Media Coverage of the War in Yemen

SEMC

STUDIES & ECONOMIC MEDIA CENTER

مركز الـدراسـات والإعـلام الإقتصادي

Contents

Introduction:

The findings of the present study have shown very worrying indicators regarding the role of the media in terms of covering the events in Yemen. They have confirmed that the media is being used as a factor stimulating the conflict. This is so because the media is being exploited as a tool by parties involved in the armed conflict instead of being used as a safe and non-bias means for revealing events and facts and providing true information.

The media has given too much attention and coverage to the war itself and its developments, a matter which actually ignored significant issues impacting Yemeni citizens who are in need of peace, security and justice. News stories of humanitarian aspects covered by the media hardly exceeded 8% of the total news materials produced by the media targeting viewers. This is a very shocking outcome especially that this is taking place in a country in which two-thirds of its population are in extreme need for food assistance and more than one fourth of its 26 million people is suffering from extreme food insecurity. That is, Yemenis have no idea where to get their next meal from.

The study has revealed a great deal of imbalance in news coverage via following up and monitoring a number of TV programs broadcast by Yemeni TV channels. What counts is how we can overcome such an issue and improve the performance of all sorts and types of Yemeni media in order to have it abide by professional standards and the privacy of journalism in dealing with sensitive issues appertaining to the present conflict. It is, however, important to highlight that there is an apparent disparity among various media outlets in terms of their following and applying standards of quality journalism.

Beyond the shadow of doubt, the media in Yemen is encountering the worst sort of oppression and suppression that has been practiced for decades. This, nevertheless, does not in any way mean that media affiliates and personnel give in and desert their professional integrity and therefore, be tempted by incitement and encourage further social division and breakup of the social fabric.

Least but not last, we would like to extend our extreme gratitude to the project team at the Studies and Economic Media Center for providing us with such informative study and account on the performance of the Yemeni media.

Study Objectives & Significance

The study aims at evaluating how the media outlets (mainly TV channels) in Yemen have been dealing with the war in Yemen since March 2015. This is through achieving a number of objectives; most of which include the followings:

To identify the extent to which the media provide basic information about the nature of the present conflict and the stages of its development in Yemen;

To identify the extent to which all parties involved in the present conflict have an opportunity to present their own views;

To identify to what extent the media takes in consideration the sensitivity of the conflict at the time of their coverage of the war;

To point out whether there is a sense of balance with regards to covering the news of each of the conflicting parties;

To determine the role played by the media in order to assist parties reach peace and a comprehensive solution for the war in Yemen.

To identify to what extent the media deals with humanitarian issues resulting from the war;

To determine to what degree TV channels abide by the ethical moralities governing any conflict coverage.

The significance of the present study stems from the imperative of media outlets in influencing peace and/or war decisions. It is therefore essential that the Yemeni media plays a very effective and meaningful role in ending the current war in Yemen. This however cannot materialize unless the most prominent imbalances in the performance of the Yemeni media are determined and highlighted in order for all stakeholders, local and international organizations and agencies to work on addressing such imbalances.

Monitoring Methodology

Number & Type of Program	% of Total Programs
404 Political	% 84
58 Economic and development	%
11 Humanitarian	% 2.3
4 Social	% .8
4 Other	% .8

For the theoretical part of the study, the research team adopted a descriptive and analytical approach, followed by a monitoring and evaluative method. The latter was done by selecting and analyzing a number of television programs broadcast by Yemeni TV channels. A total of 481 TV programs were followed and monitored in ten television channels; most of which included: the Al-Yemen Channel under the authority of Hadi government in Aden and on the other side the AlYemen Channel under the authority of the Houthis in Sana'a; Belqees TV Channel; Yemen Shabab TV Channel; Al-saeedah TV Channel; Yemen Today Channel; Suhail TV Channel; Almasirah TV Channel; Al-ghad Almashriq TV Channel; and Hadhramout TV Channel.

To have accurate outcomes and findings, a daily process was implemented by which the programs and news stories produced by those ten TV channels were monitored. To do so, a monitoring form was formulated to be filled out by observers while watching the programs.

