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**THE ROLE OF MEDIA IN FOSTERING EFFECTIVE DIPLOMACY IN AFRICA; A
CASE STUDY OF KENYAN MEDIA**

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INTERNATIONAL STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF THE DEGREE OF MASTERS OF ARTS IN DIPLOMACY**

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DECLARATION

The work contained herein is my original work and has not been submitted for the award of a diploma or degree in any other institution/ university

Sign..... Date.....

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Declaration by the Supervisor

This research project has been submitted for examination with my approval as University supervisor

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DEDICATION

Study is dedicated to my family for their forbearance, backing and reassurance amid my absence.

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I want to first of all thank the Almighty God for enabling me to begin and finish my research paper despite the numerous challenges I faced along the way. It has not been an easy journey but He made it an easy load for me to carry.

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ABBREVIATIONS AND ACRONYMS

CMC	Computer Mediated Communications
DRC	Democratic Republic of the Congo
ECK	Electoral Commission of Kenya
ICT	Information and Communication Technologies
IR	International Relations
MCK	Media Council of Kenya
VICOPs	Virtual Interactive Platforms

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ABSTRACT

The general objective study objective was assessing media role in fostering effective diplomacy in Africa; a case study of Kenyan media. The examination was guided by following objectives; To identify media role in conduct of diplomacy in Africa; To examine the importance of emerging and alternative new means of communication used in promotion of diplomatic relations and to critically analyze media professionalism in conduct of diplomacy in Kenya. Study adopted a descriptive research design. Study populace comprised of 594 Kenya media working in the headquarters in Nairobi. Study will apply stratified random sampling. Descriptive statistics was obtained for all objectives which included the mean, SD, frequencies and percentages. Data was presented through graphs and pie charts. It was possible to conclude that the media can play different roles in terms of escalating, moderating, or balancing a conflict. The media is an undeniably solid channel which interconnects the world. The media serves to create assessments both at home and abroad. The energy of the media is the principle propeller of propaganda that has seen certain forces accomplish and keep up their position in world legislative issues. Subsequently, media is a sentiment shaper and a motivation setter. In this period of globalization, with expanded worldwide reliance and also aggressiveness, media strategy fills in as a noteworthy device in wining nearby and universal masses. Social media is a vital tool in post-modern diplomacy. The study recommends that the media firms should introduce trainings to their reporters on ethics of media professionalism to curb the media in causing chaos rather be peace makers. The study recommends that the government should stem the negative use of social media by rewarding those in media that use the social media positively.

CHAPTER ONE

BACKGROUND AND INTRODUCTION TO THE STUDY

1.1 Introduction

Section discussed study background, problem statement, highlights research objectives both the main and specific ones, the research questions, study justification is also part of this section. Theoretical framework, literature review, summary of literature gaps and the research methodology are also contained here.

1.2 Background to the study

Harold Nicolson clarified the word diplomacy was utilized to depict varying circumstantial phenomena combining negotiation, foreign policy, means of following negotiation, one of regions of the Foreign Service, and negotiation ability.¹ In any case, of these utilizations allude straightforwardly to negotiation and the remaining two likewise include parts of negotiation. In this investigation diplomacy alludes fundamentally to universal transaction, to a correspondence framework through which delegates of states and worldwide or worldwide performing artists, including chosen and designated authorities, voice and protect their concern, express grievances, issue dangers and position.²

Traditional diplomacy was especially formal, social, direct, institutional and for the most part secured by secrecy³. In his celebrated '14 Points' speech, President Woodrow Wilson in year 1918 pushed 'open peace promises, straightforwardly arrived at, thereafter which probably no private

¹Harold G. Nicolson, *Diplomacy* (London: Oxford University Press, 3rd edn 1963)

²David N. Fransworth in *International Relations, An Introduction* (Chicago: NelsonHall, 2nd edn 1992), p.179.

³Geoffrey Berridge, *Diplomacy: Theory and Practice* (Hertfordshire: Prentice Hall/Harvester Wheatsheaf, 1995); and Ronald E Barston, *Modern Diplomacy* (London: Longman, 2nd edn 1997).

overall comprehension of any kind however attentiveness should proceed constantly sincerely and in the general public view'⁴, In this way announcing what would later become the 'new technique'. Primarily this was associated with exhibiting methodology to media and prominent feeling and with quick and unmediated direct of courses of action by government authorities and high-situating specialists, state heads included and ministers.⁵ Analysis of whether the presentation is valuable or not has been a factor of much practical dialogue, yet rather it is certain that it has transformed into a never-ending and irreversible component of overall course of action. Eban argued that 'nothing has achieved more to change optional craftsmanship than present vogue of persevering media thought and thereby no possibility to get of restoring check to period whereby plans were protected from family unit bodies constituencies'⁶, whereas Ross Perot spoke of 'universal places of refuge being relics of seasons of cruising ships. At one time, when you had no world correspondence, your agent spoke to you in that nation. Be that as it may, now, with momentary correspondence around the globe, the diplomat is essentially in a social role'.⁷

Overall media out in the open system has dynamically exhibited its accommodation of late. Various governments have forcefully possessed with war of open diplomacy through media to impact their nation's state to look engaging and all around arranged to pariahs while furthermore

⁴William A. Williams, (ed.), *The Shaping of American Diplomacy* (Chicago: Rand McNally, 1971), p.79.

⁵Abba Eban, *The New Diplomacy* (New York: Random House, 1983); Ernest R. May, *The News Media and Diplomacy*, Gordon A. Craig and Francis L. Loewenheim (eds.), *The Diplomats, 1939-1979* (Princeton: Princeton University Press, 1994); and David D. Pearce, *Wary Partners: Diplomats and the Media* (Washington, DC: Congressional Quarterly Press, 1995).

⁶Abba Eban, *The New Diplomacy* (New York: Random House, 1983); Ernest R. May, *The News Media and Diplomacy*, Gordon A. Craig and Francis L. Loewenheim (eds.), *The Diplomats, 1939-1979* (Princeton: Princeton University Press, 1994); and David D. Pearce, *Wary Partners: Diplomats and the Media* (Washington, DC: Congressional Quarterly Press, 1995).

⁷ Johanna Neuman, *Lights, Camera, War: Is Media Technology Driving International Politics?* (New York: St. Martin's Press, 1996), pp.270-71.

contextualizing stage for others to appreciate their posts in worldwide arena⁸. Accomplishment or disillusionment of open prudence through media, regardless, must be judged by its objective gathering. Most essential measure is media's acceptability, being expert by media independence and moreover distribution inclination opportunity. Plus, exactly when such media practices are joined with social undertakings and people to-people exchanges would it have the capacity to cooperation impacts be expanded. In any case, as saw in past occurrences of toons, photos and video catches, rashness and inconsiderateness can truly hurt individuals by and large judgment attempts of genuine forces. To keep these sorts of events, open care fights should be arranged to encourage each subject to take part when all is said in done society consideration works out. Plus, overall media is required to accept a profitable part in the improvement of imparted insight for propelling peace and congeniality amongst inhabitants of countries neighborliness through advice with accomplice media in same region⁹.

Media is inexorably solid channel connecting world. Media present opportunity to create sentiments both locally and diaspora. Media energy is fundamental driver of purposeful publicity that enabling certain forces achieve and maintain spot in world legislative issues. In this manner, media is a supposition shaper and a plan setter. In this time of globalization, with expanded universal reliance and additionally aggressiveness, media strategy fills in as a huge instrument in

⁸Johanna Neuman, *Lights, Camera, War: Is Media Technology Driving International Politics?* (New York: St. Martin's Press, 1996), pp.270-71.

⁹Young, S. (2014). The role of global media in public diplomacy. http://www.chinadaily.com.cn/opinion/2014-01/11/content_17230295.htm

winning neighborhood and worldwide masses. One of the impacts of media strategy and open discretion is picture working through branding¹⁰.

1.3 Statement of the problem

Regardless of media's unchallenged significance in the lead of universal issues, it appears that International Relations studies still neglect to address the matter satisfactorily and extensively, what's more, less hasn't been done to beat non-attendance of comprehending the correspondence measurement of worldwide relations. Argument being that three variables may have assumed a part to the absence of consideration given to capacity of media in universal relations¹¹ lacking capacities to work in a few dialects; b) meaning of global media resound whose limitation can potentially hinder the gathering of sufficiently expansive corpus; c) and worldwide media relations approaches consideration.

In any case, In Kenya, at whatever point issues: diplomatic and non-diplomatic emerge, the media is generally reprimanded for uncovering the shames in the nation, The reasoning accordingly is the media despises our nation and sees nothing positive to say in regards to Kenya which writers and media professionals feel is a wrong presumption and the legislature should change its discernment on the thought. It is the absence of association of the media in state dealings, particularly remote relations and strategy that is to be faulted for this misconception. Over the world, the media, assuming great and deliberately utilized, has affected world arrangement open

¹⁰Young, S. (2014). The role of global media in public diplomacy. http://www.chinadaily.com.cn/opinion/2014-01/11/content_17230295.htm

¹¹Le, E. (2006) *The Spiral of 'Anti-Other Rhetoric': Discourses of Identity and the International Media Echo*, Philadelphia: John Benjamins Publishing Company.

deliberations and, all the more critically, impacted positions and significant issues (demonstrate)¹². Without a doubt, numerous administrations and effective worldwide foundations have made media relations a piece of their most put resources into offices. The research will attempt to gain a clear understanding of how the Kenyan media has helped in promotion of diplomatic ties and people's perception by the media on what it can do more to promote friendly ties and what should be avoided for effective promotion of friendly ties.

1.4 Research questions

- i. What is role of media in conduct of diplomacy in Africa?
- ii. What are the emerging and alternative new means of communication used in promotion of effective diplomatic relations?
- iii. What is the extent of media professionalism in conduct of diplomacy in Kenya?

1.5 Research objectives

Objectives guided by the study were,

1.5.1. General objectives

Generic study objective was to assess role of media in fostering effective diplomacy in Africa; a case study of Kenyan media.

1.5.2. Specific Objectives

- i. To identify role of media in conduct of diplomacy in Africa

¹²Le, E. (2006) *The Spiral of 'Anti-Other Rhetoric': Discourses of Identity and the International Media Echo*, Philadelphia: John Benjamins Publishing Company.

- ii. To examine the importance of emerging and alternative new means of communication used in promotion of diplomatic relations
- iii. Critically analyze media professionalism in conduct of diplomacy in Kenya

1.6 Justification of the study

16.1 Academic justification

Since much literature on the topic has tended to concentrate more on the role of media to the public in general, it would be interesting to expand knowledge and literature covering the role of media in fostering diplomacy in Africa and Kenya at large and including the emerging trends of communication like social media which is communication integral part today and how various members of diplomatic core are using them to enhance diplomacy. The research finding would be academically beneficial in this regard.

1.6.2 Policy justification

Study finding will be of importance to a number of actors. First and foremost, the Kenyan government, more so the public diplomacy policy makers will use the study findings as a benchmark for evaluating the role of media in pursuit of Kenya's diplomacy. Secondly, study findings and recommendations will aid policy makers in designing and re-designing public diplomacy policies towards national interests.

1.7 Literature Review

1.7.1 Introduction

This section presents literature review relevant to study. It examines theories relevant to study and empirical studies that have been undertaken in relation to the current study.

1.7.2 Libertarian Theory

Media under liberal frameworks of government, for example, U.S. have basic parts and capacities exemplified in these countries constitutions or central laws. This stresses a free and mindful media which makes preparations for government misuse of energy through true announcing, advancement of open verbal confrontation, portrayal of various perspectives and security of individual rights¹³. Libertarian hypothesis campaigns for media to act naturally controlling in recognition of morally strict code and polished skill. To ensure this freedom is not abused in Kenya, the state through its legislative arm has set up a regulatory commission comprising of both media practitioners and government officials to oversee each other¹⁴ At times, the state also proposes or nominates a representative in major media houses“ board of directors to represent its interests. This press freedom as outlined by the libertarian theory can be utilized by journalists and opinion leaders to promote peace and conflict transformation. The demerit of this theory is that selfish individuals can exploit this freedom to breed conflicts without the consent of the media. Looking at the Kenyan situation during 2007 general election campaigns, major media houses, i.e.

¹³Siebert, F., Peterson, T., & Schramm, W. (1972).*Four theories of the press*.Chicago, London: University of Illinois Press Urbana

¹⁴Communication Commission of Kenya.(2008). *Media Regulatory Framework in Kenya*.Nairobi: CCK.

Nation Media, Standard Group, Royal media, through analyzed reporting, created an impression that the country is polarized along ethnic lines¹⁵. The social media, vernacular radio stations and gutter press reports were worse off. In this case, media tried to portray that political parties in Kenya had their primary bases in particular ethnic groups or blocs. Thus media could have built the foundation of PEV through its influence and freedom of reporting as provided under libertarian theory.

1.7.3 The Social Responsibility Theory

Social responsibility theory outlines media position needs to expect both good and lawful duties regarding all they distribute for the great of the society¹⁶. This hypothesis makes a stage to make media revealing honest, exact and objective consistently. Validity is the establishment of this hypothesis, and to be believable, media experts attempt however much as could be expected to be socially dependable, straightforward, reasonable and adjusted in detailing while at the same time regarding the pride, security and privileges all¹⁷. Under this hypothesis, media revealing tends to feature shameful acts inside the group and illuminate individuals on their rights and benefits.

Social Responsibility theory binds the practitioners to report objectively, truthfully and transparently as an obligation. The highlighted humanitarian crisis following the 2007/2008 PEV by media made the international community to intervene. As a result, this led to ending the conflict. For example, several world personalities, including African eminent personalities, headed by Koffi

¹⁵GoK.(2008). Report of the Commission of inquiry into post-election violence in Kenya. Nairobi: Government Printers.

¹⁶Siebert, F., Peterson, T., & Schramm, W. (1972).Four theories of the press. Chicago, London: University of Illinois Press Urbana

¹⁷Schudson, M. (2001). The Objectivity Norm in American Journalism: Theory, Practice and Criticism. Journalism , Vol 2 (2), 149-170.

Annan, the former UN Secretary General, were among prominent personalities who intervened to bring peace in Kenya. Additionally, the MCK put out advertisements requesting on Kenyans to avoid violence and maintain peace as well as calling journalists to adhere to ethical standards¹⁸. Similarly, MCK also called for peaceful co-existence between rival ethnic groups and summoned individuals, churches and private sector to provide relief help to IDPS in former Nairobi, Rift Valley, Central and Nyanza Provinces. These are some of the media initiatives that could be seen to promote peace under social responsibility theory.

1.7.4 Empirical Literature Review

A study by the advantages and difficulties of electronic diplomacy (e-diplomacy) to developing nation a contextual investigation of Ghana discovered that Electronic diplomacy (E-diplomacy) has been portrayed as utilization of the web and new data correspondence innovations to help accomplish diplomatic destinations. The quick improvement of data and correspondences innovation (ICT) in the twenty-first century has significantly affected diplomacy. It has made another type of diplomacy encouraged by computerized innovation. This being apparent in formation of virtual international safe havens on web based sites, production of sites of Ministries/ Foreign Affairs departments and Diplomatic Missions. It's likewise showed in expanding whereabouts of ambassadors, other administrative authorities via web-based networking media stages, for example, Facebook and Twitter and the formation of private systems known as intranets inside remote undertakings divisions or services. Some developed nations have outfit these devices in the direct of their diplomacy bearing final goal to quicken acknowledgment of their outside

¹⁸Mbeke, P. (2009). The role of media in conflict and peace building in Kenya. Nairobi: InterNews Network

diplomacy destinations. They are right now influencing extensive walks in this dare to despite the fact that they confront a few difficulties particularly in the zone of security. This examination takes a gander at the instance of developing nations with accentuation on Ghana. Investigation analyzed degree to which Ghana has connected ICT to the direct of its discretion and advantages and difficulties which appropriation of ICT instruments in strategic practice causes concerning correspondence. From the investigation, it is apparent that correspondence assumes a noteworthy part in diplomacy and data and correspondence innovation serve to improve this part. Discoveries from the examination likewise show that Ghana has influenced negligible utilization of ICT in its conciliatory practice because of asset, to change administration and security challenges. It has however received a few rewards as speedier and more effective correspondence channels that can contact a wide gathering of people. The conclusion made in view of these discoveries is that Ghana's political practice will enhance with the reception of ICT in the event that it can resolve its security and asset challenges. With a specific end goal to empower Ghana settle its e-diplomacy challenges, the possible solutions recommended are strategic e-diplomacy plan, adequate e-schooling and additional research¹⁹.

A study on media role in heightening clash (an instance of the Rwandan genocide) analyzed the part of media in raising clash, a contextual analysis of the Rwandan genocide of 1994. The genocide was among the most shocking calamities of the twentieth century, and media had a huge impact both inside and universally. All around, partially and locally, the broad communications assumes a pivotal part in public policy, motivation setting, national, and universal clashes. Clashes

¹⁹Senya,D.(2016).The benefits and challenges of electronic diplomacy (e-diplomacy) to developing countries: the developing countries: the case of Ghana.University of Ghana <http://ugspace.ug.edu.gh> case of Ghana. University of Ghana <http://ugspace.ug.edu.gh>

don't happen immediately yet have a tendency to have a history as all contention have a history. The reason for the investigation was to figure out what part both the Rwandan and the worldwide media played in the Rwandan Genocide. The investigation inspected and dissected the components that constrained the media to moving viciousness in strife circumstances in underdeveloped nations as opposed to advancing majority rules system and peace. The media can assume distinctive parts as far as raising, directing, or adjusting a contention. The instance of the Rwandan Genocide is a recent case of how media can be specifically engaged with heightening of contention. The broad communications has been of extraordinary significance in the war prompting, the genocides in Rwanda and also in numerous other inner clashes. The targets of the investigation were to decide the components that made the media helpless against political control, analyze the pretended by the media both nearby and global in heightening brutality in the Rwandan genocide, and to inspect the difficulties looked by the media operations under the political umbrella in Rwanda. The examination will be valuable to the administration of contentions all around, to academicians, to the legislature and different analysts. The research was a desk review that analyzed data both from media. Inward sources included data sourced from media. Outer information sources included information starting from outside the media urgencies, for example, government sources, commercial sources, inter and intra industry sources like trade publications, journals and other sources like non-governmental organizations, institutes of economic survey and also academic institutions ²⁰.

