to Ugandan media without clearly connecting the two. This transition needs to be refined to show why and how the Ugandan media's coverage of a foreign conflict is relevant and important. • The panel raised an important question: How could Ugandan media escalate a foreign conflict? This is crucial to address in your explanation of framing and media influence, especially when evaluating the role of local media in international affairs. 	<p>Revised the problem statement to create a clear link between global coverage of the South Sudan conflict and Uganda's press role.</p> <p>Added explanation of how Ugandan media framing could escalate or de-escalate perceptions of a foreign conflict.</p>	Page 5

2	<ul style="list-style-type: none"> The panel noted that the rationale for choosing the 2013/2014 period was not clearly explained. You are advised to clarify why this timeframe is significant to your research on media framing and what makes it stand out in terms of journalistic coverage. You are also advised to clearly justify why you selected New Vision for a study focusing on a South Sudan conflict. 	<p>Clarified the significance of 2013/2014 as a peak period of the South Sudan conflict, when coverage was most intense.</p> <p>Justified choice of New Vision as Uganda’s largest state-owned daily with broad national influence.</p>	Pages 6-7
3.	<p>Your work applies framing theory, but you are encouraged to engage more critically with it. Specifically, consider the criticisms of framing theory and use these as part of your study’s limitations. This demonstrates a more reflective and academically mature understanding of your theoretical lens.</p>	<p>Added critical review of framing theory, including key criticisms (e.g., oversimplification, lack of consensus on definitions).</p> <p>Reflected these in the study’s limitations to show balanced understanding.</p>	Pages 8-9
4.	<p>Your conceptual framework needs more depth. Going back to prior literature globally on how media has framed conflicts in different contexts would strengthen your research questions and improve the overall analytical framework of the study.</p>	<p>Expanded conceptual framework using global literature on media framing of conflicts (e.g., Middle East, Rwanda, Kenya).</p> <p>Strengthened link between theory, research questions, and analytical framework.</p>	Pages 9-12
5.	<ul style="list-style-type: none"> There is a notable imbalance in your sample: 135 articles from New Vision compared to only 15 from Daily Monitor. This disparity raised concerns about the representativeness and validity of your findings. The panel suggests either dropping the Daily Monitor altogether, or justifying clearly why only 15 articles were available or selected 	<p>Justified disparity by explaining limited availability of Daily Monitor articles during study period.</p> <p>Addressed sampling limitations in methodology and explained rationale for retaining both sources. (3.4 Population and sample size)</p>	Pages 22-23

	<ul style="list-style-type: none"> • In addition, reflect on whether your sampling strategy may have limited the scope of your data. This should be addressed in the methodology section with a clear explanation. 		
6.	<ul style="list-style-type: none"> • Your findings were described as brief and lacking depth. Strengthen this section by: • Providing more detailed analytical commentary • Including evidence or examples to support each major point • Clarifying how your findings align (or don't) with your research questions. 	Expanded findings section with detailed analysis, supporting examples, and commentary. Clarified how findings address research questions.	Pages 33-49
7.	There was also concern that you used the term "war" in your discussion this is a peace journalism study, the term "war" is not relevant and necessary.	Removed the term "war" where unnecessary; revised discussions to emphasize conflict, peace journalism, and resolution-oriented reporting.	Pages 33-49
8.	The panel also noted a possible contradiction: your recommendations are strong, but they do not align well with the findings. For example, you suggest that Ugandan journalists handled the coverage well, but this was not clearly supported by your data. Ensure consistency between what you found and what you recommend.	Revised recommendations to directly reflect findings. Strengthened link between data analysis and suggested actions for journalists and policymakers.	Pages 53-54

Corrections prepared by:



Signature:

Date: 20th September, 2025

Student: **Vivian Norah Nakaliika**

Corrections verified by: The Supervisor Dr. Annette Kezaabu

Signature: 

Date: 20th September, 2025

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