The table below gives a breakdown of the assessment criteria used in this study

	Scoring Key (1 = lowest, 5 = highest score)					
Assessment criteria	Assessment criteria	1=Very poor (Fails to meet quality standards)	2=Poor (Below quality standards)	=Fair (solid performance with room for growth)	4=Good (Above quality standards)	5=Excellent (Meets international standards)

Study Theoretical Aspect

Background of Yemen's Current Conflict

The conflict in Yemen started following the Houthis' control of Sana'a, Yemen's Capital, on September 21, 2014. The Houthis were able to take over Sana'a with the support of the Republican Guard Forces, the loyal armed forces to former President Ali Abdullah Saleh. This marked a very important turning point and development in the Yemeni conflict as a whole. These developments included a number of crucial events: On 19 January 2015, the Houthis started attacking the residence of President Abdurabou Mansour Hadi and got in to a severe armed clash with Hadi's Presidential Guards. They sieged the Republican Palace where Mr. Khaled Bahah, the Prime Minister of the duly chosen Technocrat Cabinet, resided. They took over military camps, the compound of the Presidential Palace and the main missile bases.

Not only that, the Houthis appointed governors via the General People's Congress at local council posts; they swept and took over the headquarters of state-owned media. They pressured President Hadi to appoint a Houthi vice-president and demanded that a Houthi should be appointed as Deputy Prime Minister. They further sought to appoint a Houthi deputy minister at every minister. Add to that appointing Houthis at the finance and control circles for each ministry and at the control and inspection departments of all ministries, agencies, institutions and governmental banks.

On 22 January President Abdurabou Mansour Hadi and his Prime Minister Khaled Bahah resigned; on 6 February, the Houthis announced the Constitutional Declaration; the dissolution of the House of Representatives;

and the installment and empowerment of the Revolutionary Committee presided by Mohamed Ali Al-Houthi to assume formal authority and lead the country.

Remaining under the house arrest imposed by Houthis' gunmen from the date of his resignation, President Hadi was able to flee from the house arrest on 21 February and then headed to Aden where he denounced his resignation in virtue of a formal letter addressed to the House of Representatives. He further stated that " the Houthis coup is illegal and that all decisions taken on September 21 upward shall be deemed null and void and illegitimate." That was the date of the fall of Sana'a in the hands of the Houthis. He declared Aden as a temporary capital of Yemen and that Sana'a "is an occupied capital."

By the outset of March 2015, Aden experienced very tough political and security tension in which armed clashes broke out between the military forces of President Hadi and other Houthis who were supported by the

forces loyal to former President Ali Saleh. Houthis used warring air-jets to shell and bombard the Presidential Palace where Hadi was residing. The clashes resulted in capturing Mahmoud Al-Subaihi, the Defense Minister and Hadi fleeing away to Sultanate of Oman.

The Saudi-led air operations against the Houthis were a response to President Hadi's request made on 24 March 2015 to assist his country. Such a campaign included a military intervention in Yemen. On March 26, the air forces of Saudi Arabia, the United Arab Emirates, Jordan, Kuwait, Bahrain and Qatar launched the "Resolve Storm Operation." In the operation 170 fighter jets took part (out of which 100 fighter jets belong to the Saudi Royal Air Force.) To this day, the conflict is going on and unfortunately, no solution or outlet seems to be in the horizon for such a horrible crisis.

Security Challeng-

When covering the Yemeni war which broke out in March 2015, journalists face extremely tough and serious security and professional challenges. This is so because the current war is regarded as the cruelest and bloodiest impacting journalist work and journalists in Yemen. Due to this war, 27 journalists have been murdered; while some were used as human shields and others were killed while covering the battles, some others was poisoned to death due to revealing some corruption issues. In addition, one of the journalists was sentenced to death penalty and 19 others are still in prison under the control of the government loyal to Al-Houthis and former president Ali Abdullah Saleh. Mohamed Al-Maqri, one of the journalists, is held in Al-Qaeda's secret prisons in Yemen. He was taken by Al-Qaeda in Hadhramout. More importantly is that some journalists are subject to inhumane treatment and torturing. Actually, journalists in Yemen are encountering the most horrible and worst forms of torture; they are murdered, exposed to attempted murder, threatened, kidnapped, assaulted, attacked etc. News agencies headquarters are shut down, looted and attacked. The same holds true with regards to TV channels and newspapers. Local and Arab news websites are blocked. (1)