An examination on Foreign policy in a period of digital diplomacy a contextual analysis of Nigeria found that revolution of internet has influenced all parts of life, inclusive of International relations.

²⁰Were, E. N. (2012). The role of the media in escalating conflict (a case of the Rwandan genocide) <http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/11376>

Diplomacy as an apparatus of outside arrangement has additionally being changed by foreign audiences²¹. Media challenges in Uganda to “promote peaceful and inclusive societies for sustainable development” as the theme for the 2017 World Press Freedom Day proposed by the UNESCO, are based on many factors owing mainly to: aptitudes of individual journalists; the political economy of media institutions; impediments on freedoms of the media as dictated by the state; and a lack of courage by supra-national bodies and international governments (donors) to impose international standards. Conversely, the success of the media in promoting peaceful and inclusive societies for sustainable development is essentially located at those four levels: individual, institutional, NGOs, country, donor department, supra-national bodies. At individual level, it is essential that journalists have not only the professional aptitudes to be muckrakers, but also have the professional training that goes with the charisma. It often happens that the highly trained journalists are also highly sought out by other sectors that pay much better. Given the many challenges thrown their way in Uganda, individual journalists easily burn-out and leave the profession to juniors who lack the professional competence to do a good job on complex subjects such as peace, conflict and violence²².

In Africa, a few endeavors have been made to utilize the broad communications to advance peace. For instance, RFPA is program established in 2003 by the universal NGO pursuit for routine Ground. Accompanying are nations in which RFPA is managed: Liberia, Burundi, Kenya, CAR, Niger, Uganda, Sierra Leone, Senegal, Togo, Tanzania and Nigeria. Taking a shot at the presumption that most common type of mass correspondence in Africa is radio, RFPA columnists are trained in peace-building by RFPA, struggle determination, and following up on shared traits

²¹Olubukola S. A. (2017).Foreign policy in an era of digital diplomacy. Journal of Cogent Social Sciences

²²Tayebwa.W.(2017). “Challenges of Integrating Peace Journalism into Conventional Journalism Practice: Case Study of LRA Peace Process in Uganda.” Masters Dissertation: The Faculty of Peace and Conflict Studies, European University Center for Peace Studies, Stadtschlaing –Austria

reflected in their accomplishments, 2010, RFPA has three thousand individuals or more speaking to one hundred nations, crosswise over Sub-Saharan Africa and past and done more than ninety workshops, prepared neighborhood radio station staff.²³ Reports show the media supported and abetted the demolition of Yugoslavia, the ascent to energy of outrageous patriotism and the manufacturing of a contention between gatherings of individuals who had lived respectively gently every one of their lives. It was an unnerving case of how a general public can crumble; how dread can be abused by the energy of a media in the hands of those sufficiently corrupt to use it as a weapon. War was neither inescapable nor the main methods for settling the contentions that lay behind the separation of Yugoslavia, and the neighborhood media assumed an imperative part in setting up the ground for war, by guaranteeing general feeling was activated behind the distinctive members²⁴. Media battles between match media outlets prefigured the war itself. As local socialist initiatives transformed into patriots they saw, consistent with their comrade legacy, the different media as vital instruments of strategy and were set up to utilize them²⁵.

1.8 Hypotheses

- i. There was no relationship amongst role of media and diplomacy
- ii. There was no relationship amongst the importance of emerging and alternative new means of communication used in promotion of diplomatic relations and diplomacy
- iii. There was no relationship between the media professionalism and diplomacy

²³Radio for Peace building Africa (2011). https://en.wikipedia.org/wiki/Radio_for_Peacebuilding_AfricaRadio

²⁴ Villa, Dana R. (1972). "Postmodernism and the Public Sphere." *American Political Science Review*, Vol. 86, No.

²⁵ Villa, Dana R. (1972). "Postmodernism and the Public Sphere." *American Political Science Review*, Vol. 86, No.

1.9 Research Methodology

1.9.1 Introduction

Research methodology covers the research design, study populace, sample and sampling technique, research instrument, data processing and analysis procedures.

1.9.2 Research Design

Examination adopted descriptive research design. Such a design attempts to answer the “what?” questions²⁶. Taking present study context, the research investigated role of media in fostering diplomacy in Africa. This did not involve manipulation of data or scientific tests hence descriptive design was appropriate.

1.9.3 Target Population

A populace is a group that the research focuses from which information is obtained. The study population comprised of 594 Kenya media working in the headquarters in Nairobi.

Tv stations	105
Radio stations	386
Newspapers	9
Bloggers	13
Diplomats	81
Total	594

1.9.4 Sampling Technique

Sampling technique includes probabilistic and non-probabilistic approaches. Examples of probabilistic include random and stratified sampling while non-probabilistic approaches include convenience sampling and purposive sampling. Study applied stratified random sampling. The stratum was in the various media houses while the list from each media house facilitated the selection of sampling units.

1.9.5 Sample size

Sample is a subset of a populace. Sampling is the strategy by which a decently unobtrusive number of individual, challenge or event is picked and separated with a particular ultimate objective to find something about the entire people from which was picked. Sampling is done in light of the fact that it's not generally conceivable to manage the whole populace. Analyzing a little piece of the populace can give exact outcomes. Testing is additionally fundamental in light of the fact that now and again it's unrealistic because of time, assets, distance, and labor limitations to consider the whole populace. In this way an example is chosen for the investigation however the outcomes are frequently summed up to the whole populace.²⁷ A vast populace requires a formula to generate the specimen. A large sample was considered to be over 10,000 cases. Deciding a last populace for a vast populace is thought to be typically dispersed at a certainty interval of 95% or criticalness interval of 5%. In light of the formula below the base target test for an expansive populace were

²⁷Mugenda, A., & Mugenda, O. (2013). *Research methods: Quantitative & Qualitative Approaches*. Nairobi: African Center for Technology Studies.

96 respondents. Sample for a huge populace is resolved utilizing given formula as; $n=Z^2*p*(1-p)/d^2$

Where:

n = Sample size for large population

Z = Z value score for a normal distribution, (1.96)

p = percentage of units in size sample retaining factors under examination, where for this study it is established at 50% (0.5)

d = Level of precision aimed or level of significance which is 0.05 for study

Values Substituted in deciding the specimen measure for a huge populace are as per the following.

$$n = \frac{(1.96)^2 * (0.5) (0.5)}{(0.1)^2} = 96$$

Tv stations	105	17	18%
Radio stations	386	62	65%
Newspapers	9	1	2%
Bloggers	13	2	2%
Diplomats	81	13	14%
Total	594	92	100%

1.9.6 Types and sources of data

Primary data was evoked utilizing polls arranged by researcher. Polls permit gathering of data from a substantial number of subjects all the while and give for examination simplicity of

collection of data.²⁸ The polls were carefully outlined with three segments; Section A: general data on the media firms being referred to. Section B: sought information on the media professionalism, while Section C; sought information on positive and negative roles of media.

1.9.7 Data collection tools

Primary data was obtained from the questionnaires that were administered to the selected respondents. A questionnaire as an instrument used to gather data, which allows a measurement for or against a particular viewpoint. A Likert scale of five responses will be used. Likert scale is an interval scale that uses five anchors or any other of strongly disagrees, disagree, neutral, agree and strongly agree. The Likert scale measures the level of agreement or disagreement. Likert scales are good in measuring perception, attitude, values and behaviour. The Likert scale has scales that assist in converting the qualitative responses into quantitative values). Therefore it was justifiable to use likert scale in this study.

Validity and Reliability

Validity is the strength of conclusions and inferences of a research, which is dependent on the degree of accuracy in measuring what is intended in the research. To ensure internal, external and construct validity of the research instruments, the study relied on expert advice and judgment. This relied on research supervisors' and lecturers' consultations in all stages of the study.

²⁸Gravetter, R., and Forzano, S. (2003). *Research Methods for Behavioural Sciences*. Belmont: Wardsworth.

Reliability degree measure to which instruments of research yield consistent outcomes or data following trials repetition²⁹. To improve on reliability in this study, piloting of the questionnaires was done on selected media firms. Media firms who took part in this study were not part of the sample selected for the actual study. Items in the piloting questionnaires were then analyzed using Cronbach's reliability coefficient in SPSS, 21.0. A 0.7 alpha value and above was suitably considered to come up with group inferences which were accurate enough.³⁰

1.9.8 Data Analysis and Presentation

Based on the research objectives, the research was mainly quantitative where data was generated from rating the opinions by media officers. In analyzing the data, first descriptive statistics was obtained for all objectives which included SD mean, frequencies and percentages. The data was presented through graphs and pie charts.

Ethical considerations

Morals are a set of accepted rules which researcher should obey when directing the examination.³¹ Securing the rights and welfare of the members ought to be the major moral commitment of all gatherings associated with an exploration contemplate,³² Researchers need to ensure that they treat

²⁹Mugenda, A., & Mugenda, O. (2013). *Research methods: Quantitative & Qualitative Approaches*. Nairobi: African Center for Technology Studies.

³⁰Fraenkel, J., & Wallen, N. (2000). *How to Design and Evaluate Research in Education*. New York: McGraw-Hill Publishing Co.

³¹Mugenda, A., & Mugenda, O. (2013). *Research methods: Quantitative & Qualitative Approaches*. Nairobi: African Center for Technology Studies.

both the members and the data they furnish with trustworthiness and regard. To stick to this, assent from executives and directors of the media firms where the examination was done was secured before information gathering and accumulation. An introductory letter that clarifies the moral thought of this investigation and an appeal for respondents to take part willingly was attached to questionnaires.

1.9.9 Scope and limitations of study

Study sought to assess role of media in fostering diplomacy in Africa; a case study of Kenyan media. Specifically the study focused on media professionalism, positive and negative roles of media and the importance of emerging and alternative new means of communication used in promotion of diplomatic relations. The study period was 2017.

Some of the information was taken as secret and may have led to resistance from respondents to give necessary critical study information. Most respondents claimed to be too busy to fill the questionnaires due to the demanding nature of their work positions. To counter the limitations above, the researcher ensured that sample questionnaires were dispersed beforehand and open debating with respondents was carried out of confidentiality assurance, prior notice was given on distribution of questionnaires and the researcher also used electronic mail to collect information in the case where some of the respondents may have had busy schedules.

1.10 Chapter Summary

Chapter one has introduced main focus of examination as well as problem that motivate examination. The section also highlighted the objectives guiding the study, the justification of the study and also given a literature review on the topic where various works of scholars had been

highlighted and the theories founding the foundation of the study provided. The chapter also provided the methodology that guided the study.

The chapter two dwelt on examination of the first objective which was assessing media role in conduct of diplomacy in Africa. Chapter three focused on the second study objective which was examining the alternative new means of communication used in promotion of diplomatic relations. The fourth chapter focused on the third study objective which was to identify media professionalism in conduct of diplomacy in Kenya. In this chapter it dealt with the analysis of data. Analysis of data was in harmony with objectives specifically where patterns were examined through descriptive analysis. Section five consisted of outcomes, summary closure and propositions. This was conducted exclusively bearing the study objectives.

CHAPTER TWO

ROLE OF MEDIA IN CONDUCT OF DIPLOMACY

2.1 Introduction

Kenyan mass media has performed a noteworthy role in economic, social, political and educational issues affecting the nation thus contributing immensely towards development. However, this has come with disgust especially in political issues resulting into violent conflicts³³. The invisible role of media in Kenya cannot be assumed given its influential power. For instance, mass media could have played a positive role during the 2007 general elections by supporting the endeavors of ECK towards the acknowledgment of free and reasonable election. In fact, the media molded national and worldwide general conclusion, states of mind and practices towards different political gatherings, presidential applicants and basic issues amid race crusades in Kenya through their extensive coverage and broadcasts,³⁴. In addition, mass media could have also played a critical role as a tool for education by supporting civic education programs done by various civil societies.³⁵

Media also played a positive role during the 2007/08 PEV. The most important role according to ³⁶was acting as a voice for the voiceless in the society. This was done through highlighting of injustices during the conflict to the international community for intervention thus providing public awareness of impending conflict and post conflict situation. For instance, the international media

³³Ibrahim, D., & Jenner, J. (1997). Wajir community based conflict management. USAID Conference on Conflict resolution in the Greater Horn of Africa. Nairobi: USAID.

³⁴UNDP. (2008). The Mass Media and 2007 General Election in Kenya. September issue. Nairobi, Kenya: UNDP.

³⁵Mutua, A. N. (2001). A study of Propaganda and the Press in Africa. Retrieved JAN 8th, 2012, from http://www.geocities.com/a_mutua/propaganda.html#references

³⁶Mutua, A. N. (2001). A study of Propaganda and the Press in Africa. Retrieved JAN 8th, 2012, from http://www.geocities.com/a_mutua/propaganda.html#references

widely covered the 2007/08 PEV calling for the international community's intervention to put pressure on protagonists to end the conflict. Apart from the positive roles, media could have played negative roles towards the cause and escalation of election violence. As would be deduced from Kenya during 2007 general election coverage, media portrayed a volatile political environment marred with abhorrence, violence, and a stiff race between two protagonists through biased coverage. Furthermore, major media houses such as NTV and KTN predicted a flawed and highly manipulated election to favor the ruling party. Therefore, the perceived attempt to bungle the vote counting exercise by ECK served to affirm media³⁷. This certainly could have prompted the PEV. Past happenings has demonstrated that media can prompt individuals to engage in brutality. Hitler utilized media to make a whole perspective of scorn for Jews, gay people, and minority gatherings. Rwanda's radio RTLM asked audience members to get blades and massacre what they referred to as ' cockroaches.' Broadcasters in Balkans enraptured neighborhood groups to pinpoint where savagery turned into a satisfactory instrument for tending to grievances. Media's impact on heightening of contention is more generally perceived than media's impact on building peace. However it isn't phenomenal to pick up specialists articulate that media's effect on peace-maintenance must be critical provided its intense effect on strife. Be that as it may, this straightforward relationship must not be underestimated and ought to be fundamentally inspected with a specific end goal to most viably utilize the media for struggle avoidance and peace-building³⁸. Over the most recent sixty years, media impact in worldwide field has progressively been perceived, particularly its energy to cause potential clashes or inflame clashes. To be sure it is important that amongst litigants amid the Nuremburg trials composed by associated powers

³⁷Wolfsfeld, Gadi. 2004. *Media and the Path to Peace*. New York, USA: Cambridge University Press.

³⁸Wolfsfeld, Gadi. 2004. *Media and the Path to Peace*. New York, USA: Cambridge University Press.

following annihilation of Germany and partners promptly after the second world war was one Julius Streicher who albeit never held any official position inside the Nazi party chain of importance, was thought to be among the best people who bore the best duty regarding the holocaust that resulted in deaths of six million Jews (Nuremburg trial papers). For near a quarter century, Streicher had "instructed" Germany individuals in contempt and affected them to mistreatment and eradication of Jewish race. Publicity which Streicher conveyed for near a quarter century was essentially done through medium of his daily paper as supervisor of "Der Stuemer" and later a few other provincial journals³⁹.

The media has assumed a vital part in reproducing savagery; it appears to be sensible to inspect the possibilities of the switch point of view positive media commitments to completion viciousness and peace working in Kenya all in all. Besides, if the media are normally found to help powers that prompt brutal clash, similarly it can be said media have ability to impact exercises advancing peace in general public. Whereas media unmistakable supporters of each post-Cold War struggle, their part in post strife peace-building and social advancement has not been evident. Somewhere else be that as it may, as of late there have been sufficient demonstrates to acknowledge the thought with respect to the utilization of part that media have played in peace-building. E.g in Cambodia, Croatia, Burundi, Bosnia, Israel/Palestine, Macedonia, and Rwanda there is recorded positive achievement of started tasks of post-struggle recuperation through part of media⁴⁰.

A case that was via web-based networking media whereby Tanzanian President Dr. John Pombe Magufuli bolstered his government auctioning of more than 1000 herds of cattle which had made their way into the country illegally. Magufuli reiterated that there was no way his government

³⁹Wolfsfeld, Gadi. 2004. *Media and the Path to Peace*. New York, USA: Cambridge University Press.

⁴⁰Wolfsfeld, Gadi. 2004. *Media and the Path to Peace*. New York, USA: Cambridge University Press.

would allow herds of cattle from neighboring country to infringe on the country's national park thereby deny his country revenue. He articulated that his nation had been taken for a ride longtime by herders who grazed their animals in the country's national parks denying his country visitors revenue. He however reiterated Tanzania had tremendous grassland; it couldn't be utilized as herding ground. Magufuli reiterated government was in charge of security nation's national parks and environment to draw in visitors and would do as such no matter what. "Furthermore, in that line, the individuals who sneaked their herds into this nation won't be saved. Government would arrest the intruders them and prosecute them as per country's law," reiterated Magufuli. Similarly he reiterated that he would not meddle if herders from his country trespassed into different nations. This started outrage in Kenya resident and this could cause hatred between the two countries⁴¹

Social Media has changed the substance of diplomacy in a few ways. Through upgraded engagements, enhanced straightforwardness, expanded productivity and improved correspondence, online networking has added to cutting edge relations in discretion. This has influenced it to be alluded to as e-diplomacy or digital diplomacy. The idea of e-diplomacy includes the utilization of different developed web and data advances to empower the achievement of discretionary targets. Through web-based social networking, strategic elements can have the capacity to impart their motivation to the masses bringing about better initiative. However it isn't phenomenal to hear specialists articulate that media's effect on maintaining a peaceful coexistence must be critical considering its intense effect on strife. Be that as it may, this straightforward

⁴¹Kajilwa, G. (2017). Kenyan herders lose 1,300 cattle to TZ, auctioned for Sh93m against their will. <https://www.standardmedia.co.ke/business/article/2001259656/magufuli-i-don-t-regret-auctioning-kenyan-cattle>

relationship must not be underestimated and ought to be fundamentally inspected with a specific end goal to most viably utilize the media for struggle avoidance and peace-building.

