

## Impact of Journalists' Emotional Intelligence on their Attitude Towards Peace Journalism

Mehmood Ahmed\*, Zahid Yousaf†

### Abstract

*There have been few studies which empirically explore the relationship and impact of personality traits of the journalists reporting conflicts in relation to their adherence towards Peace Journalism. This study explores the impact of Emotional Intelligence of the journalists on their reporting attitude towards Peace Journalism. TEIQue, short form by Petrides (2009) and conflict reporters' attitude scale by Neumann and Fahmy (2016) were used to measure the responses of the journalists. A total sample of 793 journalists from Pakistan is analyzed using SPSS and PLS-SEM. It is found that Emotional Intelligence significantly impacts and predicts journalists' attitude towards Peace Journalism practices.*

**Keywords:** Emotional Intelligence, Conflict reporting, Peace Journalism, Journalists' reporting attitude

### Introduction

Peace journalism was evolved as an alternative to previously held traditional conflict reporting styles (Fahmy & Eakin, 2014; Lynch & Galtung, 2010). It is hailed as a form of reporting conflict which is more committed towards discovering root causes of the reported conflict for the purpose to basically generate an opportunity, through reporting, for the community at large to appreciate and consider non-violent responses leading to peace (Lynch, 2014). He explains that the mass media predominantly use biases, while reporting a conflict in particular, giving violence prominence while considering the conceptual terms of 'conflict' and 'war' in equal capacity. The research in the paradigm of peace journalism is mainly focused on 'How the competing frames (peace/war) are used in media (by employing content analysis mostly) while reporting conflict (Ahmed, 2014; Gouse et al., 2019). The effects of Peace journalism on audience psychology are already explored (McGoldrick, 2008). Mainly studies explored peace journalism using interviews as investigation method (Brouneus, 2011). Researchers also used ethnographic approaches (Kosmatopoulos, 2014), and giving descriptions and assessments of procedures with criteria of what represents peace journalism in dissimilarity to War journalism (McGoldrick & Lynch, 2000).

Attitude and perception studies have been carried out to access journalists' perceived roles in society and their attitudes towards different phenomenon under varied circumstances (Raemy et al., 2019). Emotion remains less explored area in journalism, may be because of its traditional stance towards objectivity. Though, practicing journalists are incorporated in 'both sides' of stories and shun any conflict of interest by separating themselves from the news story. These customs in general are professionally stimulated by the interactive sessions of the journalists, their colleagues in profession and editors. However, studies on emotion have augmented as a major part of common 'affective turn' that has been seen recently in disciplinary constraints particularly journalism. Emotion is one of the major components of socialization and therefore it is a component of journalism (Peters, 2011). Jukes (2017) describe emotion as an innate perspective in journalistic practice. Researchers have also studied the application of emotionality in reporting news stories and emotional response of journalists to events (Wahl- Jorgensen, 2013).

The scholarship on the role of emotions has increased recently across disciplines, journalism studies has also found this phenomenon happening to its literature and research. In addition to it, if we focus on the social perspective of the emotions, then emotions were never detached and were always been a part of media content (Peters, 2011). Scholars propound that journalists often face emotional challenges while reporting conflict and war and it subsequently affect their journalism (Tumber, 2006). Accordingly, it

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\*Mehmood Ahmed, PhD Scholar, Center for Media and Communication Studies, University of Gujrat. [ahmedhere@icloud.com](mailto:ahmedhere@icloud.com).

† Dr. Zahid Yousaf, Chairperson/Associate Professor, Center for Media and Communication Studies, University of Gujrat.

is recommended by some scholars to study the life and experiences of the journalists reporting conflict by adopting life history approach or other method to historically reflect upon or emotionally measure the outcomes of their reporting which is sociologically significant for the altering nature of journalism (Wahl-Jorgensen, 2019).