Not only that, extremely tough censorship is applied on the writings of journalists posted in news websites and their pages on social networking websites. The awful and unjust practice prevented many journalists from exposing the truth and facts as they were forced to hold down their horses or stop writing and publishing any news stories or articles. Others were obliged to write in such a manner that goes in line with the authorities controlling

their whereabouts. Statistically speaking, 148 journalists were kidnapped, detained and/ or arrested. 150 websites were blocked while dozens of media personnel and social media activists were threatened or assaulted because of their writings. **(2)**

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(1) 2015-2016 Annual Monitoring Reports of Violations against Media Personnel, published by the Studies and Economic Media Center

(2) 2015-2016 Annual Monitoring Reports of Violations against Media Personnel, published by the Studies and Economic Media Center

Professional Challenges

In Yemen, journalists encounter countless professional challenges. Some of which include their inability to move, inaccessibility to information and many others. What follows is a brief summary for such challenges.

- Although a journalist is always present at the areas of conflict, he encounters difficulties in terms of obtaining accurate information and data related to the war. battlefield commanders refrain from providing journalists statements and give them very little information which might not be correct. This is because journalists who are covering the conflict in the battlefields often accompany one of the conflicting parties. Each warring party would only reveal news showing their victory.

- Journalists are exposed to extreme pressure when they draft their reports and write their news to be sent to the editing staff at their news agency and/or media outlets. Conflicting parties keep an eye and follow up what a journalist would write and publish about that certain party. Therefore, it would be extremely difficult for the journalist to once again get any news from a party that the journalist wrote something against or not in the favor of that party or secure any news coverage.

- Another barrier that faces the journalists is the lack of any protection means such as bullet proof vests and helmets. Add to that most of the journalists did not get any training on how to protect themselves nor seek safety when they cover conflicts. This could be attributed to that media institutions in Yemen do not really carry out their roles in terms of offering their journalists and staff the necessary training and equipment enabling them to cover the conflict. Another point is that there is no coordination with officials and stakeholders at the areas of conflict to ensure a journalist's deployment to the area and to secure his safe return.

The Role of the Media in the Yemeni Conflict

This, definitely, is to prevent the public from really understanding the significance of the new developments and events referred to by the programs and/or any piece of news.

> To what extent does the media provide basic information about the nature of the present conflict and the stages of its development in Yemen

On close scrutiny of table (1), it is clear that the percentage of programs and news that did not provide any basic information and background on the war accounts for 27.3% of the total number of sample programs. Put differently, those that provided amounts to only 23.3% of the sample programs. Both types of samples though referred to the warring parties did not point out the reasons behind the war nor did they make any mention of the influential warring parties prolonging the war. Yet, Only 18% of programs and news stories of the sample gave brief basic information and a background of the conflict and pointed out the parties behind it.

19.5% of the total sample programs provided basic information with the intention to explain the developments of the conflict. They gave basic information on the key players in the conflict and a brief summary of the causes of the present conflict along with the most influential parties fueling it. This is so because some media outlets intend to direct the events to the advantage of a certain warring party and therefore, avoiding any objective presentation of the whole issue and any mention of the true causes of the conflict and its essence.

Table (1) further shows that none of the sample programs and news made any mention of the significance of the current conflict developments nor did they show the course of its future.

Drawing upon the above discussion, it is safe to argue that a large number of sample programs and news team intended to present the conflict ambiguous and unclear for all viewers. They made viewers and the public experience a number of blur scenarios of the conflict. The reality of the current conflict and true reasons behind it were not presented nor tapped on nor were influential parties fueling and prolonging the conflict hinted at.

Table (1)

Sn	Item	%
0	The story does not talk about the conflict & its victims.	12 %
1	Neither does the news story give basic information nor does it provide a background of the conflict and its causes in order for the public to comprehend the significance of the new developments depicted in the story.	27.1 %
2	The news story provides brief basic information of the present conflict and the parties behind it.	18 %
3	The news story provides basic information and brief summary of the conflict. It further makes mention of the parties involved in the current war. Yet, it does not point out the causes of the present conflict not does it make any reference to the most influential par-	23.3 %
4	The news story provides basic information with the intention to explain the developments of the conflict. It gives basic information on the key players in the conflict and a brief summary of the causes of the present conflict along with the most influential par-	19.5 %
5	The news story provides basic information with the intention to explain the developments of the conflict. It gives basic information on the key players in the conflict and a brief summary of the causes of the present conflict along with the most influential parties fueling it. It further mentions the significance of the current conflict developments and shows the course of its future.	0 %

To what extent were all parties involved in the present conflict given an opportunity to present their own views

Table (2)

A close look at table (2) would show that 80.5% of the sample programs gave one conflicting party the chance to express their viewpoint whereas 2.3% of the sample programs allowed all conflicting parties to express their views along with offering them sufficient time slot to do so and equal number of representatives. 15.8% of the sample programs permitted the public to express their viewpoints. 1.5% of the sample program gave the conflicting parties no opportunity to state their viewpoints on the topics being dealt with by the programs and/or broadcast by the news.