At different circumstances the media could be deluded by an organization into advancing a war as occurred over the to a great extent created Tonkin Gulf episode in Vietnam or untrue contentions for war 1993 war against Iraq. Expanding partisanship reflected in media implies partialities are fortified as opposed to lessened and a surge of unconfirmed explanations and think deception has muddied general society's endeavors to learn. It is difficult to assert, along these lines, that mechanical advances in the media without anyone else's input advance peace. The nearby connection amongst media and advancement of peace is centered substantially more intently in radio and TV global telecom. Major trustworthy telecasters, BBC being best known, take after elevated expectations of news-casting in maintaining a strategic distance from frequently fiery deception. In doing as such, they additionally advocate through their sort of announcing widespread esteems, for example, vote based system, human rights, and financial opportunity. I am most comfortable with association I worked for from 1998 to 2004 as chief of Radio Free Iraq, to be specific Radio Free Europe/Radio Liberty. While broadcasting in nearby dialects to nations where free media are restricted or altogether constrained, RFE/RL likewise tries to fortify common social orders, battle narrow mindedness, advance comprehension, and fill in as model for neighborhood media. On account of Radio Free Iraq we provided most elevated need to resistance, expediting all religious and ethnic gatherings the air at whatever point conceivable to empower serene results. Most as of late, RFE/RL, which as of now communicates to Afghanistan in its two noteworthy dialects, has recently started to communicate in Pashtu to Swat Valley, Northwest Frontier Provinces, and Waziristan of Pakistan in the reason for peace. Regardless of possibility

that the media can't independent from anyone else stop savagery and war, they offer help to those nearby powers endeavoring to do as such.

Mass media is successful in light of the way that can cover tremendous measure of people in the midst of a short time period. In addition, frequently viewpoint that addressed wide correspondences of any nation is viewed as supposition of state. What's more, media would simply be able to affect cerebrum of people by means of videos, photo and comments. Case scenario of similar impact is "CNN affect" utilized by authoritative issues to impact worldwide gathering. Standard reason for "CNN affect" is twenty four -hour new extent of any development, for instance. Accordingly, it can incite heightening of rivalry because of misinterpretation. If 24 hours every day to express that Iran, for example, has nuclear weapon, anyone unwittingly will confide in it. Mediation to this nation will be viewed as clever decision. However also "CNN affect" can pull in light of world gathering to strong event. ie, as demonstrated by article of Piers Robinson CNN Effect: Myth of News, Foreign Policy and Intervention, US Balkans mediator Richard Holbrooke offered significant thanks to media for their help to attract insightfulness with respect to the conflict among Bosnia and Kosovo. What's more, expansive interchanges can be used as cover for overall understanding. i.e., Independent Military Review fought that Secret Intelligence Service has its people in such London day by day papers as Economist, "Sunday Times, and Observer". In this manner, wide correspondences is a powerful "weapon" that would simple be able to effect on pioneers and moreover people of the world. With everything taken into details, best method for correspondence amongst nations is using of technique that has real vitality to

unwind crisis, control condition and get information and expansive interchanges addressing feeling of states or be a mean to progress and achieve money related, social and political states.⁴²

Digital sharing, fast communication and ease of storage have all enabled e-government to undergo change in the contemporary societies. The social media is regarded as one of the technological drivers of change in the modern governance system. The pattern and scope of interactions between people in today's world are influenced by the social media experiences of people. The impacts of social media on governance are immense. Considering these impacts in terms of e-governance, campaigns and the conduct of foreign relations, it is impossible to imagine that social media has no impact on diplomacy⁴³. Terms such as virtual, media and cyber diplomacy have been used to refer to the revolutionary changes that have occurred in the field of diplomacy in recent years. The social media platforms offer many opportunities for governments to connect with the worldwide masses.

The media is an inexorably solid channel interconnecting world. It serves to create feelings both locally and diaspora. Energy of media is primary catalyst of publicity that has seen certain forces achieve and keep up their position in world legislative issues. Along these lines media is a feeling shaper. The power of the media has not been exploited to the extent that it can in moulding the image of the country to the target audience, which is the world at large. Instead, there seems to be more of an avalanche of negative event publicity than there is on the positive, and more of a dependence on international news media to hold not only the brush but the paint as well. The media in the EAC have the potential to shape the destiny of the regional economic bloc. Mass media were instrumental in formation of elite and public opinion, which are crucial in the legitimatization of

⁴² Saqib, N. (2014). Diplomacy and the role of media. <https://prezi.com/hvcentgdb5k6n/diplomacy-and-the-role-of-media/>

⁴³ Marsden, C. T. (2000). *Regulating the global information society*. London: Routledge.

political issues. Positive or negative framing and coverage of EAC activities by the regional media will result in favourable public perceptions, opinions and image while negative treatment could undermine the goals and objectives of this important intergovernmental organization⁴⁴.

Media has huge role in influencing perspectives and affecting public opinion. In this period of globalization, with expanded worldwide reliance and also aggressiveness, media diplomacy fills in as a noteworthy instrument in wining local and universal masses. One of impacts of media diplomacy and public diplomacy is image building through national marking. An impact which can be used by the EAC Partner States, given their profound regular history, dialect, culture and individual ties. Aggressiveness on this front will serve to ensure EACs objective of a political federation and regional economic giant by the year 2020⁴⁵.

When discussing diplomacy and media age, there are 3 models of employments and impacts. Public diplomacy is the place state and non-state performing artists utilize media and different interchanges channels to impact popular sentiment in outside social orders. Media diplomacy then again is the place authorities utilize the media to speak with on-screen characters and to advance clash determination and outside approach plans. Media intermediary diplomacy is the place writers briefly accept the part of representatives and fill in as middle people in worldwide negotiations. Media diplomacy has been utilized for the progression of national interests and proliferation of outside approach by various states. Media discretion has turned into a vital part of contemporary

⁴⁴ Treaty for the Establishment of the East African Community (*As amended on 14th December, 2006 and 20th August, 2007*)

⁴⁵ Treaty for the Establishment of the East African Community (*As amended on 14th December, 2006 and 20th August, 2007*)

foreign policy on account of data revolution. Media and diplomacy have become a dominant source of information for people and a powerful player in international relationships.

Traditional idea of global power determined primarily by military advantage no longer sufficiently explains the nature of contemporary international relations and foreign policy.

In the event that a country is to make and keep up a positive worldwide picture on the planet group, it must be able to extend its favored national character onto the worldwide field. The suggestion in this way is the prevalence in interchanges innovation may better enable a country to apply some control over the stream of worldwide data and the impact on its global picture⁴⁶. In this way, while countries may have energy to build national character inside through practicing control over local powers, for example, national media, countries with overwhelming worldwide media advantage stand a higher shot in forming their universal picture, and significantly, its position in the worldwide political order. Seeing as national identity and placement in the global political hierarchy are influenced as much by international image of a nation, media diplomacy and foreign policy play a noteworthy role in analysis of contemporary international relations. Global political power of a nation, in this information age, emerges from the interaction between national identity and international image. To this extent, the nation could use the media to align them⁴⁷.

Public spat amongst Kenya and Uganda on the Lake Victoria Migingo Island, for instance, was packed with profoundly nationalistic if "adverse" dialect, with Uganda's President Yoweri Museveni frequently portrayed in Kenya's media as an expansionist and even "aimlessly" driven. This may have served to advance open impression of Uganda's initiative, and particularly its association with Kenya. A free ban in late 2009 in light of endeavors to decide the "genuine

⁴⁶Eytan Gilboa,(2010). *Diplomacy and Statecraft*, Vol. 12, Iss. 2, London: Taylor and Francis Group

⁴⁷Altschull J.H(1995). *Agents of Power: The Media and Public Policy*, New York: Longman

proprietors" of Migingo Island appears to have incidentally subdued pressures between the two nations. Lacking, nonetheless, has been in-depth talk in the media about the outcomes of such state as well as authority doubts for the EAC and the combination procedure. Owino Opondo, a writer who has worked for the Nation Media Group for more than 15 years in different publication positions, criticizes the media for the absence of depth. On this score, Opondo contends that the "media must dump social, monetary and political patriotism and transparently – however genuinely – deliver themselves to the issues of integration"⁴⁸.

The fascinating fact in the rise of mass media is immediate connect to liberal beliefs. Media specifically has turned out to be progressively imperative to civil society e.g. social union absence may quickly flag local shakiness towards universal framework. What is additionally fascinating however is the "multiplier impact" that in light of the current situation of the presence of a domain of complex association, transforms an absence of social attachment into an undermining component of the nation's economy, the nation's haggling position and the nation's universal authenticity. Consequently, we watch that media presence contributes altogether to increase of overflow effects describing reliant environments⁴⁹.

In modern diplomacy, the media is highly evolved profoundly associated with race checking and detailing, covering abnormal state visits, distributing results of transactions and not withstanding making weight amid arrangements by a few gatherings. It is apparent that in Uganda the media has affected Uganda's outside strategy. I recollect a period when the media featured assertions of Ugandan armed force involving DRC illegally. These charges however couldn't be confirmed,

⁴⁸ Opondo O, personal interview, July 24th 2010

⁴⁹Robinson, P. (2012). The Role of media and public opinion. In S. Smith, A. Hadfield, T. Dunne, S. Smith, A. Hadfield, & T. Dunne (Eds.), *Foreign Policy theories, actors, cases* (2nd edition ed., pp. 168-183). Oxford: oxford university press.

prompted formal transactions which permitted Uganda a constrained time span to seek after the LRA in DRC. (UN Coordination of Humanitarian Affairs 2006 office) At different circumstances the media reportage on debasement embarrassments by government authorities has prompted exceptional measures from the giver group through budgetary cuts and withdrawal of Aid. Effect of media on Uganda's remote approach can't be thought little of particularly on the grounds that it contacts a noteworthy gathering of people which includes the universal group as found in Mugerwa's article⁵⁰.

The observation elements of the media incorporate the well-known watch dog part whereby they screen, investigate and report the exercises of alternate domains, and specifically the three arms of government – in particular the legislature, judiciary and executive. By so doing, they always put fire to the toes of those in expert and even key players in common society on the loose. The media are relied upon to play out this part in regard of the sister-state association amongst Maryland and Ondo States. This is the route for the media to add to the execution of the program in a responsible and straightforward way, notwithstanding advancing great administration. In doing this, media exercises should straddle the operations of both the neighborhood and seaward accomplices. All things considered, there is no better sign of the present worldwide town thought than the domain of the media, which have made happenings in any edge of the world an open book. The end product of such media activism and utilizing is the sharing of data, advancements and best practices crosswise over outskirts, with suggestion for the two nations vicariously included, that is the USA and Nigeria. This will be in accordance with the media's customary part of advancing great administration, flexibility, advancement, peace and successful association among country states.

⁵⁰APC News (2009) ICT policy in Uganda and Senegal. Available from <http://www.apc.org/en/node/9246>

What's more, in an inexorably reliant world, the media more than other domain have much to do in cultivating understanding and advancing human improvement crosswise over outskirts. All countries, regardless of their monetary, military, political, social, or innovative status, should as an issue of need grasp interrelatedness of states on the premise of shared advantages. This is thus, in that, no country has imposing business model of regular blessings and monetary fortunes. In this way, countries must relate and associate with each other principally for the advancement of world peace and for general improvement of humankind. It is the privilege of the media to give the essential data, clarifications, examinations and checks in the direct of countries and sub-national on-screen characters alike as they seek after world peace and other objective situated interests, especially the best need worries of survival and the most elevated ways of life feasible for their natives, for whose welfare they exist in any case.

Every administration utilizes the media to accomplish its objectives out in the public diplomacy. However the issue of "journalistic trustworthiness" should be tended to in this procedure. Every medium has its own body to settle on choices with respect to its operation and administration. The Broadcasting Board of Governors (BBG) is one such case on account of the U.S. The Board is responsible for making the systems, approaches and goals for the VOA, Worldnet transmissions and its surrogate media inclusive of Radio Free and Radio Sawa. Once an essential rule is set by an overseeing body of certain medium, programming content is required to cling to it. Be that as it may, such a circumstance raises a genuine concern with respect to media independence⁵¹.

There unmistakably exists some space for the media to assume a useful part in moderating the hatred that has been encompassing the locale for hundreds, or even thousands, of years. It can't be

⁵¹Bahador, B. (2007) *The CNN Effect in Action: How the News Media Pushed the West toward War in Kosovo*. New York: Palgrave Macmillan.

relied upon of them to effortlessly go to an accord, however they can begin with moderately less demanding issues to gradually fabricate and grow the shared belief, and afterward move to more fragile issues. Worldwide media outlets need to recollect that they have generally little residential gatherings of people when contrasted with a bigger universal group of onlookers. This is the setting for neighboring nations to mutually direct open strategy. Worldwide media, with its effective impact, is the most fitting scene for this joint open discretion venture. Worldwide media outlets ought not disregard the opinion of the general population around the globe and along these lines worldwide media should practice its impact to advance the benefit of all past the fringes of its nation⁵².

Today, mass media assume a critical part in the life of the advanced society. As the self-evident certainty, the part of the broad communications in the life of individuals has expanded reliably in light of the fact that they have turned out to be accessible to individuals as once huge mob and individuals are continually helpless against the effect of broad communications. In such a circumstance, broad communications have turned into an intense apparatus with the assistance of which the general supposition can be formed and adapted. Along these lines, the effect of broad communications on individuals happens at the level of cognizance since they see data from broad communications and shape their perspectives and sentiments on the ground of the data they get from broad communications and how this data is introduced in broad communications characterizes the view of specific occasions and issues by people in general. In fact, the effect of broad communications on people and society everywhere is significant to the point that it is conceivable to talk about the effect of broad communications on worldwide governmental issues

⁵²Hindell K. 1995. "The Influence of the Media on Foreign Policy". In International Relations. Vol. XII. No. 4.

through the effect on the general feeling. In such a specific circumstance, it is vital to put accentuation on the way that today the spread of broad communications and their perpetual effect on the general population has achieved an unparalleled level. All things considered, broad communications continue advancing and they impact individuals reliably in light of the fact that individuals are constantly defenseless against the effect of broad communications. Today, print and visual media can be spread globally that expands their impact on the universal legislative issues on the grounds that because of the worldwide extension of broad communications they can shape the popular supposition universally. In the meantime, the part of visual media tends to increment since they turn out to be really worldwide media. The telecom of visual media may include the whole world that normally expands their part and influences reliably the intended interest group of such media⁵³.

The media can play significant part looping over gaps and making consensus by the way it impacts and aides. Similarly, media may likewise presume adverse aspects by making fresh values and administering people in whole to envelop them, bringing about social conflicts amongst preservationists and adherents to the new ideas. The media is pivotal in replicating belief system; there would be no globalization without media and interchanges. For sure, numerous different researchers consider media as an apparatus of globalization “*without no doubt worldwide movement are made conceivable with help of mass media at both local and worldwide level*”⁵⁴

Media with every one of its methods and sorts can assume a critical part, and can impact the contention region emphatically, by applying its impact towards completion the contention, or possibly upgrading the peace condition and driving open towards peace. There are other suitable

⁵³Schenker, H. (2000). *The Art of Performance*. New York: Random House.

⁵⁴ Jan, M. (2009). *Globalization of Media: Key Issues and Dimensions*, online research published in European Journal of Scientific research,

ways to upgrade peace, columnists need to exact about knowledge on the off chance that they have not the information they have delve into the historical backdrop of the place and underlying foundations of contention, likewise need to concentrate on human rights and demonstrate gatherings the contentions impacts on resident. In addition they should get any peace activity and investigate it, endeavor to give an account of imperceptible impacts for instance the mental harm and trauma⁵⁵.

Mass media in any society has a great influence on the activities of members of that society. Generally speaking, the mass media perform the role of education, entertainment and information dissemination in any society. The mass media has wide impact than any form of communication⁵⁶. The mass media role of the transmission of cultural heritage makes the transmission of cultural diplomacy easier across national borders. Cultural diplomacy if well harnessed along other variables and factors in the society can result to the desired level of national security required for national development.

Media is both companion and an adversary to peace procedure. Media can cultivate human security, and there is confirmation media can strengthen thought processes in fuelling wars. It can be a peace instrument and refereeing, which projects messages and methodologies to prompt serene assertions and tolerant conduct in society. Media can likewise be weapon of viciousness that proliferates one-sided data and controls social orders or gatherings in struggle with troublesome belief systems and destructive activities. In this way, the media have turned out to be unavoidable and to a great degree powerful in dispositions towards strife. The part of media in

⁵⁵Jan, M.(2009). *Globalization of Media: Key Issues and Dimensions*, online research published in European Journal of Scientific research

⁵⁶Ebeze, V. U. "Mass Media and Society." In Okunna, S. C. (Ed.) *Teaching Mass Communication: A Multi-Dimensional Approach*. Enugu: New Generation Books, 2002

struggle has expanded its place out in the open consideration. Strategy creators, columnists, and social researchers all point to focal part of press in occasions, for example, Rwanda genocide, Israel-Palestinian clash, Bosnia war, Somalia and so forth. A graphic illustration is situation of Colombia. Everyday life in Colombia is shelled, with explosives, as well as with war news. Its exceptionally regular to peruse news that strikingly depict dramatization of death and fear by advising general society of what number of individuals have been slaughtered, for example. Most Colombians have suited to this kind of news, since there is nothing else on the menu⁵⁷.