Emotional intelligence (EI) as a whole new and elaborative concept helps understand this above explained 'emotions' phenomenon. First propounded by Goleman (1995), a science journalist; EI is the ability to understand, manage, and use one's emotions in constructive ways to communicate effectively, defuse conflict, overcome challenges, relieve stress, and empathize with others. Emotional intelligence helps build stronger relationships, to succeed at work, and achieve one's personal and career goals. It also helps turn intention into action, to connect with one's feelings and make informed decisions about what matters most (George, 2000).

Petrides and Furnham (2003) have also explained EI as the capability to understand, identify, express, manage and use emotions in life. There is robust evidence from studies that higher level of EI predicts better mental and physical work, related to better social relationships, vital in outcomes associated to professional success (Joseph & Newman, 2010; O'Boyle, Humphrey, Pollack, Hawver & Story, 2011) and academic achievements (Hogan et al., 2010).

Taking into account the above described scholarly debate and argument, this study examines the complex nature of emotion and their management within peace journalism practices by exploring relationship between EI and peace journalism attitudes of the journalists.

Pakistan, an important regional geo-political power, has been embroiled in various types of conflicts since its emergence, which have become more and more deadly and violent with the time passing (Waseem, 2011; Yousaf, Ahmed & Fiaz, 2018; Haqqani, 2018). It has been more than a hundred thousand lives lost to these religious, security, and ethno political conflicts in last decades (Hussain 2019). This thought attracted academia and scholars have analyzed reporting of these conflicts in media to uncover the peace and war journalism dimensions (Iqbal and Hussain 2017, 2018a, 2018b; Siraj, 2008; Hussain, 2015; Ahmed, 2014). Although these scholars contributed a lot both scientifically as the discussion on peace and war journalism created a lot of empirical knowledge in the field, and ethically, as the conflicts in Pakistan are often persistent, intractable and with a high humanitarian cost, they need to be de-escalated. Additionally, the Pakistani journalists' role in this conflict reporting regarding their adherence to peace and war journalism is important and is the need of the theory as well as practical knowledge. This research builds on this argument.

### **Research Questions**

These two research questions are formulated to address the research need:

RQ1: Is there significant relationship between journalists' emotional intelligence i.e. well-being, self-control, emotionality, and sociability and their reporting attitude towards peace journalism?

RQ2: Is there significant impact of journalists' emotional intelligence i.e. well-being, self-control, emotionality, and sociability on their reporting attitude towards peace journalism?

### **Literature Review**

Emotional intelligence (EI) is a constellation of emotional self-perceptions located at the lower levels of personality hierarchies also said to be the set of skills, the personality traits an individual possesses which is related to the perceiving, utilizing, understanding, and managing emotions effectively (Arshad, Ahmed & Zeeshan, 2021). The increasing interest among scholars and practitioners alike in the role of emotions has given a rise to the line of research focusing on the effect of EI on professional output of the people in different fields of life and it is found to have significant effect on work experiences. The trait model of EI is followed in this research. It was propounded by Petrides (2009).

Trait models are generally considered as the second type of mix model approach of EI (Petrides, 2009). But there is a significant difference as Petrides, Furnham, and Mavroveli (2007) explain trait model approach as considering only the emotional traits while conceptualize EI. They say the trait model

scholarship views EI as a 'set of emotional traits'. Furthermore, they elaborated how this theory explains different models used to conceptualize EI (specifically the ones using self-reported inventory), where they make sense, chiefly concerned about preset personality traits.

Accordingly, Petrides (2009) derived his model of EI through a content analysis of the previous models of mix nature. The main purpose behind this exercise was to incorporate the key elements and discard those elements which recur or relate in specific conceptualizations only (Petrides, 2009). Total 15 facets were included in the sampling domain of trait model of EI, they were categorized into four factors: first is well-being; second is self-control; third is emotionality; and fourth is sociability. There are two global traits as well: first is self-motivation and second is adaptability (Petrides, 2009). Trait EI model is considered as a whole construct of dispositions which are primarily emotion related along-with self-perception which is basically situated at the personality hierarchies' lower levels (Pérez-González & Sanchez-Ruiz, 2014). According to Petrides, Pita and Kokkinaki (2007), the trait EI model can be considered as a fresh approach towards measurement and understanding the EI concept. Walter, Cole, and Humphrey (2011) say the trait approach generally uses both other-report and self-report measurement methods but more inclined towards self-report method.