Sn	Item	%
0	The news story GIVES ONLY the public the opportunity to express their viewpoints.	15.8
1	The news story does NOT give the opportunity to any of the conflicting parties to express their viewpoints.	1.5
2	The news story gives the opportunity to only ONE of the conflicting parties to express their viewpoints.	80.5
3	The news story gives an equal opportunity to ALL conflicting parties to express their viewpoints. It further gives the opportunity to more representatives for one party while the other party had only one representative.	0
4	The news story gives an equal opportunity to all conflicting parties to express their viewpoints and an equal number of representatives for each party but prejudicially gives one party more time slot.	.8
5	The news story gives an equal opportunity to all conflicting parties to express their viewpoints, an equal number of representatives for each party and equal time slot to express their viewpoints.	1.5

Considering Conflict Sensitivity: The Language Used to Present the Conflict (Provoking or Neutral)

As Table 3 indicates, Yemeni media used a very provocative and inciting language in many of their programs and news. Such a language definitely contributed in triggering the war in Yemen via demonizing the other. Facts were not presented in a complete neutral manner. Many news stories were highly emotional and lacked any fact-finding and verification. The programs that used inciting and provocative language and an emotional tone dominating the theme of the news story accounted for 63.9% of all the sample programs. Although such a style was not needed, the aim was to intensify the conflict and win over the feelings of the public towards the party they support

An example of the proactive language could be easily spotted in the below extract as was made by a TV broadcaster in one of the Yemeni TV channels:

" Some sources have asserted that last year Saudi Arabia started stealing 63% of the Yemeni oil. This was the outcome of the escapee Hadi who basely colluded with the Saudis to do so by virtue of concluding and signing an illegal contract allowing the Saudis to thieve Yemeni oil in return for providing Hadi with foreign fighters. Not only that, he did that even if this caused the war on his country to continue and resulted in the slaughtering more civilians. He is a betrayal who sold his own homeland and a missionary whose main interest is to gain power and rule the country even if this leads to more killings of his own people and selling out his occupied country's wealth and treasuries. Indeed, this aggression is funded by depleting the country's national resources while the people are suffering the devastating consequences of poverty due to the unfair and cruel aggression and blockade " .

Put differently, whereas 18.8 of the sample programs used a neutral tone in presenting most of their news stories (despite of the presence of provocative language but of a lower tone), only 6.8% did not use inciting language at all and instead a neutral tone was used throughout the news story.

In the section below, the news broadcaster depicted the events using a complete neutral tone and confirmed that the war was responsible for all destruction:

'' From bad to worse' is the closest expression that could depict reality of the electric power in Taiz after the breaking out of the war. The electric network, being characterized as one of the best networks, was destroyed: transmission lines were torn down, electric poles were destroyed and the main electric transformers were out of service. Usaifrah electric power station was shelled by war bombs. Technical teams tried to fix the electric network but they found it difficult because it was not possible to access the places where the network was destroyed as it was located in areas of clashes and conflicts or nearby areas ''.

Those programs whose news stories contained some possible solutions for the Yemeni crisis used a neutral tone and did not use any inciting language. They accounted for 8% of all sample programs.

Table (3)

Sn	Item	%
1	The news story did NOT deal with the conflict.	9.8
2	The whole news story was dominated by a provocative language and/or a highly emotional tone in order to have more impact on the theme of the news story without any need for that.	35.3
3	Half of the news story was dominated by a provocative language and/or a highly emotional tone in order to have more impact on the theme of the news story without any need for that.	28.6
4	The news story has neutral tone with a limited provocative language.	18.8
5	A neutral tone was used throughout the news story and no provocative language was used.	6.8
6	A neutral tone was used in all sections of the news story (the provocative language was not used). The news story incorporated possible solutions to the crisis.	.8

Equal Coverage of the news of all parties

Table (4) shows that 54.9% of the sample programs and news only cover the news of one of the conflicting parties in Yemen while attempting to cover the other party's news but in an unfair and bias manner in order to distort and give a negative image of that party. Yet, 19.5% of the sample programs and news dealt with the news of one party without bothering to present the news of the other party. While 6.8% of the sample programs and news presented the news of all conflicting parties and gave more time slot to one of the parties, 5.3% of such programs and news dealt with the news of the conflicting parties at an equal footing.