There are endeavors to advance utilization of media to encourage struggle determination, and 'peace media'. Peace media can be characterized as utilization of "radio, TV, and printed news coverage, to advance peace, to disperse honest data or substitute perspectives that could turn open slant toward serene determination of contention, or to counter 'detest radio'". Peace media specialists should be adjusted and impartial while portraying the gatherings engaged with the contention, yet not unbiased and inactively attentive with regards to delineating serene means as the main adequate method for settling clashes. Wolfsfeld holds that media from multiple points of view can add to reshaping the course of occasions a serene way. For example, media can push the benefits of peace building; advance people and gatherings associated with peace activities, and adjust the perspective of the performing artists. Frequently, be that as it may, media passes on the inverse sort of messages to public⁵⁸. The communications between the tip top and the news media can be appeared by the way political occasions are surrounded or organized by news media keeping in mind the end goal to offer importance to occasions by bundling data. Media outlines are along these lines central in news scope and experience changes with fluctuating conditions after some

⁵⁷ Atkin, Jennifer: *Media Strategies*, 2003, www.beyondintractability.org/m/media_strategies.jsp

⁵⁸Hattotuwa, S.(2002): *The Role of the Media in Peace Processes*, written for The 14th World Congress of Environmental Journalists, Colombo-Sri Lanka, October 27-31, 2002, <http://www.global500.org>

time. These casings are regularly investigated from social constructivist perspective, holds that significance is produced through activities constrained in space and time - importance isn't natural for people or occasions. Subsequently the individuals who control a circumstance through their activities make or characterize the significance of a specific situation.

With the quick progression of Science and Technology in the 21st century the part of media is ubiquitous for all positive and negative changes in the general public regardless of topographical area yet it depends how media works in its obligations and duties in such circumstance. Media all in all has its probability either to influence any social improvement or to get influenced by the elements of the social change. For a wide range of general conclusion which affect broad communications in any emergency circumstance with respect to media scope or emergency one needs to reflect, how broad communications can impact the contention determination. This Project audits the part of the media in strife determination. Utilizing Kenya as a contextual investigation, the examination tries to exhibit that the media can adequately be utilized either to fuel struggle in a locale or to decrease strife in an area. The Project tries to exhibit the media role in struggle and strife determination in Kenya amid post-election violence. It talks about the part of the media in Kenya, follows the underlying foundations of the issue of post-race brutality in Kenya, depicts the approach utilized as a part of social occasion information for the examination and presents the outcomes got from the investigation. At long last, the investigation has distinguished particular suggestions which if actualized can be utilized to address the future difficulties of contention in Kenya⁵⁹.

⁵⁹ Jan, M. (2009). *Globalization of Media: Key Issues and Dimensions*, online research published in European Journal of Scientific research

The role of the media is as a motivation setter in global legislative issues and additionally a guard in deciding and also managing the stream of data to people in general which serve to help the objectives and targets of authority tact. Media tact has made it workable for states to mark and rebrand themselves in the worldwide commercial center. In the pragmatist worldview of global relations, picture is vital. This was noted by John Hertz in the mid-1980s when he recommended that a large portion of the energy of legislative issues comprises of picture making. In this way, the management of national image has shifted from being the responsibility of policy elites to that of the broader mass market, also known as the public⁶⁰.

Present era is the era of media diplomacy. These days' collective media play an important role in international relations and are known as mirrors which reflect countries through showing communities' culture and national identity and prepare the causes of foreign government's policy stability. Therefore, it is possible to consider group media as efficient tools in order to realize the goals of foreign policy and reaching the national advantages of government which is the most important tool of cultural diplomacy. Essay main goal is to decipher important role and considerable effect of collective media in progressing cultural diplomatic goals of France which was the first Western country that is committed to cultural diplomacy. Since French were the second European nation who accepted the democracy, at the beginning of the third millennium, media is still the fourth column of democracy for France which itself is the cradle of freedom of expression⁶¹.

⁶⁰ Connect Africa Summit. Broadband Infrastructure in Africa (background paper) 29-30 October 2007

⁶¹ Saemeh Baratali and Akram Ayati, 2016. A Study of the Role and Influence of Mass Medias in the Cultural Diplomacy of France. *The Social Sciences*, 11: 903-905

2.2 Chapter Summary

The chapter identified the positive and negative roles of media in conduct of diplomacy in Africa. The media have assumed an imperative part in rearing viciousness by inducing individuals toward brutality. Nonetheless, if the media are generally found to help powers that prompt brutal clash, it can likewise be said that the media have the ability to impact the exercises that advance peace in the general public.

CHAPTER THREE

**ALTERNATIVE NEW MEANS OF COMMUNICATION USED IN PROMOTION OF
DIPLOMATIC RELATIONS**

3.1 Introduction

The great paradigm shift in acceleration of the art of data flow across nationalistic boundaries is purely unprecedented. Last half a century has seen radical changes in the organization of international life and the unprecedented challenges that have confronted diplomacy are in high demand for a shift in human venture⁶². Tran, in a bid to underscore the importance of communication in the diplomatic process, compares the role of communication in diplomacy to that of blood to human body. Communication is the fuel that lubricates the process of diplomacy in any interstate political body⁶³. The relationship between communication and diplomacy dates far back in history. Indeed, diplomacy has often been defined as a regulated form of communication or the international community's way of communication. The place of communication upon contemporary and future diplomacy largely remains critical, due to the essential diplomacy roles namely: communication, representation and international reproduction. Innovation associates individuals constantly and has in this manner decreased the world into a worldwide town. Through innovation, individuals can interface utilizing the different types of media accessible. Along these lines, media is thought to be a mix of radio, TV, films, music notwithstanding an assortment of innovative devices.⁶⁴. After some time, what constitutes the

⁶²Tran, Van Dinh (1987) *Communication and Diplomacy in a Changing World*. (Norwood, NJ: Ablex)

⁶³Constantinou. C.M (1996) *On the Way to Diplomacy*. Minneapolis MN. University of Minnesota Press.p.25

⁶⁴ Craig, H. (2012). *Social Media at State: Power, Practice, and Conceptual Limits for US Public Diplomacy* Vol 11, No 21

media has extended as well as multiplied, on account of mechanical changes. These mechanical changes in association with media have influenced media content delivers and also the stages utilized, wellsprings of data, and media proprietorship among others. There is currently expanded development of media because of union and media digitalization. Converging of web-based social networking with electronic media appears like an unavoidable wander in the wake of all these mechanical progression. Online networking is subsequently progressively being utilized to help electronic media as a medium of correspondences.

Online networking is characterized as the variety of advanced instruments, for example, texting, content informing, sites, recordings, and long range interpersonal communication locales like LinkedIn, MySpace, Facebook, Twitter and that are economical and simple to utilize, and which empower individuals to make own stories, recordings, and photographs and to control them and offer them generally at no cost⁶⁵. Online networking is one of the Computer Mediated Communications since correspondence is done through at least two organized PCs. PC Mediated Communications (CMC) has subsequently changed substance of correspondence. Online media has brought new correspondence stages, for example, Virtual Interactive Platforms (VICOPs) that have obscured the line amongst relational interchanges and mass correspondence.

The across the board dissemination of web, portable correspondence, digital media and an social programming instruments assortments throughout the world has changed the correspondence structure into instinctive level frameworks that interface the close-by and around the world. New sort of web based systems administration consider the surge of messages from many to many⁶⁶. They have given choice mediums to inhabitant's correspondence and participatory pluralism. In

⁶⁵Kanter, (2010). *The Networked Non-profit: Connecting with Social Media to drive change*, Jossey-Bass, USA

⁶⁶Rutere, N. (2013), *Role of social media in enhancing public diplomacy: a case study of the U.S.*

<http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/59226>

my view ambassadors are great at saving the customs of their calling. Sadly regardless of changes of immense hugeness to strategy that have occurred as of late the components of customary tact have scarcely started to alter. The icy war has left strategy, yet much of the time political conduct stays faithful to it. This incorporates in addition to other things thinking just as far as power balance. Strategies for discretion are still emphatically affected by military confrontation.⁶⁷. To wind up plainly a proficient apparatus of good worldwide administration discretion needs initially to conquer the generalizations of belief system and military showdown. Its errand today is to look not for the adjust of energy but rather for the adjust of intrigue. A halfway and adjusting approach is a response to the new geopolitical and monetary substances. Study objectives were to assess the importance of digital media as part of public diplomacy, to determine the extent to which technology can be incorporated into the practice of state craft, to show that social media as tool of public diplomacy can be utilized to bolster foreign policy goals. To explore paradigmatic shifts caused by social media and finally to identify how cultural diplomacy can be incorporated in public diplomacy. The researcher noted a big relation amongst Agenda setting theory role and media role. The researcher did a desktop research where she collected a lot of information from secondary data. The findings were that new media tools have substantially changed diplomacy and therefore diplomatic practitioners should be techno- savvy. The conclusion made was that social media is a vital tool in post-modern diplomacy. The researcher recommended that governments should expand internet connectivity throughout the world. The research also recommends that

⁶⁷Rutere, N. (2013), Role of social media in enhancing public diplomacy: a case study of the U.S. <http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/59226>

government should stem the negative use of social media and promote its positive function for protest organizers.⁶⁸

Blogs are powerful instruments in encouraging shared trade of data and advancing diverse correspondence.⁶⁹ Emissary for Media and Public Affairs at the Consulate General of Israel in New York, in his blog, "the utilization of new Media in Public Diplomacy", clarifies effect of social networks. "Social systems that have possess entered huge sections of our general public have progressed toward becoming instruments that enable us to spread Israel's message specifically - unmediated by press. Besides, our messages can be spread by the Government of Israel as well as around the world by our supporters..."He includes that "IsRealli.org was made with the reason for exhibiting Israel "past the features."

Messages are progressively supplanting the customary methods for correspondence by utilization of fax or wires, when ambassadors need to send composed data. This is particularly so as a result of the benefits of moment conveyance, decreased need to print and forward even the most cumbersome reports and diminished dependence on help staff to impart. This has facilitated the direct of discretion particularly when taking care of an emergency circumstance and revealing. Messages are generally utilized by representatives from both created and creating nations. Conciliatory missions likewise submit data to their nations of origin through secured intranets⁷⁰.

⁶⁸Rutere, N. (2013), Role of social media in enhancing public diplomacy: a case study of the U.S.

<http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/59226>

⁶⁹Saranga, D. (2009). The use of new media in public diplomacy: One Jerusalem. Available from <http://www.onejerusalem.org/2009/06/the-use-of-new-media-in-public>.

⁷⁰Rana.S. K. (2007) Bilateral Diplomacy. Serbia: Diplo foundation.

A study on Diplomacy and Communication in Ghana's Foreign Relations: Strategies and the Use of Emerging Technologies sought to examine the extent to which the use of proper communication planning/strategy and the use of emerging technologies in the field of information and communication can help to promote the effectiveness of diplomacy, which is said to be the communication of the international system. The research work takes an extensive insight into the importance of communication strategies/plans and how they help to provide direction and guidelines to the whole process of diplomacy as an international system of communication, as well as helping to resolve and provide the tools for effective communication. The study conducted unstructured interviews with two former Heads of state, five former Ministers of Foreign Affairs, four former ambassadors, one communication's expert, and one International Relations expert. The responses were analyzed, and based on the analysis conclusions are drawn, to the effect that properly planned and professionally implemented communication plan/strategy, supported by emerging information and communications technologies, lead to the successful formulation and implementation of foreign policy objectives by nation states like Ghana. Recommendations are made on the above basis that, the Ghana government should treat the development of a national communication strategy as a priority program, and with a sense of urgency to serve as the national policy document, within which framework diplomatic communication, would be carried out⁷¹.

Over the most current 50 years media effect has developed exponentially with progress of innovation, first there was broadcast, at that point radio, magazines, daily paper, TV and now web.

⁷¹Osei-Hweree, K.B. (2013). Diplomacy and Communication in Ghana's Foreign Relations: Strategies and the Use of Emerging Technologies University of Ghana digital collection

Many individuals are today completely subject to the data and correspondence for continuity and movement way and daily exercises like work, medicinal services, individual connections training, voyaging are incredibly controlled by reading, hearing and seeing. New interchanges advances, for example, portable/video telephones and PCs enabling writers to accumulate and spread data effortlessly from diverse parts of world. Digitization of news business, has prompted pressure of timelines and spacing, implies we see news pictures of shows, uproars or upsets close to these happening in the streets⁷².

With the appearance of online networking in the mid-21st century, ambassadors and outside strategy makers are currently looked with new ways to deal with drawing in with publics in diaspora. World's expanded reach to online media apparatuses holds suggestions stretching out past a time of worldwide access to cutting edge, customized specialized devices. A symptom is that the "road"— or, general conclusion—has turned out to be for all intents and purposes engaged. That is, an outside open's aggregate voice can be messaged, posted, tweeted—in a split second transmitted—to a worldwide group of onlookers that can react in kind. Negotiators should grasp and reexamine how new innovation can quicken political, social and financial change all through the world. For instance, correspondences innovation could be streamlined to keep up eye to eye contact and document sharing crosswise over separations. Senior member and Walter Annenberg Chair in Communications at the USC Annenberg School for Communications and Journalism,

⁷²Osei-Hweree, K.B. (2013). Diplomacy and Communication in Ghana's Foreign Relations: Strategies and the Use of Emerging Technologies University of Ghana digital collection

Ernest Wilson, asked negotiators to consider the Internet as a bag of new "tech apparatuses" with worldwide implications⁷³.

Inside Political Communication writing, a developing acknowledgment that media affects the act of discretion. This has to a great extent prompted hypothetical dialogs including demonstrating and orders of the distinctive courses in which the media can influence political action, either supporting or forestalling transaction, among the most expound examinations, recognizes for example three models of 'utilizations and impacts' about way media are utilized as device of outside approach and global arrangement: 'public diplomacy',⁷⁴ where country and non-state on-screen characters utilize the media to impact general conclusion abroad; 'media strategy,' where authorities utilize the media to speak with performers and advance clash determination; 'media-representative tact,' where writers fill in as brief go between in universal diplomacy⁷⁵."

The use of the internet and its resources as well as other emerging technologies like social interactive media, such as Face Book, Twitter, You Tube, Flicker and many others, have been identified by experts to provide further boost to practitioners of diplomacy in the performance of their functions. They refer to a case of how the coming of the steamship and railroad in the nineteenth century, have expanded the portability of representatives essentially, in the meantime as the creation of the broadcast allowed quick and direct correspondence between governments and in addition between Foreign Ministers and international safe havens. Also, the improvements

⁷³Robinson, P. (2002).The CNN Effect: The Myth of News Media, Foreign Policy and Intervention (London: Routledge).

⁷⁴Robinson, P. (2002).The CNN Effect: The Myth of News Media, Foreign Policy and Intervention (London: Routledge).

⁷⁵ Robinson, P. (2012). The Role of media and public opinion. In S. Smith, A. Hadfield, T. Dunne, S. Smith, A. Hadfield, & T. Dunne (Eds.), Foreign Policy theories, actors, cases (2nd edition ed., pp. 168-183). Oxford: oxford university press.

of air travel and data innovation (ICT) in 20th century, adding to simplicity versus speed of development and correspondence.

Enlightening angle is important all together for remote arrangement expects to be reasonable. ICT, for strategic can create monetary advantage by producing income to the neighborhood nation. For instance, open officers worried about exchange and speculation issues through ICT, can have the capacity to give great quality administration to inward and outer clients. There are countless instruments presently valuable, however, left outside system of strategic work, for example, the Chart ICT based devices accessible including PCs and Internet, TV, radio, cell phones (Ipad, telephone shrewd phone), Portal and database Websites, Newsgroups and video conferencing. She included using Internet representative can likewise finish a lot of discretionary work, for example, consular and managerial matters⁷⁶. Most consular data is presently accessible on website pages of different international safe havens. The real work of offices, the conceding of visas, is winding up substantially snappier in light of the fact that the invested individual can download the visa application shape, get some answers concerning the essential prerequisites, and visit the office only for the meeting. Internet therefore can be portrayed as helpful and fundamental apparatus for satisfying consular and managerial tasks.

The advances in correspondence innovation make key changes to the customary worldwide relations condition by advancing straightforwardness, swarming out mystery, preparing worldwide social development and expanding the significance of strategy, where states now connected to a great many people by fiber optics, satellite and remote in a perplexing system. These patterns have

⁷⁶Beatty, P. (2008). "Digital diplomacy: New technologies, new players." Embassy

brought about impressive hypothesis about the eventual fate of strategy. The state is thought to lose its ability to control and impact the stream of data over its fringes, and over what its residents see, hear and think. In particular, arrange innovation - particularly the Internet is permitting an expanding exhibit of common society and non-state performing artists (NSAs) to increase energy and grab activity far from countries. However, globally where conclusive peculiarity is turning into losing marvel and minimized globalization picking up grounds adequately; need of carefully stable world ends up plainly principal. States think that it's more important to arrange and encourage well-disposed relations as outskirts turn out to be more permeable and interlaced in a few financial ways. There is require like never before to enjoy tact, strategy this time would need to contemplate the new correspondences condition in which it gets itself. "Web has achieved the moment that no one can stand to disregard it, at their own misfortune". "The capacity to spread free data builds the potential for influence in world legislative issues"; the capacity to control the data utilize or manhandle is an approach to empowerment⁷⁷.