Following is the explanation of four competencies and two global traits (Petrides, Gómez, and Pérez- González, 2017):

**Table 1: Factors of EI in terms of Trait Model**

Factor of EI	Sub-Scales
Well-Being	Happiness, Self-Motivation, Self Esteem and Optimism, Self-efficacy
Self-Control	Emotion Regulation, Low Impulsiveness, Stress Management, And Adaptability
Emotionality (Empathy)	Emotional Expression, Emotional Management, Empathy and Emotional Perception
Sociability (Social Skills)	Social Awareness, Assertiveness and Relationships

Source: Petrides, 2009

Self-motivation and adaptability are considered as sub competencies to global trait EI. Petrides, Siegling, and Saklofske (2016) say people having high level of self-motivation can perform very effectively in any situation compared to the people with low level of self-motivation; moreover, they are more determined to do so as well. Accordingly, it can be deduced that journalist with high self-motivation can avoid failure related stress and can focus on the target in a better way. Self-motivation supports adaptability. Petrides (2009) explains individuals with high level of adaptability can face odd situations in a creative way rather than adopting a traditional approach of opposing change. As one can see journalists tend to face novel changes every day in the process of reporting conflict, so they can bring this sub competency to use.

Petrides (2009) prefers self-report measure for assessing EI of a person in trait model EI; he considers it to be personal and subjective part of that person's life. Although, there are some hurdles in this method which can hinder the process such as disinformation. To address this fake response issue, some techniques are applied to shield data and eliminate validity problems such as reliability measures and validity indices (Petrides, 2009). Haynes and Lench (2003) propound that the verdict about which scale to apply for a certain study depends on certain contexts (professional or non-professional) and parameters (demography, qualification, age etc.), and the required data depth such as facet or global scores. Fulfilling these criteria, this model possesses substantial psychometric properties. This study utilizes TEIQue 360° Short Form-Facet Based self-report measure for the assessment of EI of journalists reporting conflict stories. The TEIQue 360° Short Form-Facet Based questionnaire is used with the permission of Prof K.V. Petrides.

Oganjanyan (2012) considers peace journalism as a critique to the ongoing practices of contemporary journalism while reporting conflict. Peace journalism focuses on the contextual reporting rather reporting on the go grabbing just bare facts surfacing freely. Peace journalism offers different solutions for non-escalation or de-escalation. As key actors of the conflict always try to lure press for propaganda, the peace journalist focuses on the un-represented segments and justly reports all the sides, highlighting the common people involved and their sufferings and torments, their hopes and fears for presenting a more comprehensive and inclusive account eventually paving for solution (Oganjanyan, 2012). The body of quantitative work on peace and war journalism has been slowly increasing in recent years (Chung et al., 2007; Fahmy & Eakin, 2014; Fahmy & Neumann, 2012; Lee, 2010; Lee & Maslog, 2005; Lee et al., 2006; Maslog et al., 2006; Neumann & Fahmy, 2012; Shinar, 2009; Tanweer, 2012). Quantitative studies and empirical assessments have mainly focused on content analysis of news coverage. Scholars using this method have linked the peace journalism concept to framing theory—the process of organizing a story to convey a particular interpretation of a news event to an audience (Entman, 1993; Scheufele, 1999)—thus suggesting that war and peace journalism can be seen as competing frames in covering conflicts.

Lynch (2008) believes that the primary motive behind the concept of peace journalism is conflict transformation and peace building. Ramsbotham (2005) opines peace journalism as opposed to war journalism sees conflict as an opportunity for the advancement and transformation of the community rather taking it and framing it a terrible thing. Galtung (1998) believe that the persons involved in conflict and ready to solve it can unearth such improvised ways which can stop conflict and bring peace. Journalists are regarded as early responders to any given conflict and the primary interpreters also who guide masses about it (Ahmed, 2014). A heavy intellectual burden thus is on the shoulders of conflict reporters to record and communicate the chronicles of conflict rather just depending on uncontroversial data, to disclose to public the reasons of conflict and aware them what is on the risk. Sharp (2013) argues that most of journalists fell prey to stereotypical reporting lacking intellectual talents and editorial guidelines much needed for historically accurate and detailed contextual reporting. Stereotypical reporting always serves to the benefit of those who shares the fruits of continuing of conflict (Sharp, 2013).