It is apparently clear that since the outset of the war, the Yemeni media attempted to recruit as much as supporters as possible. This led to divide the media into two groups; one of which supports the internationally recognized legitimate government headed by President Abdurabou Mansour Hadi while the other is supportive and affiliated to the Houthis and former President Ali Saleh. The conflicting parties have exploited the media to have a more supportive public opinion in order to pass their political agendas and goals. They exerted efforts to attract advocates to their military and political trends. Under the framework of each conflicting party emerged media outlets with agendas. Relying on funding, such media outlets are affiliated and follow local parties and agencies while others follow foreign parties.

Sn	Item	%
0	The program does not deal with any news of any conflicting parties.	13.5
1	The program or news story / item deals with the news of only one of the conflicting parties in Yemen while attempting to cover the other party's news but in an unfair and bias manner in order to distort and give a negative image of that party.	54.9
2	The program or news story/item deals with the news of only one party without bothering to present the news of the other party.	19.5
3	The program or news story/ item presents the news of all conflicting parties and gives more time slot to one of the parties.	6.8
4	The program deals with the news of the conflicting parties at an equal footing.	5.3
5	The program deals with the news of all parties in an equal and impartial manner.	0

Table (4)

The role of the media in reaching a solution for the present conflict

A very close scrutiny of Table 5 below shows that the media in Yemen tend to incline towards violence. According to the monitoring results of sample programs and news, 6.8% of the sample programs and news broadcast by TV channels only talked about peace and peace initiatives and the possibility of achieving it while 2.3% of such programs and news talked about peace and peace initiatives as well as the opportunity for the society to express their desire for peace along with talking about the post-conflict period: pacification, reconstruction and reconciliation.

In addition, out of the total 70.2 % of the sample programs and news, they were dominated by talks on victories, accounting for a percentage of 34.1% of such programs and news as they ignored any talk on peace and/or peace initiatives. They allowed the public under the control of one party to express their viewpoints; Yet, 36.1% of that 70.2% of the sample programs and news mainly talked about talk victories and highlighted the talk on peace, however, with a sense of questioning the intentions of the other party and the peace initiative.

Table (5)

Sn	Item	%
0	The news story does not talk about peace	20.8
1	The sample programs or news was dominated by talks on victories as they ignored any talk on peace and/or peace initiatives. They allowed the public under the control of one party to express their viewpoints.	34.1
2	The sample programs or news mainly talked about talk victories and highlighted the talk on peace, however, with a sense of questioning the intentions of the other party and the peace initiative.	36.1
3	The sample programs or news talked about peace and peace initiatives and the possibility of achieving it.	3
4	The sample programs or news talked about peace and peace initiatives as well as the opportunity for the society to express their desire for peace.	3.8
5	The sample programs and news talked about peace and peace initiatives as well as the opportunity for the society to express their desire for peace along with talking about the post-conflict period: pacification, reconstruction and reconciliation.	2.3

To what extent the news story incorporates unseen consequences and impacts resulting from the conflict

A close look at Table (6) shows that 7.5% of the sample programs and news underscored humanitarian issues, reflecting upon the magnitude of impact due to violent practices. They further touched upon the impact of unrealized and hidden impacts of such violence (such as trauma, damages to the social structure / impairment to cultural aspects). While the majority of the sample programs were dominated by discussions on seen and visual violence (such as dead and injured people and material damages) without mentioning any unseen impact; this accounted for a percentage of 29.3%. Yet, 25.6% of the sample programs and the news briefly talked about the impacts of the conflict as well as seen and visual violence (such as dead and injured people and material damages). Add to that 17% of the sample programs and news shed light on seen and visual violence (such as dead and injured people and material damages) as well as unrealized and hidden impacts of such violence (such as trauma, damages to the social structure / impairment to cultural aspects). They, however, did not tap on any humanitarian issues resulting from violence.