Crafted by representatives is generally correspondence and cooperation with associates and accomplices everywhere throughout the world. The ICT is a powerful correspondence and coordinated effort apparatus. The significantly arranged and efficient use of ICT can assist countries, particularly developing, to adapt to heap of difficulties and make up for lost time with the rising patterns of the cutting edge tact. To completely understand the capability of the new advances, representatives should perceive that an alternate interchanges condition is rising and that its rise will profoundly affect statecraft. The discretionary world is ending up substantially more mind boggling and broadened as it adjusts to the new substances incited by the sheer

⁷⁷Catania, A. (2009). The use of ICT and the Internet in the Diplomatic Service. Presented at the 2009 International meeting "Modern Diplomacy for Small States" held in Malta

development in the quantity of on-screen characters working in the universal sphere⁷⁸. The new ICT condition can be contrasted with "a planetary focal sensory system made out of a web of specialized gadgets, phones, fax machines, TVs, PCs, camcorders, compact computerized partners and so on, all connected together into a solitary incorporated system of advanced electronic-interchanges". The system doesn't shut down and works at a rapid through a wide range of media transmission, i.e. Links of fiber optic, and circling satellites. Progressively, it infiltrates part and parcel of life, from PCs that work family unit machines to PDAs and PCs give portable media communications. Maybe in particular, the web is an intrinsically intuitive condition where correspondence streams in two ways as opposed to from a solitary source, along these lines empowering quick correspondence amongst any individual associated. Advancements had awesome effect on world framework and particularly on act of discretion as segment of system⁷⁹. The finish of the Cold War, an emotional move in the way which global performers deal with their tact and outside arrangement. Two key components have in a general sense impacted the contemporary universal associations. Foundation of this components is quick advancement of new ICTs, and effect on strategy rehearses. ICTs that are new have adequately debilitated official representatives' focal point in direct of remote issues, and have looked down upon some ambassadors' key capacities also. The new ICTs, particularly worldwide TV slots and Internet, have supplanted much of the time diplomats as a principle asset of remote information⁸⁰.

⁷⁸Costea, D.R. (2007). Multilateralism: Fading or Changing?. In: K. Rana and J. Kurbalija (eds.). Foreign ministries: managing diplomatic networks and optimizing value. Msida: Diplo. Foundation, . 166-179.

⁷⁹Costea, D.R. (2007). Multilateralism: Fading or Changing?. In: K. Rana and J. Kurbalija (eds.). Foreign ministries: managing diplomatic networks and optimizing value. Msida: Diplo. Foundation, . 166-179.

⁸⁰Raymond, S. and Lichia, Y.(2003). "International Economic Diplomacy: Mutations in Post-modern Times", Clingendael, Institute Netherlands Institute of International Relations (January 2003).

Contemporary diplomacy faces number of new difficulties straightforwardly or in a roundabout way affected by ICT: new on-screen characters included new topical region of scope, changed relations with accomplices. In addition, number of difficulties consume that is consequence of different causes, for example, the requirement for expanded effort and propelled aptitudes yet with regularly diminishing assets. Variables impacting changes in strategic lead incorporate the contribution of more players, for example, local open in remote undertakings or government divisions, heterogeneity of topical regions, broadened parts, effort and duty regarding planning organizing endeavors and guaranteeing coherency of conciliatory administration, high open expectations.⁸¹

In a globalized universe of today highlighting dynamic multilateral associations and wealth of instruments for remote collaboration, one might be deceive that significance of respective associations and hence part of inhabitant strategic missions is decreasing. "A long way from being looked down upon by multilateralism, solid respective associations are crucial than any other time in recent memory as focal point for accomplishing objectives at supra nationally"⁸². Because of ICT the abroad missions are all the more firmly coordinated with headquarter and different missions, and engaged with capacity to effortlessly link with no of fresh performers, giving them important part in respective association administration.

⁸¹ Rana, K. (2007). MFA reform – global trends. In: K. Rana and J. Kurbalija (eds.). *Foreign ministries: managing diplomatic networks and optimizing value*. Msida: Diplo Foundation, pp. 20-43

⁸² Lane, A. (2005). Diplomacy today: delivering results in a world of changing priorities. Report from 2005 Wilton Park Conference WPS05/4

The Vienna Convention on Diplomatic Relations⁸³ characterizes elements of conciliatory mission in an inhabitant nation to speak to, securing nationalistic interests and nationals, arranging, discovering political conditions and announcing back, advancing amicable relations, in addition consular work if necessary. Ambassador⁸⁴ recommends that contemporary expert diplomacy may be better characterized by advancement, outreach, arrangement, criticism, and administration and adjusting. These six capacities absolutely better mirror the progression and exceedingly intuitive engagement of the international safe havens of today; yet even those for the most part consistent elements of over a significant time span, for example, arrangements or detailing and criticisms are experiencing huge changes – consulates never again need to lead formal transactions with have nation administration, whereas scale and configuration of inputs and briefs, base camp has changes to ICT and especially Internet assume a vital part in encouraging the intelligent associations of missions with both delegates and partners of host nation and with claim headquarter and different missions.

Today, majority of international communication is done online and carries with it the risk that intent or meaning may be lost in translation. Diplomats must be able to explain and translate their ideas effectively using emerging communication technologies, such as real-time translation software programs. Diplomats must also emphasize politeness, tact, clarity and—depending on the culture and its communication style—purposeful indirectness. While rapid developments in technology have increased the ease and efficiency of online communication, the rise of social

⁸³United Nations.(1961). Vienna Convention on Diplomatic Relations. United Nations, Treaty Series, vol. 500, p. 95.

⁸⁴Rana, K. (2006). Foreign ministries: change and reform. Working paper presented at the 2005 International Conference “Challenges for Foreign Ministries: Managing Diplomatic Networks and Optimising Value” held in Geneva

media has been something of a double-edged sword. For the average citizen, disparaging or inappropriate social media comments often end in public excoriation and personal shame; however, in the world of politics, insensitive and unprofessional use of social media can have dire consequences. A prominent example is President Donald Trump's controversial utilization of Twitter. In September, 2017, Trump tweeted vague threats in reply to the North Korean Foreign Minister's speech at the United Nations, and these tweets were subsequently interpreted by the North Korean government as war pronouncement. Press Secretary of State House Sarah Huckabee Sanders later ignored North Korea's reaction to Trump's tweets, stating that the U.S. had not declared war on North Korea. Though confusion was cleared up, the already precarious relationship between the U.S. and North Korea was further strained by President Trump's ill-advised use of Twitter as a means of diplomatic communication.

The shifting geopolitical landscape necessitates that diplomats foster strong relations with their counterparts in other countries in order to maintain awareness of current trends, events and policies. However, a rewarding career begins with a quality education. A Master of Arts in Diplomacy can provide students with foundational knowledge of the political, cultural, and geographical complexity of the international environment, as well as the ability to communicate with nations to resolve conflict. Regardless of an aspiring diplomat's career goals, individuals should master diplomatic history, theory and best practices in order to learn effective communication skills that will improve their ability to forge cross-cultural relations as professional diplomats⁸⁵.

85 <http://www.heritage.org/global-politics/report/the-role-and-relevance-multilateral-diplomacy-us-foreign-policy>

It isn't any more news that the agitation of Information and Communication advancements (ICTs) has changed the demonstration of standard technique. Leftovers evident, in any case, is the level of the impact of changed ICT with respect to current delegates, and how this will either help propitiatory parts or extend them. Additionally, ICT has contributed hugely towards two fundamental segments in the direct of respect; specifically space and time. Specific instruments and conditions have cleared course towards the weight of room and time in the worldwide political condition. For example, the strike of the twin towers in New York in September 2011 was transmitted far and wide rapidly; in any case, "the transmission of the news of the self-rule of America in (1776) to Southern America, took about a comparative time it took to accomplish England by ship"⁸⁶. This is the limit of ICT to confine space and time differentiates between states. Data is a basic part of discretion. Most if not all moves in tact are made in view of data. Data managed by ambassadors is exceptionally delicate and private. Therefore, negotiators have the duty to consult with the affectability and classification of data. In any case, ICT assumes an imperative part gives fundamental apparatuses to guarantee proficient administration. The monetary, political, and social conditions and offering input to the home office remains a key part and capacity of an ambassador. Be that as it may, this has changed in the technologized age. Preceding this, negotiators had the obligation of gathering daily papers and transporting them to the outside missions. In any case, the data age has empowered negotiators to receive affectability to neighborhood and social relations to give investigation of vital data sifted through of media and other imperative factors, for example, NGOs and the general population everywhere by following

⁸⁶Rana, Kishan. 'Feedback in Diplomatic Reporting.' *Diplo.* 2011.

on the web data spread and web-based social networking tools⁸⁷. Reality finding is no longer as dreary and troublesome as it used to be. Data on socioeconomics is accessible available no matter what to a representative through web administrations.

In conditions, where an up close and personal exchange won't be favorable, ICT can help by sparing time as well as expenses and lives as a rule. PC drove correspondences can make a more secure and non-angry channel of discourse between gatherings. A case of this is the point at which the United States establishment of peace interceded an Information communication technology drove peace activity to end 14 year common war in Liberia drawing in Gyude Bryant, pioneer of National Transitional Government of Liberia in virtual city lobby meeting with Liberian Diaspora on possibilities of peace for country.⁸⁸

Successful data sharing goes about as the way to strife determination, compromise and preventive discretion. ICT through predominant press stages and fresh media to assume major part in bolstering ambassadors in struggle determination, compromise and counteractive action endeavors. Most particularly in circumstances where engagement of global performing artists, neighborhood activists, natives ,diaspora is vital for endeavors to succeed, ICT can be utilized to make mindfulness and reputation for arrangement activities embraced to relook center issues, make open exchanges and get criticism on 'state considering' among non-state on-screen characters. The Si Lankan administration drive through Ministry of outside Affairs is decent illustration where electronic-diplomacy utilized to teach Diaspora and global group on endeavors

⁸⁷ Rana, K(2011). 'Feedback in Diplomatic Reporting.'Diplo. 2011.

⁸⁸ Rana, K(2011). 'Feedback in Diplomatic Reporting.'Diplo. 2011.

taken in compromise and avoid re-acceleration of outfitted clash which attacked nation for more than 30 years.

Digital power can be utilized to create favored results inside the internet or it can utilize digital instruments to deliver favored results in different areas outside the cyberspace.⁸⁹ A huge number of individuals are starting to depend on ICT for data advertisement correspondence. The ambassador's group of onlookers is never again limited to his outside partners and inward associates. He is power to cooperate with people providing their own particular sources a web journals to fear mongers delivering and web distributing realistic recordings of killings. The accompanying are circumstances where ICT can be utilized as a part of accomplishing two noteworthy components of Public strategy.

A diplomat relationship is never again selective. Diplomacy has turned out to be more democratized. In this manner, representatives should grasp this democratization and extend their effort and utilize ICT instruments to deal with the new players in the system⁹⁰. Virtual work area and systems associating key players, e.g., scholarly community, corporate NGOs, natives and Diaspora, dynamic investments/collaborations in 'blog circle' and networking online can incite trust ,certainty and validity among new players, NGOs, corporate, residents and the Diaspora, dynamic taking part/communications in the 'blog circle' and web-based social network can instigate trust ,certainty and believe among fresh players, i.e. NGs and subjects who have gigantic preparing power in general population space⁹⁰.

⁸⁹ Nye, Joseph, S. 'Cyber Power.' Massachusetts Institute of Technology.
<http://web.mit.edu/ecir/pdf/nyecyberpower.pdf> (accessed April 5, 2012).

⁹⁰ Grant, R (2004). The democratization of diplomacy: negotiating with the internet. Research Report 5, University of Oxford, Oxford Internet Institute

Quick advancement in data and correspondence advances multiply affected the devices, structures and general natural diplomacy. Working with data has noteworthy offer in exercises of outside administration and those of an ambassador. Over previous decades, be that as it may, the accumulation and preparing of data experienced significant changes because of the upset in ICT. The way to deal with and utilization of data itself changed and the scientific way to deal with data preparing in discretion has turned out to be vital. In spite of the underlying inconsistency of the web and interpersonal organizations with strategic exercises – dissimilar to strategy, online networking have a tendency to be a more casual specialized device – various cases in discretionary practice indicate cooperative energy conceivable additionally for this field. ICT isn't an end itself, yet speaks to a methods as well as specialized instrument for a service of outside issues to build effectiveness in its operations. The advancement procedure in electronic Diplomacy and inside setting of dynamic improvement in fresh ICT is probably going to keep on affecting eventual fate of diplomacy considerably⁹¹.

The uprising in information development has enormously influenced overall relations and the way delegates do their business. With respect to the endeavor of keeping tranquility on the planet information development has moreover played an astounding impact. Many agree that our existence is being made smaller through information advancement. In any case, however advancement is regarded to be incredible by various, it in like manner goes with insults. It is the purposes of intrigue and deterrents of advancement that this paper will look at. It is in the 21st century, that information advancement, particularly the media and the Internet began expecting a

⁹¹Mattos,B.(2015) Effects of Information and Communication Technology on Diplomacy and Foreign Policy Administration.International Journal of Social Ecology and Sustainable Development (IJSESD) 6(1)

basic part in world administrative issues, which achieved the ascent of a writing in worldwide relations theory separating the impact of information development on control and overall authoritative issues. Information development diagram overall events and issues in such a path, to the point that they immensely influence the appropriate spots of various get-togethers and decline the probability of objective remote approach choices. In this way, information development accepts a fundamental part in worldwide administrative issues by including an additional layer of multifaceted nature to remote procedure making⁹².

Basically, this unrest in ICTs has likewise brought about essential changes in the lead of tact all around. In nations like Tunisia, Egypt, and Yemen, web-based social networking has turned into stage to convey uncensored open data amongst clients. Online networking supported Arab Spring activists in separating "the mental obstruction of dread by helping many to associate and offer data"— and, at times, in arranging physical protests⁹³.

Negotiation likewise focal point of diplomacy. Representatives are always arranging (respectively and globally) on developing no of subjects: from laws of ocean to migration, from logical and social participation to exchange, tourism and innovation exchanges, from nature to nourishment security, from security to police collaboration, from solution security to enhanced wellbeing administrations, from research to scholastic participation, from neediness to financial improvement, from kids to ladies rights, et cetera⁹⁴. Regularly large no of these arrangements occur

⁹² The national research institute (2017). Impact of information technology on international relations and diplomatic practice. <https://pngnri.org/impact-of-information-technology-on-international-relations-and-diplomatic-practice/>

⁹³ Kassim, S. (2012). Twitter revolution: How the Arab Spring was helped by social media. Retrieved from <http://www.policymic.com/articles/10642/twitter-revolution-how-the-arab-spring-washelped-by-social-media>

⁹⁴ Ritto, L. (2014). *Diplomacy and its practice vs digital diplomacy*. Retrieved from <http://www.diplomatmagazine.nl/2014/10/18/diplomacy-practice-vs-digital-diplomacy-2/>

at same time thereby troublesome for nations to send individuals to tail them. This is especially valid for little nations, which have constrained means particularly regarding HR and can't pay for all the voyaging costs related with them. The web, through Skype and the arrangement of video-gatherings, enables nations to conquer these issues and to take after far way meetings and courses from capitals, making it conceivable additionally for the authorities of those nations to intercede in them and to make their assessments known.

Web has been 'prime mover' in diplomacy changes⁹⁵. In reality, remotely, governments now oversee some portion of their associations with different governments electronically and draw in outside publics through the Internet to actualize open discretion. Inside, the Internet offers an open door for open exchange and supervision on FPDM, which is particularly evident in dictator systems⁹⁶. As far as FPDM, the Internet impacts the basic leadership setting and dynamic procedures by quickening remote arrangement data flow and affecting the determination of choice issues and choices. Considering that China is currently a rising provincial and even worldwide power with a monster financial limit and expanding universal impact.

3.2 Chapter Summary

The across the board dissemination of the web, portable correspondence, computerized media, bloggers, and an assortment of social programming devices all through the world has changed the

⁹⁵Seo, H. (2009). *How the Internet Changes the Public Diplomacy: A Case Study of Online Community Run by U.S. Embassy in South Korea*. Paper presented at the annual meeting of the International Communication Association

⁹⁶Seo, H. (2009). *How the Internet Changes the Public Diplomacy: A Case Study of Online Community Run by U.S. Embassy in South Korea*. Paper presented at the annual meeting of the International Communication Association

correspondence framework. This supports the objective that emerging and alternative new means of communication are used in promotion of diplomatic relations.

CHAPTER FOUR

MEDIA PROFESSIONALISM IN CONDUCT OF DIPLOMACY IN KENYA

4.0 Introduction

Kenyan Media is managed by Kenyan Media Council. MCK is autonomous national organization set up by the Media Act, 2007 as main establishment in the direction of media and in lead and teach of journalists.⁹⁷ Its ordered among other to enlist and certify writers, enlist media foundations, handle protests from people in general and make and distribute yearly media review on the Media Freedom in Freedom in Kenya.⁹⁸ Amid accreditation writers consent to stick to the Code of Conduct and Practice of Journalism in Kenya, which was made by media experts and partners with the perspective of making Journalism in Kenya a more expert and mostly radio.⁹⁹ Media likewise is managed by Kenya Film Classification Board, a State Corporation under the Ministry of Sports, Culture and the Arts which is ordered by the Films and Stage Plays Act Cap 222 laws of Kenya to control creation, ownership, broadcasting, presentation and appropriation of movies in Kenya.