Wolfsfeld (2004) says media generally adopts to cover violence, clash and tension and choose it as default mode for conflict coverage. Shinar (2004) argues war frames are preferred by press to cover any conflict even they cover peace talks in the same manner. Fawcett (2002) finds in a study that the Irish media consider conflict and violence oriented frames more engaging than the reconciliation frames. Covering four Asian countries' press coverage regarding conflicts, Lee and Maslog (2005) concludes the press is evidently dominated with war journalism frames. Lynch and McGoldrick (2005) focus on the hidden biases contained in the war journalism mode which actually supports violence. They conclude press generally causes conflict to worsen, enhancing cycles of aggression and undermining political way-outs needed to distract it. Siraj (2007) used Galtung's operationalization of peace and war journalism regarding Pakistan- India relations in the press of US; he concluded that the two leading press organs (Washington post and New York Times) were predominantly tilted towards war journalism. He further identified that the frames dominated the war journalism coverage were military conflicts on international borders, violence and casualties in Indian occupied Kashmir, terrorism, militancy, weapons and nuclear warheads. Peace frames identified under peace journalism were solutions to conflicts using common interests, bilateral talks focusing on the whole issues, and defusing tensions focusing on common benefits of peace for future. Jan and Khan (2011) concluded that Pakistani media can be trusted as peace building force when a conflict is triggered. They identified bridging communication gap between conflicting parties, perceptiveness of the journalists in this regard along with professional and unbiased journalism holds the key (Jan & Khan, 2011).

Researchers have studied that War frames have brought destruction to conflict ridden areas by promoting hate and massacre frames (Thompson, 1999), and the nationalistic wars were more evident in doing so as the journalists involved were called to so called nationalism (Des Forges, 1999; Kirschke,

1996; Onadipe & Lord, 1997). Nationalism also brought up violence and fuelled the ethnic conflict in Bosnia through print and electronic media campaigns using war journalism ((Buric, 2000). One of the most brutal and fast genocidal wave, the Rwanda genocide in which more than one million people perished to madness in less than one hundred days was believed to be contributed by war journalism by local media (Metzl, 1997; Monasebian, 2007; Straus, 2007).

Lee and Maslog (2005) identified another factor effecting war and peace framing when they studied local conflicts of four Asian countries in their national press (Pakistan, India, Sri Lanka, and Indonesia) along with US-Iraq clash, they found war journalism dominated by respective press regarding coverage of local conflict and peace journalism used for US-Iraq conflict. Lee et al. (2006) say that the reason for doing so is involvement of journalists' countries in conflict. They pointed out to another difference that peace frames are predominantly incorporated in lengthy stories like op-eds and articles while short stories were filled with war journalism frames. Spenser (2005) says in his book the media prefers war journalism frames as they are filled with sensationalism as compared to peace journalism frames which are generally non-confrontational.

The survey approach has been acknowledged by scholars to systematically measure journalists' attitudes (Neumann & Fahmy, 2016). Vogel and Wanke (2016) stated that attitude is anything in mind of an individual about something. They described attitude as a tendency to think in a certain way or to experience specific feelings in various situations. Gelisli (2015) stated that attitudes are one of the most important determinants of human behaviors. Earlier, Wood (2000) stated that attitude is tendency to evaluate objects favorably or unfavorably. Weaver and Willnat (2012) examined the working conditions of the journalists from various regions through survey whether their perceptions and attitudes and backgrounds are correlated to what issues they choose to report and how they report it. Many other prominent scholars worked on measuring attitudes and perceptions of journalists through survey and how some other potential factors like emotions, empathy, self-efficacy influence their reporting content (Adegbola and Zhang, 2020; Graber, 2010; Hanitzsch & Mellado, 2011; Hanitzsch et al., 2010; Hussain & Ahmad, 2021; Kim, 2010, 2012; Pintak & Ginges, 2008; Shoemaker et al., 2001).