Table (6)

Sn	Item	%
0	The news story does not touch upon violence in any way.	14.3
1	The news story focuses only on seen and visual violence (such as dead and injured people and material damages) without dealing with unseen and hidden impacts / consequences.	29.3
2	The news story focuses on seen and visual violence (such as dead and injured people and material damages) along with brief mentioning to consequences and impacts in this regard.	25.6
3	The news story focuses on seen and visual violence (such as dead and injured people and material damages) as well as unrealized and hidden impacts of such violence (such as trauma, damages to the social structure / impairment to cultural aspects).	17.3
4	The news story focuses on seen and visual violence (such as dead and injured people and material damages). It fully sheds light on unrealized and hidden impacts of such violence (such as trauma, damages to the social structure / impairment to cultural aspects) and underscores humanitarian issues, reflecting upon the magnitude of impact due to violent practices.	6
5	The news story focuses on unrealized and hidden impacts of violent practices (such as trauma, damages to the social structure / impairment to cultural aspects) and underscores humanitarian issues, reflecting upon the magnitude of impact due to violent practices.	7.5

To what extent the news story or a piece of news abide by the ethical moralities governing any conflict coverage.

As is shown by table (7), the media in Yemen does not abide by the ethical moralities when covering the war in Yemen. 51.5% of the sample programs and news dealt with the war as a secret event. they did not transparently present facts in bid for serving one conflicting party

on the expense of the other. by so doing, they intended to tarnish the image of the other party from time to time via inventing lies and disseminating rumors.

Furthermore, 22% of the sample programs and news presented the war as a vague and unclear incident in favor of one of the parties and at the same time, considering the other as the problem. Such programs were devoted to distort the other party and demonizing it and stripping it from any human character through disseminating rumors and trumping up lies for the sake of inciting the viewers against that party.

Unfortunately, the table below shows that all the sample TV channels programs and news did not attempt to clarify the conflict nor did they give the parties the chance to raise their voices and express their viewpoints.

" A large number of the militias' fighters who illegally seized power were dead and wounded following an unsuccessful attack on the military positions of the army and the resistance in Al-Safara Area, Shabwah Governorate. In addition, the Resolve Storm Brigades launched an attack on the militias' positions in Sufaah Area at the western front of Baihan, claiming the life of a dozens of fighters and wounding others on the part of the militias who illegally seized power." A spokesperson of the Popular Resistance in Al-Jawaf stated that the Arab coalition fighter jets raided groups of the militias on the Al Halem mountains, killing and wounding a number of worriers, including two senior militia commanders ' ' .

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Translator's Note: "Militias" here is used to refer to the Houthis.
Translator's Note: "The army and the resistance" is used to refer to the Hadi Government.
Translator's Note: Popular Resistance intends to refer to the fighters in support of the Hadi Government. This should not be confused with the Popular Committees formed by Houthis Ansarallah.

They did not show any sympathy and understanding to the conflict/war or consider them as the problem. They lacked the spiritual creativity and aspiration to device any solution for the conflict. They also did not take into consideration the human character of any of the conflicting parties albeit the tragic consequences and destruction caused by the war.

Table (7)

Sn	Item	%
0	The sample programs and news deal with the conflict in a general manner without referring to the conflicting parties at all.	15.8
1	The sample programs and news present the war as a vague and unclear incident in favor of one of the parties and at the same time, considering the other as the problem. They focus on the winner in the war and strip the other party from any human character.	22.6
2	The sample programs and news present the war as a vague and unclear incident in favor of one of the parties and at the same time, considering the other as the problem in bid for tarnishing the image of the other party from time to time .	51.1
3	The sample programs and news present the war in a clear and transparent manner WITHOUT hearing all parties involved. They consider the war as the biggest problem.	4.5
4	The sample programs and news present the war in a clear and transparent manner WITH hearing all parties involved. They consider the war as the biggest problem.	6
5	The sample programs and news attempt to clarify the conflict; they give the parties the chance to raise their voices and express their viewpoints. They show sympathy and understanding to the conflict/war as being the main problem. They possess the spiritual creativity and aspiration to device any solution for the conflict. They take into consideration the human character of the conflicting parties especially when using violence and arms are more prevalent.	0

Gender-based stereo-type evaluation

Table (8) below affirms that women and their roles are not dealt with nor presented as media materials by TV programs and news stories. This interprets to what extent media policies take no consideration nor give any attention to the progress women have achieved and the role and positions they have occupied at the social level and the Yemeni demographic map. There is a big difference between the actual picture of both men and women and the demographic and objective reality. That is to say, the slot and space given to women in the media do not reflect their true and actual number and active roles at both the community and job market levels. The same holds true with regards to their actual distribution at the social strata, various age groups and professional positions. It is that untrue and biased image of women that occupies both the minds of men and women themselves. What supports this claim is that no woman has been invited to any of these media outlets to talk about any political, socio-economic issues despite of the existence of a large number of women with expertise in these fields.