Media in Kenya incorporates more than 386 FM radio frequencies, 105 Television stations, and unsubstantiated number of print daily papers versus magazines. Productions for the most part utilize English as their essential dialect of correspondence, with a few media houses utilizing Swahili. Vernacular or group based dialects are generally utilized as a part of communicate media;

⁹⁷Code of Conduct for the Practice of Journalism in Kenya

http://www.mediacouncil.or.ke/index.php?option=com_content&view=article&id=23&Itemid=9

⁹⁸Function of the Media Council of Kenya

http://www.mediacouncil.or.ke/index.php?option=com_content&view=article&id=22&Itemid=3

⁹⁹Function of the Media Council of Kenya

http://www.mediacouncil.or.ke/index.php?option=com_content&view=article&id=22&Itemid=3

for the most part radio. The media business keeps on developing, exploiting new innovations and the general population's expanded access to better portable and web availability. As area governments appeared, the media reacted with news assembling and substance procedures that attention on the new locales. The business has recorded enormous development since freedom in 1963. From just a single supporter the Kenya Broadcasting Corporation Initially the Kenya Broadcasting Service), acquired from the provincial government – the nation today brags, and dispensed to state and private administrators.

There are 2 autonomous national every day to day papers, Daily Nation, Standard, and two day by day free daily papers, X News, People Daily. Likewise two concentrated day by day papers, and Star, Business Daily and one week after week paper, East African, which is distributed in Nairobi, Kampala and Dar es Salaam.¹⁰⁰ Under Kibaki government, media showed more prominent article autonomy than earlier years, and quantity of press opportunity manhandle has gone down. In any case, a few media strategies and episodes keep on inhibiting press flexibility, e.g., the need to post an exorbitant security before production and to enroll a while later. In 2003 the legislature summoned a prohibitive established arrangement on court scope to threaten columnists writing about a conceivable political massacre. In the year 2006 March, hooded policemen struck the workplaces of The Standard daily paper and Kenya Television Network, asserting worries about inner security.¹⁰¹

¹⁰⁰Code of Conduct for the Practice of Journalism in Kenya

http://www.mediacouncil.or.ke/index.php?option=com_content&view=article&id=23&Itemid=9

¹⁰¹Code of Conduct for the Practice of Journalism in Kenya

http://www.mediacouncil.or.ke/index.php?option=com_content&view=article&id=23&Itemid=9

Kenya's state-claimed KBC remains main telecaster with national scope. It communicates in English and Swahili in addition to different vernacular dialects. Imperial Media administration is the biggest private national telecaster with nationalistic scope. It likewise communicates in both English and Swahili in addition to different vernacular dialects. Twelve private radio and TV slots having restricted ranges in Nairobi area.¹⁰² Kenyan Media is various and lively developing industry, having been confronting is as yet confronting an unverifiable future. Political transmission from British province to free nation was reflected by diverse changes in Kenyan broad communications. In 1963 when Kenya wind up plainly autonomous, by far most of Kenya possessed TV and radio stations were British and American projects. Kenya culture was advanced compete broad communications under late leader of Kenya Jomo Kenyatta and more projects were communicated in Swahili. Press truly endured amid administration of previous president Daniel Arap Moi and his one gathering state, built into the constitution in 1982, more columnists were captured and detained, in light of the fact that the state was concerned with the media individuals testing the government.¹⁰³

Media diplomacy has turned into a noteworthy instrument of outside approach, and columnists are all the more much of the time and all the more seriously occupied with discretionary occasions and procedures. Here and there they even start discretionary procedures. The media capacities both as an autonomous performing artist and as an apparatus in the hands of policy makers and columnists. Three interrelated progressive changes in mass correspondence, legislative issues, and global relations have changed the conventional mystery tact. All-news worldwide systems

¹⁰²Code of Conduct for the Practice of Journalism in Kenya
http://www.mediacouncil.or.ke/index.php?option=com_content&view=article&id=23&Itemid=9

¹⁰³Code of Conduct for the Practice of Journalism in Kenya
http://www.mediacouncil.or.ke/index.php?option=com_content&view=article&id=23&Itemid=9

communicate practically every critical advancement in world occasions to practically every place on the globe or spread data on the Internet, accessible wherever on the world¹⁰⁴ (Globalization of the Media; International Television). The unrest in governmental issues has created developing mass investment in political procedures and has changed numerous social orders from dictatorship to majority rule government. Positive picture and notoriety around the globe accomplished through fascination and influence (delicate power) turned out to be more vital than region, reach, and crude materials gained about military and financial measures (hard power). Together, this made new sorts of co operations between the media and strategy.

Inside Political Communication writing, has been developing acknowledgment that the media affect the act of strategy. This has to a great extent prompted hypothetical discourses including displaying and orders of the distinctive courses in which the media can influence political action, either supporting or counteracting negotiation¹⁰⁵; for instance). ¹⁰⁶among the most expound examinations, recognizes for example three models of 'uses and impacts' about the way the media are utilized as an apparatus of outside arrangement and universal transaction: 'public discretion,' where state and non-state performing artists utilize the media to impact general supposition abroad; 'media tact,' where authorities utilize the media to speak with on-screen characters and advance clash determination; 'media-agent strategy,' where writers fill in as transitory arbiters in global arrangements. The experimental investigations around there tend to address the way media, particularly live TV news, influences outside approach making (for instance¹⁰⁷; —CNN effect

¹⁰⁴Seib, P. (2012). *Al Jazeera English: Global News in a Changing World*, NY: Palgrave Macmillan

¹⁰⁵Gilboa, Eytan (2000) —Mass Communication and Diplomacy: A Theoretical Framework, *Communication Theory* 10(3): 275-309

¹⁰⁶Gilboa, Eytan (2001) —Diplomacy in the Media Age: Three Models of Uses and Effects, *Diplomacy and Statecraft* 12(2): 1-28.

¹⁰⁷Seib, P. (2008) *The Al Jazeera Effect: How the New Global Media Are Reshaping World Politics*, Potomac Books Inc.

writing and its evaluates: and for the most part include universal emergencies as contextual analyses.

By and large it appeared there was nonappearance of expert direct in most media before and amid the post-race violence¹⁰⁸. Most media reports at first appeared to be mistaken, lopsided and uncalled for. Confirmation of actualities was continually needing and casualties of the contention were dealt with only as insights without identities¹⁰⁹. What's more, the media houses additionally appeared to be amateurish in the way they took care of the arrival of decision comes about. They discharged differing, piecemeal and theoretical outcomes that caused uneasiness and perplexity among effectively restless voters the nation over. This could have additionally prodded the observation that the race was fixed, energizing the post-election viciousness.

A study on a critical analysis of Kenyan media professionalism sought to critically interrogate the factors that impede professionalism in Kenyan media. Based on the previous literature on related studies, the study critically reviews several thematic areas, such as political interference, obsession with economic returns, media ownership, journalism training, audience perspective, personnel factor and poor pay. The study was guided by the libertarian theory of the press and social responsibility theory. It perceived professionalism in two broad perspectives, namely the independence of the media practitioners to exercise their skills without interference from internal and external factors as well as responsibility to societal needs. Its findings were based on

¹⁰⁸Howard, R. (2003). *The Power of the media: A handbook for peacebuilder*. Utrecht, Netherlands: European Centre for Conflict Prevention.

¹⁰⁹BBC. (2008). *The Kenya Elections and their Aftermath: The Role of the Media and Communication*. Policy Briefing (No. 1).

information obtained from media practitioners and stakeholders purposively identified to provide first-hand information on challenges encountered in journalism practice. While the study confirmed factors identified in earlier studies as impediments to professionalism, it also focused on the magnitude. Poor pay and poor training are the most prominent factors. The study also found out that tribalism was one of the emerging issues in media practice¹¹⁰.

The digitization of news business, has prompted a pressure of timing and spacing, implies we see news pictures of shows, uproars or upsets close to these happening in the lanes. These pictures educate worldwide gatherings of people, as well as may induce additionally battles of viciousness at home. Business substances of news gathering have additionally influenced the revealing of contentions. Higher cost of news assembling in far districts, combining geopolitical versus financial needs of West, implying contentions happening at closeness to the metropolitan focuses get scope to the detriment of those happening further away in less created locales of the world. An investigation of contention announcing on the planet's real news outlets in 2000 demonstrates that the Israel Palestine struggle was by a wide margin the most secured - five times more noteworthy than the following most secured strife¹¹¹. Virgil Hawkins, the scientist who led the examination, notes: "By contrast, strife in Africa, which has been, in the post-Cold-War world, is in charge of up to 90 percent of the world's aggregate war dead endured a practically total media power outage. Scope of the monstrous war in the Democratic Republic of the Congo (DRC), which caused in abundance of one million passings in the year 2000, was practically immaterial.

¹¹⁰Ongalo,O. (2014).A critical analysis of media professionalism in Kenya. Unpublished thesis UON respiratory

¹¹¹Ongalo,O. (2014).A critical analysis of media professionalism in Kenya. Unpublished thesis UON respiratory

With universal news plan controlled by world's real media monsters, it has turned out to be pivotal to create and reinforce media at the nearby level to keep up decent variety of conclusion. As media in many creating countries, for example, Kenya, move far from state control towards private endeavor, it is fundamental for neighborhood media to locate their own voice and expert codes. An all-around created media framework with professionally prepared writers ordinarily benefits both worldwide and neighborhood crowds and gives an imperative connect to the outside world amid struggle circumstances. The media is a twofold edged sword. It can be a terrible weapon of brutality when it engenders messages of prejudice or disinformation that control open notion; yet there is another angle to the media, it can be an instrument of contention determination, when the data it presents is dependable, regards human rights, and speaks to various perspectives. It is the sort of media that empowers a general public to settle on very much educated decisions, which is the antecedent of popularity based administration. It is the media that decreases strife and encourages human security" (BBC arrangement instructions). Today, in all aspects of the world dependable, precise and target media, regardless of whether be it standard, elective or customary/non-ordinary, can both help to forestall and resolve struggle through the programmed elements of capably scattering data, encouraging mindfulness and learning, advancing participatory and straightforward administration, and tending to saw grievances. In a similar vein, coincidentally or obviously propagandistic media may similarly fuel pressures and compound clashes, which in outrageous cases like in Rwanda may specifically bring about genocide.

To the extent the believability of media is concerned, the issue of the trustworthiness of media experts should be tended to. Despite the fact that there is a peril of "publication predisposition," it is wrong for the administration to intercede. An abnormal state of authorities' heart, be that as it may, is similarly as essential as media's freedom from the administration. The outlets should be

extremely adjusted in observing, examining and exhibiting the news. Their group of onlookers turns into the main judge in re-assessing the substance. Close observing and assessment by the gathering of people is pivotal. Because of the focused idea of the media showcase, watcher decisions turn into the chief. Watcher feeling is the best device to check against the abuse of the energy of media, in which SNS fills in as a helpful tool¹¹².

The distinction between detailing "reality" and announcing "certainties" ought to likewise be recognized. An occurrence can be translated in a wide range of routes relying upon the edge or if some critical actualities are deliberately precluded. In a similar setting, a case can likewise end up being valid if all encompassing points of interest and components are thought about and saw from a bigger setting. Hence, the media needs to ensure it keeps up its essential mission of revealing reality instead of announcing the facts¹¹³.

African journalism educators hold the key to developing ethics and professionalism but many of them do not consider journalism ethics as important to teach. He decries lack of published works in journalism ethics and calls for more interest and research in the subject in order to enhance professionalism. However, this view may not hold in present times since several scholarly works have been published on journalism ethics. Since 1990s, codes of conduct have been established by several media councils formed across the continent. The Media Council of Kenya, for instance, has developed Code of Conduct for Journalism Practice in Kenya¹¹⁴

¹¹²Young, S. (2014). The role of global media in public diplomacy. http://www.chinadaily.com.cn/opinion/2014-01/11/content_17230295.htm

¹¹³Young, S. (2014). The role of global media in public diplomacy. http://www.chinadaily.com.cn/opinion/2014-01/11/content_17230295.htm

¹¹⁴Nyabuga, G. (2012)'Being Skeptical: Deconstructing Media Freedom and Responsibility.' African Communication Research 5 (1) 99-114

The media personnel are a critical factor in understanding the salient issues affecting professionalism in the media industry. The consideration of the legal, institutional and socio-economic constraints upon media products leads, inevitably, to a recognition of the limitations within which most media professionals are compelled to work. Individual journalists fall prey to personal greed and disregard professionalism. He says such journalists do a lot of harm to themselves as professionals and to the honour and reputation of the profession, thereby contributing to the atmosphere that makes it possible for others to persecute and suppress them¹¹⁵. Morals in correspondence approaches by the electronic media about its substance on air are a warmed verbal confrontation in India today¹¹⁶. The substance, their treatment and the timings or the routes in which they are communicated are in questionable refinement with the different segments of groups of onlookers in Indian expresses that moral basic leadership in the electronic media can be a confounded and testing process including numerous parts of an association and diverse sorts of experts. Henceforth it shows up the moral viewpoints vary starting with one system or channel then onto the next. There is a need to connect hierarchical morals with that of individual morals. For example, moral approach in administration of staff is additionally among a portion of the roundabout parameters having bearing upon content age and depictions. Approaches controlling in self-way or by control have yielded pitiful outcomes in influencing the media experts to stick to morals. Many advanced communicate administrative bodies like the NBA (News Broadcasters Association), IBF (Indian Broadcasting Foundation) or the BCCC (Broadcast Content Complaints Council) have always refocusing to accomplish wanted outcomes in keeping up moral working of Indian TV.

¹¹⁵Ongonga and White (2008) 'The Shaping of News Values of Young Journalists in Kenya.' African Communication Research 1 (2) 160-183

¹¹⁶Albarran, Alan B. (2011). Management of electronic and digital media. New Delhi: Cengage Learning.

Chapter Summary

Literature on media professionalism indicates that in some instances the media has been unprofessional and other instances the media has been professional. Instances of unprofessionalism have been witnessed for instance the media houses appeared to be amateurish in the way they dealt with the 2007 release of election results. Media has also been unprofessional in the way the bloggers distort the information in social media. The media has also shown professionalism whereby they don't air information that may trigger violence and put the country at risk of sabotaging the economy. For instance the recent elections in Kenya whereby there were some violence but the media covered and the violence was neutralized.

RESEARCH RESULTS AND DISCUSSIONS

4.1 Introduction

Section dealt with analysis of data. Objective of examination was establishment of role of media in fostering diplomacy in Africa; a case study of Kenyan media. The data analyzed is in harmony with the objectives specifically where investigated of patterns through descriptive analysis and data presented using frequencies and mean score and standard deviation.

4.2 Response Rate

An aggregate 96 questionnaires were administered. Out of this number, 88 of the questionnaires were adequately filled and given back hence an overall notable rate of response of 92% as reflected on Table 4.1. As per Mugenda and Mugenda (2003), 50% rate of response is sufficient for descriptive study. Babbie (2004) asserted 50% rate of response were allowable to analyze versus

broadcast, 60 percent was good and above 70% was very good. On this basis therefore attestations from these renowned scholars, 92% rate of response was acceptable for study.

Table 4.1: Response Rate

Response	Frequency	Percent
Returned	88	92%
Unreturned	8	8%
Total	96	100%

4.3 Demographic Characteristics of Respondents

Section comprises of data describing basic characteristics of study participants i.e. their gender, age, position in organization as well as the period worked in the organization.

4.3.1 Gender of the Respondents

Gender of respondents was assessed. Figure 4.1 findings shows that 52% of respondents were female while 42% were male. Findings shows that there were slightly more female respondents as contrasted to the males. This figure indicates that this is a female dominated field.

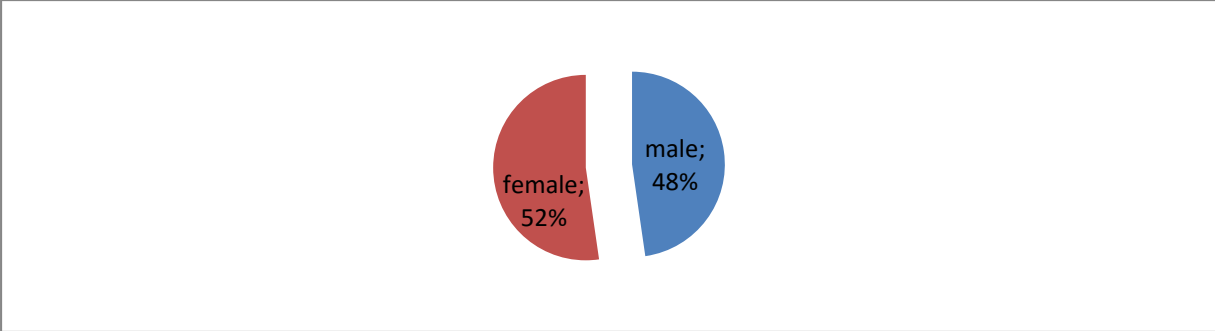


Figure 4.1: Gender of the Respondents

4.3.2 Age of the Respondents

Respondents were also asked to indicate age. The outcomes are as reflected in Figure 4.2. Findings showed 68% of respondents were aged between 26-35, 25% were below 25 years, 4% were in the age bracket of 36-45 years, while 3% were aged 46-55 years. These findings implied that respondent majority were relatively younger.