Hanitzsch et al. (2010) surveyed journalists and concluded that the respondents report procedural and professional influences having a strong effect on their reporting and working on investigative journalism stories. Pintak and Ginges (2008) argued that the watchdog role which relates with scrutinizing government apparatus is the key factor influencing journalistic routines. Scholars (Fahmy and Johnson, 2005) have also surveyed journalists who worked on front lines to reassess their own role performances specifically in the context of conflict reporting against factors of model of hierarchy of influences (model by Shoemaker & Reese, 1996). Adegbola and Zhang (2020) surveyed the Nigerian journalists and measured their adherence correlation to peace journalism with multiple personal and psychological factors as empathy, self-efficacy and journalistic role perception. Hussain and Ahmad (2021) investigated conflict reporters from Iraq, Afghanistan and Pakistan regarding their attitude towards peace and war journalism. They found journalists reporting conflict are engaged in passive peace journalism practices and active war journalism practices. Hence, research offers the arena of measuring journalists' attitude to their reporting from various angles. This study took this concept and adapted (with the permission of Dr. Fahmy) Neumann and fahmy's (2016) instrument for measuring crisis reporting attitude of journalists to measure their attitude towards peace journalism. Following is the review of that scale.

Whilst the previous researches encourage the researcher and contribute towards the knowledge on attitude of the journalists towards their reporting and issue selections, Neumann and Fahmy (2016) developed an empirical measurement tool (Questionnaire) which is reliable and valid for the scholars to measure the attitude of journalists involved in conflict reporting towards peace and war journalism practices. Adegbola and Zhang (2020) applied this questionnaire and finds adherence to peace journalism scale (Cronbach's alpha = .81) and adherence to war journalism scale (Cronbach's alpha = .73). Hussain and Ahmad (2021) also found it reliable and valid.

This questionnaire was conceptualized its constructs using the conceptualization propounded in the normative (Galtung, 1986, 1998, 2002; Lynch & McGoldrick, 2005; Lynch & Galtung, 2010) literature and utilized by empirical framing studies which analyzed the content of media using the same idea (e.g. Maslog et al., 2006; Lee & Maslog, 2005). The questionnaire received from Dr. Shahira via email contained twenty-two statements on peace and war practices. This questionnaire used Likert scale.

### **Research Methodology**

This research follows quantitative methodological approach, hence, it is ontologically objectivist (which means adherence to the assumption of there exists one overarching reality that can be accessed by research); and epistemologically positivist (adherence to the assumption that generalizable knowledge can be induced through factual findings and evidences/ or can be deduced from theory).

Scholars (Creswell & Creswell, 2017; Fraenkel, Wallen, & Hyun, 2012; Gravetter & Wallnau, 2016) explain two type of population for survey studies: the target population and the accessible population. The first the researcher desires to generalize the results; second is which the researcher actually utilizes to take the sample and generalize the findings. Target population of the study comprises of all the journalists reporting conflict stories in all the media houses of Pakistan or working independently. The journalists reporting conflict working in or with major media organizations/ news outlets or independently from Lahore, Islamabad, and Karachi is considered as accessible population. It also serves the purpose of geographical and ethnic representation and the ideological distribution of the media is also considered as propounded by Adegbola & Zhang (2020) in their research. These cities are also considered as financial (Karachi), cultural (Lahore), and political (Islamabad) hubs of the country.