In fact, it is mainly the role of the media to change the negative stereotype and image of Yemeni women. More importantly, women working in the media must exert more effort and play influential roles in presenting a better image of Yemeni women. There is an increasing number of women graduating from the departments of journalism and faculties of mass communication, working for media and news agencies.

Table (8)

Sn	Item	%
1	The sample programs and news deal with the conflict in a general manner without referring to the conflicting parties at all.	77
2	The sample programs and news present the war as a vague and unclear incident in favor of one of the parties and at the same time, considering the other as the problem. They focus on the winner in the war and strip the other party from any human character.	0
3	The sample programs and news present the war as a vague and unclear incident in favor of one of the parties and at the same time, considering the other as the problem in bid for tarnishing the image of the other party from time to time .	8
4	The sample programs and news present the war in a clear and transparent manner WITHOUT hearing all parties involved. They consider the war as the biggest problem.	15

Findings:

- It is inferred that the Yemeni media uses extremely provocative language. 63.9% of all the sample programs and news used very provocative and inciting language and highly emotional tones to such news stories, despite of that the fact such styles are not needed. The aim was to intensify the conflict and win over the feelings of the public towards the other opponent party.

- The present study reveals that many humanitarian stories depicting the suffering and hardships of the Yemeni people due to the deterioration of the economic and human conditions are set aside and ignored; this is so because media outlets are occupied by broadcasting and presenting news related to military confrontations and clashes and violent practices. Neither consideration nor attention is given to the poor and needy suffering from the war and conflict. Sample programs and news dealing with humanitarian issues accounted for only 7.5% of the total sample programs and news.

- Half of the number of sample programs and news monitored by the study team intended to present the conflict ambiguous and unclear for all viewers. They made viewers and the public experience a number of blur scenarios of the conflict. The reality of the current conflict and true reasons behind it were not presented nor tapped on nor were influential parties fueling and prolonging the conflict hinted at. This, definitely, is to prevent the public from really understanding the significance of the new developments and events referred to by the programs and/or any piece of news.

Recommendations

- There is an extreme need to facilitate and hold workshops and training courses geared for offering journalists the necessary know-how and galvanizing their skills. This is in order for them to comprehend the true meaning of peace and establish its real meaning in the light of the cultural, socio-economic changes.

- Building the capacities of journalists is a must especially in the areas related to conflict-sensitive journalism.

- A review and reconsideration must be done to media regulations and laws governing media work must in order to allow media people and outlets cover events and conflicts in accordance with journalistic ethical standards

- There is a necessity to develop a charter for journalists and journalistic profession that incorporates issues related to war and peace. Actually it is highly difficult and unscientifically appropriate to evaluate the performance of journalists in doing their work during any war and crises in the absence of specifically clear and appropriate professional country-oriented standards that take into account that country's political and cultural circumstances and conditions.

- There is a need for developing and devising a media strategy which meets and goes in line with the international and technological changes as well as the nature of each community's culture. The strategy must be designed to allow all social and media institutions work towards achieving and building social peace.

- The media must give more attention and consideration to humanitarian issues. This must be in a fair and non-biased manner through abiding by standards and mechanisms governing the writing of the news stories related to humanitarian issues in such a way that they are effective and influential and at the same time, do not provoke any further conflict and clashes nor are they exploited by any of the conflicting parties. This could only be done by training and qualifying journalists to effectively draft such news stories and adopt humanitarian issues.
- The Yemeni media outlets must have a very active and positive role in changing the negative stereotype and untrue image of Yemeni women and exert more effort to present the image of women in more positive and true manner.

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About SEMC

Studies & Economic Media Center (SEMC) is one of the prominent Yemeni NGOs that works on spreading awareness of economic issues, buttressing good governance and public engagement in decision making, and working towards the creation of professional media .

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