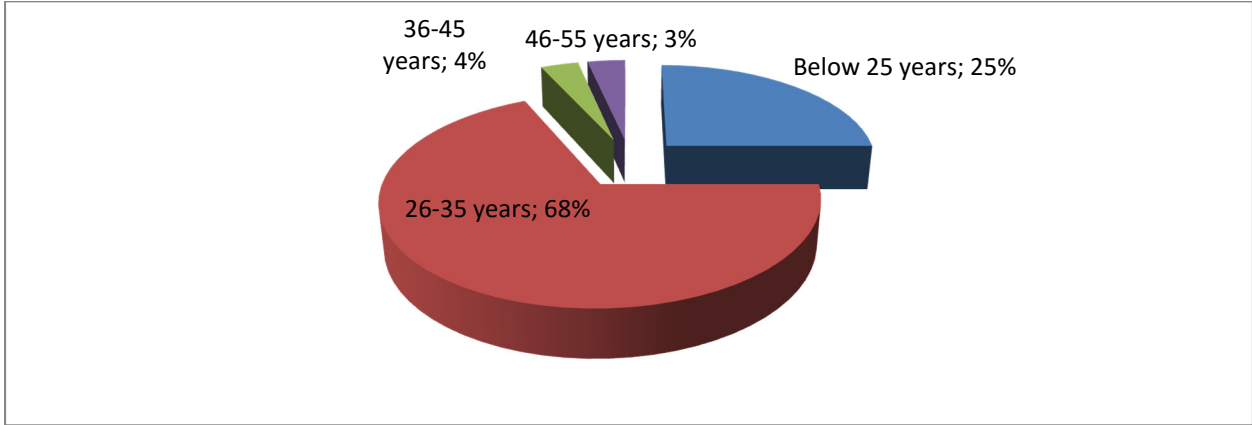


Figure 4.2: Age of the Respondent

4.2.3 Category of the respondent

Study further sought to inquire category of respondents. Findings are as reflected in Figure 4.3. It was found that 50% of the respondents were from radio station department, 17% were from

newspaper department, 15% were in tv station, 10% were diplomats while 8 were bloggers . The findings shows that the respondents from radio stations were more available.

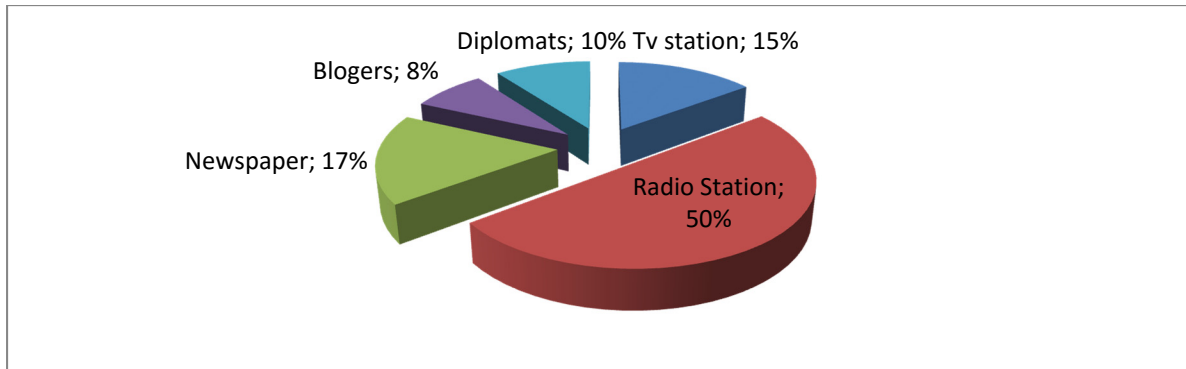


Figure 4.3: Category of the Respondent

4.2.4 Period of Working in the Organization

Study further sought to find out duration for which the respondents had been working in firm. Findings are as reflected in Figure 4.4. It was found that 60% of the respondents had worked there for 2-5 years, 32% had worked for less than 2 years, 5% had worked in the organization for 5-7 years while 3% had worked for more than 7 years. Findings meant that respondent majority had resourceful data pertaining media role operations and diplomacy and thereby could suffice relevant needed study data.

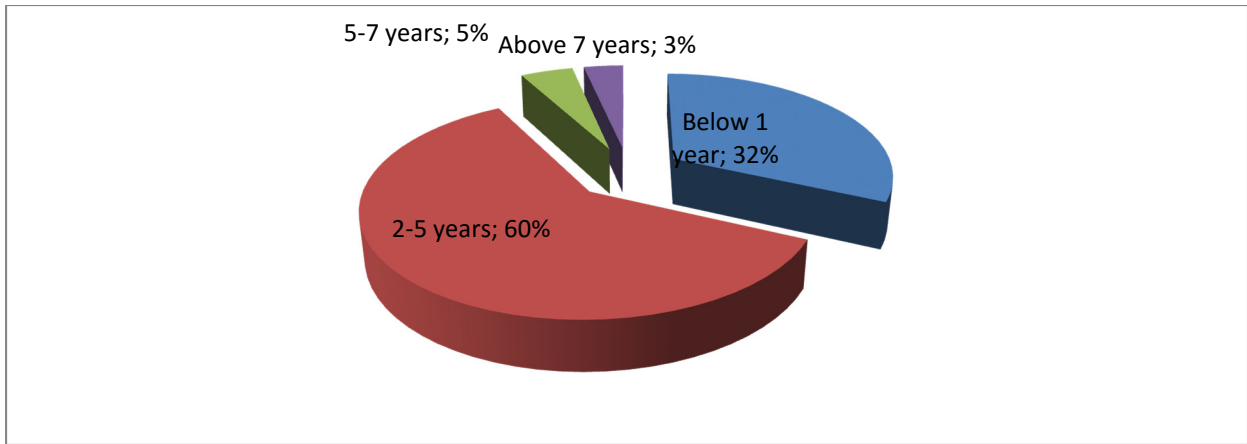


Figure 4.4: Period of Working

4.2.4 Position in the Organization

The respondents were also requested to elaborate their current position in organization. Findings in Figure 4.5 shows a slight responding majority, 55% were in the middle level management, 25% were in the lower management level whereas 19.2% of the respondents were in the top management level.

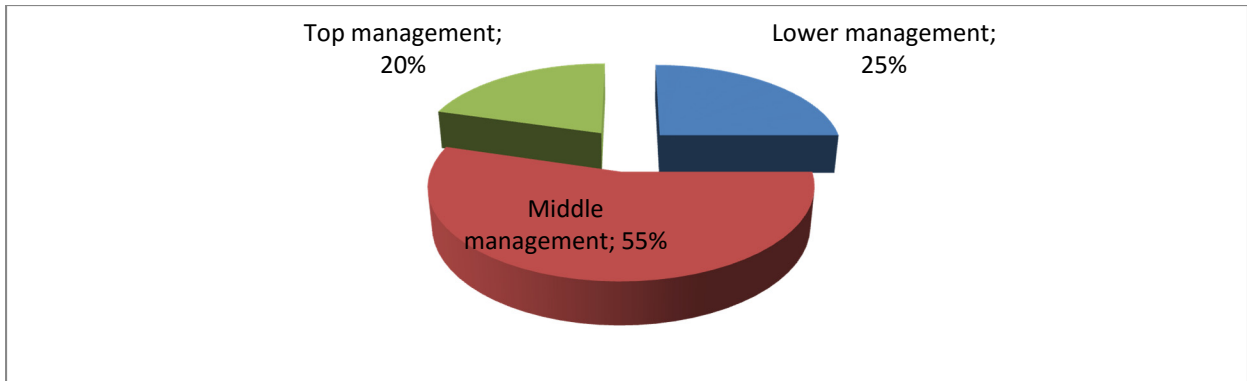


Figure 4.5: Position in the Organization

4.4 Descriptive Statistics

Part outlines descriptive results on role of media in conduct of diplomacy in Africa, emerging and alternative new means of communication used in promotion of diplomatic relations, and media professionalism in conduct of diplomacy in Kenya.

4.4.1 Role of media in conduct of diplomacy in Africa

The first study objective was to explore media role in conduct of diplomacy in Africa. The respondents were asked to answer some questions and pronouncements regarding role of media.

The respondents were asked to indicate media firm positive role in conduct of diplomacy. The findings show that majority of the respondents 67% indicated yes it had a positive role in conduct of diplomacy while 33% indicated no.

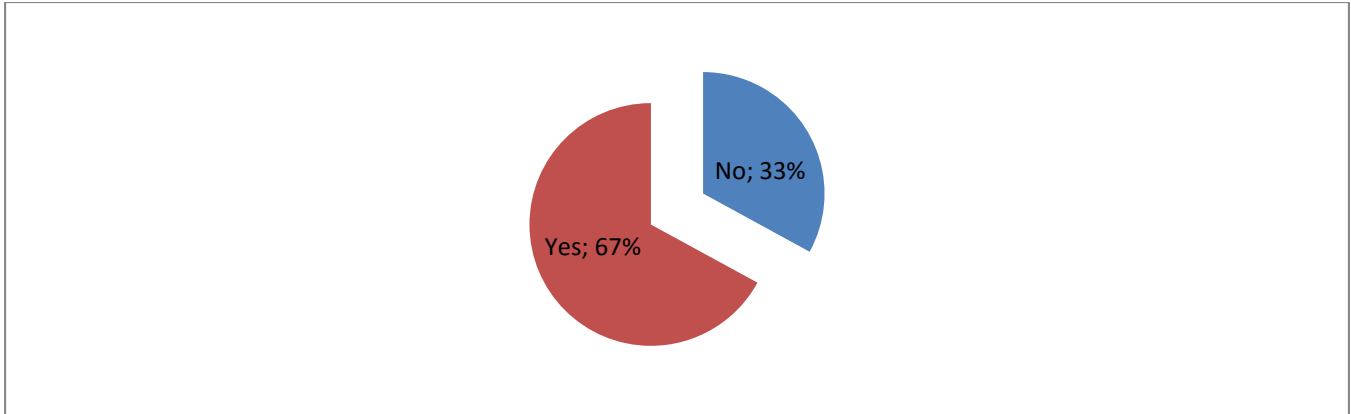


Figure 4.6: Role of Media

The respondents were further requested to describe their agreement or disagreement with the pronouncement concerning the positive media role in conduct of diplomacy in Africa. The findings are illustrated in Table 4.2. findings indicate that 78.4% of the respondents concur that media does not incite people to violence, 81.8% agreed to the statement that the media does not air graphics that can lead to violence, 54.5% agreed to the statement that the media does not marginalize on areas of conflict only, 62.5% agreed to the statement that the media act as mediators where there is conflict and 80.7% of respondents concurred media reach out to responsible people who can calm violence. On five point scale, average mean of responses was 3.86 implying responding majority were concurring with most of pronouncement and responses were diverse as shown by SD of 0.90.

Findings are in congruence with affirmation that the Kenyan mass media has performed noteworthy role in economic, social, political and educational issues affecting the nation thus contributing immensely towards development. However, this has come with disgust especially in

political issues resulting into violent conflicts¹¹⁷. The invisible role of media in Kenya cannot be assumed given its influential power. For instance, mass media could have played a positive role during the 2007 general elections by supporting the efforts of ECK towards the achievement of free and reasonable election. Surely, the media molded national and worldwide general feeling, states of mind and practices towards different political gatherings, presidential applicants and basic issues amid election battles in Kenya through their extensive coverage and broadcasts,¹¹⁸. In addition, mass media could have also played a critical role as a tool for education by supporting the civic education programs carried out by diverse civil society organizations¹¹⁹

Table 4.3: Positive role of media in conduct of diplomacy

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	StdDvn
The media does not incite people to violence	1.1%	4.5%	15.9%	53.4%	25.0%	4.0	0.8
The media does not air graphics that can lead to violence	0.0%	0.0%	18.2%	46.6%	35.2%	4.2	0.7
The media does not marginalize on areas of conflict only	9.1%	19.3%	17.0%	31.8%	22.7%	3.4	1.3
The media act as mediators where there is conflict	0.0%	19.3%	18.2%	44.3%	18.2%	3.6	1.0
The media reach out to responsible people who can calm violence	0.0%	0.0%	19.3%	46.6%	34.1%	4.1	0.7
Average						3.86	0.90

¹¹⁷Ibrahim, D., & Jenner, J. (1997). Wajir community based conflict management. USAID Conference on Conflict resolution in the Greater Horn of Africa. Nairobi: USAID.

¹¹⁸UNDP. (2008). The Mass Media and 2007 General Election in Kenya. September issue. Nairobi, Kenya: UNDP.

¹¹⁹Mbeke, P. (2009). The role of media in conflict and peace building in Kenya. Nairobi: InterNews Network.

4.4.2 Alternative New Means of Communication Used in Promotion of Diplomatic Relations

The respondents were asked to indicate if the communication had an impact in promotion of diplomatic relations. Majority 75% agreed that communication had an effect while 25% said that communication had no effect.

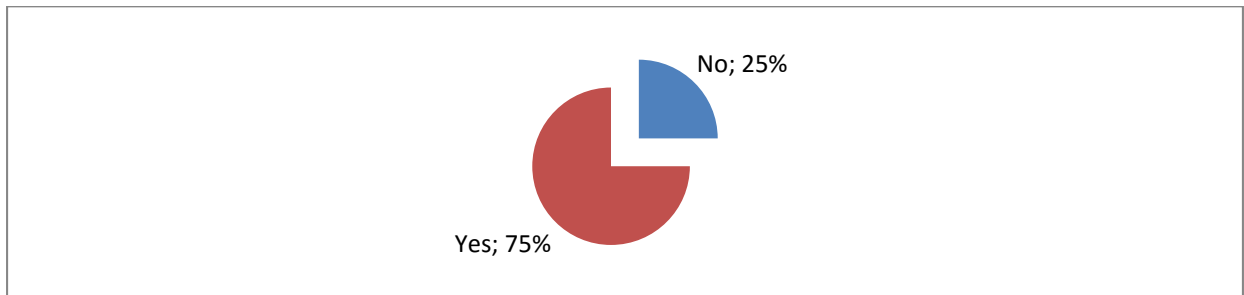


Figure 4.7: Means of communication in promoting diplomatic relations

The respondents were further requested to describe their concurrence or disagreement with the pronouncement concerning the alternative emerging and alternative new means of communication used in promotion of diplomatic relations. Respondent majority 77.3% concurred with the pronouncement that media uses the bloggers to promote diplomacy, 78.5% of the respondents agreed that the media uses the emails to promote diplomacy, 78.2% of the respondents agreed to the statement that the media uses the Facebook to promote diplomacy, 76.1% of the respondents agreed that the media uses the twitters to promote diplomacy while 78.5% agreed that the media uses the Instagram to promote diplomacy. On scale point of five, mean average of response was 4.02 implying responding most respondents were concurring with pronouncement and responses were diverse as shown by SD of 0.90.

The findings support the contention that Innovation associates individuals constantly and have accordingly diminished the world into a worldwide town. Through innovation, individuals can

connect utilizing the different types of media accessible. Accordingly, media is thought to be a mix of radio, TV, films, music notwithstanding an assortment of mechanical devices.¹²⁰ After some time, what constitutes the media has extended as well as multiplied, because of innovative changes. These innovative changes in association with media have influenced media content creates and in addition the stages utilized, wellsprings of data, and media possession among others. There is presently expanded development of media because of meeting and digitalization of media. The converging of online networking with electronic media appears like an unavoidable wander in the wake of all these innovative headway. Online networking is in this way progressively being utilized to help electronic media as a medium of correspondences.

Findings support contention that new forms of social media cater to messages flows from many to many¹²¹. They have given alternative channels for citizens participatory and communication pluralism. Importance of digital media as part of public diplomacy and which technology can be incorporated into the practice of state craft, to show that social media as an instrument of public diplomacy can be used to support foreign policy goals. To explore paradigmatic shifts caused by social media and identify how cultural diplomacy can be incorporated in public diplomacy it is noted that noted there is a big association amongst theory of Agenda context and role of media. Public diplomacy of winning hearts and psyches of individuals require an effective and very much arranged plan keeping in mind the end goal to achieve its objectives. In this way, setting the Agenda that suits the intended interest group who gets the message. It's one of the pillars the media practitioner should put in place. The researcher did a desktop research where she collected a lot of

¹²⁰Craig, H. (2012). Social Media at State: Power, Practice, and Conceptual Limits for US Public Diplomacy Vol 11, No 21

¹²¹Rutere, N. (2013), Role of social media in enhancing public diplomacy: a case study of the U.S. <http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/59226>

information from secondary data. The findings were that new media tools have substantially changed diplomacy and therefore diplomatic practitioners should be techno- savvy. The conclusion made was that social media is a vital tool in post –modern diplomacy. The researcher recommended that governments should expand internet connectivity throughout the world. The research also recommends that government should stem the negative use of social media and promote its positive function for protest organizers.¹²²

Table 4.3: Means of communication in promoting diplomatic relations

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	StdDvn
The media uses bloggers to promote diplomacy	1.1%	4.5%	17.0%	43.2%	34.1%	4.0	0.9
The media uses e-mails to promote diplomacy	0.0%	0.0%	21.6%	33.0%	45.5%	4.2	0.8
The media uses Facebook to promote diplomacy	5.7%	6.8%	14.8%	45.5%	27.3%	3.8	1.1
The media uses Twitter to promote diplomacy	0.0%	9.1%	14.8%	54.5%	21.6%	3.9	0.9
The media uses Instagram to promote diplomacy	0.0%	0.0%	21.6%	33.0%	45.5%	4.2	0.8
Average						4.02	0.90

¹²²Rutere, N. (2013), Role of social media in enhancing public diplomacy: a case study of the U.S. <http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/59226>

4.4.3 Media Professionalism in Conduct of Diplomacy in Kenya

Respondents were requested to indicate whether media firms maintain professionalism. Results in figure 4.7 shows that majority 76% said yes that the media firms maintain professionalism while 24% refuted that the media firms maintain professionalism.