Although researchers (Neumann & Fahmy, 2016; Hussain & Ahmad, 2021) used purposive sampling; this study applied two stage random sampling as also used by (Adegbola & Zhang, 2020) also worked on the almost similar population. The other reason is the fear of low response rate which may hinder the achievement of desired sample numbers. Moreover, it is a type of probability sampling where each respondent has equal chance of selection and has good chance of generalizability of results (Adegbola & Zhang, 2020; Fraenkel et al., 2012). At first stage, 25% media houses were selected randomly from all the media houses working in three cities referred in accessible sampling. Total number of randomly selected media houses were 30 i.e. 10 each from the three districts of population. At second stage, journalists working in these media houses were approached and a representative sample was drawn from them. For this purpose, 50 journalists from each selected media house were randomly selected from the available list at those media houses. Hence, total sample size was 1500. Fifteen hundred questionnaires were distributed: five hundred in each city. A team of media students in each city distributed the questionnaires. The team members were trained in basic research ethics. A total number of eleven hundred and twenty-seven questionnaires were returned completely filled, from which three hundred and thirty-four were excluded as they (respondents) didn't reported on any type of societal conflict (Followed by Adegbola & Zhang, 2020). Remaining seven hundred and ninety-three questionnaires were the sample which satisfy the criteria and is used for data analysis. The sample response rate remains almost fifty-three percent.

### **Instrumentation**

Trait emotional intelligence questionnaire (short form) developed by Petrides (TEIQue-SF) has been adapted for which the consent of Prof. Dr. K.V. Petrides has been obtained. Same is with the Conflict Report scale of Prof. Dr. Shahira Fahmy, the permission is granted by the author to adapt their instrumentation. All parts of the questionnaire were administered using Likert scale. Questionnaire was validated through judgment of at least fourteen experts using Lawshe's Scale *i.e.* essential, necessary and unnecessary. Moreover, experts were requested to suggest refinement for the poor items. Content Validity Ratio (CVR) and Content Validity Index (CVI) were calculated. Items having poor content validity ratio were eliminated from the instrument. The process was revised until the questionnaires qualify the limit of minimum standards of administration.

Cronbach alpha is appropriate technique of estimating internal reliability when there are more than two options against items (Linn, 2008). Hence, after piloting the instruments, Cronbach alpha reliability is estimated. Moreover, Confirmatory factor analysis (CFA) technique was used to confirm construct validity of the questionnaires.

Two scales were adopted in the study that were trait emotional questionnaire by Petrides (2009) and scale on attitude towards peace and war journalism by (Newman & Fahmy, 2016). The scales were observed understandable and adequate for the context of the study. Although the nature of the items was relevant to the context of the study, but five experts having doctorate degree in journalism were requested to provide their opinion about adoption of the scales. Consequently, on the basis of experts' opinion, no change in the items was suggested. However, PLS-SEM procedures adopted in the study for data analysis were also evident of convergent, discriminant, and reliability of the scales in the research context. The convergent validity was estimated using item loads, variation inflation factor, and average variance extracted. Discriminant validity was estimated using Fornell Larcker criterion and hetrot-trait-mono-trait ratio measures. Moreover, construct reliability was estimated using Cronbach alpha along with composite reliability because it is based on item loads and it is also considered a better measure of construct reliability (Hair et al., 2017).

**Table 2: Construct Reliability and Validity**

Variables	Cronbach's Alpha	CR	AVE
Well Being	0.935	0.949	0.755
Self-Control	0.934	0.948	0.751
Emotionality	0.932	0.944	0.679
Sociability	0.937	0.950	0.759
Peace Journalism	0.939	0.946	0.574

Table 2 presents evidence of reliability i.e. Cronbach alpha and composite reliability (CR). Moreover, table shows evidence of convergent validity through average variance extracted (AVE) for all the variables in the measurement model. Cronbach alpha is an estimate of internal reliability and is considered suitable to estimate for polytomous items (Linn, 2008). The minimum threshold for Cronbach alpha is 0.70 for considering the variables acceptable (Ali et al., 2018). It is obvious from the table, none of the variables have Cronbach alpha below 0.70.

Composite reliability (CR) is assumed better estimate of reliability as compared Cronbach alpha and it is also based on the items loads on a factor. The minimum value for CR should be 0.70 (Ali et al., 2018). The table indicates the all the values of CR are above the threshold value of 0.70.

