
The importance of media and public information and their effectiveness in improving the quality of peacekeeping operations in Sub Saharan Africa

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Abstract

This study argues that a gap exists between information policy initiation by UN Department of Peacekeeping Operations (DPKO) Missions, particularly in Sub-Saharan Africa and those vested with the responsibility to discharge these functions in the field. Africa has been experiencing a number of conflicts since many countries gained independence from colonialism in the late 50s and early 60s. This situation has been of concern for the United Nations which has responded by deploying Peace Keeping missions to ease tensions within and among nations in Africa. To achieve their mission, UNDPKO Missions need effective public information. The quality of information received should be comprehensively explored and managed effectively during the operationalisation of the Peace Keeping Missions in the affected areas. The overall objective in United Nations (UN) peacekeeping operations management is to enhance the ability of the mission to fulfill its mandate successfully. Key strategic goals are to maintain the cooperation of the parties to peace processes, manage expectations of the population and donors, garner support for the operation among the local population, and secure broad international support , especially among Troops Contributing Countries (TCC's) and Police Contributing Countries (PCC's) and major donors. Using the qualitative research approach, this study seeks to understand the role of Media and Information as strategy in mitigating conflict in countries such are the DRC in order to facilitate socio-economic development. Therefore the main objective of this paper is to demonstrate that media and public information strategy are effective tools for improving the quality of peacekeeping operations in Sub-Sahara Africa through sound and effective managerial approaches during operations in affected areas.