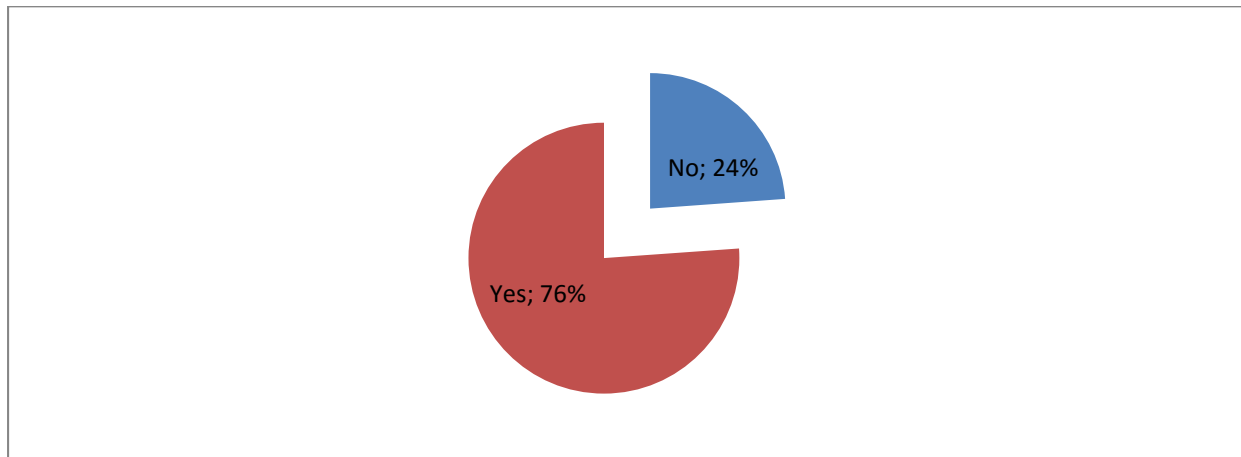


Figure 4.8: Media Professionalism in Conduct of Diplomacy in Kenya

The respondents were also asked to rate to what extent does Kenya employ professionalism media pro in its conduct of diplomacy. Outcomes in figure 4.8 indicated 56% of respondents indicated to a great extent, 14% indicated that not at all, 12% indicated to moderate extent, 11% indicated to small extent and 7% indicated to very great extent.

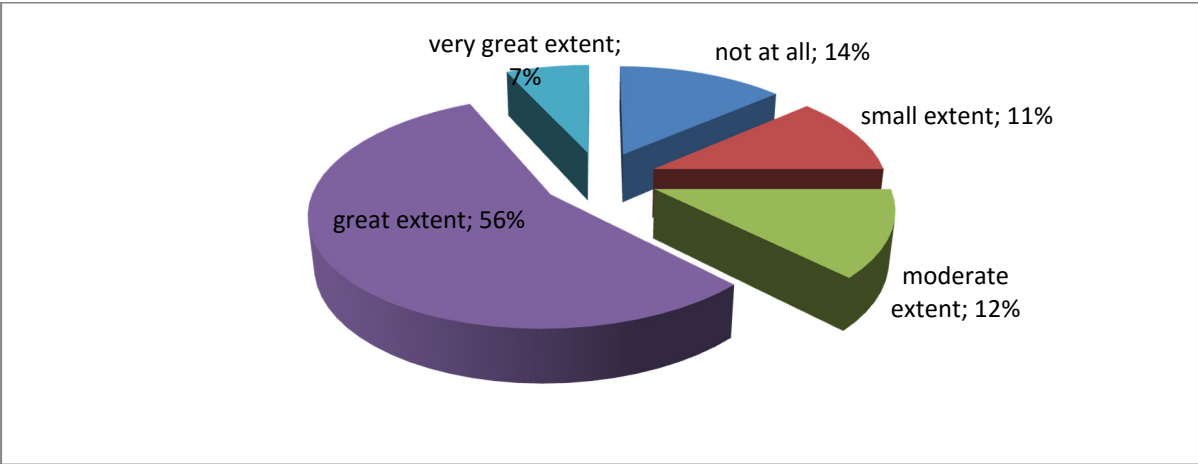


Figure 4.9: Extent of Media Professionalism in Conduct of Diplomacy in Kenya

The respondents were further asked what challenges the media faces in practicing professionalism. Results in figure 4.8 shows that 57% indicated that intimidation was the main challenge, 33% of the respondents indicated bribery and 10% indicated regulation.

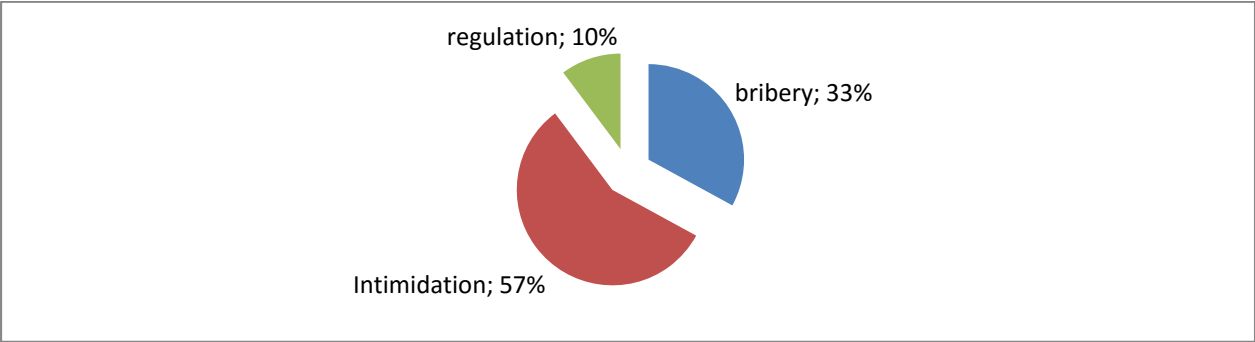


Figure 4.10: Challenges Media Professionalism in Conduct of Diplomacy in Kenya

Respondents were further asked to describe their concurrence or non-concurrence with the pronouncements concerning media professionalism in conduct of diplomacy in Kenya. The respondents further indicated that majority of the respondents 72.8% indicated the media was

professional in reporting issues related to ICC cases, 77.3% agreed to the statement that the media was professional in reporting issues related to post election, 60.2% of respondents concurred that media was professional in reporting issues related to campaign for Amina Mohamed for the chair of AU Summit, 58% of the respondents agreed that the media was professional in reporting issues related to auctioning of Kenyan cattle's by Tanzanian government and 76.2% of respondents concurred that media was professional in reporting issues related to Migingo Island territorial disputes. On five point scale, average mean of responses was 3.80 implying responding majority were concurring with most of pronouncement and responses were diverse as shown by SD of 1.02

Findings contradict those in study on critical analysis of Kenya media professionalism sought to critically interrogate the factors that impede professionalism in Kenyan media. Based on the previous literature on related studies, the study critically reviews several thematic areas, such as political interference, obsession with economic returns, media ownership, journalism training, audience perspective, personnel factor and poor pay. The study was guided by the libertarian theory of the press and social responsibility theory. It perceived professionalism in two broad perspectives, namely the independence of the media practitioners to exercise their skills without interference from internal and external factors as well as responsibility to societal needs. Its findings were based on information obtained from media practitioners and stakeholders purposively identified to provide firsthand information on challenges encountered in journalism practice. While the study confirmed factors identified in earlier studies as impediments to professionalism, it also focused on the magnitude. Poor pay and poor training are the most

prominent factors. The study also found out that tribalism was one of the emerging issues in media practice¹²³.

Table 4.4: Media Professionalism in Conduct of Diplomacy in Kenya

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std Dvn
The media was professional in reporting issues related to ICC cases	5.7%	14.8%	6.8%	48.9%	23.9%	3.7	1.2
The media was professional in reporting issues related to post election	0.0%	0.0%	22.7%	43.2%	34.1%	4.1	0.7
The media was professional in reporting issues related to campaign for Amina Mohamed for the chair of AU Summit	9.1%	20.5%	10.2%	34.1%	26.1%	3.5	1.3
The media was professional in reporting issues related to auctioning of Kenyan cattle's by Tanzanian government	0.0%	25.0%	17.0%	34.1%	23.9%	3.6	1.1
The media was professional in reporting issues related to Misingo Island territorial disputes	0.0%	0.0%	23.9%	43.2%	33.0%	4.1	0.8
Average						3.80	1.02

¹²³Ongalo, O. (2014).A critical analysis of media professionalism in Kenya. Unpublished thesis UON respiratory

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

Section consists of summary of findings, conclusions and recommendations. This is carried out in accordance with study objectives.

5.2 Summary of Findings

Section presents analysis summary outcomes. This is carried out in accordance with study objectives.

5.2.1 Role of media in conduct of diplomacy

The first study objective was to examine media role in conduct of diplomacy in Africa. The study findings indicated that media does not incite people to brutality, media does not air graphics that can lead to violence, the media does not marginalize on areas of conflict only, the media act as mediators where there is conflict and that the media reach out to responsible people who can calm violence.

5.2.2 Alternative new means of communication used in promotion of diplomatic relations

The Second study objective was to analyze alternative new means of communication used in promotion of diplomatic relations. The study findings indicated that the media used the bloggers to promote diplomacy, the media uses the emails to promote diplomacy, the media used the Facebook to promote diplomacy, the media used the twitters to promote diplomacy and that the media used Instagram to promote diplomacy.

5.2.3 Media professionalism in conduct of diplomacy in Kenya

The third objective of the study was to analyze the media professionalism in conduct of diplomacy in Kenya. The study findings indicated that the media was professional in reporting issues related to ICC cases, the media was professional in reporting issues related to post election, the media was professional in reporting issues related to campaign for Amina Mohamed for the chair of AU Summit, the media was professional in reporting issues related to auctioning of Kenyan cattle's by Tanzanian government and that the media was professional in reporting issues related to Migingo Island territorial disputes.

5.3 Conclusions

The first objective of the study was to investigate the role of media in conduct of diplomacy in Africa. Based on the findings it was possible to conclude that the media does not incite people to violence, the media does not air graphics that can lead to violence, the media does not marginalize on areas of conflict only, the media act as mediators where there is conflict and that the media reach out to responsible people who can calm violence.

The second objective was to examine the emerging and alternative new means of communication used in promotion of effective diplomatic relation. Based on the findings the study was able to conclude that the media used the bloggers to promote diplomacy, the media used the emails to promote diplomacy, the media used the Facebook to promote diplomacy, the media used the twitters to promote diplomacy and that the media used Instagram to promote diplomacy.

The third objective was to establish the extent of media professionalism in conduct of diplomacy in Kenya. The study concluded that the media was professional in reporting issues related to ICC cases, the media was professional in reporting issues related to post election. The media was

professional in reporting issues related to campaign for Amina Mohamed for the chair of AU Summit, the media was professional in reporting issues related to auctioning of Kenyan cattle's by Tanzanian government, and that the media was professional in reporting issues related to Migingo Island territorial disputes.

It was conceivable to reason that the media can assume diverse parts as far as raising, directing, or adjusting a contention. Media is inexorably solid channel interconnecting world. Media serves to create assessments both locally and diaspora. Media energy is fundamental catalyst of promulgation seeing certain forces accomplish and keep up their post in world legislative issues. Therefore media is assessment shaper and a motivation setter. In this time of globalization, with expanded worldwide reliance and also intensity, media strategy fills in as a critical apparatus in wining neighborhood and universal masses. Online networking is an essential instrument in post – current strategy.

5.4 Recommendations

The first objective of the study was to investigate the role of media in conduct of diplomacy in Africa. The study recommends that the media firms should introduce trainings to their reporters on ethics of media professionalism to curb the media in causing chaos rather be peace makers.

The second objective was to examine the emerging and alternative new means of communication used in promotion of effective diplomatic relation. The study recommends that the government should stem the negative use of social media by rewarding those in media that use the social media positively.

The third was to establish the extent of media professionalism in conduct of diplomacy in Kenya objective. Based on the objective the study recommends that when there are matters relating to

diplomacy there should be a special media unit that covers those matters so as to maintain high standards of professionalism.

5.5 Suggestions for Further Study

The study could be replicated to challenges faced by media to foster diplomacy so as to facilitate comparisons among different actors given the fact these findings are specific to the role of media in fostering effective diplomacy and therefore cannot be generalized.

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APPENDICES

Appendix I: Consent Form



UNIVERSITY OF NAIROBI
College of Humanities and Social Sciences
Institute of Diplomacy and International Studies

Tel : (02) 318262
Telefax : 254-2-245566
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E-mail : director-idis@uonbi.ac.ke

P.O. Box 30197
Nairobi
Kenya

17th November, 2017

TO WHOM IT MAY CONCERN
RE: WINFRED AKINYI GUMBO - R51/76609/2014

This is to confirm that the above named person is a bona fide student at the Institute of Diplomacy and International Studies (IDIS), University of Nairobi pursuing **M.A. in Diplomacy**. She is working on research project titled: **"THE ROLE OF MEDIA IN FOSTERING EFFECTIVE DIPLOMACY IN AFRICA: A CASE STUDY OF KENYAN MEDIA."**

Any assistance given to her to facilitate data collection for her research project will be highly appreciated.

Thanking you in advance for your cooperation.

Yours sincerely,



Professor of International Relations & Governance

Appendix II: Research Permit



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone 020 400 7000,
0713 788787,0735404245
Fax +254-20-318245,318249
Email dg@nacosti.go.ke
Website www.nacosti.go.ke
When replying please quote

NACOSTI, Upper Kabete
Off Waiyaki Way
P O Box 30623-00100
NAIROBI-KENYA

Ref No **NACOSTI/P/17/31441/20389**

Date: **8th December, 2017**

Winfred Akinyi Gumbo
University of Nairobi
P.O. Box 30197-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *“The role of media in fostering effective diplomacy in Africa: A case study of Kenyan Media”* I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **7th December, 2018.**

You are advised to report to **the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.


GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.

Appendix III: Questionnaire

This poll is separated into six segments that should take just a couple of snapshots of your opportunity to finish. If you don't mind react suitably in the spaces gave. This is a scholastic activity and all data gathered from respondents will be guarded with strict secrecy.

SECTION A: BASIC INFORMATION

1. What is your gender? a. Male () b. Female ()
2. What is your age bracket?
 - a. Below 25 years ()
 - b. 26-35 years ()
 - c. 36-45 years ()
 - d. 46-55years ()
 - e. Above 55 years ()
3. What category are you in
 - a) Bloggers
 - b) Tv stations
 - c) Radio stations
 - d) Newspapers
 - e) Diplomats
4. For how long have you worked in this institution?
 - a. Below 1 year ()
 - b. 2-5 years ()
 - c. 5-7 years ()
 - d. Above 7 years ()
5. What is your position in this organization
 - a. Lower management ()
 - b. Middle management ()
 - c. Top management ()

Section B: ROLE OF MEDIA IN CONDUCT OF DIPLOMACY IN AFRICA

This subsection is concerned with the positive and negative roles of media in conduct of diplomacy in Africa

1. Does media firm have a positive role in conduct of diplomacy?

Yes () No ()

2. Please check (x) in the box which best depicts your understanding or conflict with the announcements concerning positive and negative roles of media in conduct of diplomacy in Africa

No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
1	Media does not incite people to violence					
2	The media does not air graphics that can lead to violence					
3	The media does not marginalize on areas of conflict only					
4	The media act as mediators where there is conflict					
5	The media reach out to responsible people who can calm violence					

Section C: MEANS OF COMMUNICATION USED IN PROMOTION OF DIPLOMATIC RELATIONS

This subsection is concerned with the means of communication used in promotion of diplomatic relations

1. Does communication have an impact on promoting diplomatic relations?

Yes () No ()

2. Please check (x) in the box which best depicts your understanding or conflict with the announcements concerning positive and negative roles of media in conduct of diplomacy in Africa

No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
1	Media uses the bloggers to promote diplomacy					
2	The media uses the emails to promote diplomacy					
3	The media uses the Facebook to promote diplomacy					
4	The media uses the Twitter to promote diplomacy					
5	The media uses Instagram to promote diplomacy					

Section D: Media Professionalism in Conduct of Diplomacy in Kenya

This subsection is concerned with the Media Professionalism in Conduct of Diplomacy in Kenya.

1. Do media firm maintain professionalism?

Yes () No ()

2. To what extent does Kenya employ media in its conduct of diplomacy?

- a) Not at all
- b) Small extent
- c) Moderate extent
- d) Great extent
- e) Very great extent

3. What challenges does the Media face in practicing Professionalism in Conduct of diplomacy in Kenya

- a) Bribery
- b) Intimidation
- c) Regulation

4. Please check (x) in the box which best depicts your understanding or conflict with the announcements concerning Media Professionalism in Conduct of diplomacy in Kenya

No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
1	Media was professional in reporting issues related to ICC cases					
2	The media was professional in reporting issues related to post election					
3	The media was professional in reporting issues related to campaign for Amina Mohamed for the chair of AU Summit					
4	The media was professional in reporting issues related to auctioning of Kenyan cattle's by Tanzanian government					
5	The media was professional in reporting issues related to Migingo Island territorial disputes					

Appendix IV: List of Political Bloggers

1. Ahmed Shakur
2. Constitutions of Kenya
3. Epic Kenyan
4. Kataru Concepts
5. Loitokitok
6. Oleshitemi
7. Open Source Opinion
8. People in the Margins
9. Professor Michael Wainaina
10. Siasa za Embu
11. Through My Kenyan Eyes
12. Wandia Njoya
13. Saka Solutions

Appendix V: Plagiarism Report

THE ROLE OF MEDIA IN FOSTERING EFFECTIVE DIPLOMACY IN AFRICA; A CASE STUDY OF KENYAN MEDIA

ORIGINALITY REPORT

15%	11%	2%	8%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.ukessays.com Internet Source	2%
2	Submitted to Baze University Student Paper	2%
3	en.wikipedia.org Internet Source	1%
4	jgpcnet.com Internet Source	1%
5	www.gmj.uottawa.ca Internet Source	1%
6	belvina.wordpress.com Internet Source	1%
7	kczx.shupl.edu.cn Internet Source	1%
8	Submitted to University of Lugano Student Paper	<1%
9	rumiforum.org	