Average variance extracted (AVE) is also preferred to estimate convergent validity of the variables. It can be calculated by taking average of the item loads on a factor. AVE threshold value is suggested 0.50 and it means that the variable has extracted variance of almost 50 percent in real and remaining 50 percent is covered by error, so a higher value is an indicator of better convergent validity (Hair, Matthews, Matthews, & Sarstedt (2017).

After presenting the results of convergent validity, the need is to now present the evidence of discriminant validity. The values of AVE are further used to calculate Fornell Larcker that is measure of discriminant validity.

## Results

Table 3 shows the SPSS based correlation between factors of EI and attitude towards peace journalism of the journalists. Specifically, table shows that journalists' well-being has significant positive correlation ( $r = .385, p < 0.05$ ) peace journalism. Table shows that journalists' self-control has significant positive correlation ( $r = .437, p < 0.05$ ) peace journalism. Table shows that journalists' emotionality has significant positive correlation ( $r = .389, p < 0.05$ ) peace journalism. Table shows that journalists' sociability has significant positive correlation ( $r = .359, p < 0.05$ ) peace journalism. Table shows that journalists' global trait EI has significant positive correlation ( $r = .483, p < 0.05$ ) peace journalism. Overall the results show that there is positive correlation between journalists' EI and their attitude towards peace journalism.

**Table 3: Relationship between Journalists' EI and their Attitude towards Peace Journalism**

		Well_Being	Self_Control	Emotionality	Sociability
Attitude	N	793	793	793	793
towards	r	.385**	.437**	.359**	.483**
Peace	Sig	.000	.000	.000	.000
Journalism					

**Table 4 : EI Impact on Peace Journalism**

	Peace Journalism	f <sup>2</sup>	f <sup>2</sup>
Emotional Intelligence	0.510	0.351	0.040
R <sup>2</sup>	0.260		

Table 4 shows the impact of journalists EI on their attitude towards peace journalism. Table 4 indicates the EI predicts significantly ( $\beta=0.510$ ) attitude towards peace journalism among the journalists. Moreover, the F square (0.351) value indicates that the effect size is strong because of its range above 0.34 (Cohen, 1970). R square above the threshold of 0.25 as recommended by Henseler et al. (2009). Therefore, R squares values also support the prediction other prediction values whether those are positive or negative.

**Table 5: Impact of EI Components on Attitude towards Peace Journalism**

	Peace Journalism	f <sup>2</sup>
Well-being	0.149	0.016
Self-Control	0.254	0.050
Emotionality	0.113	0.009
Sociability	0.112	0.011
R <sup>2</sup>	0.267	

Table 5 shows the impact of journalists EI on their attitude towards peace journalism. Table indicates the well-being predicts significantly ( $\beta=0.149$ ) attitude towards peace journalism among the journalists. Moreover, its F square (0.016) value indicates that the effect size is below the threshold value of acceptability i.e. 0.20 (Cohen, 1970). Table indicates the self-control predicts significantly ( $\beta=0.254$ ) attitude towards peace journalism among the journalists. Moreover, its F square (0.050) value indicates that the effect size is average. Moreover, table shows that the emotionality predicts significantly ( $\beta=0.113$ ) attitude towards peace journalism among the journalists. Moreover, its F square (0.009) value indicates that the effect size is below the threshold value of acceptability i.e. 0.20 (Cohen, 1970). Table shows that the sociability predicts significantly ( $\beta=0.112$ ) attitude towards peace journalism among the journalists. Moreover, its F square (0.011) value indicates that the effect size is below the threshold value of acceptability i.e. 0.20. The R square value is acceptable because it is above 0.25 threshold recommended by Henseler (2009).

## Discussion

On the base of prediction (relationship and impact), results indicate that EI predicts significantly attitude towards peace journalism among the journalists. Hence, it can be inferred that emotional intelligence of the journalists contribute significantly in terms of development of attitude towards peace journalism among them.

Journalists' well-being, the first of the four competencies of trait EI that is used in this research has significant positive correlation with peace journalism. Osmani et al. (2020), in a review study analyzing the relevant literature from 54 researches between 1980 and 2018, concluded that conflict reporting can be dangerous for journalists as it affects their emotional well-being resulting in distorted practices. The findings of current research are in congruence as they conclude high levels of well-being in journalists reporting conflict makes them adhere to peace journalism makes this finding recommendable to peace journalism scholars. Hussain and Ahmad (2021) also say the peace journalism expresses optimism as



a characteristic; whereas, optimism is one of the sub-competencies of well-being. Hence, it can be inferred that a high level of well-being among the journalists tend to increase their attitude towards peace journalism and vice versa.

Accordingly, same as previous, journalists' self-control has significant positive correlation with peace journalism. This competency of EI closely related with self-efficacy. Scholars of psychology has examined self-efficacy and control as central to human agency and performance. Flammer (2001) defines self-efficacy as 'the individual's capacity to produce desired and important effects. It is the same Petrides (2009) explains in sub competency of emotions regulation and Mayer and Salovey (1990) focused also. Self-Efficacy is equally applicable to the practice of journalism (Reinardy, 2009). Adegbola and Zhang (2020) conclude conflict reporting efficacy is found to be positively associated with journalists' use of practices consistent with peace journalism. Specifically, journalists who feel self-aware and efficacious about the impact of their coverage on conflict attitudes and behavior may feel more motivated to consciously report in ways that are beneficial for de-escalation and resolution. So, the adherence to peace journalism practices by a journalist having high level of self-control is evident. Therefore, it can be inferred that a high level of self-control among the journalists tend to increase their attitude towards peace journalism and vice versa.

Journalists' emotionality has significant positive correlation too with peace journalism. Empathy and emotional perception are important sub factors to emotionality (Petrides, 2009; Petrides et al., 2010; Petrides, Gómez, & Pérez- González, 2017). Scholars suggest that individual reporters' capacity for empathy influences their reporting of conflict (Blasi, 2009; McGoldrick, 2011). Lynch et al. (2015) found that exposure to media content that adheres to principles of peace journalism produced more hope and empathy toward victims while war journalism resulted in increased distress and anger. Scholars have theorized about the expected effect of empathy on conflict reporting (Salio, 2017). Adegbola and Zhang (2020) say their findings also demonstrate that empathic concern is a strong predictor of adherence to peace journalism. Hence, it can be inferred that a high level of emotionality among the journalists tend to increase their attitude towards peace journalism and vice versa.

Journalists' sociability has significant positive correlation peace journalism. It also has a close resemblance with empathic roles and professional excellence (Petrides, 2009). Hence, it can be inferred that a high level of sociability among the journalists tend to increase their attitude towards peace journalism and vice versa.

Journalists' global trait EI has significant positive correlation peace journalism. Hence, it can be inferred that a high level of global trait EI among the journalists tend to increase their attitude towards peace journalism and vice versa.

## **Conclusions**

Journalists' well-being predicts significantly attitude towards peace journalism among them. Therefore, it is recommended to the concerned authorities to consider development of well-being among the journalists through professional development programs on happiness, self-esteem, and optimism. Self-control predicts significantly attitude towards peace journalism among the journalists. Hence, it can be inferred that self-control of the journalists contribute significantly in terms of development of attitude towards peace journalism among them. Therefore, it is recommended to the concerned authorities to consider development of self-control among the journalists through professional development programs on emotional regulation, low impulsiveness, and stress management. Results indicate that emotionality predicts significantly attitude towards peace journalism among the journalists. Hence, it can be inferred that emotionality of the journalists contribute significantly in terms of development of attitude towards peace journalism among them. Therefore, it is recommended to the concerned authorities to consider development of emotionality among the journalists through professional development programs on emotional expression, empathy, and emotional management. Results indicate that sociability predicts significantly attitude towards peace journalism among the journalists. Hence, it can be inferred that

sociability of the journalists contribute significantly in terms of development of attitude towards peace journalism among them. Therefore, it is recommended to the concerned authorities to consider development of sociability among the journalists through professional development programs on social awareness, relationships, and assertiveness.

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